

We Proudly Introduce the New



Associated Broadcasting System

The program structure of the Associated Broadcasting System, the new fifth network, has been built as a well rounded production of news, sports, music, and an all-out effort to provide public service features in cooperation with all departments of state and national government throughout the country. News coverage of the ABS, on a par with that offered by any other network, features live minute newscasts on the hour except times when these periods are superseded by commentators of national renown. The ABS sports coverage includes the broadcast of feature races from various tracks throughout the country, the World Series highlights as presented by Bert Wilson, and Ray Schmidt's nightly feature, "The ABS of Sports." In the field of public service they present such features as the Nimitz Day ceremonies and the terrific "Cavalcade of the Pacific." In addition as regular programs featuring the U. S. Army Band, the Navy School of Music Band, and the Spars Band, all broadcast direct from Washington.

The Associated Broadcasting System officially began sixteen-hours-a-day service from coast-to-coast in the major cities of the United States on Sunday, September 16, 1945. The chain was formally opened with an inaugural address by Paul A. Porter, Chairman of the Federal Communications Commission.



President

Leonard A. Versluis, President of ABS, is the owner of Station WLAV, Grand Rapids, Michigan, and is widely known as a midwestern business executive. Mr. Versluis, a native of Grand Rapids, entered the field of radio late in the year 1936. He was instrumental in the development of the Wolverine Network (Michigan) and in addition to his many radio activities, operates successfully a chain of photographic studios throughout the state of Michigan.



Exec. Vice-President

Roy C. Kelley of Grand Rapids, Michigan, President of the Wolverine Network, is the Executive Vice-President of the new Associated Broadcasting System. In addition to his multiple duties with the two networks Mr. Kelley handles the coordination of sales activities for all ABS divisional offices.

Executives of the ABS Network



Clayton W. Kuning

Vice-President of the Associated Broadcasting Corporation, Clayton W. Kuning of Grand Rapids, Michigan, has been prominently identified for many years with the banking industry in New York and the midwest. Mr. Kuning has been with the organization for more than a year and in addition to his other executive duties is General Manager of the network.



Van C. Newkirk

ABS's west coast operations are under the direct supervision of Van C. Newkirk, Vice President and Western Division manager, at their offices in Los Angeles. Mr. Newkirk was for many years director of program activities of Don Lee-Mullins on the west coast, and is a veteran of over twenty-five years' experience in the radio industry.



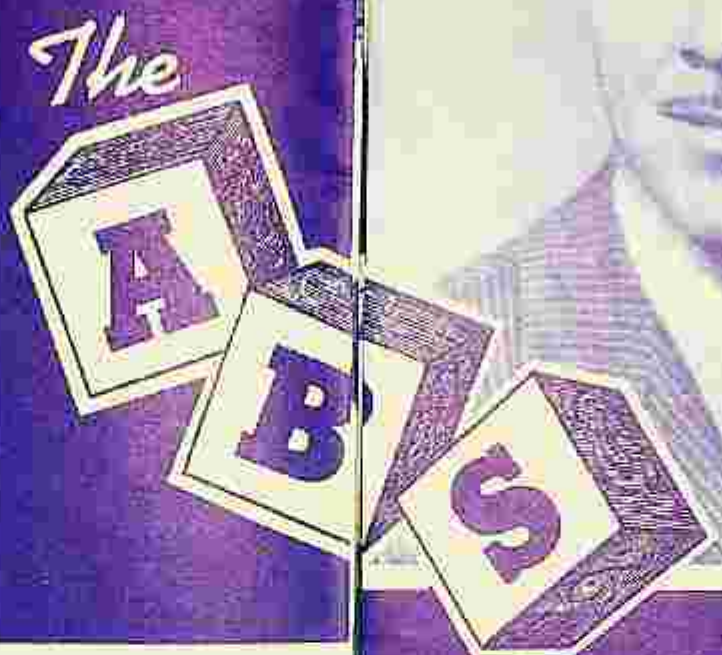
Richard F. Connor

Richard F. Connor of Hollywood, California, is Vice-President and immediate assistant to Mr. Verduin in the overall operation of the ABS Network. Before coming to the Associated Broadcasting Corporation, he was chief of the Station Relations Division, Domestic Radio Bureau, OWI in Washington, and Director of Station Relations for Mutual.



William G. Henderson

William G. Henderson, Detroit, Michigan, Vice-President and Director of Station Relations of the ABS Network, is only recently released from the U. S. Naval Air Force after over two years' service. He was formerly connected with the Public Relations Office of the Stroh Brewery Company and is now engaged in the handling of consular matters in the formation of the ABS Network.



Frank A. Browne

Director of Promotion and Publicity of the Associated Broadcasting Corporation is versatile Frank A. Browne. Prior to his connection with the ABS Network, he served as program director of WAYS, Charlotte, N. C., program and promotion manager of XTHS, Hot Springs, Ark., and publicity director for WJZ, New York City. Mr. Browne was also recently associated with "Broadcasting," radio trade magazine, as midwest editor.

Network

George Funkey

George Funkey is Supervisor of Engineering for all of the ABS Network. After serving ten years as supervising engineer for CKLW's Detroit office, he fell to join the OWI and at that time was made Chief Engineer of the American Broadcasting Corporation service in Europe with headquarters in London, England. Mr. Funkey joined the Associated Broadcasting Corporation and took over the supervision of technical operations in August of 1945.



Sparkling Programming "Across the Nation... via ABS



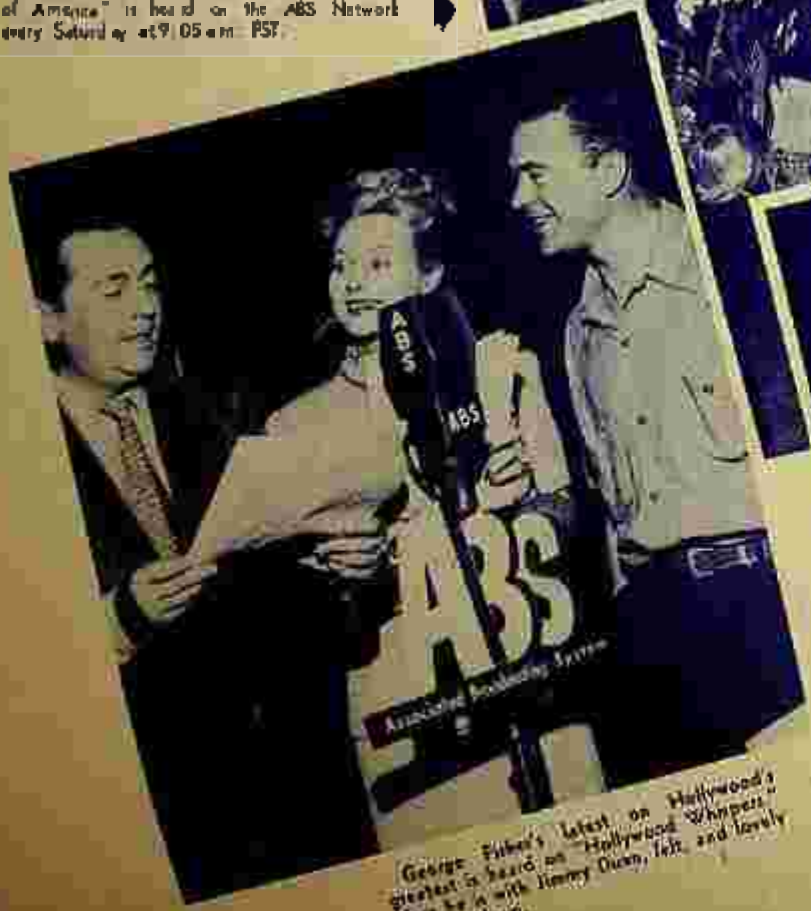
The United States Army Band under the direction of Chief Warrant Officer Hugh Curry is a regular ABS Network feature every Wednesday night from 9:30 to 10:30 PST.

The United States Spar Band as "Women of America" is heard on the ABS Network every Saturday at 9:05 a.m. PST.



The Navy School of Music Band and Chorus appeared on ABS' inaugural broadcast. The Navy Band is a Thursday night "regular" on the ABS Network.

The "Man of Rest" with First Mate Bob (Paul Myers) is heard Tuesdays, Thursdays and Saturdays at 8:00 a.m. PST over ABS facilities.



George Fisher's latest on Hollywood's greatest is heard on "Hollywood Whispers" late in the evening with Jimmy Dean, left, and lovely Virginia Mayo.



Rev. Charles E. Fisher's "Old Fashioned Revival Hour" is a regular program on the ABS Network.



John Clifton Emmel, after completing his education at the University of Oregon, started as a pioneer in radio in 1927 and has been in radio ever since. He is now a free lance organizer, originating both local and network programs.



Edgar Ansel Mowrer, noted foreign correspondent, is heard every Sunday over ABS facilities. Mowrer was Pulitzer Prize Winner in 1933 for his overseas reporting in Germany.



Sparkling Programming Across the Nation... via ABS



The United States Army Band under the direction of Chief Warrant Officer Hugh Curry is a regular ABS Network feature every Wednesday night from 5:05 to 5:30 PST.

The United States Spur Band as "Women of America" is heard on the ABS Network every Saturday at 9:05 a.m. PST.



The Navy School of Music Band and Chorus as they appeared on ABS's inaugural broadcast. The Navy Band is a Thursday night "regular" on the ABS Network.



The "Haven of Rest" with First Mate Bob Paul Myers is heard Tuesdays, Thursdays and Saturdays at 8:00 a.m. PST over ABS's facilities.



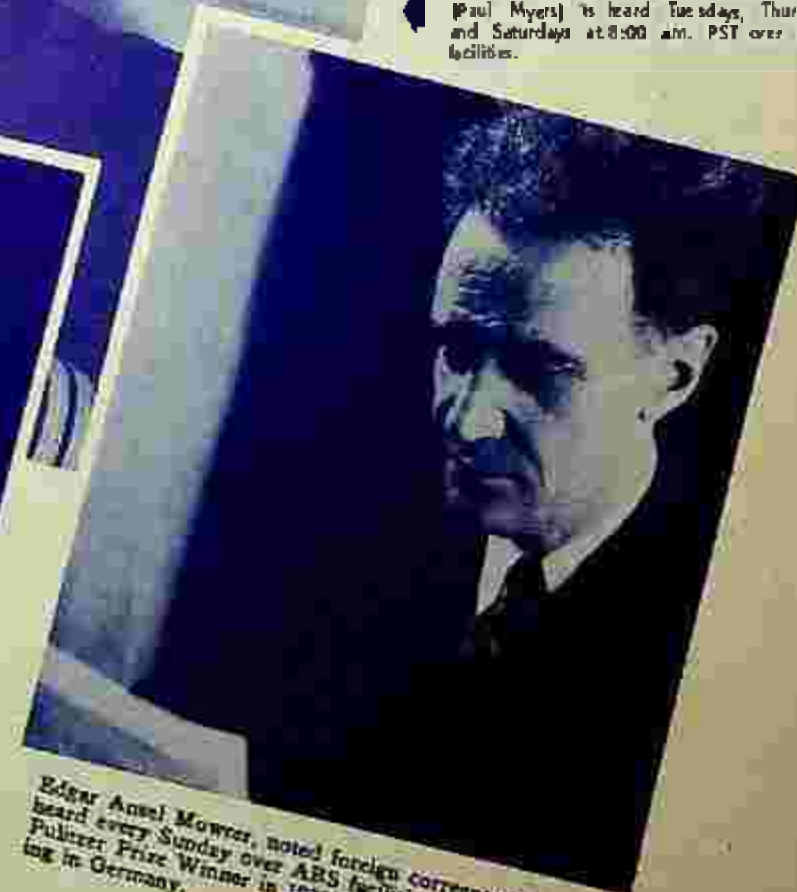
George Fisher's latest on Hollywood's greatest is heard on "Hollywood Whispers." Here he is with Jimmy Olin, left, and Jerry Virginia Mayo.



Rex Charles E. Fuller's "Old Fashions & Revivals Show" is a regular program on the ABS Network.



John Clifton Emmel, after completing his education at the University of Oregon, started as a pioneer in radio in 1927 and has been in radio ever since. He is now a free lance organizer, originating both local and network programs.



Edgar Ansel Mowrer, noted foreign correspondent, is heard every Sunday over ABS facilities. Mowrer was Pulitzer Prize Winner in 1933 for his overseas reporting in Germany.

ABS World Coverage in News and Sports

The New ABS Network strives to provide complete coverage in news and sports to satisfy the desire of a widespread listening public. Five minute newscasts every hour, on the hour, give an up-to-date picture of the development of world events, while a

well-rounded program of sports, a part of the everyday schedule, the Associated Network offers the services of a complete staff of correspondents, newscasters and sports reviewers whose talents assure the listening public of the best programming in these fields.

John B. Hughes, ABS' Far Eastern news and commentator on national affairs, broadcasts Tuesdays through Saturdays on "News and Views" by John B. Hughes.



Mark Avlund's outstanding commentary, "Today in Washington," is a regular evening feature, Monday through Friday on the ABS Network.



Ray Schmidt's nightly feature, "The A to Z of Sports," is to be heard over the facilities of the Associated Network 8:20 to 9:45 p.m. Ray's name of St. Louis athletes and St. Louis residents over 1500 major league games in his lifetime speak of significance.



Commentator, Newsmen, soldier of fortune, Len Ross MacFarlane is now recognized as one of the outstanding radio newsmen to be heard on the all ABS nights, Monday through Friday.

ABS' coverage is extended through the cooperation of several universities. St. Paul features the University of Minnesota, where a 1000 play-by-play broadcast is being made by ABS.



Lee Gross broadcasts his interesting feature concerning "3, 2, 1, Calling," Monday through Friday at 11:00 a.m. PST over the facilities of the Associated Broadcasting Corporation.

A New Network is Born...



On September 16, 1945, another milestone was passed in the annals of radio broadcasting when the Associated Broadcasting System's hookup was endowed with life and dedicated to the explicit purpose of producing the best in well-rounded and enjoyable programs to satisfy a slyer and more discriminating listening audience.

In the photograph above, Paul Porter, Chairman of the Federal Communications Commission, strikes the gong which officially opened the new ABS Network. Leonard A. Verdun, right, President of ABS, holds the gong.



Appearing on the initial broadcast of the Associated Broadcasting System's network were many dignitaries including Brigadier General Robert H. Young, USA, Commanding General, Military District of Washington.