

# BROADCASTING

combined with

Broadcast  
Advertising

1 9 3 5

Y E A R

B O O K



# Opinions Are Misleading When Facts Are Lacking

**THE OBJECTIVE of Jansky & Bailey engineering is to produce the fundamental facts essential to the most effective use of broadcasting as an advertising medium.**

*Services which Jansky & Bailey are rendering to a continually increasing number of broadcast stations include:*

## **STANDARD COVERAGE AND MARKET DATA SERVICE**

The only coverage maps and statistics universally accepted as authentic by agencies and advertisers.

## **MEASUREMENT OF FIDELITY**

Stations with JANSKY & BAILEY Certifications of Standard Fidelity can guarantee their ability to transmit high-grade programs without distortion.

## **TRANSMITTER LOCATION SURVEYS**

By careful consideration of all engineering factors JANSKY & BAILEY increased the coverage of one station\* over 300% by properly relocating the transmitter. (\*Name on request.)

## **SUPERVISION OF STUDIO AND TRANSMITTER INSTALLATIONS**

Experienced direction of installation work will prevent mistakes and result in a saving of time and money.

## **MEASUREMENT OF RADIATION EFFICIENCY**

Improvement in antenna efficiency will frequently increase coverage far more than an increase in power.

## **BROADCAST STATION EVALUATION**

Correct solution of the basic problems involved in evaluating broadcast stations depends upon engineering and coverage considerations.

## **INSTALLATION OF DIRECTIONAL ANTENNAS**

Installation of such systems, to be acceptable to the Federal Communications Commission, requires elaborate test apparatus plus an extensive background of field experience.

## **MEASUREMENT OF INTERFERENCE AND FADING**

Facts on interference and fading are essential to a complete knowledge of coverage.

*This organization has no connection with any manufacturer of broadcast equipment or towers*

---

# **JANSKY & BAILEY**

**WASHINGTON, D. C.**

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**AN ORGANIZATION OF QUALIFIED RADIO ENGINEERS  
DEDICATED TO THE SERVICE OF BROADCASTING**

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"Hear The March of Time last night?"

"Never miss it, Best thing on the air."

"Right you are. Who produces it?"

"BBDO."



Behind the scenes in "The March of Time," winner of RADIO STARS' Award in February, 1935. Friday evenings at 9:00 Eastern Time. Columbia Network.

## A PROGRAM FOR RADIO *means more than* "A RADIO PROGRAM"

— BBDO is equipped to see the job through

**M**AKING radio programs alone is not enough—*making them pay* is ultimately more important. Here are a few of the steps we take in building a *well-rounded program for radio advertising*. 1. ANALYSIS of the job, of markets and

listening areas, of buying habits and listening habits; 2. RECOMMENDATIONS for the best use of radio for the particular product; 3. PRODUCTION of a show that will entertain and sell; 4. PUBLICITY to help build a larger audience;

5. MERCHANDISING to make customers out of listeners; 6. RESEARCH and applying laboratory tests to ideas and methods. It takes a lot of people to give this well-rounded agency service, a lot of experience to produce this kind of program for radio. Does our method seem to you a sound way to make progress in radio?

# BBDO

BATTEN, BARTON, DURSTINE & OSBORN, INC.

NEW YORK CHICAGO BOSTON BUFFALO PITTSBURGH MINNEAPOLIS

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# KSD

A DISTINGUISHED BROADCASTING STATION

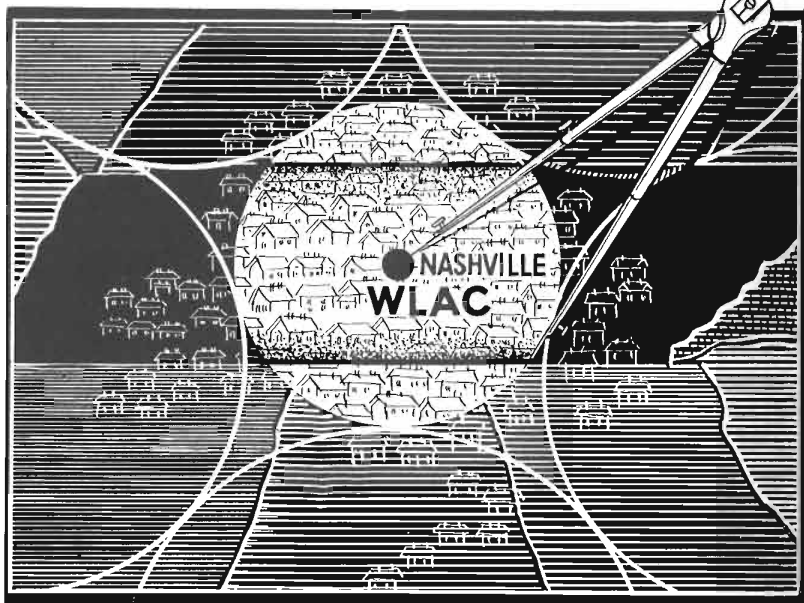
IN ST. LOUIS

Owned and Operated by  
ST. LOUIS POST-DISPATCH

protects its advertisers by  
a rigid censorship which  
eliminates the unworthy

All advertising offered for broadcasting from Station KSD is subject to rigid censorship regulations. Nothing will be accepted which is misleading, deceptive, repulsive or suggestive, or that which attacks the integrity of persons, institutions or merchandise. Advertisers using the facilities of KSD are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSD entertainment programs.

# YOU'VE HEARD OF THE TVA?



Well, the TVA and WLAC cover pretty much the same territory. Only, we got here first.

Take a compass and a map of the Tennessee Valley. Put one point of the compass at Nashville, set your radius at 100 miles and draw a circle. This will give you approximately the Nashville trading area—a large sector bordered by the trading areas of Louisville, Memphis, Birmingham, Chattanooga and Knoxville.

In this Nashville area are the homes of 1,700,000 people. In these homes are 109,528 radios (Consumers Research Bureau survey).

Over this area and to these radios WLAC broadcasts *daily* the programs and messages of an average of 45 national and local advertisers, who find both cost and sales results entirely satisfactory.

We invite the inquiries of other advertisers as to the territory we cover, the cost of time on this station and the available hours for chain programs or spot announcements.



★ "In the Heart of the Tennessee Valley" ★  
Member Station Columbia Broadcasting System  
World Broadcasting System Program Service

J. T. WARD  
Vice President

National Representatives  
PAUL H. RAYMER CO.  
RADIO SALES, INC.

# President Tells Why ABC Was Formed

An Interview With **GEORGE B. STORER**  
President, American Broadcasting Company

## Shows How New Network Fills Need in Industry; How Manpower and Resources Stabilized Young Chain

LIKE all worthwhile business enterprises, a radio network must have a goal. Success of a chain of radio stations depends upon a definite need for such a link in the radio industry.

As an operator of three chain-affiliated stations for several years, I have been a keen student of network broadcasting, and my observations long ago proved to me that there was an absolute necessity for another network.

Sponsors with large advertising budgets were unable to obtain preferred time. A number of concerns with wide distribution of their products were unwilling to go on the air at all because of time limitations. More and more manufacturers were becoming radio-minded. The established networks were finding it increasingly difficult to accommodate all who were clamoring for a place on the air at times that would bring them the best results.

### Stations Needed New Network

NUMEROUS independent stations were enjoying proven success in serving their own communities. They were helping local and "spot" advertisers make money on the air. Some of them small stations, I grant you, nevertheless, they were transmitting strong signals in their localities. They were delivering audience response and thus were covering perfectly basic trading areas.

How much more could these independent stations accomplish if they were able to give their local audiences the excellence and variety of programs obtainable through a major network affiliation! This was a thought to conjure the imagination.

I was aware that about half the business of the existing radio networks was within their basic network areas, and that here was to be found half the total retail sales volume of the entire United States. Common sense, alone, pointed to the fact that a group of local stations in this territory joined in another network could increase their revenues, particularly with fine programs from New York City and other leading talent centers.

I was becoming really interested. A fine group of radio stations that adequately covered many of the most important basic markets from Missouri to Massachusetts and from the

**THIS IS the true story of a dream come true. A real-life story of how the American Broadcasting Company came into existence, and why radio's new major network has a definite place in the broadcasting world. The early history of ABC is graphically told here by the man who conceived this brain child and nursed it along to reality. He tells how ABC offers adequate, basic network coverage at lowest cost per listener.**

mid-South to the Great Lakes needed a new network!

### Commercial Demand Obvious

THE COMMERCIAL demand for such a new network was obvious. National advertisers were planning to spend \$40,000,000 on the air in 1934 and indications pointed to even larger radio expenditures in 1935.

All existing networks were virtually sold out of desirable evening time. Preferred "spot" time also was eliminated. These situations offered bright prospects for the new chain which would make available attractive time periods in which manufacturers could broadcast at a profit. Moreover, here was the opportunity for the numerous new advertisers who could not afford prohibitive network costs. They could make effective use of this new system which would open up the principal markets of the country at prices that would be within their means.

These thoughts I continued to turn over in my mind until the Spring of 1934, when, firmly convinced that the stations needed and wanted the network, and that the listening public certainly would welcome an improved service, we decided to form American Broadcasting. Another major network was born with the purpose of giving the national advertiser the opportunity of selling his product in the best markets on a basis of low cost per listener.

After many weary months, and problems without end, on October 14, 1934, the American Broadcasting network began operation in 16 major cities. The new chain was a reality!

Since then eight other stations have been added to the network, giving us a total of 24 outlets in 23 cities



GEORGE B. STORER

which are receiving a program service 16 hours daily.

The network has been reorganized, recently, and is now operating under its new name, American Broadcasting Company; with WNEW giving us increased power, as the new key station in Greater New York City.

ABC is here to stay! It is amply financed and, we believe, as ably operated as any business in the country.

### Purpose Fulfilled?

LET US see how well we have fulfilled the purpose for which the American Broadcasting Company was organized.

1. Have the stations benefited from the affiliation?

Yes—a survey of 1,000 persons in one city showed an audience increase of 960 percent since the station joined ABC.

2. Does ABC actually offer national advertisers an opportunity to sell goods at low cost in the best markets?

Yes—a comparison of rate cards and coverage data shows that ABC give the lowest cost per listener available today. As for markets, ABC offers efficient and more economical coverage of nearly half the national total number of radio sets, blanketing an area in which there is about 50 percent of the country's total retail sales volume. There is no waste, no "super" coverage. The advertiser pays only for concentrated coverage.

3. Are listeners actually tuning in ABC stations?

Indeed they are! Eighty-nine percent of them, contacted in a telephone survey, gave the correct call letters of the ABC outlets, and 70 percent said that there is a definite need for our new network.

### True Coverage

PHYSICAL, mechanical coverage does not necessarily guarantee listeners. A good program on a small station, well-received in the basic area where the population is concentrated, may obviously have a large circulation by far than an inferior program on a super-power station. Knowing this we have been presenting the finest talent obtainable. Our dramatic, musical and sports programs equal anything on the air, and our special features, such as the exclusive broadcast of the Morro Castle investigation, have not been equalled.

ABC has two important elements: correct rates and concentrated coverage; and advertisers who add good programs, either their own or ours, will have a foolproof formula for selling merchandise.

THE STATIONS of the American Broadcasting Company are in the following cities:

New York	Little Rock
Akron	Memphis
Albany	Philadelphia
Baltimore	Pittsburgh
Boston	Providence
Buffalo	Rock Island
Chicago	Davenport
Cincinnati	St. Louis
Cleveland	Trenton
Columbus	Washington, D. C.
Detroit	Waterbury
Gary	Wilmington

**AMERICAN BROADCASTING COMPANY**

501 Madison Ave., New York

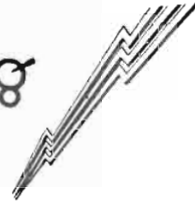
3300 Union Guardian Bldg., Detroit

# BROADCASTING

and

## Broadcast Advertising

### 1935 YEARBOOK



Published Annually by  
BROADCASTING  
PUBLICATIONS, Inc.

MARTIN CODEL, Publisher

SOLO TAISHOFF, Editor

J.C. TAYLOR, Advertising Manager

National Press Building  
Washington, D. C.

Telephone—Metropolitan 1022

Executive and Editorial Offices: NATIONAL PRESS BUILDING, WASHINGTON, D. C.

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Vol. 8. No. 4.

WASHINGTON, D. C., FEBRUARY 15, 1935

PART II YEARBOOK  
SECTION

# Broadcast Advertising in 1934

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BROADCAST advertising volume in 1934 reached the highest level thus far experienced by the medium. According to statistics compiled by the National Association of Broadcasters,<sup>1</sup> gross time sales to advertisers by networks and stations amounted to \$72,887,169 for the year. This was an increase of 27 per cent over the estimated revenues of the preceding year, and equalled, if it did not slightly exceed, the volume of the previous peak year of 1931.<sup>2</sup>

National networks accounted for \$42,647,081 or 58.5 per cent of the total broadcast advertising volume of the year. Regional network advertising amounted to \$717,117 and represented .9 per cent of the total volume of the medium. Only permanent regional networks are included in this figure, it being estimated that, if those regional networks not maintaining permanent line service were also considered, regional network advertising would approximate 1.5 per cent of total broadcast advertising volume.

National non-network advertising, often referred to as national spot business, amounted to \$13,541,770 during the year, and constituted 18.6 per cent of the total gross time sales of the medium. Local broadcast advertising accounted for 22 per cent of total revenues and amounted to \$15,770.

981,770. Detailed statistics regarding general broadcast advertising trends are found in Table I and Chart I.

#### Recent Trends in Advertising

NATIONAL network advertising has experienced the most rapid improvement of any portion of the broadcasting structure. Time sales by networks in 1934 were 35.3 per cent greater than during the preceding year and exceeded the previous network peak of 1932 by 9.2 per cent.

The fact that national network business is concentrated principally among the large national distributors with ample finances and in industries whose sales declined less during the depression than did those of the general run of business; the program resources of networks; superior network sales and promotional organization, and extension of network facilities by

the addition of stations in recent years—all have contributed to this trend.

As a result of this rapid improvement, national network business has come to represent a larger proportion of total broadcast advertising revenues than it did several years ago. Whereas, in 1931 advertising of this type represented 51.2 per cent of total time sales, it rose to 55.2 per cent in 1933 and to 58.5 per cent during the past year.

Regional network advertising has remained comparatively unchanged in recent years, both as to the proportion of total business represented by this type of network and with regard to broadcast advertising volume.

National spot business (national non-network advertising) was 16.8 per cent greater during the last six months of 1934 than during the same period of the preceding

year. Since the collection of non-network statistics was first undertaken by the National Association of Broadcasters in July, 1933, this is the only period for which comparable data exist. National spot advertising in 1934 constituted 18.6 per cent of total business as compared to 17.5 per cent during the latter half of 1933.

Local broadcast advertising failed to register gains during 1934. Time sales of this class of business were 3.2 per cent less during the latter half of 1934 than during the corresponding period of 1933. There has been some improvement, however, in recent months. Whereas in July, local broadcast advertising was 20.4 per cent below the level of the same period of 1933, monthly volume either equalled or slightly exceeded that of the same period of the preceding year since September. Improved retail trade and rising sales volume of the smaller local businesses should aid materially in correcting the present unfavorable local situation.

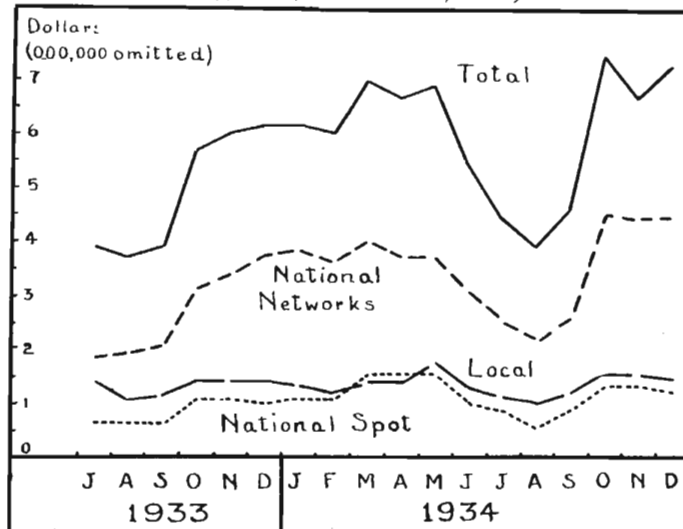
Local broadcast advertising declined in relative importance from 26.6 per cent of the medium's total volume during the last six months of 1933 to 22 per cent during 1934.

#### Comparison With Other Media

AT THE PRESENT time radio broadcast advertising volume compares more favorably with its pre-depression level than does any other medium. Compared with the 27 per cent improvement in broadcast advertising during the year just closed, national magazine advertising revenues increased 21 per cent over 1933, while newspaper advertising rose approximately 10 per cent. National farm paper advertising registered an increase of 29 per cent compared to the preceding year. Trends regarding major advertising media are found in Chart II.

Radio, however, is the only medium to have exceeded the advertising volume of its previous

CHART I  
Broadcast Advertising Volume  
(July, 1933, to December, 1934)



<sup>1</sup> All statistics used in this analysis are taken from the monthly reports of broadcast advertising volume compiled by the National Association of Broadcasters. These constitute the only source to include national spot, local, and regional network data, as well as the usual national network data.

<sup>2</sup> The year of 1931 was probably the peak year of the industry, in spite of the somewhat greater national network business in 1932. Declining non-network advertising in the latter year probably more than offset national gains. The Federal Radio Commission estimated 1931 gross revenues at slightly more than \$76,000,000. Elimination of duplications reduces this to between \$70,000,000 and \$73,000,000. According to the National Association of Broadcasters, revenues for 1933 were estimated at \$57,000,000. These are the only two years for which any comprehensive data are available.



peak year. According to the Weld-Printers' Ink index, the advertising volume of other media still ranges between 55 per cent and 80 per cent of the 1928-1932 average, and therefore at even a lower figure in comparison to the peak years of the various media.

The relative gain of radio and magazine volume among the leading magazine advertisers presents an interesting comparison. Whereas the radio expenditures of the 50 leading magazine advertisers were 20.5 per cent as great as their magazine expenditures in 1933, they were 26.5 per cent as great in 1934. Magazine expenditures increased 9.3 per cent during the year, while radio expenditures were increased by 38.6 per cent. Among the 100 leading magazine advertisers radio expenditures increased from a level of 22.5 per cent as great as magazine expenditures in 1933 to 27.2 per cent in 1934. The magazine expenditures of this group rose 16.3 per cent during the year and the radio expenditures 48.8 per cent.

At the present time radio broadcast advertising represents approximately 10 per cent of the total volume of major media, including national magazines, newspapers, farm periodicals and outdoor advertising.

**Non-Network Advertising**  
**TOTAL** non-network advertising, national spot and local business combined, amounted to 40.6 per cent of the volume of the medium. Of this non-network volume, 45.4 per cent was placed over stations of more than 1,000 watts in power (almost exclusively high powered regional and clear channel transmitters), 41.1 per cent over stations of from 250 to 1,000 watts in power, and the remaining 13.5 per cent over the 100-watt class.

<sup>3</sup> The source of magazine data is Publishers' Information Bureau.

The non-network business of the smaller stations has increased more rapidly than has that of the larger transmitters. Gross time sales of stations in the 250-1,000-watt class were 17.1 per cent greater during the latter half of 1934 than during the same period of the preceding year, while those of the 100-watt stations rose 20.1 per cent. It should be noted that increased network broadcasting definitely reduced the volume of choice saleable time on the higher powered transmitters, and thus was partly responsible for the aforementioned trend.

The New England-Middle Atlantic district accounted for 33.2 per cent of non-network revenues in 1934, the North Central district for 36.4 per cent, the South Atlantic and South Central area for 13.5 per cent and the Pacific and Mountain district for 16.9 per cent. Census districts have been used as the basis for the demarcation of these territories. It is interesting to note that the great area lying north of the Mason-Dixon Line and east of the Mississippi, embracing 75.4 per cent of the country's radio families, accounted for 72.6 per cent of the total non-network advertising.

**By Type of Rendition**  
**NON-NETWORK** advertising is composed of four classes of rendition: electrical transcriptions recorded especially for broadcasting purposes, live talent programs, records, and short announcements, usually referred to as spot announcements. In 1934, 21.7 per cent of total non-network advertising was represented by electrical transcriptions, 47.9 per cent by live talent, 28.8 per cent by spot announcements and 1.6 per cent by records.  
 National and local non-network business varied materially as to composition. In the national field

37.6 per cent of the total volume was represented by transcriptions, 42.8 per cent by live talent and 15.5 per cent by announcements. In the local field transcriptions amounted to but 8.1 per cent of total volume, live talent to 52.3 per cent and announcements to 37.1 per cent. Records constituted a negligible factor in both instances.

There have been several important developments in the non-network field with regard to the type of rendition employed. One of these is the marked decline which has occurred in record and announcement volume. Announcement volume in the national field decreased 34 per cent during the latter half of 1934 as compared with the same period of 1933, while local announcement volume dropped 28.3 per cent. Both national and local record volume (the latter much the more important) decreased approximately 50 per cent.

Another development of outstanding interest has been the remarkable rise of live talent national spot business. Advertising of this type increased 62.7 per cent during the latter half of the past year as compared with the same period of 1933. It is difficult to say, without more detailed breakdowns being available, what have been the causes of this highly interesting and important trend. More investigation is required, especially as to the type of company engaged in this form of broadcast advertising. However, the greatly improved program facilities of individual stations, improved selling methods, and similar factors have been partly responsible for the development.

The trend toward national live talent business began in the early months of 1934 and has continued steadily since that time.

Local live talent volume was 2.5 per cent greater during the latter half of 1934 than during the same

period of the previous year. National electrical transcription volume rose 12.1 per cent during the same period, while local volume declined 24.4 per cent. Detailed information and trends as to rendition are found in Tables II and III and Charts III and IV.

**Sponsorship of Advertising**  
 The sponsorship of broadcast advertising varies materially with the portion of the broadcasting structure under consideration. In the national network field, convenience goods, i.e., small articles of low price, mass consumption and a high degree of repeat sales, are preponderant. Articles of this type constituted 86 per cent of total network advertising in 1934. The importance of this type of network advertising has been increasing steadily, the proportion of total network volume represented by convenience goods in 1927 being only about 30 per cent of the total. In 1933 advertising of this type represented 79 per cent of the total network volume.

The cosmetic field was the largest network advertiser in 1934, accounting for 24.2 per cent of the total time sales. Foodstuffs were second with 20.1 per cent, drugs and pharmaceuticals third with 11.1 per cent and gasoline and accessories fourth with 8.6 per cent. Beverages were fifth and represented 7.5 per cent of total network volume. Data regarding national network composition is found in Table IV and Chart V.

Compared to the year just closed, the ranking of national network sponsorship by volume of advertising for 1933 was as follows: (1) foodstuffs, (2) cosmetics, (3) gasoline and accessories, (4) beverages, and (5) tobacco. The only significant trends among the leading classes of sponsors since 1932 have been the rise of cosmetics from third to first place, and the decline

**TABLE I**  
**Total Broadcast Advertising Volume: 1934**  
 (Gross Time Sales)

Class of Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
National Networks	\$3,793,975	\$3,535,270	\$4,000,698	\$3,739,719	\$3,728,481	\$3,103,796	\$2,494,710	\$2,248,870	\$2,560,657	\$4,627,002	\$4,366,453	\$4,450,523	\$42,647,069
Regional Networks	53,578	54,932	66,516	61,883	44,559	35,569	27,935	42,694	57,948	96,964	107,259	63,702	717,111
National Spot Business	1,075,290	1,079,658	1,509,643	1,491,770	1,479,126	975,317	767,750	598,122	781,903	1,251,014	1,300,625	1,231,492	13,541,778
Local Broadcast Advertising	1,276,148	1,223,960	1,443,887	1,376,583	1,689,964	1,393,900	1,080,664	1,039,070	1,175,715	1,503,104	1,458,255	1,430,494	15,981,201
<b>TOTAL</b>	<b>\$6,198,091</b>	<b>\$5,943,820</b>	<b>\$7,020,744</b>	<b>\$6,669,957</b>	<b>\$6,922,395</b>	<b>\$5,418,732</b>	<b>\$4,375,463</b>	<b>\$3,928,756</b>	<b>\$4,576,223</b>	<b>\$7,377,084</b>	<b>\$7,232,592</b>	<b>\$7,176,211</b>	<b>\$72,867,104</b>

**TABLE II**  
**National Spot Advertising by Type of Rendition: 1934**  
 (Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Electrical Transcriptions	\$487,678	\$483,887	\$568,260	\$757,420	\$580,738	\$266,538	\$224,745	\$176,810	\$253,473	\$466,218	\$507,598	\$427,510	\$5,090,925
Live Talent Programs	407,010	445,624	657,864	457,710	600,370	460,737	397,450	245,855	376,265	564,776	570,110	614,952	6,798,723
Records	7,102	4,497	11,311	10,010	1,310	5,282	3,188	1,067	1,070	3,800	2,880	4,330	55,847
Spot Announcements	223,590	195,650	272,208	266,690	296,658	242,820	142,367	174,390	151,095	226,220	220,087	184,700	2,596,275
<b>TOTAL</b>	<b>\$1,075,290</b>	<b>\$1,079,658</b>	<b>\$1,509,643</b>	<b>\$1,491,770</b>	<b>\$1,479,126</b>	<b>\$975,377</b>	<b>\$767,750</b>	<b>\$598,122</b>	<b>\$781,903</b>	<b>\$1,251,014</b>	<b>\$1,300,625</b>	<b>\$1,231,492</b>	<b>\$13,541,778</b>

**TABLE III**  
**Local Broadcast Advertising Volume by Type of Rendition: 1934**  
 (Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Electrical Transcriptions	\$107,752	\$108,620	\$118,057	\$111,160	\$149,104	\$128,855	\$95,995	\$77,405	\$78,145	\$117,000	\$103,592	\$112,580	\$1,308,265
Live Talent Programs	650,821	617,842	731,734	688,520	895,781	686,690	569,984	539,285	620,435	861,050	883,540	731,534	8,356,675
Records	31,075	35,248	37,466	37,900	45,351	34,915	29,895	27,250	33,860	28,850	30,310	35,660	407,280
Spot Announcements	487,000	462,250	556,630	539,000	639,728	463,500	384,710	396,150	443,276	496,204	490,813	550,720	5,995,980
<b>TOTAL</b>	<b>\$1,276,148</b>	<b>\$1,223,960</b>	<b>\$1,443,887</b>	<b>\$1,376,580</b>	<b>\$1,669,964</b>	<b>\$1,303,960</b>	<b>\$1,080,064</b>	<b>\$1,039,070</b>	<b>\$1,175,715</b>	<b>\$1,503,104</b>	<b>\$1,458,255</b>	<b>\$1,430,494</b>	<b>\$15,981,201</b>

TABLE IV

National Network Advertising by Type of Sponsoring Business: 1934

(Gross Time Sales)

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Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1-2 Amusements													
1-2 Automobiles & Accessories													
(1) Automobiles	\$191,270	\$250,339	\$266,712	\$220,078	\$218,996	\$180,950	\$100,185	\$92,341	\$152,963	\$516,256	\$263,800	\$332,805	\$2,785,611
(2) Accessories, gas and oil	315,130	413,671	334,018	353,700	894,489	330,638	276,977	275,555	262,272	326,153	342,390	311,901	3,827,111
3 Clothing and apparel	17,968	30,567	33,965	37,587	30,176	21,704	27,025	25,246	39,135	41,707	34,332	35,740	372,777
4-5 Drugs and toilet goods:													
(4) Drugs and pharmaceuticals	422,926	367,479	383,811	326,624	342,256	314,152	257,212	216,277	\$44,248	571,341	598,425	659,638	4,804,311
(5) Toilet goods	798,973	744,915	844,452	862,762	882,264	736,840	698,573	600,693	647,695	913,924	864,749	813,147	9,400,777
6-8 Food products:													
(6) Foodstuffs	724,921	696,191	786,439	726,540	651,637	561,608	491,513	504,110	475,816	888,642	923,132	971,084	8,450,777
(7) Beverages	308,384	275,740	289,834	296,890	378,949	358,818	267,112	238,640	194,319	252,783	246,096	253,676	3,358,811
(8) Confections	129,980	115,365	125,352	108,544	23,710	24,400	21,619	16,061	9,340	170,043	170,141	166,908	1,081,311
9-10 Household goods:													
(9) Household equipment and furnishings	55,303	38,199	80,623	47,470	50,196	11,629	11,835	5,850	30,198	26,078	28,943	17,232	417,111
(10) Soap and kitchen supplies	145,345	141,899	190,375	196,885	225,073	179,403	141,061	112,157	183,614	196,489	244,932	255,720	2,210,111
11 Insurance and financial	65,075	57,067	63,922	62,808	56,173	36,849	36,121	36,014	40,368	57,202	51,407	46,846	611,811
12 Radios	47,249	38,523	46,236	44,923	35,742	32,634	34,188	39,162	56,168	95,426	91,231	95,608	656,011
13 Retail establishments													
14 Tobacco products	436,893	392,279	416,331	325,928	309,570	187,180	93,494	38,168	46,072	316,920	301,551	318,602	3,181,911
15 Miscellaneous	133,658	123,036	139,628	123,981	129,250	127,091	48,895	48,696	78,459	166,038	215,324	172,116	1,488,211
<b>TOTAL</b>	<b>\$3,759,998</b>	<b>\$3,585,270</b>	<b>\$4,000,698</b>	<b>\$3,739,719</b>	<b>\$3,728,481</b>	<b>\$3,103,796</b>	<b>\$2,494,710</b>	<b>\$2,248,870</b>	<b>\$2,560,657</b>	<b>\$4,527,002</b>	<b>\$4,366,453</b>	<b>\$4,450,523</b>	<b>\$42,647,000</b>

TABLE V

National Spot Advertising by Type of Sponsoring Business: 1934

(Gross Time Sales)

Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1-2 Amusements	\$5,929	\$6,344	\$6,650	\$200	\$6,775	\$702	\$8,200	\$3,963	\$1,530	\$1,033	\$772	\$644	\$35,740
1-2 Automobiles & Accessories													
(1) Automobiles	135,792	46,562	44,359	83,310	133,950	78,742	39,150	20,908	31,425	27,810	28,133	51,602	721,711
(2) Accessories, gas and oil	94,453	83,939	68,596	142,555	146,695	87,471	65,232	80,135	112,462	126,175	139,340	140,000	1,287,011
3 Clothing and apparel	12,978	5,088	21,140	23,895	37,770	36,633	25,054	20,400	20,080	37,865	33,190	27,470	301,511
4-5 Drugs and toilet goods:													
(4) Drugs and pharmaceuticals	221,803	288,406	381,532	303,271	311,545	196,547	164,500	63,894	137,030	331,080	364,135	371,166	3,134,911
(5) Toilet goods	70,379	68,063	97,040	99,040	102,140	61,782	47,550	31,350	59,821	46,745	60,250	51,785	795,911
6-8 Food products:													
(6) Foodstuffs	172,494	181,794	380,090	348,104	340,280	217,613	156,670	129,676	132,922	224,050	244,317	250,720	2,778,711
(7) Beverages	15,165	36,547	55,963	60,390	58,390	47,325	42,800	32,500	29,721	46,690	47,180	45,050	517,711
(8) Confections	58,625	51,402	67,138	39,040	30,200	9,650	5,220	4,900	4,945	21,880	27,265	16,310	335,911
9-10 Household goods:													
(9) Household equipment and furnishings	37,265	26,839	41,827	61,172	73,340	45,245	24,920	20,900	42,625	46,900	63,150	51,665	535,811
(10) Soap and kitchen supplies	12,494	23,950	27,180	32,360	45,140	60,585	65,064	50,890	39,332	64,750	53,900	39,270	515,411
11 Insurance and financial	13,601	14,579	17,225	17,463	22,380	10,285	9,610	9,720	13,780	29,400	22,846	20,480	201,311
12 Radios	1,382	130	380	3,410	7,935	4,047	1,420	16,640	1,800	6,783	3,855	2,700	50,381
13 Retail establishments	7,180	2,453	3,125	1,990	4,500	9,403	2,530	3,020	1,480	2,783	9,392	8,400	56,221
14 Tobacco products	6,443	4,050	4,478	3,560	1,406	5,612	19,430	21,310	12,960	16,290	16,690	13,315	125,541
15 Miscellaneous	299,307	239,512	298,920	272,010	157,680	103,735	90,400	88,616	139,400	220,780	186,210	140,915	2,147,511
<b>TOTAL</b>	<b>\$1,075,290</b>	<b>\$1,079,658</b>	<b>\$1,509,643</b>	<b>\$1,491,770</b>	<b>\$1,479,126</b>	<b>\$975,377</b>	<b>\$767,750</b>	<b>\$598,122</b>	<b>\$781,903</b>	<b>\$1,241,014</b>	<b>\$1,300,625</b>	<b>\$1,231,491</b>	<b>\$13,541,770</b>

TABLE VI

Local Broadcast Advertising by Type of Sponsoring Business: 1934

(Gross Time Sales)

Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1-2 Amusements	\$39,960	\$36,106	\$38,170	\$39,700	\$60,575	\$62,063	\$56,212	\$46,760	\$35,870	\$30,080	\$30,460	\$39,030	\$514,991
1-2 Automobiles & Accessories													
(1) Automobiles	102,252	41,380	40,511	46,480	56,350	62,484	58,736	46,844	41,665	54,000	43,217	50,626	644,511
(2) Accessories, gas and oils	85,401	61,676	78,730	64,590	109,765	92,289	69,830	58,657	59,288	84,000	86,022	51,054	901,311
3 Clothing and apparel	118,699	109,547	153,510	162,860	168,330	114,585	115,000	108,947	128,795	164,603	154,120	191,080	1,690,011
4-5 Drugs and toilet goods:													
(4) Drugs and pharmaceuticals	107,843	107,145	144,200	103,329	116,060	55,828	69,800	44,426	51,507	72,100	57,602	82,600	1,012,411
(5) Toilet goods	19,088	48,990	19,190	32,210	35,450	21,100	11,114	14,962	20,064	37,230	23,730	22,740	305,811
6-8 Food products:													
(6) Foodstuffs	220,970	226,866	229,800	194,576	257,190	230,470	183,800	146,800	144,298	154,215	203,678	212,235	2,404,811
(7) Beverages	51,377	62,270	83,627	67,950	87,985	91,490	54,867	57,780	66,648	66,444	39,270	45,240	774,911
(8) Confections	2,404	3,908	3,340	4,960	5,970	3,400	1,775	2,940	1,940	2,750	2,900	10,227	46,511
9-10 Household goods:													
(9) Household equipment and furnishings	76,108	85,426	115,673	138,428	163,640	116,577	80,850	94,768	116,927	116,000	109,170	131,930	1,345,411
(10) Soap and kitchen supplies	10,942	10,346	6,400	10,560	9,090	10,170	9,560	6,658	6,200	6,913	3,138	4,436	94,441
11 Insurance and financial	32,480	29,504	55,255	50,577	52,255	44,470	35,280	26,445	36,517	38,350	41,320	54,535	497,771
12 Radios	8,925	3,513	9,010	11,890	6,890	5,033	8,830	3,900	12,540	22,056	26,100	20,251	138,931
13 Retail establishments	77,180	77,800	107,590	115,040	134,870	100,155	89,920	69,625	118,584	129,263	125,167	155,652	1,295,011
14 Tobacco products	1,503	2,160	2,987	4,870	3,444	2,390	2,720	2,418	736	750	6,300	5,666	35,811
15 Miscellaneous	321,916	317,323	355,624	328,560	402,100	291,536	237,780	307,140	333,867	523,850	506,061	353,992	4,278,111
<b>TOTAL</b>	<b>\$1,276,148</b>	<b>\$1,223,960</b>	<b>\$1,443,887</b>	<b>\$1,376,580</b>	<b>\$1,669,964</b>	<b>\$1,303,960</b>	<b>\$1,050,064</b>	<b>\$1,039,070</b>	<b>\$1,175,715</b>	<b>\$1,503,104</b>	<b>\$1,458,255</b>	<b>\$1,430,494</b>	<b>\$15,981,200</b>

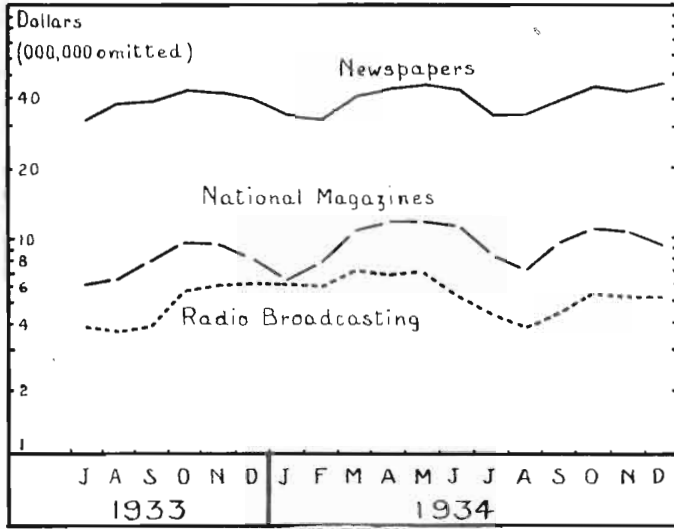
of tobacco from second to sixth place. Approximately 10 per cent of network advertising represents specialty goods marketed under national brands. Indeed, the most pronounced rise in network advertising during the past two years has been within this general category. Automotive advertising increased the proportion of total net-

work volume represented by it from 2.7 per cent in 1932 to 6.2 per cent in 1934. Automotive network advertising in 1933 rose 73.0 per cent over the previous year, and in 1934 increased by another 107.2 per cent. Regional network advertising presents a somewhat similar, though more restricted picture of sponsorship than does national net-

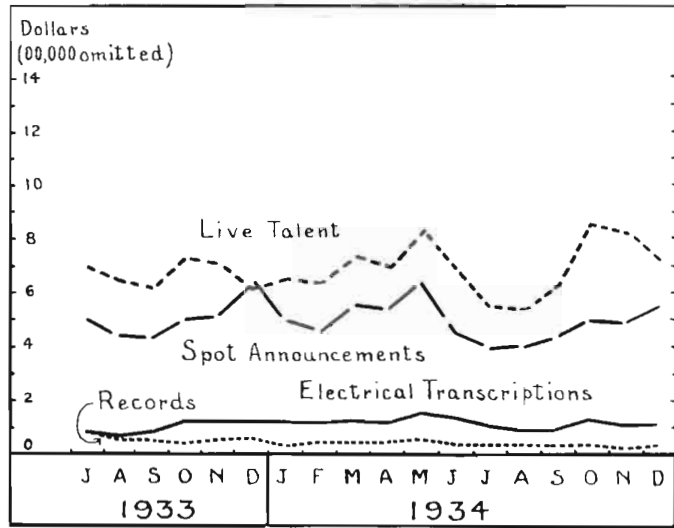
work advertising. During 1934, gasoline and accessory advertising ranked first in the regional field, accounting for 31 per cent of total regional time sales. Sponsorship in the Pacific Coast district was mainly responsible for this situation. Foodstuffs ranked second, and represented 25.1 per cent of total regional network revenues. Sponsorship of this type was

widely distributed in all sections. Convenience goods represented 7 per cent of regional network advertising. During the past year there has seemed to be a marked tendency for national advertiser to use regional networks as a means of securing additional sale pressure in selected territories. National non-network business (Continued on page 14)

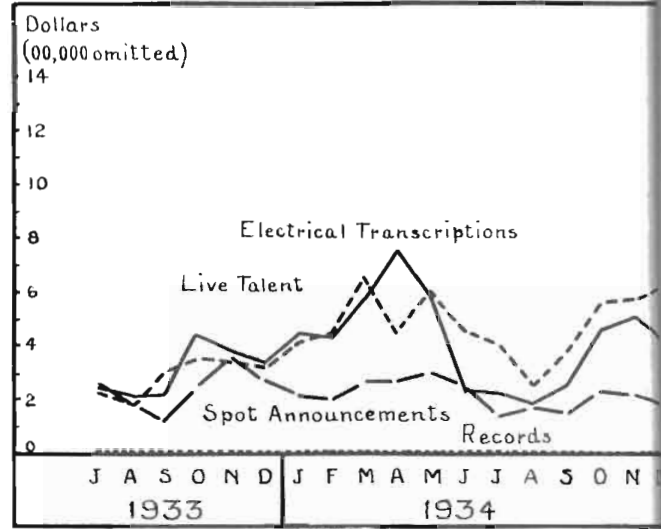
**CHART II**  
Advertising Volume by Major Media  
(July, 1933, to December, 1934)



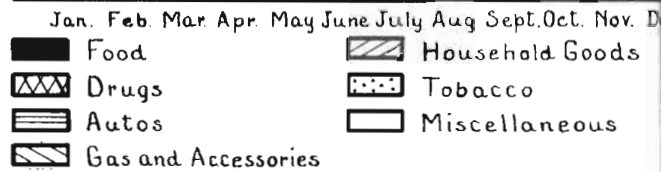
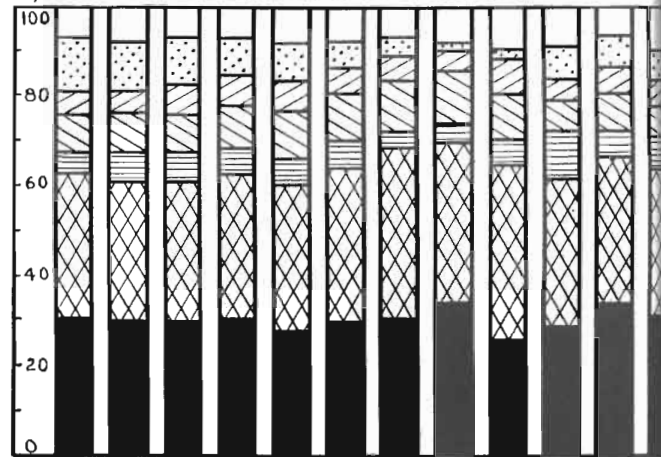
**CHART IV**  
Local Broadcast Advertising by Type of Rendition  
(July, 1933, to December, 1934)



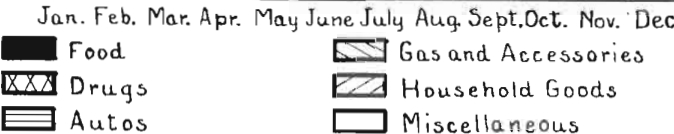
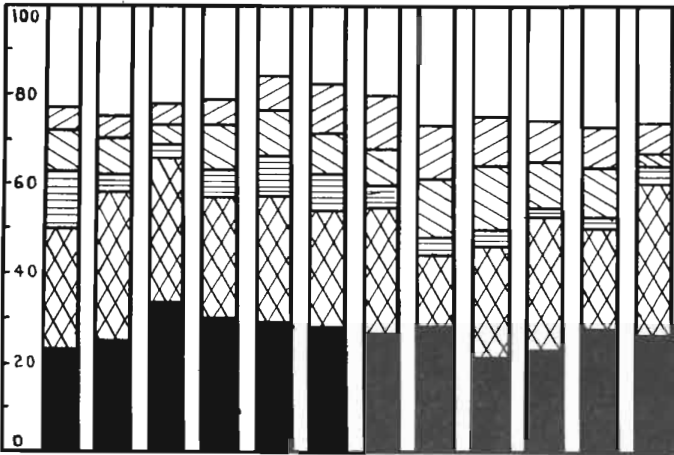
**CHART III**  
National Spot Broadcast Advertising by Type of Rendition  
(July, 1933, to December, 1934)



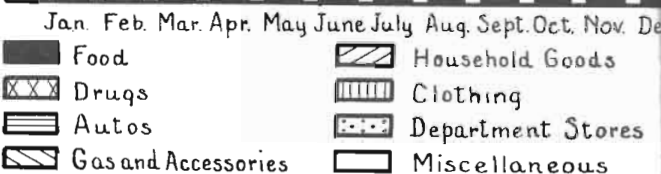
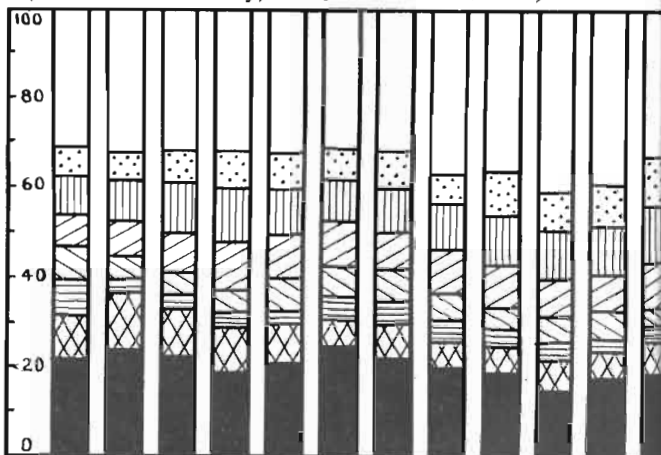
**CHART V**  
National Network Advertising by Type of Sponsoring Business  
(January, 1934, to December, 1934)



**CHART VI**  
National Spot Advertising by Type of Sponsoring Business  
(January, 1934, to December, 1934)



**CHART VII**  
Local Advertising by Type of Sponsoring Business  
(January, 1934, to December, 1934)



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# **STANDARD COVERAGE AND MARKET DATA SERVICE**



*Uniform Standardized Methods of Measurement  
Impartially Applied to All Broadcast Stations.  
Accepted by Advertising Agencies and Advertisers.*

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**JANSKY & BAILEY**

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**WASHINGTON, D. C.**

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also closely follows national network advertising as to composition. Convenience goods represented 69.7 per cent of national non-network volume in 1934. Drugs and pharmaceuticals ranked first with 23.1 per cent, food was second with 20.5 per cent, miscellaneous third with 16.2 per cent, gasoline fourth with 9.5 per cent and cosmetics fifth with 5.8 per cent. Principal changes as compared with the latter half of 1933, were a rise in drug advertising, a decline in the proportion of total volume represented by gasoline and accessory sponsorship and a 50 per cent decline in the proportion of total volume represented by cosmetics. National non-network advertisers tend to be somewhat smaller concerns, though still important ones, either distributing goods in specific markets or limited territories, or faced with particular sales problems in which elasticity of the advertising schedule as to place, time and season is particularly necessary. National spot trends are represented in detail in Table V and Chart VI.

Local advertising represents an entirely individual picture. In 1934 convenience goods represented only 28.6 per cent of the local total. Retail advertising of various types accounted for 44.9 per cent of the entire local volume. Sponsorship has been highly varied. The miscellaneous group, representing a tremendous variety of forms of business, ranked first in local advertising, and accounted for 26.8 per cent of local volume in 1934. It is estimated that each month more than 200 different types of business advertise locally over the radio. The products advertised range from awnings, bullion cubes, building supplies, bicycles, coal and greeting cards, through grapefruit, light bulbs and macaroni, to wagons, wall paper, work garments and yeast. Detailed information regarding local broadcast advertising is found in Table VI and Chart VII.

The percentage of total broadcast advertising represented by various types of business over national and regional networks, and as to national and local non-network business is in Table VIII.

With very few exceptions the volume of national network adver-

**TABLE VIII**  
**PERCENTAGE OF BROADCAST ADVERTISING PRESENTED BY**  
**VARIOUS TYPES OF SPONSORING BUSINESS**  
(1934)

Type of Sponsoring Business	National Networks	Regional Networks	National Spot	Local	Total
1a. Amusements			3%	3.2%	.8%
1-2. Automobiles and Accessories:					
(1) Automobiles	6.2%	.9%	5.3%	4.1%	5.7%
(2) Accessories, gas and oils	8.6%	31.0%	9.5%	5.6%	3.6%
3. Clothing and apparel	.8%	2.2%	2.2%	10.6%	3.2%
4-5. Drugs and toilet goods:					
(4) Drugs and pharmaceuticals	11.1%	3.2%	23.1%	6.3%	12.3%
(5) Toilet goods	24.2%	1.1%	5.8%	1.9%	14.4%
6-8. Food products:					
(6) Foodstuffs	20.1%	25.1%	20.5%	15.1%	19.0%
(7) Beverages	7.5%	10.0%	3.8%	4.8%	6.4%
(8) Confections	2.4%	1.3%	2.4%	.3%	2.0%
9-10. Household goods:					
(9) Household equipment and furnishings	.9%	2.8%	3.9%	8.4%	3.2%
(10) Soap and kitchen supplies	5.1%	.1%	3.7%	.6%	3.8%
11. Insurance and financial	1.3%	3.0%	1.5%	3.1%	1.8%
12. Radios	1.4%		.4%	.9%	1.0%
13. Retail establishments			.5%	8.1%	1.9%
14. Tobacco products	7.1%	.5%	.9%	.2%	4.6%
15. Miscellaneous	3.3%	18.8%	16.2%	26.8%	11.3%
<b>Total</b>	<b>109.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

tising increased in all fields of sponsorship. The greatest relative gain over 1933 volume was in the soap and kitchen supply field, where a 134.5 per cent rise in volume occurred. Automotive advertising rose 107.2 per cent as indicated previously, drug advertising 94.3 per cent and cosmetic advertising 83.3 per cent. Two other important increases were a rise of 49.5 per cent in the food field and of 56.8 per cent in tobacco advertising. Radio set advertising increased 60.7 per cent, gasoline advertising 10.3 per cent, confectionery advertising 32.5 per cent, and miscellaneous 53 per cent.

**National Network Increases**

NATIONAL network volume decreased in but four fields. Household equipment advertising declined 54.2 per cent, financial advertising 49.2 per cent, beverage advertising 9.5 per cent and clothing 3.7 per cent. With the exception of clothing, household equipment, financial tobacco and miscellaneous advertising, the network volume for all classes of business was equal to, if not greater than in 1932.

The principal development in the regional network field, as measured by a comparison of the last six months of 1933 and 1934, respectively, was a tendency toward a

greater diversity of business than in previous years. Automotive manufacturers, beverage, confectionery, household equipment and tobacco advertisers made important use of regional network advertising for the first time in at least several years. Miscellaneous advertising rose 165 per cent during the year, due mainly to increased political advertising. Gasoline and accessory advertising rose 45 per cent, clothing 73 per cent, drugs 82 per cent, cosmetics 23.8 per cent and foodstuffs 34.9 per cent. The main decrease was in the soap and kitchen supply field.

In the national non-network field the most spectacular rise was in tobacco advertising, which increased thirteen-fold over the last six months of 1934 as against the same period of 1933, and totalled \$125,544 for the year. Other important increases were in the following fields: Drugs, 52.6 per cent; foodstuffs, 33.7 per cent; clothing, 72.6 per cent; household equipment, 76 per cent; soap and kitchen supplies, 64.7 per cent; financial advertising, 46.2 per cent, and radio set advertising double that of the preceding year. Gasoline and accessory advertising rose 2.3 per cent, and miscellaneous advertising, 11.2 per cent.

Marked losses occurred in several fields. Automotive national

non-network advertising decline per cent, cosmetics 53 per cent, confectionery volume 54.5 per cent. Local broadcast advertising remained comparatively stable compared to the last six months of 1933. The outstanding gain of the period was the 74.1 per cent increase in radio set advertising. Other gains included one of per cent in the household equipment field, 18.2 per cent in beverage advertising, 3 per cent in the metric field and 8.8 per cent in miscellaneous classification.

The following declines occurred: amusements, 25.3 per cent; automotive, 10.1 per cent; gasoline accessories, 7.3 per cent; drugs, pharmaceuticals, 31.4 per cent; foodstuffs, 12.5 per cent; confectionery, 46.5 per cent; soap and kitchen supplies, 58.7 per cent; financial, 7.8 per cent; and department store advertising, 13.5 per cent.

Insofar as the retail classification was first undertaken toward the end of 1933, a comparison with the previous year is impossible. However, retail advertising during the latter half of 1934 rose 31 per cent as compared with the first months of the year. Detailed information regarding retail advertising is found in Table VII.

**Seasonal Trends in Radio**

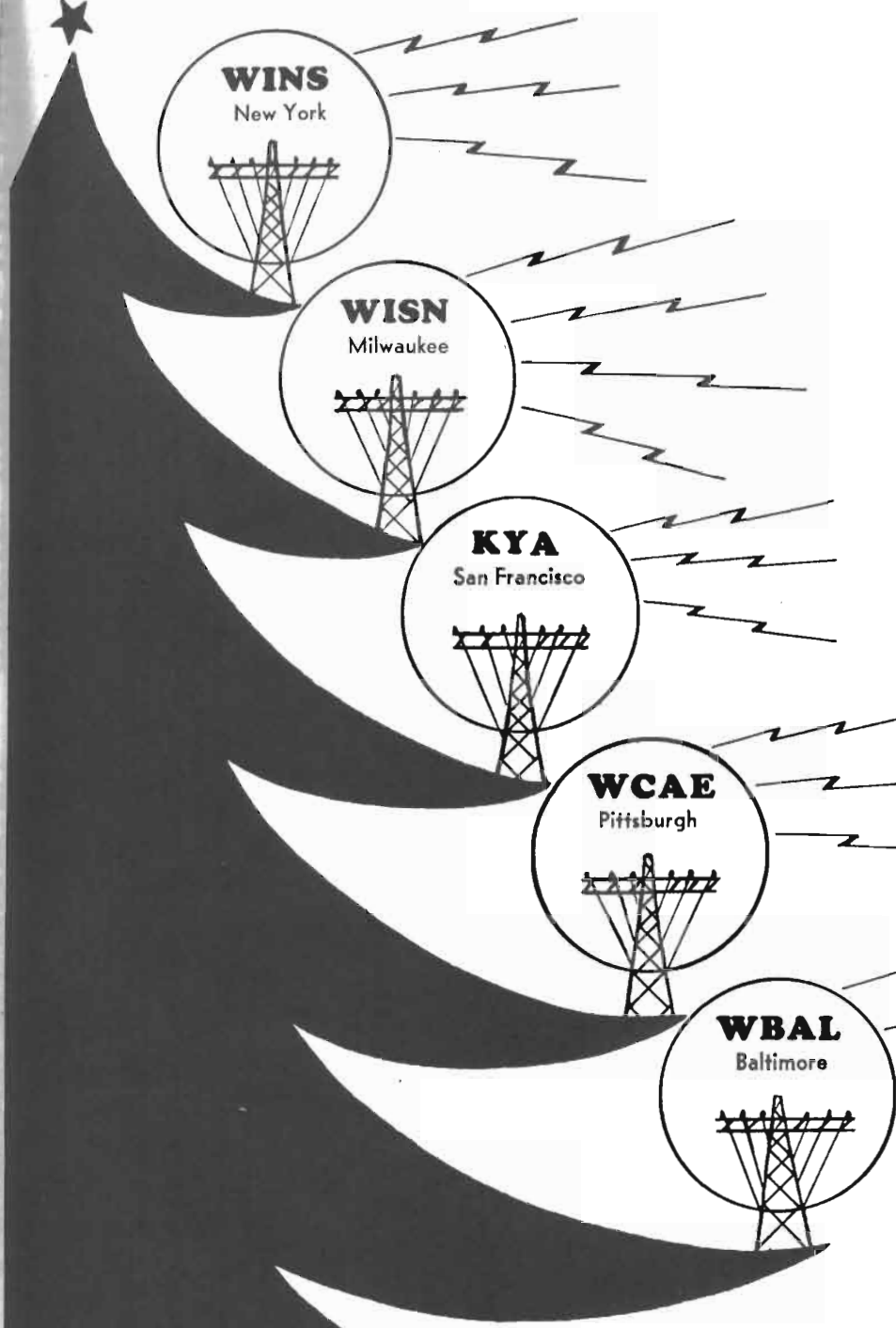
SEASONAL trends in network advertising have been fairly well terminated, though general seasonal information is still tentative. Beginning in October, network advertising maintains a steady volume, until the first of the year, increases fairly rapidly from this time until the end of March, when it begins to decline, reaching a low point in August. This point is approximately 80 per cent of the average monthly volume of the year. Traditional non-network advertising tends to follow the national network pattern, except that the seasonal dip is a deeper one. Local advertising, on the other hand, seems to follow general newspaper advertising in the matter of seasonal trend. It rises in March, continuing into May, declines in August, rises rapidly in October, holds fairly steady throughout November, then drops slightly until the March increase.

**TABLE VII**  
**Retail Broadcast Advertising Over Individual Stations**  
(Gross Time Sales)

Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
Automobiles and accessories:													
Automobile agencies and used car dealers	\$102,252	\$37,705	\$37,270	\$49,478	\$39,400	\$60,102	\$41,600	\$33,750	\$41,906	\$54,435	\$41,872	\$54,630	\$594,000
Gasoline stations, garages, etc.	23,636	23,530	29,030	49,235	52,100	49,695	25,740	31,467	34,586	60,307	88,725	57,946	528,000
Clothing and apparel shops	129,920	112,057	148,610	143,116	148,300	112,750	117,680	109,420	134,130	171,900	160,660	193,030	1,681,000
Drugs and toilet goods:													
Drugstores	23,636	6,516	8,370	11,480	27,850	7,275	7,365	7,157	7,857	22,208	20,992	29,515	186,000
Beauty parlors	4,132	5,800	5,410	3,930	3,965	4,735	3,570	3,180	7,208	5,840	4,845	6,743	51,000
Food Products:													
Grocery stores, meat markets, etc.	49,080	56,783	53,534	63,070	64,250	53,438	34,600	30,450	35,938	40,420	48,194	38,400	568,000
Restaurants & eating places*	19,865	18,516	20,090	19,300	22,510	17,430	20,420	14,113	16,035	15,605	16,123	22,450	222,000
Beverage retailers	565	277	117	2,104	1,130	850	1,343	718	280	915	830	2,060	11,000
Confectionery stores, etc.	1,405	2,300	1,265	2,113	4,580	1,750	1,785	1,487	670	2,150	1,344	2,686	23,000
Household goods:													
Household equipment retailers †	26,567	27,253	37,538	40,380	68,160	40,530	25,160	29,800	26,600	32,180	23,754	35,658	413,000
Furniture stores	43,907	42,860	50,385	56,920	56,385	43,686	32,463	54,231	46,160	53,095	57,196	74,946	612,000
Hardware stores	8,100	6,952	3,150	17,530	24,080	5,030	8,640	7,363	13,065	10,320	15,260	10,535	134,000
Radio retailers	8,925	3,357	9,010	14,270	6,800	14,110	8,575	5,462	6,540	21,760	26,712	20,394	145,000
Department & general stores	84,360	80,253	110,715	117,080	139,370	109,563	86,450	72,645	120,334	132,046	134,559	163,352	1,351,000
Tobacco shops	1,468	113	700	680	1,280	830	540	2,075		365	337	210	8,000
Miscellaneous	42,652	48,668	52,300	48,160	66,690	50,644	35,720	36,700	50,050	58,190	62,045	95,360	650,000
<b>TOTAL</b>	<b>\$570,468</b>	<b>\$472,934</b>	<b>\$567,494</b>	<b>\$633,696</b>	<b>\$726,850</b>	<b>\$572,123</b>	<b>\$452,651</b>	<b>\$440,016</b>	<b>\$549,309</b>	<b>\$682,226</b>	<b>\$707,948</b>	<b>\$808,724</b>	<b>\$7,135,000</b>

\* Exclusive of hotels.

† Such as electric refrigerators, oil burners, furnaces, sweepers, and the like.



**5**  
**GOING**  
**STATIONS**

**5**  
**PRODUCTIVE**  
**MARKETS**

**5**  
**GOOD**  
**"BUYS"**

*All under*  
**HEARST**  
**MANAGEMENT**

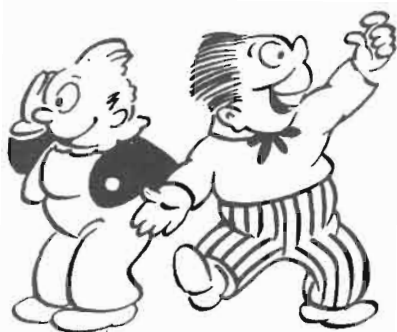
**HEARST RADIO, INC.**  
**959 EIGHTH AVENUE, N. Y. C.**

**Chicago Office—Homer Hogan—Strauss Building, Chicago, Illinois**  
**National Representative—Paul H. Raymer Co.**

**New York City—Chicago—San Francisco**



"DUM GOOZLE  
MY HIDE . . .



"VOT SPEED DOSE BOYS IS MAKING"

The Des Moines Register and Tribune, captain of the family, struts with pride. His youngsters, KSO and WMT, bring smiles to the face of the old captain, Iowa's biggest circulation builder-upper. Like chips off the old block, KSO and WMT are growing with the same smart promotion methods that have been sending the Register and Tribune circulation stratosphere-wards. Like father, like sons, these stations have the spotlight in Iowa, setting a satisfying stage for advertisers' shows with an ever-growing audience out front. As the Captain says—"you buy on a rising market when you buy KSO and WMT".

*The Des Moines Register and Tribune Stations*

**WMT**

**Waterloo--Cedar Rapids**

600 KILOCYCLES

2,500 Day . . . . . 1,000 Night

**KSO**

**Des Moines**

1320 KILOCYCLES

1,000 Day . . . . . 500 Night

Since 1929 The Des Moines Register and Tribune has gained more than 30,000 Daily circulation and 77,000 Sunday.

Today, 262,231 Sunday—265,685 Daily

Net Paid Averages, November, 1934



# Directory of U. S. Broadcasting Stations by Frequencies . . .

(Data corrected from official FCC files to February 1, 1935)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call	City	Watts	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
<b>550 KC. REGIONAL</b>				<b>710 KC. CLEAR</b>				<b>900 KC. REGIONAL</b>				<b>1080 KC. CLEAR</b>				
KFUO	St. Louis	1,000	500	KMPC	Beverly Hills, Calif.	500	500	KGA	Spokane, Wash. (SA)	12,500	11,000	11,000	WBT	Charlotte, N. C.	50,000	50,000
KFYR	Bismark, N. D.	5,000	1,000	KPCB	Seattle (SA)	*250	*250	KGBU	Ketchikan, Alaska	500	500	500	WCBZ	Waukegan, Ill.	5,000	5,000
KOAC	Corvallis, Ore.	1,000	1,000	WOR	Newark, N. J.	*50,000	*50,000	KHJ	Los Angeles	*5,000	1,000	1,000	WMBI	Chicago	5,000	5,000
KSD	St. Louis	5,000	1,000	<b>720 KC. CLEAR</b>				<b>910 KC. CANADIAN EXCLUSIVE</b>				<b>1090 KC. CLEAR</b>				
KTSA	San Antonio (SA)	15,000	1,000	WGN	Chicago	50,000	50,000	WJAX	Jacksonville, Fla.	1,000	1,000	1,000	<b>1100 KC. CLEAR</b>			
WDEV	Waterbury, Vt.	500	500	<b>730 KC. CANADIAN EXCLUSIVE</b>				<b>920 KC. REGIONAL</b>				KGDM	Stockton, Calif.	*1,000	1,000	
WGR	Buffalo, N. Y.	1,000	1,000	<b>740 KC. CLEAR</b>				KFEL	Denver	1,000	500	500	KWKH	Shreveport, La. (SA)	10,000	10,000
WKRC	Cincinnati	*2,500	11,000	KMMJ	Clay Center, Nebr.	1,000	500	KOMO	Seattle	500	1,000	1,000	WLWL	New York	5,000	5,000
**WSVA	Staunton, Va.	500	500	KTRB	Modesto, Calif.	250	250	KPRC	Houston, Tex.	15,000	1,000	1,000	WPG	Atlantic City, N. J.	5,000	5,000
<b>560 KC. REGIONAL</b>				<b>750 KC. CLEAR</b>				<b>930 KC. CANADIAN EXCLUSIVE</b>				<b>1110 KC. CLEAR</b>				
KFDM	Beaumont, Tex.	1,000	500	KGU	Honolulu, Hawaii	2,500	2,500	WBAF	Chicago	500	500	500	KSOO	Sioux Falls, S. D.	2,500	11,000
KLZ	Denver	*2,500	1,000	WJR	Detroit	10,000	10,000	WBSO	Needham, Mass.	500	500	500	WRVA	Richmond, Va.	5,000	5,000
KTAB	San Francisco	1,000	1,000	<b>760 KC. CLEAR</b>				<b>940 KC. REGIONAL</b>				<b>1120 REGIONAL-CANADIAN SHARED</b>				
KWTB	Springfield, Mo.	1,000	500	KXA	Seattle	500	250	KMA	Shenandoah, Ia.	2,500	11,500	11,500	KFIO	Spokane, Wash.	100	100
WFIL	Philadelphia	11,000	500	WEW	St. Louis	1,000	500	KROW	Oakland, Calif.	1,000	1,000	1,000	KFSG	Los Angeles	1,000	1,000
WIND	Gary, Ind.	2,500	1,000	WJZ	New York	150,000	150,000	WBRB	Birmingham	1,000	1,000	1,000	KRKD	Los Angeles	*2,500	1,000
WIS	Columbia, S. C. (CP)	*2,500	*1,000	<b>770 KC. CLEAR</b>				<b>950 KC. REGIONAL</b>				KRSC	Seattle	100	100	
WNOX	Knoxville, Tenn.	2,000	1,000	KFAB	Lincoln, Nebr.	5,000	5,000	WHA	Madison, Wis.	2,500	2,500	2,500	WDEL	Wilmington, Del.	100	250
WQAM	Miami, Fla.	1,000	1,000	WBBM	Chicago	25,000	25,000	WFB	Boston	5,000	5,000	5,000	WISN	Milwaukee	1,000	250
<b>570 KC. REGIONAL</b>				<b>780 KC. REGIONAL-CANADIAN SHARED</b>				<b>960 KC. CANADIAN EXCLUSIVE</b>				WTAU	College Station, Tex.	500	500	
KGKO	Wichita Falls, Tex.	1,000	1500	KELW	Burbank, Calif.	500	500	WRC	Washington, D. C.	1,000	500	500	<b>1130 KC. CLEAR</b>			
KMTR	Los Angeles	1,000	1,000	KFDY	Brookings, S. D.	1,000	1,000	WRC	Washington, D. C.	1,000	500	500	KSL	Salt Lake City, Utah	50,000	50,000
KVI	Tacoma, Wash.	1,000	1,000	KFQD	Anchorage, Alaska	250	250	WRC	Washington, D. C.	1,000	500	500	WJJD	Chicago	20,000	20,000
WKBN	Youngstown, O.	500	500	KGHL	Billings, Mont. (SA)	2,500	1,000	WRC	Washington, D. C.	1,000	500	500	WVO	New York	1,000	1,000
WMCA	New York	500	500	KTM	Los Angeles	1,000	500	WRC	Washington, D. C.	1,000	500	500	<b>1140 KC. CLEAR</b>			
WNAX	Yankton, S. D.	*5,000	1,000	WEAN	Providence, R. I.	500	1500	WRC	Washington, D. C.	1,000	500	500	KVOO	Tulsa, Okla.	25,000	25,000
WOSU	Columbus, O.	1,000	750	WMC	Memphis	12,500	11,000	WRC	Washington, D. C.	1,000	500	500	WAPI	Birmingham	5,000	5,000
WSUR	Syracuse, N. Y.	250	250	WTAR	Norfolk, Va.	1,000	500	WRC	Washington, D. C.	1,000	500	500	<b>1150 KC. CLEAR</b>			
WWNC	Asheville, N. C.	1,000	1,000	<b>790 KC. CLEAR</b>				<b>970 KC. CLEAR</b>				WHAM	Rochester, N. Y.	50,000	50,000	
<b>580 KC. REGIONAL-CANADIAN SHARED</b>				<b>800 KC. CLEAR</b>				<b>980 KC. CLEAR</b>				<b>1160 KC. CLEAR</b>				
KMJ	Fresno, Calif.	500	500	WBAP	Fort Worth, Tex.	50,000	50,000	KJRW	Chicago	5,000	5,000	5,000	WOWO	Fort Wayne, Ind.	10,000	10,000
KSAC	Manhattan, Kan.	1,000	500	WFAA	Dallas, Tex.	50,000	50,000	WFL	Chicago	*5,000	*5,000	*5,000	WWVA	Wheeling, W. Va.	5,000	5,000
WCBS	Charleston, W. Va.	1,000	500	WTBO	Cumberland, Md.	250	500	WBG	Glenside, Pa.	100	100	100	<b>1170 KC. CLEAR</b>			
WDBO	Orlando, Fla.	11,000	11,000	<b>810 KC. CLEAR</b>				<b>990 KC. CLEAR</b>				WCAU	Philadelphia	50,000	50,000	
WBW	Topeka, Kan.	*5,000	1,000	WCCO	Minneapolis	50,000	50,000	KDKA	Pittsburgh	50,000	50,000	50,000	<b>1180 KC. CLEAR</b>			
WTAG	Worcester, Mass.	500	500	WNYC	New York	1,000	500	WBZ	Boston	50,000	50,000	50,000	KEX	Portland, Ore.	5,000	5,000
<b>590 KC. REGIONAL</b>				<b>820 KC. CLEAR</b>				<b>1000 KC. CLEAR</b>				WOB	Wilmington, Del.	100	250	
KHQ	Spokane, Wash.	2,000	1,000	WHAS	Louisville	50,000	50,000	WHO	Des Moines	50,000	50,000	50,000	WBGY	Minneapolis	*5,000	1,000
WEI	Boston	1,000	1,000	<b>830 KC. CLEAR</b>				<b>1010 KC. REGIONAL-CANADIAN SHARED</b>				WINS	New York	1,000	1,000	
WKZO	Kalamazoo, Mich.	1,000	500	KOA	Denver	50,000	50,000	KGFF	Coffeyville, Kan.	1,000	1,000	1,000	WMAZ	Macon, Ga.	*1,000	*1,000
WOW	Omaha, Nebr.	*5,000	1,000	WREU	Reading, Pa.	1,000	1,000	KQW	San Jose, Calif.	1,000	1,000	1,000	<b>1190 KC. CLEAR</b>			
<b>600 KC. REGIONAL-CANADIAN SHARED</b>				<b>840 KC. CANADIAN EXCLUSIVE</b>				<b>1020 KC. CLEAR</b>				WATR	Waterbury, Conn.	100	100	
KPSD	San Diego, Calif.	1,000	1,000	KLX	Oakland, Calif.	1,000	1,000	KYW	Philadelphia	10,000	10,000	10,000	WQAI	San Antonio, Tex.	50,000	50,000
WCAC	Storrs, Conn.	500	500	KPOF	Denver	500	500	WLBZ	Bangor, Me.	*1,000	500	500	WSAZ	Huntington, W. Va.	1,000	1,000
WCAO	Baltimore	1,000	500	WCOC	Meridian, Miss.	1,000	500	WMBJ	Milwaukee	5,000	1,000	1,000	<b>1200 KC. LOCAL</b>			
WICC	Bridgport, Conn.	*1,000	500	WGBI	Scranton, Pa.	1500	1500	WMBZ	Portland, Ore. (SA)	500	500	500	KADA	Ada, Okla.	100	100
WMT	Cedar Rapids, Ia.	12,500	11,000	WPHR	Petersburg, Va. (CP)	*500	*500	WMBZ	Portland, Ore. (SA)	500	500	500	KBTM	Paragould, Ark.	100	100
WREC	Memphis	12,500	11,000	WQAN	Scranton, Pa.	250	250	WMBZ	Portland, Ore. (SA)	500	500	500	KFJB	Marshalltown, Ia.	250	100
<b>610 KC. REGIONAL</b>				<b>850 KC. CLEAR</b>				<b>1030 KC. CANADIAN EXCLUSIVE</b>				KFXD	Nampa, Idaho	*250	100	
KFBB	Great Falls, Mont. (SA)	2,500	1,000	WREU	Reading, Pa.	1,000	1,000	CKLW	Detroit-Windsor	5,000	5,000	5,000	KFXJ	Grand Junction, Colo.	250	100
KPRC	San Francisco	*5,000	1,000	WRUF	Gainesville, Fla.	5,000	5,000	KRLD	Dallas	10,000	10,000	10,000	KGDE	Fergus Falls, Minn.	250	100
WDAF	Kansas City	*5,000	1,000	<b>860 KC. CLEAR</b>				<b>1040 KC. CLEAR</b>				KGEB	Sterling, Colo.	100	100	
WIP	Philadelphia	11,000	11,000	KLX	Oakland, Calif.	1,000	1,000	KWJJ	Portland, Ore. (SA)	500	500	500	KGFJ	Los Angeles	100	100
WJAY	Cleveland	500	500	KPOF	Denver	500	500	WKAR	E. Lansing, Mich.	1,000	1,000	1,000	KGH	Little Rock, Ark.	250	100
<b>620 KC. REGIONAL</b>				<b>870 KC. CLEAR</b>				<b>1050 KC. CLEAR</b>				KMLB	Monroe, La.	100	100	
KGW	Portland, Ore.	*5,000	1,000	WENR	Chicago	50,000	50,000	KFBI	Abilene, Kan.	5,000	5,000	5,000	KOOS	Marshfield, Ore.	*250	100
KTAR	Phoenix, Ariz.	1,000	11,000	WLS	Chicago	50,000	50,000	KNX	Los Angeles	50,000	50,000	50,000	KSUN	Lowell, Ariz.	100	100
WFLA	Clearwater, Fla.	15,000	1,000	<b>880 KC. REGIONAL-CANADIAN SHARED</b>				<b>1060 KC. CLEAR</b>				KVOS	Bellingham, Wash.	100	100	
WHJB	Greensburg, Pa.	250	500	KFKA	Greeley, Colo.	1,000	500	KJBS	San Francisco	500	500	500	KWG	Stockton, Calif.	100	100
WLBZ	Bangor, Me.	*1,000	500	KFLX	Oakland, Calif.	1,000	1,000	WCAZ	Carthage, Ill.	100	100	100	WAB	Bangor, Me.	100	100
WTMJ	Milwaukee	5,000	1,000	KPOF	Denver	500	500	WDT	Hartford, Conn. (SA)	50,000	50,000	50,000	**WAIM	Anderson, S. C.	100	100
<b>630 KC. REGIONAL-CANADIAN SHARED</b>				<b>890 KC. REGIONAL-CANADIAN SHARED</b>				<b>1070 KC. CLEAR</b>				WBBZ	Ponca City, Okla.	100	100	
KPR	Columbia, Mo.	1,000	1,000	KARK	Little Rock, Ark.	500	250	WJAG	Norfolk, Nebr.	1,000	1,000	1,000	WBHS	Huntsville, Ala. (Silent)	100	100
KGFX	Pierre, S. D.	200	200	KFNF	Shenandoah, Ia.	1,000	500	WTIC	Hartford, Conn. (SA)	50,000	50,000	50,000	WBNO	New Orleans	100	100
WGBF	Evansville, Ind.	500	500	KSEI	Pocatello, Idaho	500	250	<b>1080 KC. CLEAR</b>				WCAT	Rapid City, S. D.	100	100	
WML	Washington, D. C.	500	250	KUSD	Vermillion, S. D.	500	500	KJBS	San Francisco	500	500	500	WCAX	Burlington, Vt.	100	100
WOS	Jefferson City, Mo.	500	500	WBA	West Lafayette, Ind.	1,000	500	WJBL	Decatur, Ill.	100	100	100	WCLO	Janesville, Wis.	100	100
WPRO	Providence, R. I. (SA)	1250	1250	WGST	Atlanta	1,000	500	WJWB	New Orleans	100	100	100	WFAM	South Bend, Ind.	100	100
<b>640 KC. CLEAR</b>				<b>900 KC. CLEAR</b>				<b>1090 KC. CLEAR</b>				WFBE	Cincinnati	250	100	
KFI	Los Angeles	50,000	50,000	WLL	Urbana, Ill.	1,000	250	WJWB	New Orleans	100	100	100	WBHC	Canton, O.	100	100
WAIU	Columbus, O.	500	500	WJAR	Providence, R. I.	500	1500	WJWB	New Orleans	100	100	100	WBIB	Green Bay, Wis.	*250	100
WOI	Amea, Ia.	5,000	5,000	WMMN	Fairmont, W. Va.	500	250	WJWB	New Orleans	100	100	100	WIBX	Utica, N. Y.	300	100
<b>650 KC. CLEAR</b>				<b>910 KC. CLEAR</b>				<b>1100 KC. CLEAR</b>				WIL	St. Louis	250	100	
WSM	Nashville, Tenn.	50,000	50,000	WMMN	Fairmont, W. Va.	500	250	WJWB	New Orleans	100	100	100	WJBC	Bloomington, Ill.	100	100
<b>660 KC. CLEAR</b>				<b>920 KC. CLEAR</b>				<b>1110 KC. CLEAR</b>				WJBL	Decatur, Ill.	100	100	
WAAW	Omaha, Nebr.	500	500	WMMN	Fairmont, W. Va.	500	250	WJWB	New Orleans	100	100	100	WJWB	New Orleans	100	100
WEAF	New York	50,000	50,000	WMMN	Fairmont, W. Va.	500	250	WJWB	New Orleans	100	100	100	WKBO	Harrisburg, Pa.	*250	100
<b>670 KC. CLEAR</b>				<b>930 KC. CLEAR</b>				<b>1120 KC. CLEAR</b>				WKJC	Lancaster, Pa.	250	100	
WMAQ	Chicago	*50,000	*50,000	WMMN	Fairmont, W. Va.	500	250	WJWB	New Orleans	100	100					

# Directory of U. S. Broadcasting Stations by Frequencies . . .

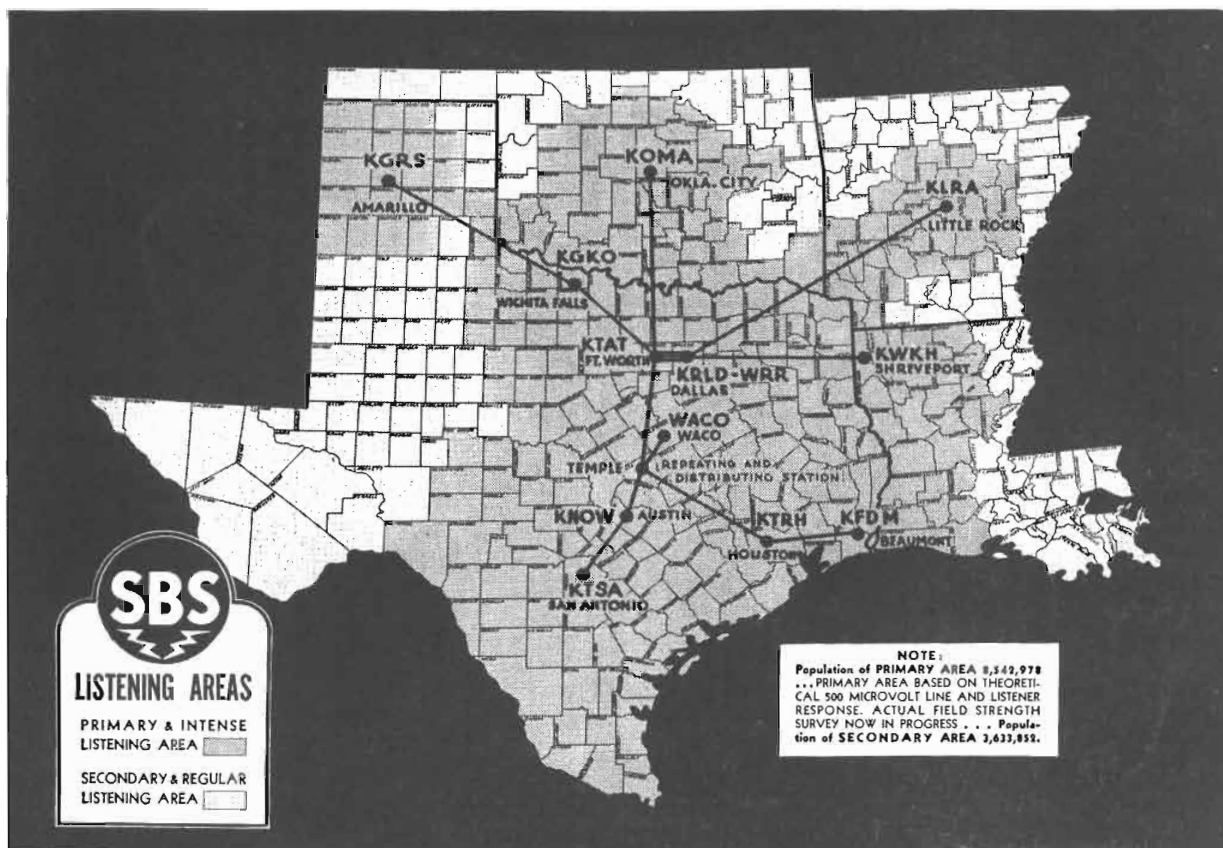
(Continued from opposite page)

(Data corrected from official FCC files to February 1, 1935)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
<b>1210 KC. LOCAL</b>				<b>1290 KC. REGIONAL</b>				<b>1360 KC. REGIONAL</b>				<b>1420 KC. REGIONAL—(Continued)</b>			
KASA	Elk City, Okla.	100	100	KDYL	Salt Lake City, Utah	1,000	1,000	KGER	Long Beach, Calif.	1,000	1,000	**WAMC	Anniston, Ala.	100	100
KDLR	Deviils Lake, N. D.	100	100	KLCN	Blytheville, Ark.	100	100	KGIR	Butte, Mont.	*2,500	1,000	WAZL	Hazleton, Pa.	100	100
KPH	Klamath Falls, Ore.	100	100	KTRH	Houston, Tex. (SA)	2,500	1,000	WCSC	Charleston, S. C.	1,000	500	WEED	Rocky Mount, N. C.	100	100
KRBR	Lincoln, Neb.	250	100	WEBC	Duluth, Minn.	2,500	1,000	WFBL	Syracuse, N. Y.	5,000	1,000	WEHC	Charlottesville	250	100
KPPW	Fort Smith, Ark.	100	100	WJAS	Pittsburgh	2,500	1,000	WGES	Chicago	500	500	WEHS	Chicago, Ill.	100	100
KFVS	Cape Girardeau, Mo.	250	100	WNBZ	Saranac Lake, N.Y.	*100	100	WQBC	Vicksburg, Miss.	1,000	500	WELL	Battle Creek, Mich.	50	50
KFXM	San Bernardino, Calif.	100	100	WNEL	San Juan, P. R.	500	500	WSBT	South Bend, Ind.	500	500	WGPC	Albany, Ga.	100	100
KGY	Olympia, Wash.	100	100	<b>1300 KC. REGIONAL</b>				<b>1370 KC. LOCAL</b>				WHDL	Olean, N. Y.	100	100
KIEM	Eureka, Calif.	100	100	KALE	Portland, Ore.	500	500	KCRC	Enid, Okla.	250	100	WHFC	Cicero, Ill.	100	100
KPPC	Pasadena, Calif.	50	50	KFAC	Los Angeles	1,000	1,000	**KELD	El Dorado, Colo.	100	100	WILM	Wilmington, Del.	100	100
KWEA	Shreveport, La. (Silent)	100	100	KPH	Wichita, Kan.	1,000	1,000	KERN	Bakersfield, Calif.	100	100	WJBO	Baton Rouge, La.	100	100
**KWSB	S. Hilo, Hawaii	100	100	KFJR	Portland, Ore.	500	500	KFGQ	Boone, Ia.	100	100	WJMS	Ironwood, Mich.	100	100
KWTN	Watertown, S. D.	100	100	WBRR	Brooklyn	1,000	1,000	KFJM	Grand Forks, N. D.	*250	100	WKBI	Cicero, Ill.	100	100
WALR	Zanesville, O.	100	100	WEVD	New York	1,000	1,000	KFJZ	Fort Worth, Tex.	100	100	WLAP	Lexington, Ky.	250	100
WBAX	Wilkes-Barre, Pa.	100	100	WFAB	New York	1,000	1,000	**KFRO	Longview, Tex.	100	100	WLFB	Kansas City, Kan.	100	100
WBBL	Richmond, Va.	*500	100	WFBC	Greenville, S. C.	*5,000	1,000	KGAR	Tucson, Ariz.	250	100	**WLEU	Kearny, Pa.	250	100
WBRR	Red Bank, N. J.	100	100	WHAZ	Troy, N. Y.	500	500	KGFL	Oklahoma City	100	100	WMAS	Springfield, Mass.	250	100
WCOL	Columbus, O.	100	100	WIOD	Miami, Fla.	1,000	1,000	KGKL	San Angelo, Tex.	250	100	WMBG	Detroit	250	100
WCRW	Chicago	100	100	<b>1310 KC. LOCAL</b>				KICA	Clovis, N. M.	100	100	WMBH	Johnston, Mo.	250	100
WDBF	Springfield, Ill.	100	100	KCRJ	Jerome, Ariz.	100	100	KLUF	Galveston, Tex.	*250	100	**WMFJ	Daytona Beach, Fla.	100	100
WEDC	Harrisburg, Ill.	250	100	KCPK	Sacramento, Calif.	100	100	KMAC	San Antonio, Tex.	100	100	WNRA	Muscle Shoals City, Ala.	100	100
WFAS	White Plains, N. Y.	100	100	KFPL	Dublin, Tex.	100	100	KONO	San Antonio, Tex.	100	100	WPAD	Paducah, Ky.	*250	100
WGBB	Freeport, N. Y.	100	100	KPXM	Greenville, Tex.	15	15	KRE	Berkeley, Calif.	*250	100	<b>1430 KC. REGIONAL</b>			
WGCM	Gulfport, Miss.	250	100	KFYO	Lubbock, Tex.	250	100	KRM	Salina, Ore.	100	100	KECA	Los Angeles, Calif.	*5,000	1,000
WGNV	Chester Twp., N. Y.	100	100	KGEX	Kalispell, Mont.	100	100	KSLM	Salina, Ore.	100	100	KGNF	North Platte, Neb.	1,000	100
WHBF	Rock Island, Ill.	250	100	KGFV	Kearney, Neb.	100	100	KUJ	Walla Walla, Wash.	100	100	KSO	Des Moines, Ia.	500	250
WIBU	Anderson, Ind.	100	100	KIT	Yakima, Wash.	*250	100	KVL	Seattle	100	100	WBNS	Columbus, O.	1,000	500
WIBU	Poynette, Wis.	*250	100	**KIUJ	Sante Fe, N. M.	100	100	KWKC	Kansas City	100	100	WHCC	Rochester, N. Y.	1,000	500
WIBY	Gadsden, Ala.	100	100	KMDD	Medford, Ore.	250	100	KWYO	Sheridan, Wyo.	100	100	WHP	Harrisburg, Pa.	1,000	500
WJEF	Hagerstown, Md.	100	100	KRMD	Shreveport, La.	100	100	WABY	Albany, N. Y.	100	100	WNR	Memphis	500	500
WJIM	Lansing, Mich.	250	100	KRMS	El Paso, Tex.	100	100	WAGF	Dothan, Ala.	100	100	WOKO	Albany, N. Y.	1,000	500
WJW	Akron, O.	250	100	KXRO	Aberdeen, Wash.	100	100	WBTM	Danville, Va.	250	100	<b>1440 KC. REGIONAL</b>			
WJWB	Richmond, Va.	*250	100	WAML	Laurel, Miss.	100	100	WCBM	Baltimore	250	100	KDFN	Casper, Wyo.	500	500
WMBG	Hibbing, Minn.	100	100	WBBQ	Marquette, Mich.	100	100	WDAS	Philadelphia	250	100	KLS	Oakland, Calif.	250	100
**WMFN	Hibbing, Minn.	100	100	WBOW	Terre Haute, Ind.	100	100	WGL	Fort Wayne, Ind.	100	100	KXYZ	Houston, Tex.	500	500
WOCJ	Jamestown, N. Y.	50	50	WBRE	Wilkes-Barre, Pa.	100	100	WHBD	Portsmouth, O.	100	100	WCBA	Allentown, Pa.	1,500	1,500
WOMT	Manitowac, Wis.	100	100	WCLS	Joliet, Ill.	100	100	WHDF	Calumet, Mich.	250	100	WBG	Greensboro, N. C.	1,000	500
WPAX	Thomasville, Ga.	*100	100	WDAH	El Paso, Tex.	100	100	WIBM	Jackson, Mich.	250	100	WMBD	Peoria, Ill.	1,000	500
WBCB	Chicago	100	100	WDBR	Buffalo, N. Y.	250	100	WJTL	Atlanta	250	100	WSAN	Allentown, Pa.	1,500	1,500
WSIX	Springfield, Tenn.	100	100	WEXL	Royal Oak, Mich.	50	50	WLLH	Lowell, Mass.	250	100	WTAD	Quincy, Ill.	500	500
WSOC	Charlotte, N. C.	250	100	WFBG	Altoona, Pa.	100	100	WMBR	Jacksonville, Fla.	100	100	<b>1450 KC. REGIONAL</b>			
WTAX	Springfield, Ill.	100	100	WFDF	Flint, Mich.	100	100	**WMFD	Wilmington, N. C.	100	100	KTBS	Shreveport, La.	1,000	1,000
<b>1220 KC. REGIONAL</b>				WJAC	Johnstown, Pa.	100	100	WOC	Davenport, Ia. (CP)	100	100	WGAR	Cleveland	1,000	500
KFKU	Lawrence, Kan.	1,000	1,000	WJBC	Muncie, Ind.	100	50	WQDM	St. Albans, Vt.	100	100	WHOM	Jersey City, N. J.	250	250
ATW	Seattle	1,000	1,000	WLNH	Laconia, N. H.	100	100	WRAC	Williamsport, Pa.	250	100	WSAR	Fall River, Mass.	250	250
KWSC	Pullman, Wash.	2,000	1,000	WMBQ	Auburn, N. Y.	100	100	WRSV	Buffalo, N. Y.	50	50	WTFI	Athens, Ga.	500	500
WCAD	Canton, N. Y.	500	500	**WMFF	Plattsburg, N. Y.	100	100	<b>1460 KC. HIGH POWER REGIONAL</b>							
WCAE	Pittsburgh	1,000	1,000	WMBF	Ashland, Ky.	100	100	KSTP	Mpls-St. Paul	125,000	10,000	WJSV	Washington, D. C.	10,000	10,000
WDAB	Tampa, Fla.	12,500	1,000	WNBH	New Bedford, Mass.	250	100	<b>1470 KC. HIGH POWER REGIONAL</b>							
WREN	Lawrence, Kan.	*5,000	1,000	WOF	Washington, D. C.	*250	100	WLAC	Nashville, Tenn.	5,000	5,000	<b>1480 KC. HIGH POWER REGIONAL</b>			
<b>1230 KC. REGIONAL</b>				WRAW	Reading, Pa.	100	100	KOMA	Oklahoma City	5,000	5,000	<b>1490 KC. HIGH POWER REGIONAL</b>			
KGBX	Springfield, Mo. (SA)	1500	1500	WROL	Knoxville, Tenn.	100	100	WKBW	Buffalo, N. Y.	5,000	5,000	<b>1500 KC. LOCAL</b>			
KGGM	Albuquerque, N. M.	500	250	WSAJ	Grove City, Pa.	100	100	KDB	Santa Barbara, Calif.	100	100	KGFI	Corpus Christi, Tex.	250	100
KYA	San Francisco	1,000	1,000	WSGN	Birmingham, Ala.	*250	100	KGFK	Moorhead, Minn.	100	100	KGKB	Tyler, Tex.	100	100
WBEA	Indianapolis	1,000	1,000	WSJS	Winston-Salem, N. C.	100	100	KGKY	Scotts Bluff, Neb.	*250	100	KGKZ	Austin, Tex.	100	100
WNAC	Boston	2,500	1,000	WTEL	Philadelphia	100	100	KJTN	Pine Bluff, Ark.	100	100	KJPM	Prescott, Ariz.	100	100
<b>1240 KC. REGIONAL</b>				WTJS	Jackson, Tenn.	250	100	KKPN	Wenatchee, Wash.	100	100	KKRG	Santa Ana, Calif.	100	100
KGCU	Mandan, N. D.	250	250	WTRC	Elkhart, Ind.	100	50	KXO	El Centro, Calif.	100	100	WCNW	Brooklyn, N. Y.	*250	100
KLPM	Minot, N. D.	250	250	<b>1320 KC. REGIONAL</b>				WDCN	Durham, N. C.	100	100	WGAL	Lancaster, Pa.	250	100
KTAT	Fort Worth, Tex.	1,000	1,000	KGHF	Pueblo, Colo.	500	500	WHEF	Kosciusko, Miss.	250	100	WJBK	Detroit	250	100
KTFI	Twin Falls, Idaho	1,000	1,000	KGMB	Hololulu, Hawaii	250	250	WKBK	E. Dubuque, Ill.	*250	100	WKBW	Richmond, Ind.	100	100
WKAQ	San Juan, P. R.	1,000	1,000	KID	Idaho Falls, Idaho	500	250	WKBY	Muskegon, Mich.	*250	100	WKEU	La Grange, Ga.	*100	100
WXYZ	Detroit	1,000	1,000	KRNT	Des Moines	1,000	1,000	WMBX	Brooklyn, N. Y.	100	100	WMBZ	Boston-Chelsea	250	100
<b>1250 KC. REGIONAL</b>				WADC	Akron, O.	*2,500	1,000	WNBH	Brooklyn, N. Y.	100	100	WNBX	Birmingham, N. Y.	*250	100
KFOX	Long Beach, Calif.	1,000	1,000	WOKR	York, Pa. (SA)	1,000	1,000	WOB	Bristol, Tenn.	100	100	WRGA	Rome, Ga.	*250	100
KGVO	Missoula, Mont. (CP)	*1,000	*1,000	WSMB	New Orleans	500	500	WRFW	Augusta, Ga.	100	100	WRDW	Augusta, Ga.	100	100
WCAL	Northfield, Minn.	2,500	1,000	<b>1330 KC. REGIONAL</b>				WSFA	Montgomery, Ala.	1,000	500	WSYB	Rutland, Vt.	100	100
WDSU	New Orleans	1,000	1,000	KGB	San Diego, Calif.	*2,500	1,000	<b>1410 KC. REGIONAL</b>				WVRR	Woodslee, N. Y.	250	100
WBFI	Newark, N. J.	2,500	1,000	KMO	Tacoma, Wash.	250	250	KGRS	Amarillo, Tex.	2,500	1,000	WWSW	Pittsburgh	250	100
WLB	Minneapolis	1,000	1,000	KSCJ	Sioux City, Ia.	2,500	1,000	WAAB	Boston	500	500	<b>1530 KC. EXPERIMENTAL</b>			
WNEW	Newark, N. J.	2,500	1,000	WDRG	Hartford, Conn.	2,500	1,000	WBCM	Bay City, Mich.	500	500	W1XBS	Waterbury, Conn.	1,000	1,000
WTCN	Minneapolis	*5,000	1,000	WSAI	Cincinnati	2,500	1,000	WDAG	Amarillo, Tex.	*2,500	1,000	W9XB	Kansas City	1,000	1,000
<b>1260 KC. REGIONAL</b>				WTQA	Eau Claire, Wis.	1,000	1,000	WHBL	Sheboygan, Wis.	500	500	<b>1550 KC. EXPERIMENTAL</b>			
KOLL	Omaha-C. Bluffs	*2,500	1,000	<b>1340 KC. REGIONAL</b>				WHS	Bluefield, W. Va.	250	250	W2XR	L. I. City, N. Y.	1,000	1,000
KPAC	Port Arthur, Tex.	500	500	KFPY	Spokane, Wash.	1,000	1,000	WJTB	Roanoke, Va.	500	500	**W6XA	Bakersfield, Calif.	1,000	1,000
KRGV	Weslaco, Tex.	500	500	KGDY	Huron, S. D.	250	250	WJTB	Roanoke, Va.	500	500				
KUOA	Fayetteville, Ark.	1,000	1,000	KGNO	Dodge City, Kan.	250	250	WJTB	Roanoke, Va.	500	500				
KVOA	Tucson, Ariz.	500	500	WCOA	Pensacola, Fla.	500	500	WJTB	Roanoke, Va.	500	500				
WHIO	Dayton, O.	1,000	1,000	WFEA	Manchester, N. H.	1,000	1,000	WJTB	Roanoke, Va.	500	500				
WNBX	Springfield, Vt.	1,000	1,000	WSPD	Toledo, O.	*2,500	1,000	WJTB	Roanoke, Va.						

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When we say you can "do tricks" with the SBS Network, we mean just that. The SBS Network's flexibility is a challenge to the ingenuity of agency radio departments and the sales strategy of general advertisers.

New rate card on request!

# SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President

FORT WORTH, TEXAS

**GREIG, BLAIR & SPIGHT, Inc.** NATIONAL REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES

# Directory of BROADCASTING STATIONS OF THE UNITED STATES

*ST*—Shares Time.      *NC*—Non-Commercial Station.      *D*—Day.      *N*—Night.      *SH*—Specified Hours.      *LS*—Local Sunset.  
*CP*—Construction Permit.      *SA*—Special Authorization.      *L*—Limited Time with Dominant Station.      *U*—Unlimited Time.  
 (Data corrected to February 1, 1935)

## ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANNISTON.....	WAMC	1420 (Construction Permit Only)	100	Raymond C. Hammett Anniston	.....	.....	.....	.....	.....
BIRMINGHAM....	WAPI	1140—ST	5,000	WAPI Broadcasting Corp. Protective Life Bldg.	3-8116	NBC-Supp.	B. H. Hopson Fred Steele	Beatrice Wright J. L. Middlebrooks	.....
	WBRC	930	1,000	Birmingham Broadcasting Co., Inc. Bankhead Hotel	3-9293	CBS	M. D. Smith, Jr. K. G. Marshall	W. A. Young J. C. Bell	Edw. Petry & Co.
	WSGN	1310	100—N CP 250—LS	R. B. Broyles Furniture Co. Hotel Tutwiler	7-2184	.....	D. D. Campbell	..... C. T. Lee	Wm. R. Stewart
DECATUR.....	WMFO	1370—D (Construction Permit Only)	100	James R. Doss, Jr. .....	.....	.....	.....	.....	.....
DOTHAN.....	WAGF	1370—D	100	Dothan Broadcasting Co. Houston Hotel	1430	.....	Fred C. Moseley Fred C. Moseley	Clay Harris, Jr. Julian C. Smith	.....
GADSDEN.....	WJBY	1210	100	Gadsden Broadcasting Co., Inc. 3rd & Chestnut St.	88	.....	Jack Keasler Jack Keasler	Eddie Vann J. C. Vessels	.....
HUNTSVILLE....	WBHS	1200—SH (SA to remain silent temporarily)	100	Virgil V. Evans Huntsville	.....	.....	.....	.....	.....
MOBILE.....	WALA	1380	1,000—LS 500—N	Pape Broadcasting Co., Inc. A. T. & N. Bldg.	Dexter 5893	CBS	W. O. Pape W. O. Pape	Al Treadway R. M. Cole	.....
MONTGOMERY...	WSFA	1410	1,000—LS 500—N	Montgomery Broadcasting Co., Inc. Jefferson Davis Hotel	Cedar 5880	CBS	S. Gordon Persons S. Gordon Persons	John Allen Wolf L. B. Hallman, Jr.	Joseph McGillvra
MUSCLE SHOALS CITY.....	WNRA	1420—D	100	Muscle Broadcasting Corp. Muscle Shoals	Sheffield 634	.....	George E. Bickford George E. Bickford	George E. Bickford Jesse Miller	Cox & Tanz Wm. R. Stewart

## ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
JEROME.....	KCRJ	1310—SH	100	Chas. C. Robinson Clinkscale Bldg.	124—W	.....	Wallace Ian Webb	.....	.....
	KSUN	1200—D	100	Copper Electric Co., Inc. Lowell, Ariz.	9	.....	Carleton W. Morris	..... R. B. Thompson	Walter Biddick Co.
PHOENIX.....	KOY	1390	1,000—LS 500—N	Nielsen Radio & Sporting Goods Co. 621 North Central	3-2171	.....	Earl A. Nielsen Earl A. Nielsen	Jack Williams Herschel Rawls	Walter Biddick Co.
LOWELL.....	KTAR	620	1,000—LS 500—N SA 1,000—N	KTAR Broadcasting Co. Heard Bldg.	4-4161	NBC-Supp.	Richard O. Lewis J. R. Heath	J. Howard Pyle A. C. Anderson	.....
PRESCOTT.....	KPJM	1500	100	Scott & Strum Tilton Bldg.	175	.....	M. B. Scott	.....	Walter Biddick Co.
TUCSON.....	KGAR	1370	250—LS 100—N	Tucson Motor Service Co. 142 S. Sixth Ave.	2929	.....	Frank Z. Howe Frank Z. Howe	Victor Gillard Ernie Sams	Walter Biddick Co.
	KVOA	1260	500	Arizona Broadcasting Co., Inc. Stone & Pennington Sts.	3703	.....	George H. Heid George H. Heid	Dale Jackson Leonard Nalley	Walter Biddick Co.
YUMA.....	KUMA	1420—SH	100	Albert Schermann 4th Ave. & 8th St.	88	.....	Don Hastings Don Hastings	Don Hastings Harold S. Sykes	Cox & Tanz Walter Biddick Co.

## ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLITHEVILLE...	KLCN	1290—D	100	Charles Leo Lintzenich City Hall	825	.....	C. L. Lintzenich C. L. Lintzenich	Otis Rousch C. L. Lintzenich	.....
EL DORADO.....	KELD	1370 (Construction Permit Only)	100	T. H. Barton .....	.....	.....	.....	.....	.....
FAYETTEVILLE...	KUOA	1260—D	1,000	KUOA, Inc. Washington Hotel	422	.....	Marc A. Stice Marc A. Stice	Miss O. Peden William Stewart	.....
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel Bldg.	4106	.....	James F. Willson J. Barry	Dorothy Gibson Willard Doan	.....
HOT SPRINGS....	KTHS	1040—ST SA 1060—ST	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg.	212	NBC-Supp.	Douglas Hotchkiss Constance Graham	Tom Nobles Moody McDonald	Edw. Petry & Co.
LITTLE ROCK....	KARK	890	500—LS 250—N	Arkansas Radio & Equipment Co. National Standard Life Bldg.	4-1265	ABC	Howard A. Shuman Cecil Beaver	Milo Wesley Dan L. Winn	H. B. Knox Dillon & Kirk
	KGHI	1200	250—LS 100—N	Arkansas Broadcasting Co. Pyramid Life Bldg.	9166	.....	S. C. Vinsonhaler Leon Sipes	Julia Knight Arthur Beem	Cox & Tanz
	KLRA	1390	2,500—LS 1,000—N	Arkansas Broadcasting Co. Albert Pike Hotel	5427	CBS Southwest	S. C. Vinsonhaler S. C. Vinsonhaler	Alleene Roberson K. F. Tracy	Radio Sales
PARAGOULD.....	KBTM	1200—D	100	Beard's Temple of Music 104½ W. Washington, Jonesboro	433	.....	Jay P. Beard Jay P. Beard	James Barber Harold K. Kimsey	.....
PINE BLIFF.....	KOBN	1500—D	100	William Chaplin Hotel Pines	900	.....	.....	.....	.....
TEXARKANA.....	KCMC	1420	100	North Mississippi Broadcasting Corp. Texarkana Nat'l Bank Bldg.	958	.....	R. E. Rives R. E. Rives	Alma Rives Carl Wilson	.....

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
 (Data corrected to February 1, 1935)

## CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BAKERSFIELD...	KERN	1370	100	Bee Bakersfield Broadcasting Co. The Elk's Club	5700	CBS-Don Lee	N. R. McLaughlin	Irvin E. Dickinson	
	W6XAI	1550 (Construction Permit Only)	1,000	Pioneer Mercantile Co.					
BERKELEY.....	KRE	1370	100 CP 250—LS	First Congregational Church 2337 Shattuck Ave.	Ashberry 7714		Arthur Westlund Arthur Westlund	Jack Bennett Royal V. Wiseman	
BEVERLY HILLS.	KMPC	710—L	500	Beverly Hills Broadcasting Corp. 9631 Wilshire Blvd.	Woodbury 6-1166	So. Calif.	Hugh Ernest, Jr.	Kenneth Von Egidy Edward Ruggles	
BURBANK.....	KELW	780—ST	500	Magnolia Park Ltd.	1838		A. Corenson		
CHICO.....	KHSL	950—D (Construction Permit Only)	250	Golden Empire Broadcasting Co. Ltd.					
EL CENTRO.....	KXO	1500	100	E. R. Irely & F. M. Bowles 793 Main Street	1100		F. M. Bowles		Walter Biddick Co.
EUREKA.....	KIEM	1210	100	Redwood Broadcasting Co. Vance Hotel	93		H. H. Hanseth Wm B. Smullin	Clifton Johnsen	MacGregor & Sollos
FRESNO.....	KMJ	580	500	James McClatchy Co. Fresno Bee Bldg.	3-5221	CBS-Don Lee	Ed. S. Riggins Howard Lane	Norman D. Webster	
GLENDALE.....	KIEV	850—D	100 CP 250	Cannon System Ltd. 710 E. Broadway	Douglas 3016		David H. Cannon L. W. Peters		
LONG BEACH.....	KFOX	1250	1,000	Nichols & Warinner, Inc. 220 E. Anaheim St.	672-81	So. Calif.	Hal G. Nichols L. W. McDowell	Hal G. Nichols L. B. Weston	
	KGER	1360	1,000	Consolidated Broadcasting Co. 485 Pine Ave.	Madison 2551		H. Wadsworth Cole		
LOS ANGELES....	KECA	1430	1,000—N CP 5,000—LS	Earle C. Anthony, Inc. 1000 S. Hope St.	Richmond 6111		A. F. Kales Carl Haverlin	Glenn R. Dolberg C. W. Mason	Edw. Petry & Co.
	KFAC	1300	1,000	Los Angeles Broadcasting Co., Inc. Penthouse 645 S. Mariposa Ave.	Fitzroy 1231		C. J. Smith C. J. Smith	Berton Bennett J. H. Brown	
	KFI	640	50,000	Earle C. Anthony, Inc. 1000 S. Hope St.	Richmond 6111	NBC-Pacific	A. F. Kales Carl Haverlin	Glenn R. Dolberg H. L. Blatterman	Edw. Petry & Co.
	KFSG	1120—ST NC	1,000	Echo Park Evangelistic Assn. 1100 Glendale Blvd.	Exposition 1141		Aimee Semple McPherson C. Wm. Walkem	Miss Roberta Semple Maurice E. Kennedy	
	KFVD	1000—L	250	Los Angeles Broadcasting Co., Inc. Penthouse 645 S. Mariposa Ave.	Fitzroy 1231		Calvin J. Smith Calvin J. Smith	Berton Bennett J. H. Brown	
	KFWB (Hollywood)	950	1,000—N CP 2,500—LS	Warner Bros. Broadcasting Corp. 6425 Hollywood Blvd.	Hollywood 1315	So. Calif.	Gerald King C. C. Mittendorf	Jack Joy Leslie G. Hewitt	Free & Slesinger
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St.	Prospect 7788		B. S. McGlashan H. Duke Hancock	Thelma Kirchner I. R. Colbert	Walter Biddick Co.
	KHJ	900	1,000—N CP 5,000—LS	Don Lee Broadcasting System 7th & Bixel Sts.	Vandike 7111	CBS-Don Lee	C. Ellsworth Wylie Bert Phillips	Scott Perkins Ernest Underwood	Radio Sales
	KMTR	570	1,000	KMTR Radio Corp. 915 N. Formosa St.	Hillside 1161		O. V. Dresden	Elsie Horner C. R. Hauser	
	KNX (Hollywood)	1050	50,000	Western Broadcast Co. Vine and Selma Ave.	Hemstead 4101		Naylor Rogers Carl Nisson	Y. Newkirk K. G. Ormiston	Greig Blair & Spight
	KRKD	1120—ST	1,000 CP 2,500—LS	Radio Broadcasters, Inc. 815 Spreng Arcade Bldg.	Madison 2281		V. G. Freitag V. G. Freitag	Harry Geise Howard DeLong	
	KTM	780—ST	1,000—LS 500—N	Pickwick Broadcasting Corp. 214 South Vermont	Exposition 1841		George Martinson George Martinson	Mayfield Kaylor C. B. Juneau	Walter Biddick Co. Ernest Bader
MODESTO.....	KTRB	740—D	250	Thos. R. McTammany & Wm. H. Bates, Jr. McHenry & Sylvan Ave.	774		T. R. McTammany A. H. Besecker	W. H. Bates, Jr. W. H. Bates, Jr.	
OAKLAND.....	KLS	1440—D	250	Warner Bros. 2201 Telegraph Ave.	Higate 1212		S. W. Warner		
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower	Lakeside 6000		P. D. Allen H. N. Smith	C. Lloyd R. S. Smith	
	KROW	930	1,000	Educational Broadcasting Corp. 1803 Franklin St.	Glencourt 6774		H. P. Drey Harry Phillips	Scott Weakley Ted Bender	
	KTAB	560	1,000	(See San Francisco)					
PASADENA.....	KPPC	1210—ST NC	50	Pasadena Presbyterian Church 585 E. Colorado St.	Terrace 2193		David Black	N. V. Parsons N. V. Parsons	
SACRAMENTO....	KFBK	1310	100	The McCatchy Co. 7th and Eye St.	Main 8700	CBS-Don Lee	H. P. Walls K. W. Pike	Vann Connors Stam Sronce	
SAN BERNARDINO.....	KFXM	1210—ST	100	Lee Bros. Broadcasting Co. California Hotel	4761	So. Calif.	J. C. & E. W. Lee J. C. Lee	E. W. Lee Paul Oard	Kasper-Gordon; Walter Biddick Co.
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp. U. S. Grant Hotel	Franklin 6353	NBC-Pacific	G. L. Clark G. L. Clark	John Wells R. O. Brooke	Greig Blair & Spight
	KGB	1330	1,000—N CP 2,500—LS	Don Lee Broadcasting System 1012 1st Ave.	Franklin 6151	CBS-Don Lee	Lincoln Dellar Harry W. Witt	Gary Breckner Roy W. Mott	Radio Sales
SAN FRANCISCO	KFRC	610	1,000—N CP 5,000—LS	Don Lee Broadcasting System 1000 Van Ness St.	Prospect 0100	CBS-Don Lee	Harrison Hollway M. B. Grabhorn	Pat Weaver Alan Cormack	Radio Sales
	KGGC	1420—SH	100	Golden Gate Broadcasting Co. 230 Eddy St.	Ordway 8963		Wm. McGill	Andy Potter Andy Mitchell	
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC
	KJBS	1070—SH	500	Julius Brunton & Sons Co. 1380 Bush Street	Ordway 4148	So. Calif.	Ralph R. Brunton	Frank N. Cope J. E. Burrell	
	KPO	680	50,000	National Broadcasting Co., Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific	Don E. Gilman Harry Anderson	L. S. Frost A. H. Saxton	NBC

# Cover All 3 Thirds

## WITH YOUR LOS ANGELES RADIO INVESTMENT

As a bonus, KNX also gives coverage of the entire western market . . .

In the Los Angeles market there are 3 areas of approximately equal size. (300,000 families each).

1st—the 10-mile radius which is reachable with only 1000 watts.

2nd—a radius of the next 30 miles, which requires *over* 1000 watts at *night time* as well as day.

3rd—is the area included in the next 100-mile radius, which requires 50,000 watts to reach. Your Los Angeles program must cover *all three* to give you the results you are entitled to.



### KNX Gives Coverage of all 3—in equal proportion

Analysis of total KNX mail from these three areas of primary coverage shows that one-third of it comes from each area: proving KNX coverage in direct proportion to population. Complete coverage of all three areas that is obtainable *only* with 50,000 watts.

Comparison of mail received by one advertiser using same program over KNX and another L. A. station (that is reported as having best city coverage of any) showed KNX pulled the most response. Another advertiser, using same program at same time over two other L. A. stations received 54% of response from KNX, 38% from station "B" and 8% from station "C." Definite, indisputable evidence of KNX coverage in Los Angeles city and its entire trading area.

### Additional Coverage Throughout the West

A breakdown of 20,479 letters pulled by KNX shows how it blankets this entire area in direct proportion to population:

States	Percent Radio Receiving Sets in Western States	Percent of clients mail from each State
Arizona	1.3	2
California*	*55	*34
Idaho	2.5	10
Montana	3	11
Nevada	0.2	2
New Mexico	1	1
Oregon	9	13
Utah	3	3
Washington	12	16
Wyoming	1	1
Canada	...	4
Other States	...	3

\*KNX makes no claim of complete coverage of the San Francisco metropolitan area which has about one-third of broadcast receivers in California.



"THE VOICE OF HOLLYWOOD"—Speaking with 50,000 Watts on National Cleared Channel  
Hollywood, California

GREIG, BLAIR & SPIGHT, Inc., Representatives

SAN FRANCISCO OFFICE  
Lindsey Spight,  
485 California St.

CHICAGO OFFICE  
John Blair  
520 North Michigan Ave.

DETROIT OFFICE  
J. Curtis Willson,  
New Comer Bldg.

NEW YORK OFFICE  
Humboldt J. Greig  
342 Madison Ave.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SAN FRANCISCO (Continued)	KTAB	560	1,000	The Associated Broadcasters, Inc. 115 O'Farrell St.	Garfield 4700	.....	Philip G. Lasky	Grant Maxwell R. V. Howard	.....
	KYA	1230	1,000	Pacific Broadcasting Corp. Hearst Bldg.	Douglas 2536	NBC-Pacific	Edward McCallum James Cosgrove	Fred Eilers	Paul H. Rayme
SAN JOSE.....	KQW	1010	1,000	Pacific Agricultural Foundation, Ltd. 87 E. San Antonio St.	Ballard 2616	No. Calif.	C. L. McCarthy H. O. Fiebig	Joy Storm Harry Saine	.....
SANTA ANA.....	KREG	1500	100	The Voice of the Orange Empire, Inc., Ltd. 3rd & Sycamore St.	4900	.....	Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Wallace S. Wiggins	Walter Biddick
SANTA BARBARA	KDB	1500	100	Santa Barbara Broadcasters, Ltd. 17 E. Haley St.	21427	CBS-Don Lee	Frank C. McBride Donald M. Stewart	Frank C. McBride Robert C. Moody	Radio Sales
STOCKTON.....	KGDM	1100—D	250 CP 1,000—LS	E. F. Peffer 42 S. California St.	794	.....	A. H. Green	Paul Schulz	Walter Biddick
	KWG	1200	100	Portable Wireless Telephone Co. Medico-Dental Bldg.	580—J	CBS-Don Lee	Bernard E. Cooney Bernard E. Cooney	Vernon L. Harvey	.....

## COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALAMOSA.....	KGIW	1420—ST	100	Leonard E. Wilson Isis Theatre Bldg.	63	.....	G. A. Jenkins G. A. Jenkins	G. A. Jenkins Will M. Thomas	Ball & Davids
COLORADO SPRINGS.....	KVOR	1270	1,000	S. H. Patterson Antlers Hotel	Main 278	CBS	S. H. Patterson S. H. Patterson	Ralph Nelson H. C. Strang	A. T. Sears Howard Wilson
DENVER.....	KFEL	920—ST	500	Eugene P. O'Fallon, Inc. Albany Hotel	Keystone 0178	.....	Eugene O'Fallon Frank Bishop	William S. Wales J. P. Veatch	Cox & Tanz James Acuff
	KLZ	560	1,000—N CP 2,500—LS	The Reynolds Radio Co., Inc. Shirley-Savoy Hotel	Tabor 6316	CBS	Wm. D. Reynolds F. W. Meyer	Naomi F. Bengston Wm. C. Grove	Edw. Petry &
.....	KOA	830	50,000	National Broadcasting Co., Inc. 1625 California St.	Main 6211	NBC-Supp.	A. E. Nelson A. E. Nelson	Walter N. Campbell R. H. Owen	NBC
	KPOF	880—ST NC	500	Pillar of Fire 1845 Champa Street	Tabor 3733	.....	.....	.....	.....
.....	KVOD	920—ST	500	Colorado Radio Corp. Continental Oil Bldg.	Tabor 2291	.....	W. D. Pyle T. C. Ekrem	H. G. Pyle J. E. Finch	Howard Wilson
GRAND JUNCTION	KFXJ	1200	250—LS 100—N	Western Slope Broadcasting Co. Hillcrest Manor	126	.....	R. G. Howell	.....	.....
GREELEY.....	KFKA	880—ST	1,000—LS 500—N	Mid-Western Radio Corp. 820 8th Ave.	450	.....	Howard Bell J. C. Sweeney	George Pogue	A. T. Sears
LAMAR.....	KIDW	1420—ST	100	The Lamar Broadcasting Co. 129 W. Elm St.	16	.....	Charles Owen R. F. Klipp	Fred Miles W. H. Torrey	.....
PUEBLO.....	KGHF	1320	500	Curtis T. Ritchie 111 Broadway	3877	.....	J. H. Ceadle	Lewis Byrd G. J. Ikelman	A. T. Sears
STERLING.....	KGEK	1200—SH	100	Elmer G. Beehler Fleming Road	679	.....	E. G. Beehler	E. G. Beehler	.....

## CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRIDGEPORT.....	WICC	600—SH	500 CP 1,000—LS	The Southern Connecticut Broadcasting Corp. Hotel Stratfield	3-1141	Yankee CBS	Joseph Lopez George Rowe	..... Garo Ray	Edw. Petry &
HARTFORD.....	WDRC	1330	2,500—LS 1,000—N	WDRC, Inc. 11 Asylum St.	7-1188	Yankee CBS	Franklin M. Doolittle William F. Malo	Sterling V. Couch Italo A. Martino	Radio Sales
	WTIC	1060—ST	50,000	The Travellers Broadcasting Service Corp. 26 Grove St.	5-0192	NBC—Red New England	Paul W. Morency James F. Clancy	Thomas C. McCray J. C. Randall	J. J. Weed C. C. Weed
NEW BRITAIN.....	WMFE	1380—D (Construction Permit Only)	250	Wm. J. Saunders	.....	.....	.....	.....	.....
NEW HAVEN.....	WMFI	900—D (Construction Permit Only)	500	Patrick J. Goodie	.....	.....	.....	.....	.....
STORRS.....	WCAC	600—SH NC	500	Connecticut State College Campus	820	.....	Daniel E. Noble	Daniel E. Noble	.....
WATERBURY.....	WATR	1190—D	100	The WATR Co., Inc. 47 Grand Street	3-5161	.....	Harold Thomas Samuel L. Elman	David Holpern Norman Blake	.....
	WIXBS	1530	1,000	American-Republican, Inc. 136 Grand St.	3-1125	ABC	Allen B. Martin B. J. Morgan	Allen B. Martin Sidney Warner	.....

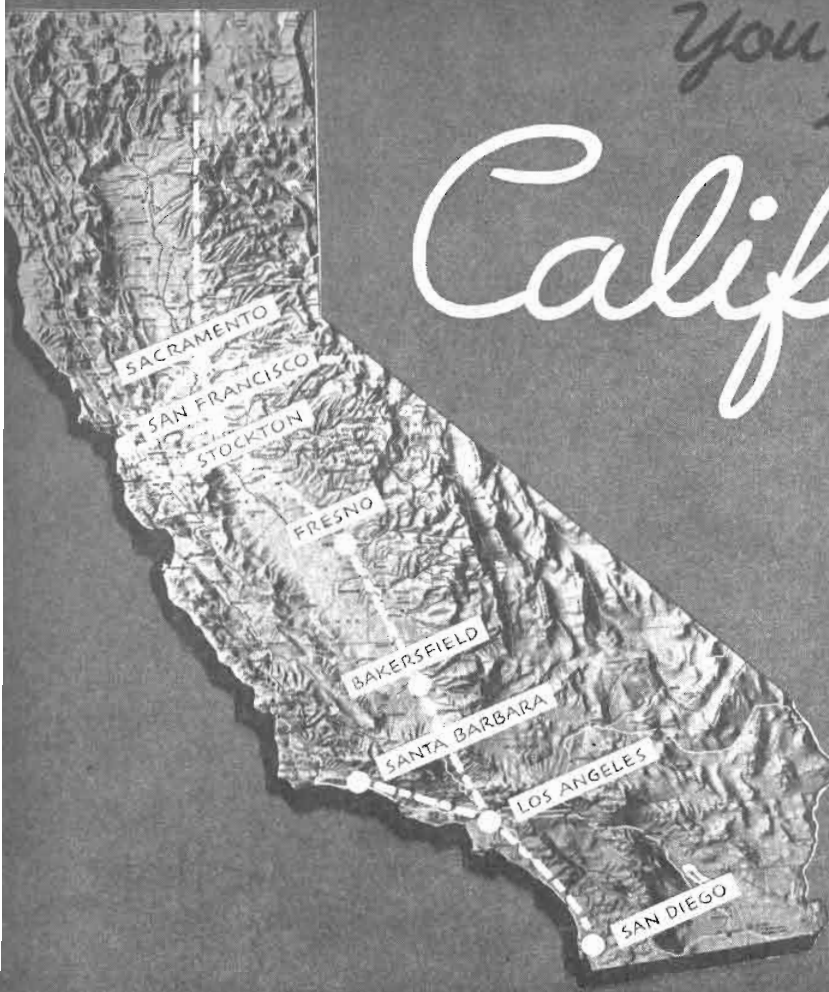
## DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WILMINGTON....	WDEL	1120	500—LS 250—N	WDEL, Inc. 10th & King Sts.	7268	ABC	Gorman Walsh	J. E. Mathiot	Hibbard Ayer Wm. R. Stew
	WILM	1420—ST	100	Delaware Broadcasting Co. 920 King St.	7268	.....	Gorman Walsh	J. E. Mathiot	Hibbard Ayer Wm. R. Stew

*You Cannot Afford  
to Overlook*

# California!

*Second* IN COSMETIC SALES  
*Second* IN AUTOMOTIVE SALES  
*Third* IN DRUG SALES  
*Fourth* IN TOTAL RETAIL SALES  
*Fifth* IN FOOD SALES  
**OF THE ENTIRE NATION**



● Quite a sizeable Sales Plum—isn't it?  
 Your share of these annual sales depends entirely upon yourself . . . your product . . . and your advertising.

California is not steeped in old world tradition. If you have something new to sell, the people of California will gladly give it a trial . . . if you tell them what it is and where to buy.

California, too, is a compact market, its population being concentrated in the "Great Valley" and surrounding its three major seaports (see map).

Therefore, not only is California a most profitable market to cultivate, but an *easy* one as well.

*\*Each of these stations releases all of the feature programs of the Columbia Broadcasting System. Audience preference, day or night, is an established fact which surveys will attest. If you want proof, write for folder "What Three Surveys Said."*

Eastern Representatives, RADIO SALES, INC., New York: 485 Madison Ave.—Chicago: Wrigley Bldg.—Detroit: Fisher Bldg.

## A "Don Lee" Station in Each Market\*

The eight major distributing areas of California account for 91% of the state's entire population.

Don Lee releasing stations are located in each of these areas, thus enabling its advertisers to "blanket" California with their sales messages with ONE medium.

If desired—LOCALIZED commercials may be given on a chain broadcast in each city, simultaneously through special production facilities, an *exclusive* feature of the Don Lee Broadcasting System.

## The DON LEE Chain

In addition to local spot broadcasting, The Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

You can buy a California network by combining these two and get your message over Eight stations in the eight major distributing areas of California.

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

# DON LEE BROADCASTING SYSTEM

Affiliated with  
**COLUMBIA BROADCASTING SYSTEM**  
 C. Ellsworth Wylie, General Sales Mgr., Los Angeles

<p><b>Los Angeles Office, 7th and Bixel Streets</b></p> <p>KFRC, San Francisco KFBK, Sacramento</p>	<p><b>San Francisco Office, 1000 Van Ness Avenue</b></p> <p>KHJ, Los Angeles KWG, Stockton</p>
<p>(COLUMBIA NORTHWEST UNIT)</p> <p>KOL, Seattle</p>	<p>KGB, San Diego KMJ, Fresno</p> <p>KOIN, Portland</p>
<p>KVI, Tacoma</p> <p>KDB, Santa Barbara KERN, Bakersfield</p> <p>KFPY, Spokane</p>	



# THEY KNOW



**M. H. Petersen**  
**Manager Radio Department**  
**Blackett-Sample-Hummert,**  
**Inc., Chicago**  
 "Just a word of appreciation to WLS. Its great effectiveness has been amply demonstrated to us and to our various clients on many occasions."



**Guy E. Brignall**  
**President**  
**Lite Soap Company**  
**Aurora, Illinois**  
 "In a check-up covering 19,000 people in a city 90 miles from Chicago we found that 40% or a total of 7,600 had heard our WLS daytime broadcast."



**Myron T. Harshaw**  
**Vice-President**  
**Carroll Dean Murphy, Inc.**  
**Chicago**  
 "Both our client and ourselves are extremely well pleased with results obtained through continuous use of WLS during the last two years."



**Evans Plummer**  
**Associate Editor**  
**Radio Guide**  
**Chicago**  
 "You can't keep close to the man on the street without the man on the street keeping close to you. WLS does this better than any other station I know."



**Yank Taylor**  
**Radio Editor**  
**Chicago Daily Tribune**  
**Chicago**  
 "News about WLS is prominent in my for ten years. loyal WLS audience demands it."



**John A. Schreiber**  
**Secretary**  
**Hamlins Wizard Oil Company**  
**Chicago**  
 "WLS has brought in more business in clean cut sales than any other radio broadcast station we have ever used."



**Edwin A. Kraft**  
**Manager**  
**Northwest Radio Adv. Co.**  
**Seattle, Washington**  
 "Ample power, splendid programs, and a most efficient staff have made every campaign released by us over WLS eminently successful."



**J. E. Hunn**  
**President**  
**The Justite Company**  
**Milwaukee**  
 "The excellent cooperation of your staff plus the results obtained through WLS have prompted us to sign our fourth renewal."



**N. H. Pumpian**  
**Director of Media**  
**Henri, Hurst and McDonald,**  
**Inc., Chicago**  
 "We are exceptionally well pleased in our use of WLS. A fine station, possessing not only a large responsive Chicago following, but also a widespread rural audience."



**G. M. Walker**  
**Advertising Manager**  
**Caterpillar Tractor**  
**Peoria, Illinois**  
 "Yes, WLS is more fine farm station. midwest institution"



**Wells H. Barnett**  
**President**  
**Weston-Barnett, Inc.**  
**Waterloo, Iowa**  
 "Those who are interested in the town and farm market will certainly find WLS the key to a large responsive audience. We have!"



**C. S. Beardsley**  
**Dr. Miles Laboratories, Inc.**  
**Elkhart, Indiana**  
 "All of our successful chain programs have been developed by WLS. The backbone of our advertising campaign is the WLS National Barn Dance—on a 40-station network."



**A. T. Sears**  
**President**  
**A. T. Sears and Son, Inc.**  
**Chicago**  
 "For over six years we have used WLS, with excellent results. In 1934, on a list of twelve stations, WLS produced over 31% of the total business."



**E. N. Nelson**  
**President**  
**Illinois Bottled Gas Company**  
**Chicago**  
 "During 1934—with 90% of our entire advertising appropriation invested in WLS—sales were far the best in our history."



**Gustav Marx**  
**President**  
**Gustav Marx Adv.**  
**Milwaukee**  
 "I never knew a genuine service a full co-operation packed into one tion—as in WLS."

**J. W. Atherton**  
**President**  
**Atherton and Currier,**  
**New York City**  
 "WLS is extremely high-rated a checkup of 40 spot saving Rufford program"



**Curtis Mitchell**  
Editor  
Radio Stars  
New York City

"Through letters that come to Radio Stars I have learned that WLS listeners are the most loyal and most enthusiastic of any radio station in the world."



**John Feinstein**  
Hilmer V. Swenson Co.  
St. Louis

"When a station produces results like WLS has on our recent campaign, it is only fair you know about it. Our goal is exceeded by 50%."



**J. S. Campbell**  
President  
Campbell Cereal Company  
Northfield, Minnesota

"Regular use of WLS since 1930 is the very best evidence that we consider WLS our ablest ally in the Chicago area."

**William E. Larcombe**  
Secretary and Treasurer  
Hommann, Tarcher and  
Sheldon, Inc.  
New York City

"WLS showed the cheapest cost per inquiry of any station used by Smith Bros. in a campaign listing about 45 stations."

**George A. Morrell and Co.**  
**John Morrell and Co.**  
Ottumwa, Iowa  
"WLS has achieved splendid results for our F Heart Dog Food and Y shire Farm Mince N Constant renewals ex our complete satisfac



**W. D. Farnum**  
Vice-President  
The Cramer-Krasselt Co.  
Milwaukee

"I am able to check tangible direct results WLS than from any station we have ever u



**J. W. Jung**  
President  
J. W. Jung Seed Company  
Randolph, Wisconsin

"Since 1930 WLS has opened our most profitable field for us in an area where we were unable to get results through newspaper advertising."



**Walter E. Smith**  
President  
Rogers and Smith  
Chicago

"For five years WLS has consistently performed most satisfactorily for us in winning sales and distribution in both Chicago and central states markets."



**I. O. A. Brock**  
Advertising Manager  
Keystone Steel and Wire Co.  
Peoria, Illinois

"Our check sheets since 1929 show that WLS is one of the outstanding radio stations of the country, both from a consistent listener and result standpoint."



**Paul Holman Faust**  
Director Radio Department  
Mitchell-Faust Adv. Co.,  
Chicago

"The one thing that interests us is results. And results is what WLS invariably delivers. Our constant use of WLS best illustrates our satisfaction."



**Walter S. Holden, Jr.**  
Director of Radio  
Hays MacFarland and  
Chicago

"We are most satisfied the job WLS is doing us. Cost per inquiry below expectations."



**E. A. Fellers**  
The Mantle Lamp Company  
of America  
Chicago

"Our seven years on WLS has proved to us that the great WLS audience has an unquestioned faith in any advertiser utilizing WLS facilities."



**Philip O. Palmer**  
President  
Philip O. Palmer & Co., Inc.  
Chicago

"When we want a test station we use WLS. We've been doing it for 7 years—with a batting average of exactly 100%."



**R. J. Flynn**  
President  
Lessing Advertising Co., Inc.  
Des Moines, Iowa

"We are unusually well pleased with direct results from WLS on Earl Ferris Nursery, Geppert Studios and other clients year after year."



**F. J. V. Lanigan**  
Passenger Traffic Manager  
Illinois Central System  
Chicago

"The definite results obtained from Illinois Central's use of WLS have been extremely satisfactory. Inquiries were greater in number than anticipated."



**W. A. Wade**  
Wade Advertising Agency  
Chicago

"All our radio advertisers using WLS. We believe in recommending a good thing. We taken pleasure in recommending WLS since 1927."



**CHICAGO**

**M. J. Matusak**  
President  
Mace Advertising Agency  
Peoria, Illinois

"It is impossible to conceive a station more effective and distinctive than WLS. Our results through the years substantiate this contention."

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 1, 1935)

## DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
WASHINGTON....	WJSV	1460	10,000	Old Dominion Broadcasting Co. Earle Bldg.	Metropolitan 3200	CBS	Harry C. Butcher A. D. Willard	Lee Everett L. H. Bowman	Radio Sales
	WMAL	630	500—LS 250—N	National Broadcasting Co., Inc. Nat'l Press Bldg.	District 0300	NBC-Blue	K. H. Berkeley Vincent F. Callahan	K. H. Berkeley A. E. Johnson	NBC
	WOI	1310	100 CP 250—LS	American Broadcasting Co. Annapolis Hotel	Metropolitan 0012	ABC	LeRoy Mark Henry V. Seay	O. F. King, Jr. H. H. Lyon	
	WRC	950	1,000—LS 500—N	National Broadcasting Co., Inc. Nat'l Press Bldg.	District 0300	NBC-Red	K. H. Berkeley Vincent F. Callahan	K. H. Berkeley A. E. Johnson	NBC

## FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLEARWATER...	WFLA- WSUN	620	SA 5,000—LS 1,000—N	Clearwater & St. Petersburg Chambers of Commerce Hotel Hillsboro, Tampa	4838	NBC-Supp.	W. Walter Tison W. Walter Tison	Carl Fritz Joe Mitchell	NBC
DAYTONA BEACH	WMFJ	1420 (Construction Permit Only)	100	W. Wright Esch	.....	.....	.....	.....	.....
GAINESVILLE...	WRUF	830—L	5,000	University of Florida Campus	1000	.....	Garland Powell	Russell McCaughan Joseph Weil	.....
JACKSONVILLE..	WJAX	900	1,000	City of Jacksonville First and Main Sts.	.....	NBC-Supp.	John T. Hopkins, Jr.	John T. Hopkins, Jr.	.....
	WMBR	1370	100	Florida Broadcasting Co. Carling Hotel	5-4387	CBS-Florida	Frank King Glenn Marshall, Jr.	Carrol Gardner	.....
MIAMI.....	WIOD	1300	1,000	Metropolis Publishing Co. Herald Bldg.	Miami 21300	NBC-Supp.	Jesse H. Jay Jesse H. Jay	Miss Jessie Ware Milton Scott, Jr.	.....
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg.	Miami 2-6121	CBS	F. W. Borton F. W. Borton	Norman MacKay Ralph Nulser	.....
ORLANDO.....	WDBO	580	250 SA 1,000	Orlando Broadcasting Co., Inc. Ft. Gatlin Bldg.	6181	CBS-Florida	Gordon Willox Gordon Willox	Harold Danforth J. E. Yarbrough	.....
PENSACOLA.....	WCOA	1340	500	Pensacola Broadcasting Co. San Carlos Hotel	2159	CBS	G. R. Bose Combs Blanford	Tom Jackson B. B. Hayford	Cox & Tanz
TAMPA.....	WDAE	1220	1,000 SA 2,500—LS	Tampa Times Co. Tampa Terrace Hotel	M-1818	CBS	L. S. Mitchell	K. W. Skelton Wm. Pharr Moore	Edw. Petry & C

## GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	Americus Broadcast Corp. Albany Theatre Bldg.	165	.....	Guy Corley Ed Sims	Jack White V. A. Coker	.....
ATHENS.....	WTFI	1450	500	Liberty Broadcasting Co. 133 Washington	1741	.....	A. Lynne Brannen J. P. Knowles	Walter Pledger V. J. Cheek	Cox & Tanz
ATLANTA.....	WGST	890	1,000—LS 500—N	Georgia School of Technology Ansley Hotel	Walnut 8441	CBS	David Brinkmoeller	Jack Stapp, Jr. Clifford Rogers	Paul H. Rayme
	WJTL	1370	100	Oglethorpe University	Walnut 7889	.....	Thornwell Jacobs	.....	.....
	WSB	740	50,000	The Atlanta Journal Biltmore Hotel	Hemlock 1045	NBC-Supp.	Lambdin Kay John M. Outler	Roy McMillan C. F. Daugherty	Edw. Petry & C
AUGUSTA.....	WRDW	1500	100	The Augusta Broadcasting Co. 309 Eighth St.	2976	.....	J. J. Powell	Al Robinson, Jr. Harvey Aderhold	.....
COLUMBUS.....	WRBL	1200	100	WRBL Radio Station, Inc. Royal Theatre	4300	.....	David Parmer	W. R. Lewis	.....
LA GRANGE.....	WKEU	1500—SH	100 CP-D	Radio Station WKEU	404	.....	.....	.....	.....
MACON.....	WMAZ	1180—L	500 CP 1,000	Southeastern Broadcasting Co. 211 Cotton Ave.	3131	.....	E. K. Cargill Frank Crowther	Allie Williams Geo. P. Rankin, Jr.	.....
ROME.....	WRGA	1500—SH	100 CP 250—LS	Rome Broadcasting Corp. Nat'l City Bank Bldg.	1995	.....	John H. Quarles John H. Quarles	J. M. Burke	.....
SAVANNAH.....	WTOC	1260	1,000	Savannah Broadcasting Co., Inc. De Soto Hotel	2-0127	CBS	W. T. Knight, Jr. Sims Guckenheimer	Dwight J. Bruce James R. Donovan	Paul H. Rayme
THOMASVILLE...	WPAX	1210	100 CP-D	H. Wimpy	909	.....	.....	.....	.....

## IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOISE.....	KIDO	1350	2,500—LS 1,000—N	C. G. Phillips & Frank Hill Hotel Boise	660	.....	C. G. Phillips	Addie Scotland Red Sanders	MacGregor & Sollie
IDAHO FALLS...	KID	1320	500—LS 250—N	KID Broadcasting Co. J. C. Penney Bldg.	4	.....	Jack W. Duckworth Jack W. Duckworth	W. J. Provis	MacGregor & Sollie
LEWISTON.....	KRLC	1420 (Construction Permit Only)	100	H. E. Studebaker	.....	.....	.....	.....	.....
NAMPA.....	KFXD	1200	100 CP 250—LS	Frank E. Hurt Nampa	1200	.....	Frank E. Hurt	Eleanore Christopher Frank E. Hurt	.....
POCATELLO.....	KSEI	890	500—LS 250—N	Radio Service Corp. 141 S. 6th St.	960	.....	Robert E. Lee, Jr.	.....	.....
TWIN FALLS.....	KTFI	1240	1,000—LS SA 1,000—N	Radio Broadcasting Corp. Radio Center	30	.....	O. P. Soule S. M. Soule	Henry H. Fletche Sherman T. Wright	W. Williams

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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*CP*—Construction Permit.      *SA*—Special Authorization.      *L*—Limited Time with Dominant Station.      *U*—Unlimited Time.  
 (Data corrected to February 1, 1935)

## ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLOOMINGTON...	WJBC	1200—ST NC	100	State Normal College Bloomington, Ill.	535	.....	A. M. McGregor Hugh L. Gately	.....	.....
CARTHAGE.....	WCAZ	1070—SH	100	Superior Broadcasting Service, Inc. 502 Wabash Ave.	520	.....	Robert E. Compton Robert E. Compton	Normi Alexander Elmer Cymann	.....
CHICAGO.....	WAAF	920—D	500	Drovers Journal Publishing Co. Palmer House	Randolph 1749	.....	Wm. E. Hutchinson Norman Boggs	Edw. E. Simmons Carl Ulrich	Paul W. Minnick
	WBBM	770	25,000	WBBM Broadcasting Corp. 410 N. Michigan Ave.	Whitehall 6000	CBS	H. Leslie Atlas J. Kelly Smith	Holland Engle Frank Falknor	Radio Sales
	WCFL	970	1,500 CP 5,000	Chicago Federation of Labor 666 Lake Shore Drive	Superior 5300	NBC-Red NBC-Blue	E. N. Noekels F. C. E. Lundquist	Colby Harrinan Maynard Marquardt	Cox & Tanz
	WCRW	1210—SH	100	Clinton R. White Embassy Hotel	Diversey 4440	.....	Clinton R. White J. A. White	Clinton R. White	.....
	WEDC	1210—SH	100	Emil Denemark, Inc. 3860 W. Ogden Ave.	Crawford 4100	.....	Phil Brady Frank Kotnour	Mildred Fitzpatrick H. Fitzcharles	.....
	WENR	870—ST	50,000	National Broadcasting Co., Inc. Merchandise Mart	Superior 8300	NBC-Blue	Niles Trammell G. B. McDermott	Sidney N. Stortz H. C. Luttgens	NBC
	WGES	1360—ST	1,000—LS Sunday only	Oak Leaves Broadcasting Station, Inc. 128 N. Crawford Ave.	Van Buren 6201	.....	Gene T. Dyer Gene T. Dyer	Don Norman Joe Brubaker	.....
	WGN	720	50,000	WGN, Inc. 435 N. Michigan Ave.	Superior 0100	Mutual	Quinn A. Ryan Edw. W. Wood, Jr.	Edward Barry C. J. Meyers	W. A. McGuiness, N. Y. Greig, Blair, & Spight
	WJJD	1130—L	20,000	WJJD, Inc. 201 North Wells St.	State 5466	ABC	Ralph Atlass Herbert Sherman	Joe Allabough W. Guenther	Free & Steininger
	WLS	870—ST	50,000	Agricultural Broadcasting Co. 1230 W. Washington St.	Haymarket 7500	NBC-Blue	Glenn Snyder Walter Davidson	George Biggar Thomas L. Rowe	Graham A. Robertson
	WMAQ	670	5,000 CP 50,000	National Broadcasting Co., Inc. Merchandise Mart	Superior 8300	NBC-Red	Niles Trammell G. B. McDermott	Sidney N. Stortz H. C. Luttgens	NBC
	WMBI	1080—D	5,000—LS ST-NC	Moody Bible Institute 153 Institute Place	Diversey 1570	.....	Wendell P. Loveless .....	Henry C. Crowell A. P. Frye	.....
	WSBC	1210—SH	100	WSBC, Inc. 1258 S. Michigan Ave.	Victory 2244	.....	Gene T. Dyer F. A. Stanford, Jr.	Preston Graves Caleb Frisk	.....
CICERO.....	WEHS	1420—SH	100	WEHS, Inc. 6138 W. 22nd St.	4305	.....	R. W. Hoffman R. W. Hoffman	C. J. Lanphier Geo. Busch	.....
	WHFC	1420—SH	100	WHFC, Inc. 6138 W. 22nd St.	4305	.....	R. W. Hoffman R. W. Hoffman	C. J. Lanphier Geo. Busch	.....
	WKBI	1420—SH	100	WKBI, Inc. 6138 W. 22nd St.	4305	.....	R. W. Hoffman R. W. Hoffman	C. J. Lanphier Geo. Busch	.....
DECATUR.....	WJBL	1200—ST	100	Commodore Broadcasting, Inc. 721 Gushard Bldg.	5371	.....	Charles R. Cook Charles R. Cook	Myrtle B. Cook Maurice Crain	.....
EAST DUBUQUE..	WKBB	1500	100 CP 250—LS	Sanders Bros. Radio Station Dubuque, Iowa	572	.....	Reginald B. Martin Reginald B. Martin	Clair Weidenaar Merle Stillman	.....
HARRISBURG...	WEBQ	1210—SH	250—LS 100—N	Harrisburg Broadcasting Co. 100 E. Poplar St.	28	.....	I. M. Taylor I. M. Taylor	Virginia Crane Joseph R. Tate	.....
JOLIET.....	WCLS	1310—SH	100	WCLS, Inc. Joliet Nat'l Bank Bldg.	Joliet 5656	.....	Ray Fay Ray Fay	Donald Glasgow Odsler Wedin	.....
PEORIA.....	WMBD	1440—ST	1,000—LS 500—N	Peoria Broadcasting Co. 114 North Madison St.	7161	CBS	Edgar L. Bill Charles C. Caley	Edgar L. Bill Ted Giles	Free & Steininger
QUINCY.....	WTAD	1440—ST	500	Illinois Broadcasting Corp. Sixth & State St.	364	.....	R. H. Malcomson R. H. Malcomson	Murrel Poor Francis Wentura	.....
ROCKFORD.....	WROK	1410—ST	500	Rockford Broadcasters, Inc. 109 South Water St.	Main 5632	.....	Lloyd C. Thomas Lloyd C. Thomas	John C. McCloy M. H. Nelson	.....
ROCK ISLAND...	WHBF	1210	250—LS 100—N	Rock Island Broadcasting Co. Rock Island Argus Bldg.	977	ABC	James L. Hughes F. C. Eighmey	Tommy Ott J. E. Gray	Greig, Blair & Spight
SPRINGFIELD...	WCBS	1210—ST	100	WCBS, Inc. 208½ South 5th St.	Main 260	.....	Harold Dewing Henry F. Meyer	Paul Alan Minor Wilson	.....
	WTAX	1210—ST	100	WTAX, Inc. 720 Reich Bldg.	Main 1600	.....	Jay A. Johnson Jay A. Johnson	Mary Campbell Edward Ring	.....
TUSCOLA.....	WDZ	1070—D	100	James L. Bush Star Store Bldg.	98	.....	Mrs. James L. Bush Mrs. James L. Bush	..... Mark Spies	.....
URBANA.....	WILL	890—ST NC	1,000—LS 250—N	University of Illinois Urbana	7-2400	.....	Jos. F. Wright	F. E. Schooley W. E. Phillips	.....
WAUKEGAN.....	WCBD	1080—ST D	5,000—LS Charlotte	Gene T. Dyer Karcher Hotel	Ontario 6600	.....	Ken Hoffman Ken Hoffman	Herbert Morrison Edward Jacker	Kasper-Gordon Studios

## INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON.....	WHBU	1210	100	Leo M. Kennett Citizens Bank Bldg.	234	.....	A. L. McKee L. Podhaski	A. M. McCormack F. R. Fulwider	Cox & Tanz Kasper-Gordon Radio Publicity
ELKHART.....	WTRC	1310	100—LS 50—N	Truth Radio Corp. Hotel Elkhart	948	.....	R. R. Baker	Carl Schrock Kenneth Singleton	Cox & Tanz Wm. R. Stewart
EVANSVILLE....	WGBF	630—ST	500	Evansville on the Air, Inc. 519 Vine Street	21171	.....	Clarence Leich Guy Crecelius	Pat Flaherty Fay Gehres	.....

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to February 1, 1935)

## INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FORT WAYNE....	WGL	1370	100	F. C. Zieg, Inc. 215 W. Main St.	Anthony 2186	CBS	Fred C. Zieg C. R. Durbin	Medford Maxwell A. H. Rekart	A. T. Sears
	WOWO	1160—ST	10,000	Main Auto Supply Co. 215 W. Main St.	Anthony 2186	CBS	Fred C. Zieg C. R. Durbin	Medford Maxwell A. H. Rekart	A. T. Sears
GARY.....	WIND	560	2,500—LS 1,000—N	Johnson-Kennedy Radio Corp. 504 Broadway	Gary 9191	ABC	Ralph Atlas Herb Sherman	W. A. Richards Kenneth Shirk	Free & Steininger
HAMMOND.....	WWAE	1200—ST	100	Hammond-Calumet Broadcasting Corp. 402 Hammond Bldg.	Hammond 10000	.....	Doris Keane J. P. Stafford	Paul Craun Roland Palmer	.....
INDIANAPOLIS...	WFBM	1230	1,000	Indianapolis Power & Light Co. 307 N. Pennsylvania St.	Lincoln 6642	CBS	R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Edw. Petry & Co.
	WKBF	1400	1,000—LS 500—N	Indianapolis Broadcasting, Inc. 540 North Meridan	Riley 4471	NBC—Red Blue	D. E. Kendrick D. E. Kendrick	Stephen Wilhelm Odes E. Robinson	.....
MUNCIE.....	WLBC	1310—ST	100—LS 50—N	D. A. Burton Anthony Bldg.	5411	.....	D. A. Burton W. F. Craig	Robert Minton C. F. Fulk	McElhiney & Associates
RICHMOND.....	WKBV	1500—SH	100	Knox Radio Corp. Westcott Hotel	7322	.....	Wm. O. Knox	.....	.....
SOUTH BEND....	WFAM	1200—ST	100	South Bend Tribune 225 W. Colfax Ave.	3-6161	CBS	L. M. Kennett S. W. Petacci	Robt. L. Kennett Paul R. Mangus	.....
	WSBT	1360—ST	500	South Bend Tribune 225 W. Colfax Ave.	3-6161	CBS	L. M. Kennett S. W. Petacci	Robt. L. Kennett Paul R. Mangus	.....
TERRE HAUTE...	WBOW	1310	100	Banks of Wabash, Inc. 6th & Ohio Blvd.	Crawford 3394	.....	W. W. Behrman W. W. Behrman	Horace Capps Don Petit	Radio Publicity
WEST LAFAYETTE	WBAA	890—SH NC	1,000—LS 500—N	Purdue University Campus	6076	.....	G. E. West G. E. West	W. A. Knapp J. W. Hammond	.....

## IOWA

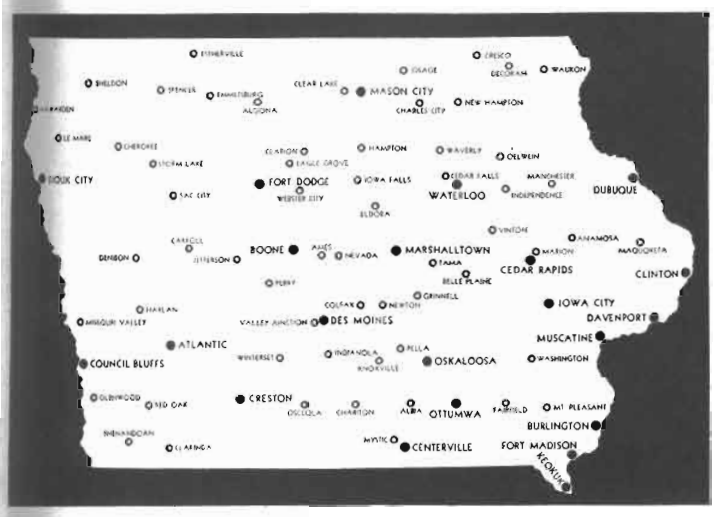
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMES.....	WOI	640—D NC	5,000	Iowa State College of Agriculture Engineer Annex	2200	.....	W. I. Griffith	W. I. Griffith John R. Lewis	.....
BOONE.....	KFGQ	1370—SH NC	100	Boone Biblical College Boone, Iowa	616W	.....	.....	.....	.....
CEDAR RAPIDS...	WMT*	600	1,000—LS 500—N SA 2,500—LS SA 1,000—N	Waterloo Broadcasting Co., Des Moines	6127	NBC-Blue Iowa	S. D. Quarton	Douglas B. Grant Charles F. Quentin	Greig, Blair & Spight
COUNCIL BLUFFS	KOIL	1260	1,000—N CP 2,500—LS	(See Omaha, Nebraska)	.....	.....	.....	.....	.....
	WOC	1420 CP 1370	100	Palmer School of Chiropractic 1000 Brady St.	Kenwood 5140	CBS	James W. Clark Clark A. Luther	Morgan Sexton R. E. Stauffer	Free & Steininger
DECORAH.....	WHBF	1210	100 CP 250—LS	(See Rock Island, Ill.)	.....	.....	.....	.....	.....
	KGCA	1270—D ST	100	Charles Walter Greenley 201-203 Water St.	131	.....	Chas. W. Greenley Chas. W. Greenley	El Ammundsen Chas. W. Greenley	.....
DES MOINES.....	KWLC	1270—D ST-NC	100—LS	Luther College Decorah	690	.....	.....	.....	.....
	KRNT*	1320	500—LS 250—N SA 1,000—LS SA 500—N	Iowa Broadcasting Co. Des Moines	3-2111	CBS Iowa	James C. Hanrahan Craig Lawrence	A. W. Triggs P. R. Huntsinger	.....
DUBUQUE.....	KSO*	1430	500—LS 250—N	Cedar Rapids Broadcasting Co., Des Moines	3-2111	NBC-Blue Iowa	James C. Hanrahan Craig Lawrence	A. W. Triggs P. R. Huntsinger	Greig, Blair & Spight
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St.	3-7147	NBC-Red	J. O. Maland J. O. Maland	Peter MacArthur Paul Loyet	Free & Steininger
DUBUQUE.....	WKBB	1500	100 CP 250—LS	(See East Dubuque, Ill.)	.....	.....	.....	.....	.....
IOWA CITY.....	WSUI	880—NC	1,000—LS 500—N	State University of Iowa Memorial Union	2111-237	.....	Carl Menzer	Pearl B. Broxam S. J. Ebert	.....
MARSHALLTOWN	KFJB	1200—SH	250—LS 100—N	Marshall Electric Co., Inc. 1603 W. Main St.	1419	.....	Earl Peels A. E. Mickel	A. E. Mickel H. W. Hugby	.....
SHENANDOAH...	KFNF	890—ST	1,000—LS 500—N	Henry Field Co. Shenandoah	1	.....	Henry Field	.....	.....
	KMA	930—ST	2,500—LS 1,000—N	May Seed & Nursery Co. Shenandoah	193	.....	Earl E. May J. C. Papp	Fred Greenlee Newton Vance, Jr.	.....
SIoux CITY.....	KSCJ	1330—ST	2,500—LS 1,000—N	Perkins Bros. Co. 416 Douglas St.	8-7526	CBS	C. W. Corkhill C. W. Corkhill	Bertha Reese S. E. Dier	.....

\* Operation of these stations in these locations expected to be completed March 1, 1935, subject to final approval of FCC.

## KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABILENE.....	KFBI	1050—L	5,000	Farmers & Bankers Life Insurance CO. Abilene	1200	.....	K. W. Pyle Howard Wilson	M. Keneson Paul Daniels	.....
COFFEYVILLE...	KGGF	1010—SH	1,000	Powell & Platz 8th & Elm St.	147	.....	Hugh J. Powell W. B. Darrach	Don E. Young J. Fred Case	Howard Wilson Kasper-Gordon
DODGE CITY.....	KGNO	1340	250	Dodge City Broadcasting Co. First National Bank Bldg.	1340	.....	George W. Chitty Harry Pinney	..... Emil Doane	McElhiney & Associates

# Selling IOWA is a job for **POWER**



● Trade Centers over 10,000      ○ Trade Centers under 10,000

**W**HEN planning for sales to Iowa by radio at a profit, remember these facts:

Iowa is a big market. Big commercially. Big geographically. North to south, over 200 miles. East to west, over 300 miles. All fertile ground for crops—and for sales.

Iowa is a big market because it is a big collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6% of the state's population (1930 census).

Instead of coming through one or two metropolitan centers, Iowa dollars flow to the advertiser through scores of trading centers, spread over the state.

Some of these smaller markets have radio outlets; others have none. To attempt covering these smaller markets individually, would be a costly procedure. Even by using evening time on all nine of Iowa's smaller radio stations, a radio advertiser would not cover the state. How much simpler to be able to use, at much lower cost, the one transmitter that reaches ALL these markets.

# WHO has **POWER** to do the job

**I**N ALL the United States, there is hardly a location more strategic than Des Moines for a 50,000-watt transmitter.

50,000 watts give WHO the power to do a thorough job of covering a primary area that includes all Iowa and parts of adjoining states.

50,000 watts give WHO the power to lay down a heavy signal throughout the midwest. The fact that WHO is the only full-time 50,000-watt transmitter west of Cleveland on the basic red network, has led listeners in all parts of the midwest to look to WHO for dependable red-network service.

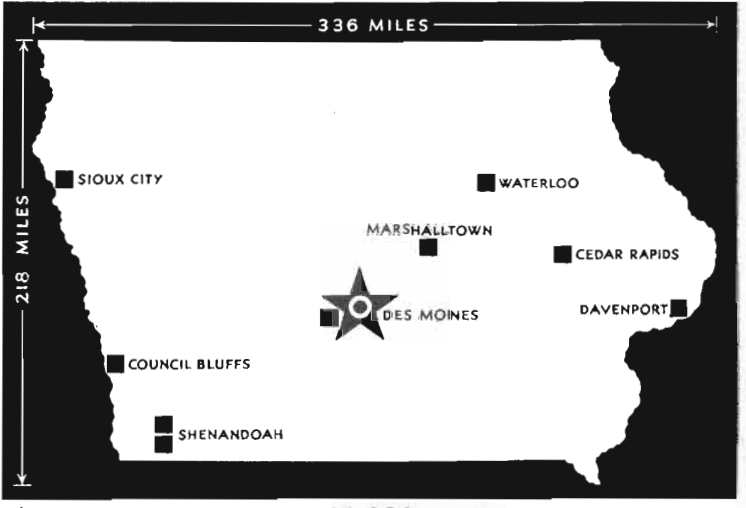
50,000 watts give WHO the power to build up a substantial listening audience in states on either coast. Thus, while WHO affords the most economical means of selling the Iowa market, it gives a tremendous secondary coverage that is pure velvet for the advertiser with national distribution.

WHO has both the power to reach listeners and the programs to hold them. Side by side with the ace shows of the red network, WHO carries a heavy schedule of local commercials, whose continuation, year after year, proves that the station does a real selling job at remarkably low cost.

Not only in radio, but in comparison with all advertising media, WHO has earned its right to front-rank position as one of America's most powerful business producers, in terms of profit per dollar.

**CENTRAL BROADCASTING CO.**  
 J. O. Maland, Mgr.      DES MOINES, IOWA      Phone 3-7147

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle



★ WHO—Des Moines—50,000 watts.  
 ■ All other Iowa commercial stations—Evening power—1,000 watts or less.

# The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—**50,000 WATTS**—FULL-TIME

BROADCASTING • Broadcast Advertising

1935 Yearbook • Page 31

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST—Share Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
 (Data corrected to February 1, 1935)

## KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
KANSAS CITY	WLBF	1420	100	WLBF Broadcasting Co. Huron Bldg.	Drexel 5252	.....	J. Herbert Hollister Ellis Atteberry	A. L. Stone J. Herbert Hollister	Howard Wilson Kasper-Gordon
LAWRENCE	KFKU	1220—ST NC	1,000	The University of Kansas 109 Fraser	Kansas U 87	.....	H. G. Ingham	Gladys Baker Prof. R. W. Warner	.....
	WREN	1220—ST	1,000 N CP 5,000—LS	Jenny Wren Co. WREN Bldg.	110	NBC-Blue	Vernon H. Smith Vernon H. Smith	Verl Bratton C. M. Lewis	Greig, Blair & Spight
MANHATTAN	KSAC	580—ST NC	1,000—LS 500—N	Kansas State College of Agriculture Anderson Hall, College Campus	2236	.....	H. Umberger	L. L. Longsdorf W. E. Peery	.....
TOPEKA	WIBW	580—ST	1,000—N CP 5,000—LS	Topeka Broadcasting Assn., Inc. 11th & Topeka Blvd.	3-2377	CBS	Don Searle Don Searle	Maudie Shreffler Karl Troeglen	Capper Public- tions
WICHITA	KFH	1300	1,000	Radio Station KFH Co. 201 S. Market St.	3-5254	CBS	C. U. Price	Russel Lowe A. C. Dadisman	Edw. Petry & C

## KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHLAND	WMFP	1310 (Construction Permit Only)	100	The Ashland Broadcasting Co.	.....	.....	.....	.....	.....
COVINGTON	WCKY	1490	5,000	(See Cincinnati, O.)	.....	.....	.....	.....	.....
LEXINGTON	WLAP	1420	250—LS 100—N	American Broadcasting Corp. Main & Esplanade	Ashland 1721	.....	Winston L. Clark Winston L. Clark	Ralph Boyd Sanford Helt	.....
LOUISVILLE	WAVE	940	1,000	WAVE, Inc. Brown Hotel	Jackson 8391	NBC-Supp.	Natban Lord Nathan Lord	Reginald Billin Wilbur Hudson	Free & Steinger
	WHAS	820	50,000	The Courier Journal Co. & Louisville Times 3rd & Liberty Street	Wabash 2211	CBS	Credo F. Harris W. L. Coulson	Joe S. Eaton Howard Campbell	Edw. Petry & C
PADUCAH	WPAD	1420	100 CP 250—LS	Paducab Broadcasting Co., Inc. Ritz Hotel	4100	.....	Pierce E. Lackey W. Prewitt Lackey	.....	.....

## LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BATON ROUGE	WJBO	1420—D	100	Baton Rouge Broadcasting Co., Inc. Magnolia Street	3647	.....	H. V. Anderson H. V. Anderson	Paul Goldman Wilbur Golson	.....
MONROE	KMLB	1200	100	Liner's Broadcasting Station, Inc. 512 S. Grand	4321	.....	J. C. Liner, Sr. Howard Tonn	Don Breitenmoser Joel M. Hirsch	.....
NEW ORLEANS	WBNO	1200—ST	100	Coliseum Place Baptist Church Marberc Hotel	Raymond 4809	.....	Edward R. Musso	Jack Halliday Geo. McLin	.....
	WDSU	1250	1,000	WDSU, Inc. Monteleone Hotel	Raymond 7135	CBS	J. H. Uhalt P. K. Ewing	Earl Smith G. H. Peirce	Paul H. Raymer
	WJBW	1200—ST	100	C. C. Carlsen 947 Howard Ave.	Main 1919	.....	C. C. Carlsen C. C. Carlsen	E. Carlsen R. Dobbs	.....
	WSMB	1320	500	WSMB, Inc. Maison Blanche Bldg.	Main 5920	NBC-Supp.	H. Wheelahan T. J. Fontelieu	Wm. Brengel H. G. Nebe	Edw. Petry & C
	WWL	850—SH	10,000	Loyola University Roosevelt Hotel	Raymond 2196	.....	O. L. Abell A. C. Pritchard	James V. Willson O. L. Abell	.....
SHREVEPORT	KRMD	1310	100	KRMD, Inc. Jefferson Hotel	6171	.....	Bill Porter L. M. Sepaugh	Bill Porter R. M. Dean	Radio Publicity
	KTBS	1450	1,000	Tri-State Broadcasting System, Inc. Washington-Youree Hotel	4171	NBC-Supp.	John C. McCormack Jack O. Gross	O. Fort Pearson C. H. Maddox	Edw. Petry & C
	KWEA	1210	100	(SA to remain Silent)	.....	.....	.....	.....	.....
	KWKH	850—SH SA 1100—U	10,000	International Broadcasting Corp. Spring & Fannin St.	6739	CBS Southwest	Dwight Northup John Paul Goodwin	Agnes C. Northup William E. Antony	.....

## MAINE

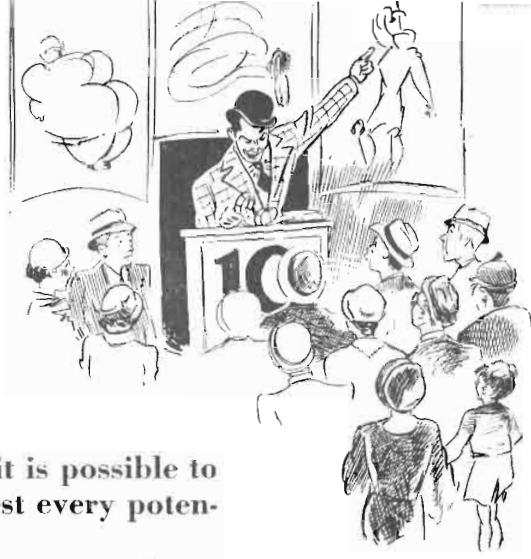
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AUGUSTA	WRDO	1370	100	WRDO, Inc. Augusta House	2285	.....	Conrad E. Kennison	.....	.....
BANGOR	WABI	1200—SH	100	First Universalist Society Dorothy Memorial Bldg.	9220	.....	P. B. Simpson	Robert D. Smith	.....
	WLBZ	620	500—N CP 1,000—LS	Maine Broadcasting, Inc. 100 Main St.	6023	CBS Yankee	T. L. Guernsey T. L. Guernsey	Jack Atwood Bernard Kellom	.....
PORTLAND	WCSH	940	2,500—LS 1,000—N	Congress Square Hotel Co. 579 Congress St.	3-9667	NBC-Red New England	Henry P. Rines Linwood T. Pitman	Albert W. Smith G. F. Crandon	J. J. Weed C. C. Weed
PRESQUE ISLE	WAGM	1420—SH	100	Aroostook Broadcasting Corp. National Bank Bldg.	60	.....	Lewis G. Hersey	Lewis G. Hersey L. E. Hughes	Cox & Tanz

## MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BALTIMORE	WBAL	1060—ST *SA 760	10,000 *2,500—N	Hearst Radio, Inc. Lexington Bldg.	Plaza 8000	NBC-Blue	Jules P. Daniel	Gustav Klemm G. W. Cooke	.....

\* Part time while synchronizing with WJZ.

# LET'S FORGET THE BALLYHOO and consider fundamentals...



We don't claim the entire nation as our radio audience, although it is possible to hear us in every section . . . but there are certain facts which interest every potential radio advertiser, so . . . we're going to talk about them—  
After all, what *you* want is a profitable outlet for your radio message . . . and you are concerned only with the essential factors necessary to the success of your campaign . . . Here they are—

## FIRST—POWER . . .

. . . power that is sufficient to send your message into a market large enough to produce profitable returns . . .  
WHAS has power—50,000 watts—100% modulation—A clear, strong signal that can reach millions of radios, regardless of where they are . . . *Prove it—tune us in yourself . . .*

## SECOND—SECURITY FROM INTERFERENCE . . .

. . . a wave length that will carry your message clearly into every corner of the market . . .  
WHAS gives you this security . . . a nationally cleared channel—820 kilocycles—one of the best on the dial . . . *Tune us in and see!*

## THIRD—and most important—you want 'POSITION' . . .

. . . the assurance that your broadcast will be associated with others that will contribute their part toward drawing and holding a permanent audience.

*Tune in WHAS and listen to such shows as these—*

These essentials are offered to you by WHAS, that old pioneer broadcaster with more than twelve years of continuous successful operation, owned and operated by The Courier-Journal and The Louisville Times, Kentucky's outstanding newspapers, and staffed by a personnel of thoroughly experienced radio people.

No Radio Schedule  
Is Complete  
Without—

# WHAS

*Affiliated with the  
Columbia Broadcasting System*

Represented Nationally by  
**EDWARD PETRY & COMPANY**

New York Chicago Detroit San Francisco

- |                       |                  |
|-----------------------|------------------|
| George Gershwin       | Walter O'Keefe   |
| Victor Kolar          | Ford Symphony    |
| Little Jack Little    | Ray Perkins      |
| The Forum of Liberty  |                  |
| Block & Sully         | Gertrude Niesen  |
| Bing Crosby           | Boswell Sisters  |
| Eddie Cantor          | Will Rogers      |
| Boake Carter          | Edwin C. Hill    |
| New York Philharmonic |                  |
| Voice of Experience   | The Gumps        |
| True Story            | Conrad Thibault  |
| Admiral Byrd          | March of Time    |
| Alexander Woollcott   |                  |
| Andre Kostelanetz     | Fred Waring      |
| Wayne King            | Myrt & Marge     |
| Dick Powell           | Everett Marshall |
| Ida Bailey Allen      | Lazy Dan         |
| Skippy                | Buck Rogers      |
| Smilin' Ed McConnell  | Rosy             |
| Kate Smith            | Isham Jones      |
| Frank Munn            | Gus Haenschen    |
| Stoopnagle & Budd     |                  |



# W C A O

"The Voice of Baltimore"

**Maryland's Oldest Radio Station: Licensed May 1922**

The Only Columbia Outlet in Maryland.  
Lowest Card Rate Per Thousand Listeners.  
The Station That Gives the Answer IN SALES.  
The Popular Station—(See Any Survey)

# W C A O

811 West Lanvale St.

BALTIMORE, MD.

National Representatives

## GREIG, BLAIR & SPIGHT, Inc.

CHICAGO—520 N. Michigan Ave. Superior 3665

NEW YORK—342 Madison Ave. Murray Hill 2-6084—2-6085

DETROIT—New Center Building.

SAN FRANCISCO—485 California Street. Douglas 3388

LOS ANGELES—Haas Building. Tucker 1824

# New Banner Unfurls

## Station

# WMEX

## Boston

### BASIC STATION ABS NETWORK

# WMEX

#### VELOCITY MICROPHONES THROUGHOUT

Every studio is equipped with these fine microphones, giving high fidelity reproduction from the very source!



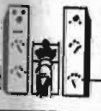
#### NEW STUDIO WURLITZER

With full sound effect equipment, to add to the dramatic effect of script shows. Two organ periods of participating nature are now winning popularity and results for users!



#### HIGH FIDELITY EQUIPMENT

The new control room and boards of WMEX make this one of the most modernly equipped radio stations in Boston! No expense has been spared to make broadcasts mechanically perfect!



#### BASIC STATION, ABS NETWORK

Feeding programs to the network, and receiving them in turn, with outstanding fare for radio listeners.



#### TRANSMITTER

On POWDER HORN HILL, CHELSEA—considered one of the finest locations in and around Boston for the transmitting of radio messages.



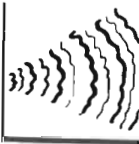
#### MODERN TRANSCRIPTION EQUIPMENT

Turntables are for both 33 1/3 and 78 R. P. M. transcriptions and recordings, an excellent fact to be considered by agencies who want their spot broadcasts to reach the Boston market.



#### REVERBERATION CHAMBER

For reproducing sound effects correctly, and to aid studio broadcast proper reproduction.



#### TELETYPE CONNECTION—BOS157

For rush orders . . . copy corrections . . . space reservations . . . and the transmission of fresh news. Put this teletype number where you can find it in a hurry . . . BOS 157!



#### A CAPABLE STAFF OF ANNOUNCERS

Who SELL your products . . . not merely 'read' commercial announcements! You can trust your advertising copy to them!



#### CATHODE RAY VISUAL VOLUME INDICATORS

To those who keep pace with radio broadcast improvements, it means strict technical supervision, with comprehensive routine measurements insuring consistently perfect transmission.



## STUDIOS AND GENERAL OFFICES HOTEL MANGER BOSTON

Watch for the WMEX Standard Bearer! He'll bring you news now and then of Boston's fastest growing station . . . WMEX!



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST*—Shares Time      *NC*—Non-Commercial Station.      *D*—Day.      *N*—Night.      *SH*—Specified Hours.      *LS*—Local Sunset.  
*CP*—Construction Permit.      *SA*—Special Authorization.      *L*—Limited Time with Dominant Station.      *U*—Unlimited Time.  
 (Data corrected to February 1, 1935)

## MARYLAND—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BALTIMORE— (Continued)	WCAO	600	1,000—LS 500—N	Monumental Radio Co. 811 West Lanvale St.	Madison 7222	CBS	J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheihing James Schultz	Greig, Blair & Spight
	WCBM	1370	250—LS 100—N	Baltimore Broadcasting Corp. Hearst Tower Bldg.	Plaza 5350	ABC	John Elmer George H. Roeder	G. P. Houston	.....
	WFBR	1270	500	The Baltimore Radio Show, Inc. 7 St. Paul St.	Plaza 6030	NBC-Red	Robert S. Maslin Purnell H. Gould	Bert Hanauer William Q. Ranft	Edw. Petry & Co.
CUMBERLAND...	WTBO	800—D	250	Associated Broadcasting Corp. Commercial Bank Bldg.	299	.....	Herbert Lee Blye Herbert Lee Blye	T. S. Twigg E. T. McKenzie	.....
HAGERSTOWN...	WJEJ	1210—D	100	Hagerstown Broadcasting Co. Lovely Dame Bldg.	2323	.....	Grover C. Crilley C. H. Myers	W. H. Paulsgrove G. H. Brewer	Cox & Tanz

## MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BOSTON.....	WAAB	1410	500	Bay State Broadcasting Corp. 58 Winter St.	Commonwealth 0800	CBS Yankee	John Shepard, III William Warner	George Steffy Irving Robinson	Edw. Petry & Co.
	WBZ	990	50,000	Westinghouse Electric & Mfg. Co. Hotel Bradford	Hancock 4261	NBC-Blue	John A. Holman	John F. McNamara J. E. Baudino	NBC
	WBZA	990	1,000	Westinghouse Electric & Mfg. Co. Hotel Bradford	Hancock 4261	NBC-Blue	John A. Holman	John F. McNamara W. H. Hauser	NBC
	WEEI	590	1,000	Edison Electric Co., of Boston Boston	Hubbard 2323	NBC-Red New England	Charles W. Burton Harold E. Fellows	A. F. Edes R. W. Matthewson	J. J. Weed C. C. Weed
	WHDH	830—D	1,000	Matheson Radio Co., Inc. Hotel Touraine	Hancock 0900	.....	R. G. Matheson	.....	.....
	WMEX (Chelsea)	1500	250—LS 100—N	The Northern Corp. Hotel Manger—Boston	Capitol 7560	ABC	Alfred J. Pote S. Alfred Wasser	Wm. S. Pote Alfred J. Pote	.....
	WMFH	1120—D (Construction Permit Only)	500	Joseph M. Kirby	.....	.....	.....	.....	.....
	WNAC	1230	2,500—LS 1,000—N	Shepard Broadcasting Service, Inc. 21 Brookline Ave.	Commonwealth 0800	CBS Yankee	John Shepard, III Chas. W. Phelan	Linus Travers Paul DeMars	Edw. Petry & Co.
FALL RIVER.....	WSAR	1450	250	Doughty & Welch Electric Co., Inc. Academy	450	.....	Leonard C. Cox	Josephine Welch J. C. Pavao	Cox & Tanz
LOWELL.....	WLLH	1370	250—LS 100—N	Albert F. Moffat Rex Center	2121	Yankee	Robert F. Donahue Haskell Bloomberg	Carl Jacobs George R. Lucky	Edw. Petry & Co.
NEEDHAM.....	WBSO	920—D	500	Broadcasting Service Org., Inc. Babson Park	Wellesley 2029	.....	Forrest N. Maddix Forrest N. Maddix	Edward W. Center Stanton C. Dozois	.....
NEW BEDFORD...	WNBH	1310	250—LS 100—N	E. Anthony & Sons, Inc. 251 Union Ave.	5533	Yankee	Irving Vermilya Russell Baldwin	Mildred Shief Clyde Pierce	Edw. Petry & Co.
SPRINGFIELD....	WMAS	1420	250—LS 100—N	WMAS, Inc. Hotel Stonehaven	7-1414	CBS Yankee	A. W. Marlin E. J. Samuel	Richard W. Davis James L. Spates	Edw. Petry & Co.
WORCESTER.....	WORC	1280	500	Alfred F. Kleindienst 60 Franklin St.	5-3101	CBS Yankee	E. E. Hill E. E. Hill	A. S. Hall A. F. Kleindienst	Radio Sales
	WTAG	580	500	Worcester Telegram Publishing Co., Inc. 18 Franklin St.	5-4321	NBC-Red New England	John J. Storey John J. Storey	Lillian F. Murphy H. H. Newell	J. J. Weed C. C. Weed

## MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BATTLE CREEK..	WELL	1420	50	Enquirer-News Co. 221 Champion Ave.	7161	Michigan	Daniel E. Jayne F. F. Owen	Raymond Roof	.....
BAY CITY.....	WBCM	1410	500	James E. Davidson Wenonah Hotel	4212	Michigan	S. F. Northcott	L. H. DeRemer R. H. Carpenter	Cox & Tanz Kasper-Gordon
CALUMET.....	WHDF	1370—SH	250—LS 100—N	Upper Michigan Broadcasting Co. Scott Street	869	.....	.....	.....	Cox & Tanz
DETROIT.....	WJBK	1500	250—LS 100—N	James F. Hopkins, Inc. 6559 Hamilton Ave.	Trinity 2200	ABC	James F. Hopkins M. E. Kent	Sybil Kreighoff L. Larime	Wm. R. Stewart
	WJR	750	10,000	The Goodwill Station Fisher Bldg.	Madison 4440	NBC-Blue	Leo Fitzpatrick L. A. Weiss	Olive Sharman A. Friedenthal	Edw. Petry & Co.
	WMBC	1420	250—LS 100—N	Michigan Broadcasting Co. 7310 Woodward Ave.	Madison 9100	.....	W. Wright Gedge E. A. Wooten	H. M. Steed E. H. Clark	.....
	WWJ	920	1,000—N CP 5,000—LS	The Evening News Ass'n, Inc. 2nd & Lafayette	Randolph 2000	NBC-Red	Jefferson B. Webb James C. Ross	Valbert P. Coffey Walter Hoffman	Greig, Blair & Spight
	WXYZ	1240	1,000	Kunsky-Trendle Broadcasting Corp 300 Madison Theater Bldg.	Cherry 8321	Michigan Mutual	George W. Trendle H. Allen Campbell	Brace Beemer George Bell	William G. Ram beau, Robert Newton
	CKLW (Windsor)	1030	5,000	Essex Broadcasters, Inc. Union Guardian Bldg.	Cadillac 7200	CBS	J. H. Ryan A. Shaw	Robert B. White Wm. Carter	Free & Steining Joseph McGilvray
EAST LANSING...	WKAR	1040—SH NC	1,000	Michigan State College Agriculture Bldg.	21141 Ext. 398	.....	Robert J. Coleman	Norris Grover	.....
FLINT.....	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg.	2-7158	Michigan	Howard M. Loeb F. S. Loeb	A. R. Cooper F. D. Fallain	.....
GRAND RAPIDS..	WASH	1270	500	Kunsky-Trendle Broadcasting Corp. Grand Rapids Nat'l Bank Bldg.	9-4211	Michigan	H. Allen Campbell George L. Russell	Robt. H. Smith Fred W. Russell	William G. Ram beau
	WOOD	1270—ST	500	Kunsky-Trendle Broadcasting Corp. Grand Rapids Nat'l Bank Bldg.	9-4211	Michigan	H. Allen Campbell George L. Russell	Robt. H. Smith Fred W. Russell	William G. Ram beau

**SO BIG**

**OR**

**SO BIG \***

\*Comparatively speaking, that's about the difference in results you obtain from the Michigan Radio Network. 8 stations located in Michigan's 8 largest cities. —Member of Mutual Broadcasting Co.

**KUNSKY-TRENDE BROADCASTING CORPORATION**  
Detroit, Michigan

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
 (Data corrected to February 1, 1935)

## MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
IRONWOOD.....	WJMS	1420	100	WJMS, Inc. St. James Hotel Annex	928	.....	N. C. Ruddell N. C. Ruddell	Wayne A. Sanders R. Johnson	.....
JACKSON.....	WIBM	1370	250—LS 100—N	WIBM, Inc. Radio Block	6121	Canadian Michigan	Charles A. Hill Bob McMenamin	Gerald Maitland Charles Wirtanen	Hibbard Ayer Wm. R. Stewart
KALAMAZOO.....	WKZO	590—D	1,000	WKZO, Inc. 124 West Michigan Ave.	6400	Canadian Michigan	John E. Fetzer John E. Fetzer	Rhea Y. Fetzer Edwin Rector	Free & Sleinger
LANSING.....	WJIM	1210	250—LS 100—N	Capital City Broadcasting Co. City National Bldg.	21-333	Michigan Canadian	Harold F. Gross Paul Frederick	Howard Finch Charles Sprague	.....
LAPEER.....	WMPC	1200—SH NC	100	Frist Methodist Protestant Church Lapeer	455	.....	F. S. Hemingway	Hollis F. Hoyes	.....
MARQUETTE.....	WBEO	1310—SH	100	Lake Superior Broadcasting Co. Mining Journal Bldg.	616	.....	Leo G. Brott	Glenn Wilson Gordon Brozek	Cox & Tanz Radio Publicity
MUSKEGON.....	WKBZ	1500	100 CP 250—LS	Karl L. Ashbacher	2-3080	.....	Grant F. Ashbacher Grant F. Ashbacher	Garfield Thatcher Geo. Krivitzky	.....
ROYAL OAK.....	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St.	Elmhurst 6524	.....	Ellis C. Thompson Ellis C. Thompson	Kirk Knight E. K. Dahlin	.....

## MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DULUTH.....	WEBC	1290	2,500—LS 1,000—N	Head of the Lakes Broadcasting Co. Spalding Hotel	Broad 2100	NBC-Supp.	Walter C. Bridges Thomas W. Gavin	Pat Murphy Chas. Persons	.....
FERGUS FALLS..	KGDE	1200	250—LS 100—N	Chas. L. Jaren Fergus Falls	898	.....	C. L. Jaren C. L. Jaren	M. E. Kiesel Geo. Engelter	.....
HIBBING.....	WMFG	1210	100 (Construction Permit Only)	Head of the Lakes Broadcasting Co. Duluth, Minn.	.....	.....	.....	.....	.....
MINNEAPOLIS— ST. PAUL.....	KSTP	1460	10,000 SA 25,000—LS	National Battery Broadcasting Co. St. Paul Hotel	Cedar 4400	NBC-Supp.	Stanley E. Hubbard Ford Billings	Corinne Jordan Lynne C. Szeby	Paul H. Raymer Greig, Blair & Spight
	WCCO	810	50,000	Northwestern Broadcasting, Inc. Nicollet Hotel, Minneapolis	Geneva 9101	CBS	E. H. Gammons E. F. Montgomery	Hayle C. Cavanor H. S. McCartney	Radio Sales
	WDGY	1180—L	1,000—N CP 5,000—LS	Dr. Geo. W. Young 909 W. Broadway, Minneapolis	Cherry 3377	.....	Dr. Geo. W. Young A. H. Croghan	L. I. Ludwig Geo. K. Jacobsen	.....
	WLB	1250—SH NC	1,000	University of Minnesota Minneapolis	Main 8177	.....	William Gibson	.....	.....
	WTCN	1250—SH	1,000 CP 5,000—LS	Minnesota Broadcasting Corp. Wesley Temple Bldg., Mpls. Minnesota Bldg., St. Paul	Main 6562	.....	Robert DeHaven	Don Clayton Alfred Lennon	Free & Sleinger
MOORHEAD.....	KGFK	1500	100	Red River Broadcasting Co., Inc. Comstock Hotel	1238	.....	Manny Marget Manny Marget	Howard Nelson Carleton Grey	.....
NORTHFIELD....	WCAL	1250—SH NC	2,500—LS 1,000—N	St. Olaf College Northfield	731J	.....	Dr. Hegland	Milford Jensen	.....

## MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLARKSDALE....	WMFN	1210	100 (Construction Permit Only)	Attala Broadcasting Corp. Clarksdale, Miss.	.....	.....	.....	.....	.....
GULFPORT.....	WGCM	1210—SH	250—LS 100—N	WGCM, Inc. Great Southern Hotel	226	.....	W. H. Hardy, Jr. James H. Hardy	H. L. Hardy Wm. H. Hardy, Jr.	Radio Publicity
HATTIESBURG...	WPFB	1370—SH	100	Geo. T. Bishop Hotel Hattiesburg	55	.....	Geo. T. Bishop H. T. Sudduth	R. L. McRaney O. S. Droke	.....
JACKSON.....	WJDX	1270	2,500—LS 1,000—N	Lamar Life Insurance Co. Lamar Life Bldg.	7416	NBC-Supp.	Wiley Harris A. C. Lacy	Percy Root	.....
KOSCIUSKO.....	WHEF	1500	250—LS 100—N	Attala Broadcasting Corp. Radio Bldg.	172	.....	J. E. Wharton A. Rimmer	Mrs. D. C. Jordan J. G. Cooper	.....
LAUREL.....	WAML	1310—SH	100	Southland Radio Corp. Carter Bldg.	288	.....	Geo. T. Bishop David Wilson	Hugh Smith A. A. Touchstone	.....
MERIDIAN.....	WCOC	880	1,000—LS 500—N	Mississippi Broadcasting Co., Inc. Great Southern Hotel	1042	.....	R. S. Gavin	D. W. Gavin	.....
VICKSBURG.....	WQBC	1360—D	1,000	Delta Broadcasting Co., Inc. Hotel Vicksburg	312	.....	O. W. Jones	C. E. Drake	.....

## MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CAPE GIRARDEAU	KFVS	1210—SH	250—LS 100—N	Oscar C. Hirsch Hotel Marquette	2104	.....	Oscar C. Hirsch Oscar C. Hirsch	R. L. Hirsch	.....
CLAYTON.....	KFUO	550—ST NC	1,000—LS 500—N	Missouri Synod 801 De Mun Ave.	Cabany 2499	.....	H. H. Hohenstein	H. H. Hohenstein Carl H. Meyer	.....
COLUMBIA.....	KFRU	630—ST	1,000	KFRU, Inc. 9th & Elm St.	3329	.....	Robt. M. Holt R. W. Bennett	C. R. Daly Robt. W. Nickels	.....
JEFFERSON CITY	WOS	630—ST NC	500	Missouri State Highway Patrol Jefferson City	73	.....	B. M. Casteel	J. P. Gordon S. C. Mahaney	.....
JOPLIN.....	WMBH	1420	250—LS 100—N	Joplin Broadcasting Co. 1334 Roosevelt Ave.	508	.....	D. J. Poyner R. W. Friedheim	Kenith Sigars Robt. Stark	.....

# WHY BOTHER A BUSY EXECUTIVE WITH LONG TABLES OF STATISTICS?



Stanley E.  
Hubbard,  
KSTP -  
St. Paul



Sales  
Mgr.  
Ford Billings,  
KSTP - St. Paul

● So . . . say we . . . let this brief statement of facts—substantiated by authentic surveys, and the results of day-to-day and year-to-year operations—suffice:

THAT . . . **KSTP** dominates the 9th U. S. Retail Market, and the immediate Trade Area of Minneapolis-St. Paul where a population of 1,142,000 spends 74.3 cents of every dollar in the state!

THAT . . . the **ERNST & ERNST** survey during the week of Oct. 16 to Oct. 22, 1934, made daily from 7 A. M. to 11 P. M., shows **KSTP** commanding an average of 50.1% of the audience . . . Station B, 36.5% . . . Station C, 6.0% . . . Station D, 4.5% . . . Other Stations, 2.9%.

THAT . . . the daytime period—from 12 Noon to 5:00 P. M.—shows **KSTP** commanding about 60% greater audience than Station B.

● Does this **PROVE** anything? Evidently it does with many exacting advertisers, judging from their year-after-year renewals! The whole story is yours for the asking . . . simply by asking **FORD BILLINGS**, General Sales Manager, **KSTP**, Minneapolis, Minn. . . or our **NATIONAL REPRESENTATIVES** . . . in **NEW YORK**: Paul H. Raymer Co. . . in **CHICAGO, DETROIT, SAN FRANCISCO**: Greig, Blair & Spight, Inc.

# K S T P

MINNEAPOLIS-ST. PAUL

**DOMINATES THE 9TH U. S. RETAIL MARKET**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Share Time.      NC—Non-Commercial Station.      D—Day.      N—Night.      SH—Specified Hours.      LS—Local Sunset.  
 CP—Construction Permit.      SA—Special Authorization.      L—Limited Time with Dominant Station.      U—Unlimited Time.  
 (Data corrected to February 1, 1935)

## MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
KANSAS CITY	KMBC	960	2,500—LS 1,000—N	Midland Broadcasting Co., Inc. Pickwick Hotel	Harrison 2654	CBS	Arthur B. Church Arthur B. Church	F. Alden Russell A. R. Moler	Free & Steining
	KWKC	1370—SH	100	Wilson Duncan Werby Bldg.	Westport 5060	.....	J. Jarvies S. G. Goodman	J. Jarvies Roy Beck	.....
	WDAF	610	1,000—N CP 5,000—LS	The Kansas City Star Co. 1729 Grand Ave.	Harrison 1200	NBC-Red	H. Dean Fitzer R. Gardner Reams	H. J. Kaufmann T. A. McClland	Edw. Petry &
	WHB	860—D	1,000	WHB Broadcasting Co. Scarritt Bldg.	Harrison 1161	.....	John T. Schilling Donald D. Davis	Jack Todd Henry Goldenburg	.....
	WREN	1220—ST	1,000	(See Lawrence, Kansas)					
	W9XBY	1530	1,000	First National Television, Inc. Power & Light Bldg.	Victor 8088	.....	S. Q. Noel Walter Evans	Walton Lochman G. L. Taylor	.....
ST. JOSEPH.....	KPEQ	680—D	2,500	Seraggen & Co., Bank Schneider Bldg.	60106	.....	Clarence Koch .....	D. Denver E. Nowak	H. H. Wilson Kasper-Gordon
	KMOX	1090	50,000	The Voice of St. Louis, Inc. Mart Bldg.	Central 8240	CBS	J. L. Van Volken- burg K. W. Church	Robert M. Hafter G. L. Tevis	Radio Sales
ST. LOUIS.....	KSD	550—ST	5,000—LS 1,000—N	Pulitzer Publishing Co. 12th & Olive St.	Main 1111	NBC-Red	George M. Burbach Ray C. Jenkins	Woody Close Robt. L. Coe	Edw. Petry &
	KWK	1350	1,000—N CP 5,000—LS	Thomas Patrick, Inc. Hotel Chase	Rosdeale 3210	NBC-Blue	R. T. Convey Clarence G. Cosby	Peggy Austin A. L. Bergtold	Greig, Blair & Spight
	WEW	760—D NC	1,000	St. Louis University 221 North Grand Ave.	Jefferson 8080	.....	Geo. E. Rueppel .....	Richard Cross Joseph Volk	.....
	WIL	1200	250—LS 100—N	Missouri Broadcasting Corp. Melbourne Hotel	Jefferson 8403	ABC	L. A. Benson A. B. Hendry	Neil Norman C. H. Stoup	.....
SPRINGFIELD....	KGBX	1310—SH SA 1230—SH	100 SA 500	KGBX, Inc. Chamber of Commerce Bldg.	1360	.....	Ralph Foster C. W. Glassen	George E. Wilson Fritz Bauer	James Ward
	KWTO	560—D	1,000	KGBX, Inc. Chamber of Commerce Bldg.	1360	.....	Ralph Foster C. W. Glassen	George E. Wilson Fritz Bauer	James Ward

## MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BILLINGS.....	KGHL	950 SA 780	2,500—LS 1,000—N	Northwestern Auto Supply Co., Inc. Fifth & North Broadway	3121	NBC-Supp.	C. O. Campbell H. J. Boskill	Cy Tailon Jeff Kiehl	.....
BUTTE.....	KGIR	1360	1,000 CP 2,500—LS	KGIR, Inc. 121 Broadway	22	NBC-Supp.	E. B. Craney Leo McMullen	B. R. Sprague R. P. Stewart	Walter Biddick
GREAT FALLS....	KFBB	1280 SA 610	2,500—LS 1,000—N	Buttrely Broadcast, Inc. 605 1st Nat'l Bank Bldg.	4377 4377	.....	Mrs. Jessie Jacobsen Mrs. Jessie Jacobsen	James Reynolds James Reynolds	.....
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar 131 Main St.	3-2332	.....	Donald C. Treloar Edw. M. Yocum	H. E. Keltgen O. J. Hockley	.....
MISSOULA.....	KGVO	1200 CP 1260	100 CP 1,000	Mosbys, Inc. 240 N. Higgins Ave.	2155	.....	A. J. Mosby Lorenzo Kennon	Edna Conlin D. V. Tostenson	Cox & Tanz Walter Biddick
WOLF POINT....	KG CX	1310—SH	250—LS 100—N	E. E. Krebsbach Main & Fourth St.	102J	.....	George B. Bairey .....	.....	.....

## NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CLAY CENTER...	KMMJ	740—L	1,000	The M. M. Johnson Co. Clay Center	207	.....	..... H. H. Johnson	Carl Hunt Marvin Price	.....
KEARNEY.....	KGFW	1310	100	Central Nebraska Broadcasting Corp. Kearney	31551	.....	..... R. H. McConnell	M. E. Thelan R. H. McConnell	.....
LINCOLN.....	KFAB	770	5,000	KFAB Broadcasting Co. Hotel Cornhusker	B7084	CBS	Dietrich Dirks Monte Meyer	Al Poska Harry Harvey	Free & Steining
	KFOR	1210	250—LS 100—N	Cornbelt Broadcasting Corp. Hotel Lincoln	B6861	CBS	Dietrich Dirks Monte Meyer	Al Poska Harry Harvey	.....
NORFOLK.....	WJAG	1060—L	1,000	Norfolk Daily News Norfolk	20	.....	A. C. Thomas A. C. Thomas	A. C. Thomas Frank Weidenbach	Radio Publicity Cox & Tanz
NORTH PLATTE..	KG NF	1430—D	1,000	Great Plains Broadcasting Co. 1521 W. 12th St.	132	.....	W. I. LeBarron .....	.....	Kasper-Gordon Studios
OMAHA.....	KOIL	1260	1,000—N CP 2,500—LS	Mona Motor Oil Co. Omaha	Jackson 7626	NBC-Blue	John M. Henry J. B. Lottridge	Duane Gaither Harry Harvey	Free & Steining
	WAAW	660—D	500	Omaha Grain Exchange 788 Grain Exchange	Atlantic 2228	.....	F. P. Manchester E. F. Bader	Phyllis Bader Walter Myers	.....
	WOW	590	1,000—N CP 5,000—LS	Woodmen of the World Life Insurance Assn. Woodmen of the World Bldg.	Jackson 5242	NBC-Red	Wm. Ruess John J. Gillin, Jr.	Harry Burke Wm. Kotera	Greig, Blair & Spight
SCOTTSBUFF...	KG KY	1500	100 CP 250—LS	Hilliard Co., Inc. 1517 1/2 Broadway	856	.....	L. L. Hilliard L. L. Hilliard	Harland Morrison	.....
YORK.....	KGBZ	930—ST	2,500—LS 1,000—N SA 1,500—N	KGBZ Broadcasting Co. York, Nebraska	1040	.....	Dr. George Miller Harry H. Packard	.....	.....

# KSD

The Distinguished Station in  
**THE ST. LOUIS AREA**

How KSD Advertising  
Is Growing

KSD served 100% more  
advertisers during the first 11  
months of 1934 than during  
the entire year of 1933.

*"Advertising that Pays Grows"*

N. B. C. Red Network

Owned and Operated by

**ST. LOUIS POST-DISPATCH**



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST*—Shares Time.      *NC*—Non-Commercial Station.      *D*—Day.      *N*—Night.      *SH*—Specified Hours.      *LS*—Local Sunset.  
*CP*—Construction Permit.      *SA*—Special Authorization.      *L*—Limited Time with Dominant Station.      *U*—Unlimited Time.  
 (Date corrected to February 1, 1935)

## NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LAS VEGAS.....	KGIX	1420—SH	250—LS 100—N (Construction Permit Only)	J. M. Heaton	.....	.....	J. M. Heaton	.....	.....
RENO.....	KOH	1380	500	The Bee, Inc. 440 N. Virginia	5106	CBS	G. C. Hamilton Joy True	Ethel Leonard Allen A. Kees	.....

## NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
LACONIA.....	WLNH	1310—D	100	Northern Broadcasting Co. 632 Main St.	501	.....	John H. Dolan	Cliff Holman, Jr. Edward Neal	.....
MANCHESTER....	WFEA	1340	1,000—LS 500—N	New Hampshire Broadcasting Co. Carpenter Hotel	Man. 7970	CBS Yankee	Chas. G. H. Evans Chas. G. H. Evans	Arch Soutar Fred Crandon	.....
PORTSMOUTH....	WHEB	740—D	250	Granite State Broadcasting Corp. 39 Congress St.	2670	.....	H. J. Wilson H. J. Wilson	V. E. Bennett G. E. Knightly	.....

## NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASBURY PARK...	WCAP	1280—ST	500	Radio Industries Broadcast Co. Convention Hall	1911	.....	V. N. Scholes Thos. F. Burley, Jr.	Ernest Ruckle	.....
ATLANTIC CITY..	WPG	1100—SH	5,000	WPG Broadcasting Corp. Auditorium	4-6538	CBS	Edwin M. Spence Edwin M. Spence	Norman Reed James Beloungy	Radio Sales
CAMDEN.....	WCAM	1280—ST	500	City of Camden 1706 Federal St.	Camden 9000	.....	F. S. Caperoon L. M. Maxwell	Edw. N. Layman John Cummings	.....
JERSEY CITY....	WAAT	940—D	500	Bremer Broadcasting Corp. 50 Journal Square	Journal Square 2-0716	.....	Paul H. La Stayo Paul H. La Stayo	D. D. Hollenback D. Jones	.....
	WHOM	1450	250	New Jersey Broadcasting Corp. 2852 Boulevard	Journal Square 2-2929	.....	Harry F. O'Mealia Clemente Giglio	William Spire Albert Burnham	.....
NEWARK.....	WHBI	1250—ST	2,500—LS 1,000—N	May Radio Broadcast Corp.	Mitchell 2-7354	.....	.....	I. R. Wolfe	.....
	WNEW	1250—ST	2,500—LS 1,000—N	Wodaam Corp. 1060 Broad St.	Mitchell 2-6588	ABC	Charles M. Starke Bernice Judis	W. Butterfield Max Weiner	.....
	WOR	710	5,000 CP 50,000	(See New York City)	.....	.....	.....	.....	.....
RED BANK.....	WBRB	1210—ST	100	Monmouth Broadcasting Co. Monmouth Bldg.	980	.....	.....	.....	.....
TRENTON.....	WTNJ	1280—ST	500	WOAX, Inc. Stacy-Trent Hotel	5876	ABC	Paul F. Harron Edw. D. Chery	Harry E. McIlvain Edw. P. Knowles	.....
ZAREPHATH.....	WAWZ	1350—ST NC	500—LS 250—N	Pillar of Fire Zarepath	Bound Brook 223	.....	A. K. White	Ray B. White Nathaniel L. Wilson	.....

## NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBUQUERQUE..	KGGM	1230	500—LS 250—N	New Mexico Broadcasting Co. 422 Vassar Ave.	929	.....	J. H. Speck Tom Lathrop	Mary McConnell Wm. Coday, Jr.	.....
	KOB	1180—ST	10,000	New Mexico College of Agriculture Albuquerque	1180	.....	George Johnson	George Johnson	Walter Biddick
CLOVIS.....	KICA	1370—ST	100	The Southwest Broadcasting Co. Hotel Clovis	3	.....	Leonard E. Wilson C. R. Anderson	H. C. Overbaugh L. E. Wilson	Wm. H. Stewart
ROS WELL.....	KGFL	1370—ST	100	KGFL, Inc. Roswell	288	.....	W. E. Whitmore W. E. Whitmore	..... C. E. Wills	.....
SANTE FE.....	KIUJ	1310 (Construction Permit Only)	100	J. H. Speck	.....	.....	.....	.....	.....

## NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALBANY.....	WABY	1370	100	Adirondack Broadcasting Corp. Colonial Display House	4-5379	ABC	Harold E. Smith	Jonny Lee Norman Sherwood	.....
	WOKO	1430	1,000—LS 500—N	WOKO, Inc. Hotel Ten Eyck	4-4193	CBS	Harold E. Smith	Sneddin Weir	.....
AUBURN.....	WMBO	1310	100	WMBO, Inc. Metcalf Bldg.	433	.....	F. L. Keesee F. L. Keesee	C. H. Deucher D. L. Laughlin	Cox & Tanz
BINGHAMTON....	WBNF	1500	100 CP 250—LS	Howitt-Wood Radio Co., Inc. Arlington Hotel	2-3461	.....	C. D. Mastin Harry Trenner	Elizabeth Lamb Leister Gilbert	Hibbard Ayer
BROOKLYN.....	WARD	1400—ST	500	United States Broadcasting Corp. 427 Fulton St.	Triangle 5-3301	.....	Aaron Kronenberg Oscar Kronenberg	..... Abe Hass	.....
	WBBC	1400—ST	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave.	Triangle 5-6690	.....	Peter J. Testan Chas. L. Bennett	T. W. Smith Peter Testan, Jr.	.....
	WBBR	1300—ST NC	1,000	Peoples Pulpit Assn. 124 Columbia Heights	Main 4-6567	.....	M. A. Howlett	J. E. Lowe	.....
	WCNW	1600—SH	100—N CP 250—LS	Arthur Faske 350 Stone Ave.	Dickens 2-1411	.....	Miss Milberne L. W. Berne	E. Cafisio Arthur Faske	Cox & Tanz

# 50,000 WATTS POWER!

A 10-times increase in power! Moreover, the new WOR transmitter located at Carteret, New Jersey—at the cross-road of New York and Philadelphia—enjoys the same ideal ground conditions which made WOR's 5,000 watt station so justly famous.

# STREAMLINE TRANSMISSION!

The first commercial broadcasting station to utilize the principle of the 3-array (streamline) transmission system through which the power is concentrated where the advertiser benefits most . . . in the areas of greatest population.

# HIGH FIDELITY BROADCASTING!

For the first time . . . every step in broadcasting from microphone to antenna, including transmission telephone lines, has been completely engineered to reproduce a range of frequencies beyond the capacity of even the most modern receiving sets of the day . . . thus bringing a realism heretofore unknown to radio reception.

# GREATER AUDIENCE!

The great technical advances briefly outlined above have resulted in increasing tremendously the area served by WOR. WOR programs are available now to a potential audience of over 22 million radio listeners in eleven important states—reaching from Maryland to New Hampshire.

# The Greater WOR

*Chicago:*

Wm. C. Rambeau  
360 N. Michigan Ave.

*Boston:*

James F. Fay, Statler Bldg.

**1440 BROADWAY, NEW YORK CITY**

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, N. J.

Affiliated with Stations WLW of Cincinnati, WGN of Chicago, and WXYZ of Detroit, in the MUTUAL BROADCASTING SYSTEM—the Network that answers the need of the Advertiser for High Power, Effective Coverage of America's Major Markets—at Lowest Cost.

# • WFBL •

SYRACUSE, NEW YORK

## Now 5000 Watts Daytime

**E**FFECTIVE DECEMBER 13, 1934, WFBL increased its DAYTIME power from 2,500 to 5,000 watts in accordance with the permission granted by the Federal Communications Commission, December 11, 1934. Already established as the predominant station both from the standpoint of program service and signal strength in Syracuse and nearby counties WFBL welcomes the opportunity afforded it to better serve the listeners in a still wider area. To the advertisers who are at present using our facilities we pledge a continuation of the policies which led them to select WFBL as the medium through which they inform the thousands of radio listeners in Central New York of their products. To other advertisers who are interested in establishing or increasing sales of their products in Central New York, we offer assurance their programs during all daytime hours will be heard over a greatly increased area.

### FACTS YOU SHOULD KNOW ABOUT WFBL

1. Established in 1922 as WLAH, 100 watts; 1924 call letters changed to WFBL, power 100 watts; 1925 power increased to 750 watts; 1926 power increased to 1,000 watts; 1927, became member of original network of Columbia Broadcasting System; 1931, power increased to 2,500 watts daytime, 1,000 watts nights, new transmitter erected five miles outside of Syracuse; December, 1934, power increased to 5,000 watts daytime, 1,000 watts night.

2. Market (based on facts produced prior to latest increase in power.) 1933 Retail Sales of \$188,950,000 in eight counties in Primary Area.

The final 1933 retail census of the Department of Commerce indicates that in the eight counties of Central New York making up the primary listening area of WFBL total sales by 10,408 retailers of all types totaled \$188,950,000. There are nine cities in this area having a population of 10,000 or more and the individual census in these cities shows—1,992 food stores with sales of \$35,385,000; 170 department, dry goods and variety, 5 and 10 cent stores with sales of \$23,310,000; 455 filling stations doing a business of \$7,489,000; 188 drug stores with sales of \$4,687,000; a total

in these nine cities of 6,047 retail establishments doing a business of \$140,304,000 in 1933.

Retail business in this area according to the best information available has shown a considerable increase in every month of 1934 over corresponding months of 1933.

3. Program Service: WFBL offers advertisers the cooperation of a program department experienced in producing musical and dramatic programs that will please the audience it serves. World Wide Range Library service also available.

4. Merchandising Service: WFBL realizes that its success depends on that of the advertiser using its facilities. Advertisers will find retailers and wholesalers ready to cooperate.

5. WFBL is owned and operated by the Onondaga Radio Broadcasting Corporation all of whose stockholders reside in Central New York.

6. WFBL is represented nationally by Radio Sales, Inc., with offices in New York, Chicago and Detroit, who will gladly supply rates or other information to advertising agencies or advertisers.



CENTRAL NEW YORK'S **WFBL** FINEST RADIO STATION

**THE FAVORITE OF LISTENERS** **THE CHOICE OF ADVERTISERS**

MEMBER OF COLUMBIA BROADCASTING SYSTEM

# Business is GOOD in Buffalo . . . .



Mr. and Mrs. Buffalo and their two children . . . typical Americans . . . with 21 percent more money to spend than the average American family.

## . . . IF YOU'LL GO AFTER IT

Have you seen one of those maps of these United States recently that shows the good areas in white, the fair ones cross-hatched and the poor ones in black? Better look one up right away because you'll find a good white area around the eastern end of Lake Erie, with Buffalo in the middle. What's more, business has been good in Buffalo for the past two years.

Of course Buffalo is conservative . . . "too damned conservative," the wise-acres said in 1929 . . . "pretty smart," those chastened gentlemen agreed in 1934. Just one illustration: Two years ago when the President said the sound banks could reopen, 99 percent of the commercial deposits in Buffalo

banks became available—100 cents on the dollar. Not a bank failure during all the long years of the depression. No wonder Buffalonians are consuming smart merchandise in pre-depression volume.

Perhaps you've heard that Buffalo spoke some foreign tongue. We'll let the Official Census of 1930 answer that. In the fifteen largest cities of the United States, 20.2 percent of the population is foreign born. In Buffalo, 20.6 per cent is foreign born. That makes Buffalo the typical American city! It's ready and waiting to be told about typical American merchandise.

That's where we come in. Tell these Buffalonians about your merchandise or your service over the Buffalo Broadcasting Corporation stations. WGR and WKBW are Buffalo's pioneer broadcasters, now linked together in a truly metropolitan broadcasting organization, providing every modern service and facility.

WGR and WKBW divide the Columbia Broadcasting System and the Buffalo Broadcasting Corporation productions between them. This offers you a selection of desirable, guaranteed fine impossible with a single station carrying network programs. WGR and WKBW are the keys to the big, responsive and typical American market called "Buffalo."



The Buffalo Trading Area . . . tenth market in the United States . . . covered intensively by WGR and WKBW.

(Courtesy, Columbia Broadcasting System.)

Member of the Columbia Broadcasting System, National Association of Broadcasters, World Broadcasting System Program Service

Represented by FREE & SLEININGER, INC.

New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle



OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
*ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
 (Data corrected to February 1, 1935)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BROOKLYN (Continued)	WLTH	1400—ST	500	The Voice of Brooklyn, Inc. 305 Washington St.	Triangle 5-3359	.....	S. J. Gellard S. J. Gellard	J. A. Burch	.....
	WMBQ	1500—SH	100	Paul G. Gollhofer 95 Leonard St.	Stagg 2-9307	.....	Lillian E. Kieffer Lillian E. Kieffer	Lillian E. Kieffer Paul G. Gollhofer	.....
	WVFW	1400—ST	500	Paramount Broadcasting Corp. Terminal Theatre Bldg.	Sterling 3-8043	.....	Anthony D'Angelo	Anne Dimin	.....
BUFFALO.....	WBEN	900	1,000	WBEN, Inc. Hotel Statler	Cleveland 2044	NBC-Red	Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley R. J. Kingsley	Edw. Petry & Co.
	WEBR	1310	250—LS 100—N	Howell Broadcasting Co., Inc. 23 W. North St.	Lincoln 7133	ABC	H. H. Howell Roy L. Albertson	..... Elmer Odien	.....
	WGR	550	1,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Sleight
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	I. R. Lounsberry Lewis H. Avery	Herbert C. Rice Karl B. Hoffman	Free & Sleight
	WSVS	1370—SH NC	50	Seneca Vocational High School	Fillmore 7190	.....	Elmer S. Pierce	David Warnhoff	.....
CANTON	WCAD	1220—SH NC	500	St. Lawrence University University Campus	276	.....	Harold K. Bergman	Harold K. Bergman Ward C. Priest	.....
CHESTER TWP...	WGNV	1210—ST	100	Peter Goelet Chester, New York	1500	.....	Peter Goelet Joseph Rake	Peter Goelet David K. Briggs	.....
ELMIRA.....	WESG	1040—D SA 1090—D	1,000	Cornell University—Star Gazette Mark Twain Hotel	5959	.....	Dale Taylor Norbert O'Brien	Ernest Olivery Francis Broich	J. McKinney & Sons
FREEPORT.....	WGBB	1210—ST	100	Harry H. Carman 64 South Grove St.	2418	.....	Ralph De Stefani H. H. Carman	A. Cheesman Andrew Mercier	.....
JAMESTOWN....	WOCL	1210	50	A. E. Newton 122 West 3rd St.	7151	.....	A. E. Newton E. Kohn	J. C. MacDonald Porter Turner	.....
LONG ISLAND... CITY	W2XR	1550	1,000	Scientific Broadcasting Service 41 Park Row, N. Y. C.	Cortlandt 7-9797	.....	John V. L. Hogan M. E. Tucker	H. J. Perry John V. L. Hogan	.....
NEW YORK.....	WABC	860	50,000	Atlantic Broadcasting Corp. 485 Madison Ave.	Wickersham 2-2000	CBS	Wm. S. Paley H. K. Boice	J. F. Seebach A. B. Chamberlain	.....
	WBNX	1350—ST	250	Standard Cahill Co., Inc. 260 East 161st St.	Melrose 5-0333	.....	W. C. Alcorn S. S. Flamm	Edward Ervin H. L. Wilson	.....
	WEAF	660	50,000	National Broadcasting Co., Inc. RCA Bldg.	Circle 7-8300	NBC-Red	..... R. C. Witmer	John F. Royal O. B. Hanson	NBC
	WEVD	1300—ST	1,000	Debs Memorial Radio Fund, Inc. Claridge Hotel	Bryant 9-2360	.....	Henry Greenfield Henry Greenfield	Morris Novik Charles W. Brown	.....
	WFAB	1300—ST	1,000	Fifth Ave. Broadcasting Corp. 154 W. 57th St.	Circle 7-2610	.....	Paul F. Harron Joseph Lang	H. Byam	.....
	WHN	1010	1,000	Marcus Loew Booking Agency 1540 Broadway	Bryant 9-4781	.....	Maj. Edw. Bowes Philip F. Whitten	Fred Raphael G. H. Winham	.....
	WINS	1180—L	1,000	Hearst Radio, Inc. 114 E. 58th St.	Eldorado 5-6100	.....	R. L. Ferguson Walter Preston	C. L. Thomas C. H. Pease	Paul H. Raym.
	WJZ	760	30,000 SA 50,000	National Broadcasting Co., Inc. RCA Bldg.	Circle 7-8300	NBC-Blue	..... R. C. Witmer	John F. Royal O. B. Hanson	NBC
	WLWL	1100—SH	5,000	Missionary Society of St. Paul 415 West 59th St.	Columbus 5-7030	.....	F. A. Harrington J. P. Kiernan	George O'Brien Joseph Deppi	.....
	WMCA	570	500	Knickerbocker Broadcasting Co., Inc. 1697 Broadway	Columbus 5-5660	.....	Donald Flamm Burt Lehbar	Lewis Reid Frank Marx	.....
	WNEW	1250—ST	2,500—LS 1,000—N	Wodaam Corp. 501 Madison Ave.	Plaza 3-3300	ABC	Charles M. Starke Bernice Judis	W. Butterfield Max Weiner	.....
	WNYC	810—D NC	1,000	City of New York Municipal Bldg.	Worth 2-4740	.....	F. J. H. Kracke	C. R. Bohnsack I. Brimberg	.....
	WOR (Newark)	710	5,000 CP 50,000	Bamberger Broadcasting Service Co., Inc. 1440 Broadway New York	Pennsylvania 6-8383	.....	Alfred J. McCosker Theodore C. Streibert; Walter Neff	Adolph Opfinger J. R. Poppele	Wm. H. Raim James Fay
	WOV	1130—D	1,000	International Broadcasting Corp. 16 East 42nd Street	Vanderbilt 3-6486	.....	John Iraci John Iraci	Ray Winters Robert E. Study	.....
	WFAS (White Plains)	1210—ST	100	Westchester Broadcasting Corp. Hotel Roger Smith	White Plains 8353	.....	Frank A. Seitz Selma Seitz	Frank A. Seitz H. C. Laubenstein	Cox & Tanz
WWRL (Woodside)	1600—SH	250—LS 100—N	Long Island Broadcasting Corp. 41-30 58th St.	Newton 9-3300	.....	W. H. Reuman F. R. Clarke	Lou Cole W. H. Reuman	.....	
OLEAN.....	WHDL	1420	100	Olean Broadcasting Co., Inc. Exchange Nat'l Bank	3300	.....	Leonad L. Hofmann Richard F. Pierce	G. D. Walker Hubert Hathaway	.....
PLATTSBURG....	WMFF	1310—D (Construction Permit Only)	100	Plattsburg Broadcasting Co.	.....	.....	.....	.....	.....
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Mfg. Co. Sagamore Hotel	Stone 1862	NBC-Blue	William Fay Ben T. Weaver	Kenneth Loysen John Long, Jr.	.....
	WHEC	1430	1,000—LS 500—N	WHEC, Inc. New Rochester Savings Bank Bldg.	Stone 1320	CBS	Clarence Wheeler M. C. Watters	Nicholas Pagliara Maurice Clarke	Groig, Blair & Spigitt
SARANAC LAKE.	WNBZ	1290—D	50 CP 100—D	Earl J. Smith & Wm. Mace Saranac Lake	824	.....	Earl J. Smith Earl J. Smith	Earl J. Smith T. J. MacLeod	.....
SCHENECTADY...	WGY	790	50,000	General Electric Co. 1 River Road	Schenectady 4-2211	NBC-Red	Kolin Hager W. P. Leighton	A. O. Coggeshall W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000—LS 1,000—N	Onondoga Radio Broadcasting Corp. Onondoga Hotel	2-1147	CBS	Samuel Woodworth Charles Phillips	John Shannon Alfred Marcy	Radio Sales
	WSYR- WSYU	570	250	Central N. Y. Broadcasting Corp. Starrett-Syracuse Bldg.	3-0158	NBC-Blue	H. C. Wilder H. C. Wilder	F. H. Ripley Armand Belle Isle	Paul H. Raym.
TROY.....	WHAZ	1300—ST	500	Rensselaer Polytechnic Inst. Campus	Troy 1929	.....	W. J. Williams H. D. Harris	Rutherford Hayner W. C. Stokes	.....
UTICA.....	WIBX	1200	300—LS 100—N	WIBX, Inc. First National Bank Bldg.	2-2101	.....	Dale Robertson	.....	.....

**N**APOLEON was small in stature, but he did many big things.

WEBR is the smallest commercial radio station in Buffalo from the standpoint of watts, but—WHAT a medium it is for doing big things in an advertising way!

The fact that WEBR carries more local commercials than all the other Buffalo stations combined is proof that it constantly brings home the bacon to those who use it to sell their goods along the Niagara frontier.

Ever eager to improve its service, WEBR has just moved into its own three-story building, where is being produced a daily fare of broadcasting sensibly balanced to please the greatest number of listeners within this area at any hour.

WEBR is always a result-getter because it consistently has the ear of those who freely circulate the coin of the realm in one of the major markets of America. There must be a good reason why so many of our advertisers use no other medium for a complete merchandising job in Buffalo and Western New York.

## THE HOWELL BROADCASTING CO., INC.

H. H. HOWELL  
*President*

ROY L. ALBERTSON  
*General Manager*

BUFFALO OUTLET OF AMERICAN BROADCASTING COMPANY BASIC NETWORK

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.  
 CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.  
 (Data corrected to February 1, 1935)

## NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ASHEVILLE.....	WWNC	570	1,000	Citizen Broadcasting Co., Inc. Flat Iron Bldg.	850	NBC-Supp.	Don S. Elias James W. McIver	Ezra McIntosh Cecil Hoskins	Greig, Blair & Spight
CHARLOTTE.....	WBT	1080	50,000	Station WBT, Inc. Wilder Bldg.	Charlotte 3-7107	CBS	Wm. A. Schudt, Jr. Wm. A. Schudt, Jr.	Chas. Crutchfield Paul Rosecrans	Radio Sales
	WSOC	1210	250—LS 100—N	WSOC, Inc. 516 W. Trade St.	Charlotte 7139	NBC-Supp.	E. J. Gluck W. C. Irwin	R. G. Jenkins R. S. Morris	Cox & Tanz
DURHAM.....	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel	J-1001	CBS	E. W. Carr E. W. Carr	Reginald Allen R. G. Misenheimer	.....
GREENSBORO....	WBIG	1440	1,000—LS 500—N	North Carolina Broadcasting Co., O. Henry Hotel	6125	CBS	Edney Ridge Edney Ridge	John E. Miller Earl F. Allmon	.....
RALEIGH.....	WPTF	680—L	5,000	WPTF Radio Co. 324 Fayetteville St.	3007	NBC-Supp.	R. H. Mason R. E. Penny	Graham B. Poyner Andrew Massey	NBC
ROCKY MOUNT...	WEED	1420—D	100	W. Avery Wynne Rocky Mount	1420	.....	W. Avery Wynne B. W. Frank	Sudye Bailey W. Avery Wynne	.....
WILMINGTON....	WMFD	1370—D (Construction Permit Only)	100	Richard Austin Dunlea 108 Redcross	1055W	.....	R. A. Dunlea	.....	.....
WINSTON-SALEM	WSJS	1310	100	Winston-Salem Journal Co. 420 N. Marshall	4141	CBS	Norris L. O'Neil Norris L. O'Neil	John Shultz Douglas Lee	.....

## NORTH DAKOTA

City	Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BISMARCK.....	KFYR	550	5,000—LS 1,000—N	Meyer Broadcasting Co. 322 Broadway	19	NBC-Supp.	P. J. Meyer F. Fitzsimmons	M. J. Bennett S. M. Lucas	.....
DEVILS LAKE....	KDLR	1210	100	KDLR, Inc. 1025 3rd St.	293	.....	Bert Wick Bert Wick	Mrs. Bert Wick Richard Moritz	.....
FARGO.....	WDAY	940	1,000—N CP 5,000—LS	WDAY, Inc. Black Bldg.	6800	NBC-Supp.	E. C. Reineke Chas. G. Burke	Ken Kennedy Julius Hetland	Free & Sleight
GRAND FORKS...	KFYM	1370	100—N SA250—LS	University of North Dakota 1st Nat'l Bank Bldg.	349	.....	D. LeMasurier A. H. Flaten	E. O. Hanson	.....
MANDAN.....	KGCU	1240—SH	250	Mandan Radio Assn., Inc. 111 First Ave., N. W.	339	.....	..... John Kennelly	Francis Ford James Gilfoy	.....
MINOT.....	KLPM	1240—SH	250	John B. Tooley 26 E. Central Ave.	1267	.....	S. R. Parson Frank De Vane	Ruby Parson C. K. Christenson	.....

## OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AKRON.....	WADC	1320	1,000 CP 2,500—LS	Allen T. Simmons E. Market St.	Hemlock 5151	CBS	Allen T. Simmons Fred Block	H. Hageman J. Aitkenhead	Spot Broadcast
	WJW	1210	100	WJW, Inc. 41 S. High St.	Jefferson 6111	.....	S. W. Townsend S. W. Townsend	Art Graham John F. Weimer	.....
CANTON.....	WHBC	1200—SH	100	Edward P. Graham 319 W. Tusc	5385	.....	C. W. Hayes C. W. Hayes	Don Cordray N. S. Walker	.....
CINCINNATI.....	WCKY	1490	5,000	L. B. Wilson, Inc. Covington, Ky.	Hemlock 7655	NBC-Blue	L. B. Wilson L. B. Wilson	Maurice Thompson Chas. Topmiller	.....
	WFBE	1200	250—LS 100—N	WFBE, Inc. Hotel Sintona	Parkway 2760	ABC	Wm. A. Clark Wm. A. Clark	Robert Bentley Glen Davis	.....
	WKRC	550	500 SA 1,000 CP 2,500—LS	WKRC, Inc. Hotel Alms	Woodburn 7640	CBS	Tim. S. Goodman Stanley Bateman	John McCormack Frank Dieringer	Radio Sales
	WLW	700	50,000 SA 500,000	Crosley Radio Corp. 1329 Arlington St.	Kirby 4800	NBC-Red NBC-Blue Mutual	John L. Clark E. A. Wegert	Don Becker Joseph A. Chambers	.....
CLEVELAND.....	WSAI	1330	2,500—LS 1,00—N	Crosley Radio Corp. 1329 Arlington St.	Kirby 4800	NBC-Red	John L. Clark Edwin Freshney	E. C. Krautters Joseph A. Chambers	.....
	WGAR	1450	1,000—LS 500—N	The WGAR Broadcasting Co. Hotel Statler	Prospect 0200	NBC-Blue	John F. Patt J. Leslie Fox	Eugene Carr R. Morris Pierce	Edw. Petry
COLUMBUS.....	WHK	1390	2,500—LS 1,000—N	Radio Air Service Corp. Terminal Tower	Prospect 5800	CBS	H. K. Carpenter Burt Squire	John Vorpe E. S. Cove	Free & Sleight
	WJAY	610—D	500	Cleveland Radio Broadcasting Corp. Starr Piano Bldg.	Cherry 0464	ABC	M. F. Rubin Edythe F. Melrose	Morey Davidson P. J. Eubanks	.....
	WTAM	1070	50,000	National Broadcasting Co., Inc. 1867 E. 6th St.	Cherry 0942	NBC-Red	Vernon H. Pribble H. B. McNaughton	Glyde Kittell S. E. Leonard	NBC
COLUMBUS.....	WAIU	640—L	500	Associated Broadcasting Corp. A. I. U. Bldg.	Adams 1101	.....	H. H. Hoessly R. H. Hoessly	H. E. Cherrington A. C. McClelland	Free & Sleight
	WBNS	1430	1,000—LS 500—N	WBNS, Inc. 38 North High	Adams 9265	CBS	Fred A. Palmer Richard A. Borel	C. R. Thompson Lester H. Nafziger	Greig, Blair & Spight
	WCOL	1210	100	WCOL, Inc. 33 North High St.	Adams 8207	ABC	Richard A. Borel	James Blower Lester H. Nafziger	.....
	WOSU	570—SH NC	1,000—LS 750—N	Ohio State University Campus	University 3148	.....	R. C. Higgy	Ann Charles C. S. Bidlack	.....

Showing the  
relative power of



500,000  
Watts

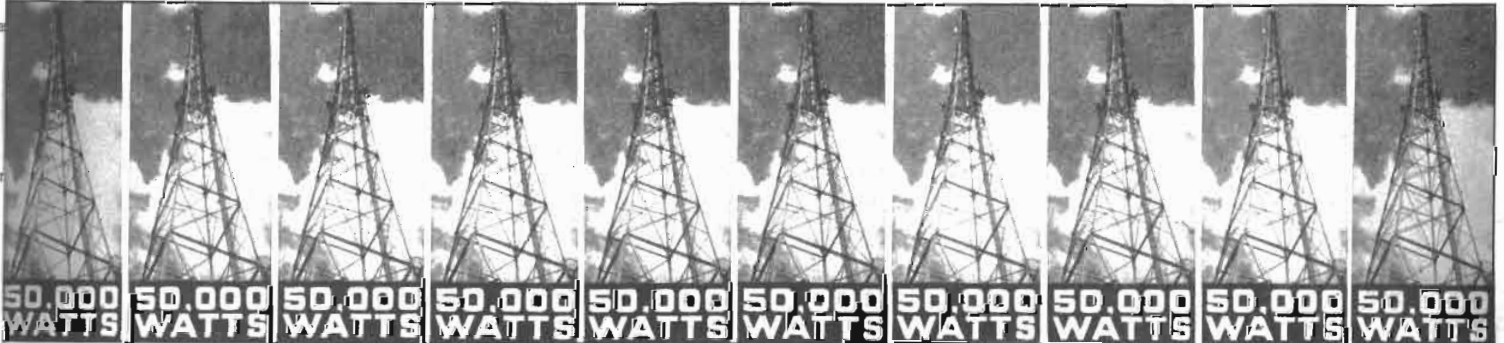
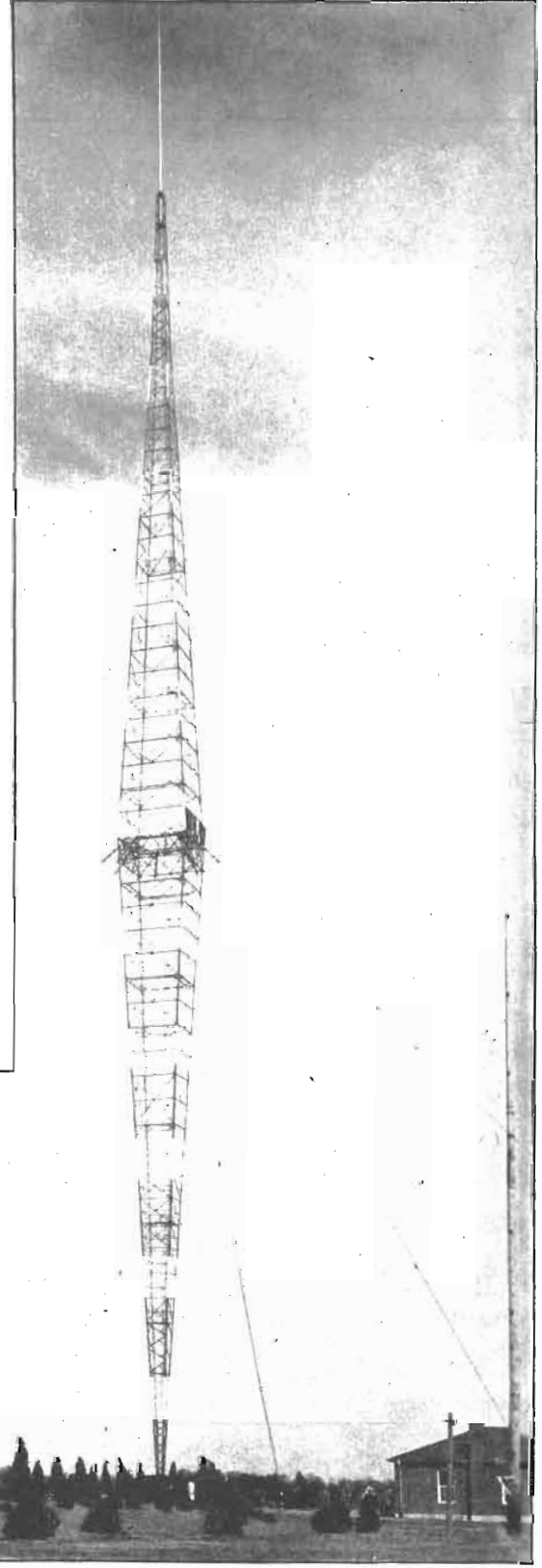
**Most Powerful in the World**

At all hours WLW has such a great portion of the national radio audience that no national radio campaign is complete without it. By itself WLW offers a vast radio audience in the center of America's best market.

**THE CROSLY RADIO CORPORATION**

POWEL CROSLY, Jr., *President*

**CINCINNATI**





# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
 (Data corrected to February 1, 1935)

## OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
DAYTON.....	WHIO	1260	1,000	Miami Valley Broadcasting Corp. 39 S. Ludlow St.	Adams 2261	NBC-Red	Ernest K. Steiner J. L. Reinsch	R. H. Lingle	
	WSMK	1380—ST	200	WSMK, Inc. U. B. Bldg.	Adams 3288		S. M. Krohn, Jr.		
PORTSMOUTH....	WHBD	1370	100	The Vee Bee Corp. Portsmouth, Ohio	31		Orville Fields	J. Louderback Ralph Jordan	
TOLEDO.....	WSPD	1340	1,000—N CP 2,500—LS	Toledo Broadcasting Co. Commodore Perry Hotel	Adams 3175	CBS	J. H. Ryan E. Y. Flanigan	Russell Gohring Verne Alston	J. Kettwell Joseph Mo...
YOUNGSTOWN...	WKBN	570—SH	500	WKBN Broadcasting Corp. 17 N. Champion St.	4-2122	CBS	W. P. Williamson	Thelma Murphy B. T. Wilkins	
ZANESVILLE....	WALR	1210	100	WALR Broadcasting Corp.	5044		J. W. Rippon J. W. Rippon	Nate Milder Wm. Hunt, Jr.	

## OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ADA.....	KADA	1200—D	100	C. C. Morris, North Broadway	1212		C. C. Morris C. M. Garnes	Joe Lee E. H. Taylor	
ELK CITY.....	KASA	1210	100	E. M. Woody Casa Grande Hotel	730		E. M. Woody F. E. Mayhew	Keith Painton H. C. Redman	
ENID.....	KCRC	1370—ST	250—LS 100—N	Enid Radiophone Co. Oxford Hotel	448		H. J. Porter H. J. Porter	Ralph Rogers A. B. Clopton	
NORMAN.....	WNAD	1010—SH NC	1,000	University of Oklahoma 204 Science Hall	900		T. M. Beaird	H. H. Heck Clyde Farrar	
OKLAHOMA CITY	KFXR	1310	250—LS 100—N	Exchange Ave. Baptist Church Hightower Bldg.	3-4333		B. C. Thomason Bob Elliston	M. L. Thomason H. Marrinan	Cox & Tanz
	KGFG	1370—ST	100	Oklahoma Broadcasting Co., Inc. 422 Cotton Exchange Bldg.	2-5421		R. S. James A. E. Kull	Harry Kyler Clifford Eosum	
	KOMA	1480	5,000	National Radio Mfg. Co. Oklahoma Biltmore Hotel	2-8171	CBS Southwest	Neal Barrett	Don Evans W. R. Counts	Greig, Blair & Spight
	WKY	900	1,000	WKY Radiophone Co. Plaza Court	3-4306	NBC-Supp.	Gayle V. Grubb M. H. Bonebrake	Daryl McAllister E. C. Hull	E. Katz Ag...
PONCA CITY.....	WBBZ	1200	100	Estate of C. L. Corvall, deceased Howard Johnson, Representative 407 West South Ave.	2300		James F. Kyler		
SHAWNEE.....	KGFF	1420	100	KGFF Broadcasting Co., Inc. Aldridge Hotel	4390		R. U. Porter		
TULSA.....	KTUL	1400	500—LS 250—N SA 500—N	Tulsa Broadcasting Co., Inc. 320 S. Boston	4-8188	CBS	Wm. C. Gillespie H. A. Hutchinson	Fenton Jeffers Max Carter	Free & Sleight
	KVOO	1140—ST	25,000	Southwestern Sales Corp. Philtower	2-2254	NBC-Supp.	Wm. B. Way Willard Egolf	Allen Franklin L. W. Stinson	Edw. Petry &

## OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CORVALLIS.....	KOAC	550—NC	1,000	Oregon State Agricultural College Physics Bldg. Oregon State College	526		Dean Alfred Powers	Luke L. Roberts Grant Feikert	
EUGENE.....	KORE	1420	100	Eugene Broadcasting Station 731 Willamette St.	3		Frank L. Hill		
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. Willard Hotel Bldg.	2125		George Kincaid		Cox & Tanz
MARSHFIELD....	KOOS	1200	100 CP 250—LS	H. H. Hanseth, Inc. Hall Bldg.	432		Walter L. Read Ben E. Stone	D. Heitkemper K. C. Krolek	Cox & Tanz
MEDFORD.....	KMED	1310	250—LS 100—N	Mrs. W. J. Virgin Medford, Ore.	305		Mrs. W. J. Virgin L. P. Bishop	Gladys La Marr Dave Ress	
PORTLAND.....	KALE	1300—SH	500	KALE, Inc. Broadway at Salmon	Atwater 3333	CBS- Don Lee	Theodore Kooreman Theodore Kooreman	Ted Cooke Bob Hartzog	Free & Sleight
	KBPS	1420—ST NC	100	Benson Polytechnic School 646 E. 12th Ave. N.	East 8131		William Allingham	William Allingham Gwynn Bishop	
	KEX	1180—ST	5,000	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific	Larry Allen W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry &
	KFJR	1300—SH	500	Ashley C. Dixon, Inc. Lumbermen's Bldg.	Atwater 5787		Ashley C. Dixon Ashley C. Dixon	Charles A. Baker Charles A. Baker	
	KGW	620	1,000—N CP 5,000—LS	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific	Larry Allen W. Carey Jennings	Watson Humphrey H. C. Singleton	Edw. Petry &
	KOIN	940	5,000—LS 1,000—N	KOIN, Inc. New Heathman Hotel	Atwater 3333	CBS- Don Lee	C. W. Myers C. Itoy Hunt	John Walker Victor Carson	Free & Sleight
	KWJJ	1060—L SA1040—L	500	KWJJ Broadcast Co., Inc. 622 S. W. Salmon St.	Atwater 4393		John C. Egan L. D. Henderson	L. D. Henderson Wilbur Jerman	
	KXL	1420—ST	250—LS 100—N	KXL Broadcasters Multomah Hotel	Atwater 5124		H. B. Read	Carroll Hansen S. W. McCready	
SALEM.....	KSLM	1370—D	100	Oregon Radio, Inc. 345 Court St.	6131		H. B. Read	Dell Randall	



# FIRST WKY

**IN MARKET SIZE and WEALTH** • Field intensity tests, at  $\frac{1}{2}$  millivolt, show that the WKY market -- 26 counties, 1,021,000 population -- coincides closely with the Oklahoma City retail trading zone, the state's primary market which produces 48.4% of Oklahoma's total retail volume.

**IN LISTENING COVERAGE** • At  $\frac{1}{2}$  millivolt, WKY measures a listening audience within an average radius of 75 miles. This area embraces 42.5% of the state's population and gives WKY a potential audience 51.8% greater than can be reached by any other Oklahoma City station.

**IN PROGRAMS** • WKY is affiliated with the Red and Blue networks of the National Broadcasting Company and is NBC's ONLY FULL-TIME outlet in Oklahoma.

**IN LISTENER PREFERENCE** • A Ross Federal Service survey on October 7, 1934, showed a 78% listener preference for WKY. Surveys locally and throughout the market area during the past three years have consistently shown WKY programs to be preferred by more than 70% of the listening audience in this area.

**IN ADVERTISER PREFERENCE** • WKY regularly carries the majority of local accounts in Oklahoma City. During a typical week, November 10-25, 1934, WKY carried 70.4% of the local broadcast advertising accounts.

**IN RESULTS** • WKY is a selling station that produces results at low cost. That this is true is demonstrated by the fact that spot advertisers, with unrestricted choice, regularly select WKY in preference to any other Oklahoma City station.

• WKY is operated by the Oklahoma Publishing Company, publishers of the Daily Oklahoman, the Oklahoma City Times and the Oklahoma Farmer-Stockman, the largest and most influential publications in their respective fields in Oklahoma.

• *If you like the ringing of cash registers as a popular accompaniment to your radio programs, you will select station WKY.*

**WKY**  
OKLAHOMA  
CITY  
an NBC  
Associated  
Station

# KYW

## CAPTURES PHILADELPHIA

★ Here's How the NEW Quaker City  
NBC Red Network Outlet Built a  
Tremendous Audience OVERNIGHT!

★ **Greatest Inaugural Program in Radio  
History . . . Including the Following Great Stars:**

Himber's Orchestra  
Dick Himber & Jerry Nash  
Pick & Pat  
Martha Mears  
William Daly's Orchestra  
Gladys Swarthout  
Eddie & Ralph  
Loretta Clements  
Frank Parker  
Horlick's Orchestra  
Revellers Quartet  
Virginia Rae  
Frank Munn  
Gibbons' Orchestra

Machado's Orchestra  
Frances Langford  
Al Goodman's Orchestra  
Southernaires (Quartet)  
Palmolive Beauty Box  
Honeyboy & Sassafrass  
Johnny The Page Boy  
Gene & Glenn  
Walter Damrosch  
Frank Black  
Three Scamps  
Mary Small  
Parker Fenelly  
Arthur Allen

Jessica Dragonette  
Smith Brothers  
Modern Choir  
Raymond Knight  
The Sizzlers  
Dale Carnegie  
Ed Wynn  
Graham McNamee  
B. A. Rolfe  
Rudy Vallee  
Ben Bernie  
Ted Fiorito  
George Olsen & Ethel Shutta  
Eddie Duchin

**BACKED UP BY POWERFUL ADVERTISING**

★ **ON THE TROLLEYS**

★ **ON THE BOARDS**

★ **IN THE PAPERS**

★ **IN THE MOVIES**

# KYW

**10000 WATTS**

**1020 KILOCYCLES**

**Only NBC Red Network Outlet in Philadelphia**



# ARE THEY LISTENIN'!

## **4 WCAU PROGRAMS AT 11 P.M. PULL 200,000 LISTENER LETTERS...**

**This mountain of mail received by WCAU within 4 days; astounding record!**

Are they listenin'? Listen to this! As part of his regular nightly broadcast, a WCAU news commentator made the following request: "Please tell us whether you wish

us to broadcast the voice of Father Coughlin or the music of New York Philharmonic Orchestra on Sunday afternoons." *And did they tell us!* In addition to 200,000 letters, WCAU received innumerable phone calls and personal visits which were not tabulated! Get YOUR story across to these able-to-buy people!

**WCAU PHILADELPHIA'S  
50,000 WATT STATION**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
*CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.*  
 (Data corrected to February 1, 1935)

## PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALLENTOWN.....	WCBA	1440—ST	250 SA 500	B. Bryan Musselman 39-41 N. 10th St.	9511	.....	J. H. Musselman	.....	.....
	WSAN	1440—ST	250 SA 500	WSAN, Inc. 39-41 N. 10th St.	9511	.....	B. Bryan Musselman	.....	.....
ALTOONA.....	WFBG	1310—ST	100	Gable Broadcasting Co. 1322 11th Ave.	6467	.....	Roy F. Thompson K. C. Sink	J. M. Snyder James E. Moffatt	.....
CLARION.....	WWPA (Construction Permit Only)	850—D	250	Clarion Broadcasting Co., Inc.	.....	.....	.....	.....	.....
ERIE.....	WLEU (Construction Permit Only)	1420 100—N	250—LS 100—N	Leo J. Omelian 436436 W. 12th St.	74-390	.....	V. Hamilton Weir	.....	.....
GLENSIDE.....	WIBG	970—D	100	WIBG, Inc. Glenside	Agontz 4570	.....	A. A. Walker A. J. Mann	Tom Livezey S. V. Moffett	.....
GREENSBURG....	WHJB	620—D	250	Pittsburgh Radio Supply House 128 Pennsylvania Ave.	Greensburg 3740	.....	Percy Boyd Robt. Thompson	Vincent Kroen George Myers	.....
GROVE CITY.....	WSAJ	1310—SH NC	100	Grove City College Main & Broad St.	70	.....	W. C. Ketter	A. G. Walters H. W. Harmon	.....
HARRISBURG....	WHP	1430	1,000—LS 500—N	WHP, Inc. Telegraph Bldg.	4-0101	CBS	A. K. Redmond A. K. Redmond	David Shoop Wm. A. Wolf	.....
	WKBO	1200—ST	100 CP 250—LS	Keystone Broadcasting Corp. 3rd & Walnut St.	4-0191	.....	C. G. Moss Wright Mackey	Dick Redmond C. G. Myers	.....
HAZLETON.....	WAZL	1420	100	Hazleton Broadcasting Service Hazleton Nat'l Bank Bldg.	1488	.....	Victor C. Diehm	.....	Hibbard Ay Wm. R. Ste
JOHNSTOWN.....	WJAC	1310—ST	100	WJAC, Inc. Locust Street	244	.....	J. C. Tully	.....	.....
LANCASTER.....	WGAL	1500	250—LS 100—N	WGAL, Inc. 8 West King St.	5252	.....	H. H. Hatchette	.....	Hibbard Ay Wm. R. Ste
	WKJC	1200—ST	250—LS 100—N	Lancaster Broadcasting Service, Inc. 16 W. King St.	5237	.....	L. H. Bailey	J. C. Geise, Jr.	Cox & Tanz
PHILADELPHIA..	KYW	1020	10,000	Westinghouse Electric & Mfg. Co. 1622 Chestnut St.	Locust 3760	NBC-Red	Leon Levy Helen Wood	Carol Irwin E. H. Gager	.....
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St.	Locust 7700	CBS	Leon Levy Robert A. Street	Stan Lee Broza John G. Leitch	.....
	WDAS	1370	250—LS 100—N	WDAS Broadcasting Station, Inc. 22 & Walnut	Locust 7400	.....	W. M. Steppacher	Harold Davis F. Unterberger	.....
	WFIL	560	SA 1,000	WFIL Broadcasting Co. 8th & Market Sts.	Walnut 5200	NBC-Blue	Donald Withycomb Stanley Chambers	Keith McLeod Joseph M. Nassau	.....
	WHAT	1310—ST	100	Independence Broadcasting Co., Public Ledger Bldg.	Lombard 2390	.....	John C. Mevius B. A. McDonald	Margaret Schaefer John C. Mevius	.....
	WIP	610	500 SA-1,000	Pennsylvania Broadcasting Co. Gimbel Bldg.	Walnut 6800	ABC	Benedict Gimbel, Jr. Franklin Lamb	G. F. Crowley Edward Johnson	Greig, Blair & Spight
	WPEN	920—ST	500—LS 250—N	Wm. Penn Broadcasting Co. 22nd & Walnut St.	Rittenhouse 4140	.....	Charles Stahl Jack Plumley	Paul Alger Howard Frazier	.....
	WRAX	920—ST	500—LS 250—N	WRAX Broadcasting Co. 22nd & Walnut St.	Rittenhouse 4140	.....	Charles Stahl Jack B. Plumley	Paul Alger Howard Frazier	.....
WTEL	1310—ST	100	Foulkrod Radio Engineering Co. 3701 N. Broad St.	Radcliffe 6647	.....	Henry N. Cocker	.....	.....	
PITTSBURGH....	KDKA	980	50,000	Westinghouse Electric & Mfg. Co. Grant Bldg.	Grant 4200	NBC-Blue	H. A. Woodman A. LeRoy Hasenbalg	John Gihon D. A. Myer	NBC
	KQV	1380—ST	500	KQV Broadcasting Co. Chamber of Commerce Bldg.	Grant 4860	ABC	J. J. Laux R. M. Thompson, Sr.	R. H. Verrett R. W. Stoenback	Hugh Rager
	WCAE	1220	1,000	WCAE, Inc. 359 Sixth Ave.	Atlantic 5184	NBC-Red	Nate Osborn	E. D. Harvey H. L. Bixbee, Sr.	Paul H. Ray Co.
	WJAS	1290	2,500—LS 1,000—N	Pittsburgh Radio Supply House 7th Ave.	Grant 4860	CBS	H. J. Brennen Robt. Thompson, Sr.	James Hughes Walter McCoy	Radio Sales
	WWSW	1500	250—LS 100—N	Walker & Downing Radio Corp. Hotel Keystone	Grant 5200	.....	Frank R. Smith, Jr.	Walter Sickles A. A. Lewis	.....
READING.....	WEEU	830	1,000	Berks Broadcasting Co. 533 Penn St.	7335	.....	Clifford M. Chafey W. A. Ripple	Paul Breedy H. O. Landis	.....
	WRAW	1310	100	Reading Broadcasting Co., 533 Penn St.	7335	.....	Raymond Gaul W. A. Ripple	Paul Breedy H. O. Landis	.....
SCRANTON.....	WGBI	880—ST	250 SA 500	Scranton Broadcasters, Inc. Select Bldg.	6296	.....	Frank Megargee Gerald G. White	C. C. Urquhart K. R. Cooke	.....
	WQAN	880—ST NC	250	The Scranton Times Scranton	5151	.....	A. W. Oeschmann	A. W. Oeschmann A. W. Oeschmann	.....
SILVER HAVEN..	WNBO	1200—SH	100	John Brownlee Spriggs Warner Bros. State Theatre Bldg.	.....	.....	John B. Spriggs Lucian A. Spriggs	Charles Christopher	.....
SUNBURY.....	WKOK	1210—SH	100	Sunbury Broadcasting Corp. 1150 W. Front St.	1326	.....	John L. Baer	Paul L. Miller Clifford Kerstetter	.....
WILKES-BARRE..	WBAX	1210—SH	100	John H. Stenger, Jr. Orpheum Bldg.	2-2736	.....	Paul R. Hoffer Paul R. Hoffer	J. G. Georgick J. H. Stenger, Jr.	.....
	WBRE	1310	100	Louis G. Baltimore 16 N. Main St.	3-3101	.....	Louis G. Baltimore S. R. Baltimore	Chas. Sakoski	.....
WILLIAMSPORT..	WRAK	1370	250—LS 100—N	WRAK, Inc. 244 W. 4th St.	2-6116	.....	Dwight S. Mathis Dwight S. Mathis	LeRoy Miller Louis N. Parsio	Hibbard Ay Cox & Tanz
YORK.....	WORK	1000—D SA 1320—U	1,000	York Broadcasting Co., Inc. 13 South Beaver St.	6629	.....	Robert Gulick	.....	Hibbard Ay Wm. R. Ste

W F I L - The Resonant New Voice Of Philadelphia

DELIVER YOUR MESSAGE TO METROPOLITAN  
AND SUBURBAN PHILADELPHIA *over*

**WFIL**

**PHILADELPHIA'S AMBASSADOR OF THE AIR**

Broadcasting from the heart of Philadelphia, WFIL is the real voice of the "Cradle of Liberty". The integrity of the city's founders, their high purposes, the charm of its Colonial ladies, the music of its Liberty Bell, weave a background of unusual force for the messages it will transmit for you.

**NEWEST PHILADELPHIA RADIO STATION**

The entire metropolitan and suburban area of the nation's third market is reached through WFIL, the amalgamation of WLIT and WFI, two of Philadelphia's pioneer broadcasting stations.

General management of WFIL is in the hands of Donald Withycomb, a broadcaster with nearly a decade of experience. He joined NBC upon its formation in 1926 and in 1930 became station relations manager with supervision over 14 NBC stations, management of all transmission facilities and network traffic and handling of all contacts with associated stations. He left this post to become general manager of WFIL.

**DONALD WITHYCOMB, GENERAL MANAGER  
ONLY PHILADELPHIA OUTLET  
NBC BASIC BLUE NETWORK**

**560 KILOCYCLES**

**1000 WATTS**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.  
 (Data corrected to February 1, 1935)

## RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PROVIDENCE.....	WEAN	780	500—LS 250—N SA 500—N	Shepard Broadcasting Service, Inc. Crown Hotel	Dexter 1520	CBS-Yankee	John Shepard, III C. W. Phelan	James Jennison Geo. Tilley	Edw. Petry &
	WJAR	890	500—LS 250—N SA 500—N	The Outlet Company 176 Weybosset	Gaspee 7000	NBC-Red New England	John J. Boyle John J. Boyle	Violette Marks Thomas C. J. Prior	J. J. Weed C. C. Weed
	WPRO	1210 SA 630	100 SA 250	Cherry & Webb Broadcasting Co. 15 Chestnut St.	Gaspee 4237	ABC	Paul Oury DeWitt Robinson	H. William Koster H. W. Thornley	Hibbard Ayer Walter Biddick

## SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANDERSON.....	WAIM	1200 (Construction Permit Only)	100	Wilton E. Hall	.....	.....	.....	.....	.....
CHARLESTON....	WCSC	1860	1,000—LS 500—N	South Carolina Broadcasting Co., Inc. Francis Marion Hotel	2191	.....	H. A. Deadwyler	Walter Speight D. M. Bradham	.....
COLUMBIA.....	WIS	1010 CP 560	1,000—LS 500—N CP 2,500—LS CP 1,000—N	Station WIS, Inc. 1811 Main St.	2-2185	NBC-Supp.	G. Richard Shafto	Perry King Morris Barton	.....
GREENVILLE....	WFBC	1300	1,000 CP 5,000—LS	Greenville News-Piedmont Co. Imperial Hotel	362	.....	B. H. Peace, Jr. B. T. Whitmire	Mrs. Rupert Boyd Clyde Ethridge	Wm. R. Stewar
SPARTANBURG..	WSPA	1420 CP 920	250—LS 100—N CP 1,000—LS	The Voice of South Carolina Radio Center	2900	.....	Virgil V. Evans Martin Wales	Weston Britt Jack Hudson	.....

## SOUTH DAKOTA

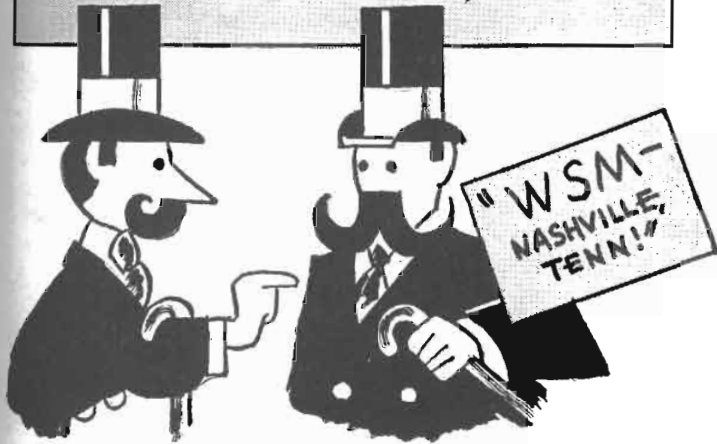
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN.....	KABR	1420 (Construction Permit Only)	100	Aberdeen Broadcast Co. Alonzo Ward Hotel	4626	.....	..... A. A. Fahy	W. L. Dean D. H. Hunt	Radio Publicit Inc.
BROOKINGS.....	KFDY	780—SH NC	1,000	South Dakota State College Central Bldg.	435 W	.....	S. W. Jones	S. W. Jones W. H. Gamble	.....
HURON.....	KG DY	1940—D	250	Voice of South Dakota, Inc. Security National Bank Bldg.	4280	.....	Robert J. Dean	I. S. Robertson Isla Benedict	.....
PIERRE.....	KGFX	680—SH	200	D. McNeil 510 Summit Ave.	2251	.....	D. McNeil	Ida M. McNeil	.....
RAPID CITY.....	WCAT	1200—SH NC	100	South Dakota School of Mines School Campus	1600	.....	C. C. O'Harra	C. M. Rowe E. E. Clark	.....
SIoux FALLS....	KSOO	1110—L	2,500 SA 1,000—N	Sioux Falls Broadcast Assn., Inc. Carpenter Hotel	757	.....	Joseph Henkin Joseph Henkin	Geo. R. Hahn Max Staley	.....
VERMILLION....	KUSD	890—ST NC	500	University of South Dakota Science Hall	210W	.....	B. B. Brackett	G. Breckenridge W. H. Jordan	.....
WATERTOWN....	KWTN	1210	100	The Greater Kampeska Radio Corp. Midland Nat'l Life Insurance Bldg.	5050	.....	Doctor F. Koren M. W. Plowman	William L. Dean George Church	.....
YANKTON.....	WNAX	570	1,000—N CP 5,000—LS	The House of Gurney, Inc. 2nd & Capitol St.	481	CBS	Chas. H. Gurney W. G. Goodrich	Theo. Matthews Harry A. Seits	Radio Sales

## TENNESSEE

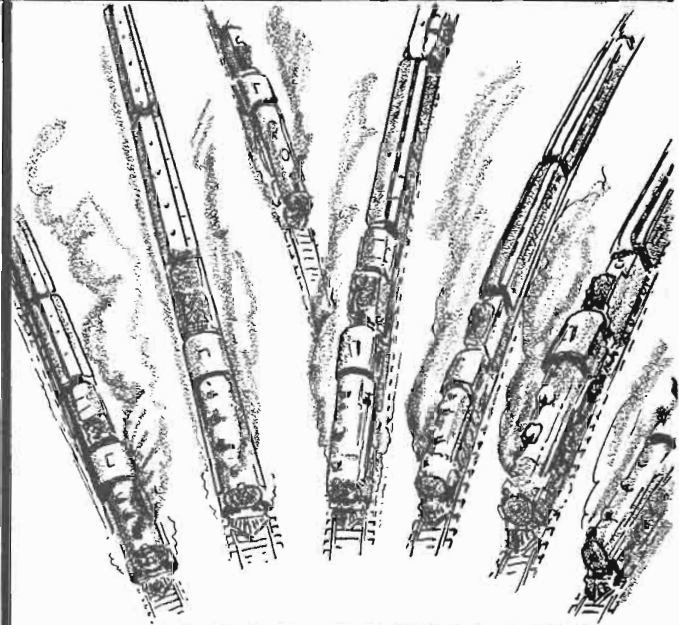
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRISTOL.....	WOPI	1500	100	Radiophone Broadcasting Station WOPI, Inc., State & 22nd St.	5126	.....	W. A. Wilson W. A. Wilson	W. A. Wilson S. T. Carter	.....
CHATTANOOGA..	WDOD	1280	5,000—LS 1,000—N	WDOD Broadcasting Corp. Hotel Patten	6-5117	CBS	Frank S. Lane Frank S. Lane	Nelson Krepps J. E. Eislein	Paul H. Raym
JACKSON.....	WTJS	1310	250—LS 100—N	The Sun Publishing Co. Sun Bldg.	3340	.....	Albert A. Stone A. B. Robinson	Raymond Guyon B. C. Brumzell	Cox & Tanz
KNOXVILLE....	WNOX	560	2,000—LS 1,000—N	WNOX, Inc. Andrew Johnson Hotel	3-7125	CBS	J. Dudley Saumenig J. Dudley Saumenig	F. Shepherd J. B. Epperson	.....
	WROL	1310	100	Stuart Broadcasting Corp. 524 S. Gay St.	2-7112	.....	S. E. Adcock C. H. Frazier	Joe Wheeler	Cox & Tanz Wm. R. Stewar
MEMPHIS.....	WEHQ	1370	100	Broadcasting Station WHBQ, Inc. Hotel Claridge	6-3838	.....	E. A. Alburty E. A. Alburty	James A. Lynn S. D. Wooten, Jr.	Cox & Tanz
	WMC	780	1,000—LS 500—N SA 2,500—LS SA 1,000—N	Memphis Commercial Appeal, Inc. Hotel Gayoso	6-6940	NBC-Supp.	H. W. Slavick B. E. Brown	John Cleghorn C. E. Baker	NBC
	WNBR	1430	500	Memphis Broadcasting Co. Hotel DeVoy	6-2622	ABC	Mallory Chamberlin	F. S. Chamberlin Shelby A. Baker	.....
	WREC	600	1,000—LS 100—N SA 2,500—LS SA 1,000—N	WREC, Inc. Hotel Peabody	6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten	Thomas Ragland S. D. Wooten	Dillon & Kirk Walter Biddick
NASHVILLE.....	WLAC	1470	5,000	Life & Casualty Insurance Co. 159 4th Ave. North	6-2141	CBS	J. T. Ward R. W. Sweet	F. C. Sowell, Jr. F. D. Bennis	Radio Sales Paul H. Rayme
	WSM	650	50,000	The Nat'l Life & Accident Insurance Co. 301 7th Ave. North	6-7181	NBC-Supp.	Harry Stone Harben Daniel	J. Oliver Riehl J. H. Dewitt, Jr.	Edw. Petry & C
SPRINGFIELD....	WSIX	1210	100	638 Tire & Vulcanizing Co. 215 Public Square	639	.....	J. M. Draughon	.....	.....

# STRANGE FACTS ABOUT RADIO

"WHAT'S THAT STATION THAT USES 3,000 FIELD MEN TO MERCHANDISE SPOT BROADCASTS?"



Frankly dissatisfied with radio's stereotype merchandising, we have worked out and perfected a merchandising system that is definitely going places with and for WSM Spot Advertisers. The experimental stage is over—the system is now in use. Write us today for complete details regarding radio's most unique merchandising service.



## MEET THE PRESIDENTS!

With the cooperation of WSM Field Men, who placed radios in shops, homes, offices and Labor Temples, the L & N and N. C. & St. L. railroads in joint session presented to their 55,000 employees the new presidents of their systems, Jas. B. Hill and Fitzgerald Hall, from 8 to 8:30 on the night of January 25, 1935, over station WSM. Another merchandising problem worked out by WSM.



## Special camera installed in WSM Studio obtains action pictures for advertisers

A special high speed candid camera has been installed in the WSM studio to make available action pictures of WSM programs. Another step forward in cooperation and promotion.

NOW, 3000 automobile emblems promoting WSM in 21 states



**NOT STRANGE** is the fact that the WSM signal, reaching clear and strong into the homes of thousands of listeners, is not only providing them entertainment, but is reflecting in no vague manner on the sales of WSM advertisers. Alive, going places, and developing and using to full advantage the most unique merchandising system known to radio. You ought to know more about WSM—full details will be sent on request!

## WSM Artists Service Formed

Due to the increasing demand for WSM talent, WSM has organized its staff of 225 artists to form the WSM Artists Service, a booking agency, to serve conventions, theaters, advertisers, etc. Directed by Geo. Hay, "the Solemn Old Judge" of WSM's famed "Grand Old Opry." Write for talent brochure.

**A New Factor in the Movement of Merchandise, 3,000 Field Men in 21 States Pulling for WSM Advertisers**

650 Kilocycles NBC Affiliate  
**WSM**  
 50,000 Watts Cleared Channel

EDWARD PETRY & CO., Exclusive National Representatives

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC. NASHVILLE, TENN.

BROADCASTING • Broadcast Advertising

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# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.*  
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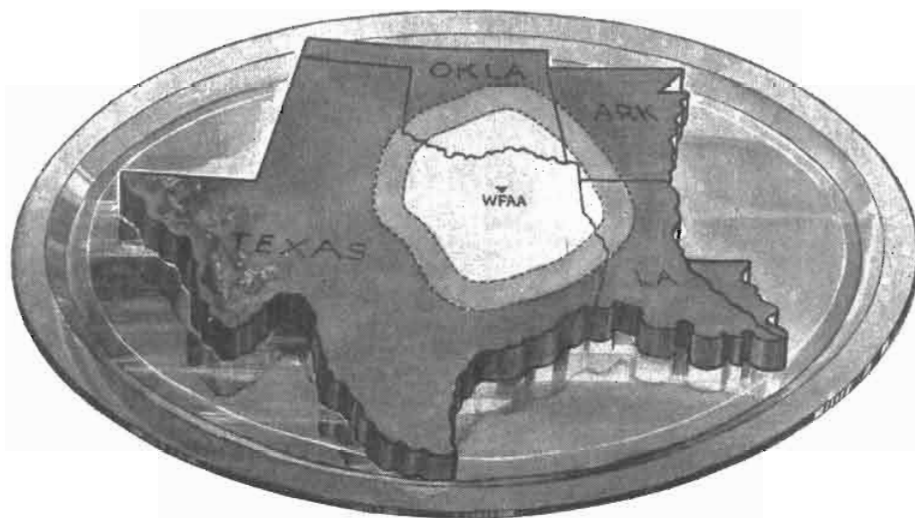
## TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
AMARILLO	KGRS	1410—SH	2,500—LS 1,000—N	Gish Radio Service Bellaire Park	4242	Southwest	E. B. Gish E. B. Gish	R. Hollingsworth M. H. Clack	
	WDAG	1410—SH	1,000—N CP 2,500—LS	National Radio & Broadcasting Corp. Amarillo Hotel	2-3231		J. L. Martin H. C. Federer	J. P. Williamson J. L. Martin	
AUSTIN	KNOW	1500	100	KUT Broadcasting Co. Norwood Bldg.	7122	Southwest	James W. Hagood Sam Bennett	Harfield Weedin Paul Bostaph	Greig, Blair & Spight
BEAUMONT	KFDM	560	1,000—LS 500—N	Sabine Broadcasting Co., Inc. Hotel Beaumont	3882	Southwest	J. M. Gilliam Loy Duddlesten	G. W. Caldwell W. C. Douglas	Greig, Blair & Spight
COLLEGE STATION	WTAW	1120—SH NC	500	Texas Agricultural College Campus	155				
CORPUS CHRISTI	KGFI	1500	250—LS 100—N	Eagle Broadcasting Co., Inc. Plaza Hotel	756		E. M. Wilson Ernest E. Wilson	F. R. Wilson H. B. Lockhart	
DALLAS	KRLD	1040	10,000	KRLD Radio Corp. 1021 Kirby Bldg.	2-3625	CBS Southwest	A. L. Chilton W. H. Summerville	Ruth Clem Roy M. Flynn	
	WFAA	800—ST	50,000	A. H. Belo Corp. Baker Hotel	2-9215	NBC-Supp. Texas Quality	Martin Campbell	Alexander Keese Raymond Collins	Edw. Petry &
	WRR	1280	500	City of Dallas Southland Life Bldg.	2-1056	Southwest	John Thorwald John Thorwald	Chas. B. Jordan Virgil K. Simpson	
DUBLIN	KFPL	1310	100	C. C. Baxter Grafton St.	183		C. C. Baxter C. C. Baxter	C. C. Baxter C. C. Baxter	
	KTSM	1310—ST	100	Tri-State Broadcasting Co., Inc. Hotel Paso del Norte	Main 840		Karl O. Wyler	Van Des Autels E. L. Gemoets	
FORT WORTH	WDAH	1310—ST NC	100	Tri-State Broadcasting Co., Inc. Hotel Paso del Norte	Main 840		Karl O. Wyler	Van Des Autels E. L. Gemoets	
	KFJZ	1370	100	Fort Worth Broadcasters, Inc. Trinity Life Bldg.	3-3474		R. S. Bishop C. E. Hoxworth	John Sullivan Truett Kimzey	Cox & Tanz Walter Biddie
KTAT	KTAT	1240	1,000	KTAT Broadcast Co., Inc. Hotel Texas	3-1382	Southwest	Ray Lang Sam H. Bennett	Franklyn Ferguson Bill Robertson	Greig, Blair & Spight
	WBAP	800—ST	50,000	Carter Publications, Inc. Star-Telegram Bldg.	3-2301	NBC-Supp. Texas Quality	Harold V. Hough George C. Cranston	George C. Cranston R. C. Stinson	Edw. Petry &
GALVESTON	KLUF	1370	100—N SA 250—LS	George Roy Clough	760		George Roy Clough		
GREENVILLE	KFPM	1310—SH	15	The New Furniture Co.	50				
HOUSTON	KPRC	920	2,500—LS 1,000—N SA 5,000—LS	The Houston Printing Co. Lamar Hotel	F-7101	NBC-Supp. Texas Quality	I. S. Roberts	Alfred Daniel L. C. Miller	Edw. Petry &
	KTRH	1380 SA 1290	2,500—LS 1,000—N	KTRH Broadcasting Co. Rice Hotel	F-8371	CBS Southwest	B. F. Orr J. G. Belcher	Harry Grier King Robinson	Reno Sledge Greig, Blair & Spight
	KXYZ	1440	500	Harris County Broadcast Co. Texas State Hotel	C-6151		T. F. Smith	Cliff Tatom	
LONGVIEW	KFRO	1370—D (Construction Permit Only)	100	Voice of Longview Green at Radio St.	128		T. R. Putman	R. D. DuBois	
LUBBOCK	KFYO	1310	250—LS 100—N	T. F. Kirksey 914 Ave. J	2400		Raymond Williams T. F. Kirksey	J. C. McGrane Ralph D. Dubois	
PORT ARTHUR	KPAC	1260—D NC	500—LS	Port Arthur College	3320				
SAN ANGELO	KGKL	1370	250—LS 100—N	KGKL, Inc. St. Angelus Hotel	6715		Earle Yates Earle Yates	Elma Petering F. M. Jones	
SAN ANTONIO	KABC	1420	100	Alamo Broadcasting Co., Inc. Texas Theatre Bldg.	Garfield 4241		R. Early Willson Sam Goldfarb	T. Gilbert Sharpe	
	KMAC	1370—ST	100	Walmac Company Blue Bonnet Hotel	Cathedral 6211		Howard W. Davis Howard W. Davis	A. S. Bessan Richard Hayes	
	KONO	1370—ST	100	Mission Broadcasting Co. St. Anthony Hotel	Fannin 1371		Eugene J. Roth Eugene J. Roth	Gerald Morgan George Ing	
	KTSA	1290 SA 550	1,000—N SA 5,000—LS	Southwest Broadcasting Co. Plaza Hotel	Garfield 1251	CBS Southwest	Lewis Lacey Carl Hageman	Brooks Connally W. G. Egerton	Greig, Blair & Spight
	WOAI	1190	50,000	Southland Industries, Inc. WOAI Bldg.	Garfield 4221	NBC-Supp. Texas Quality	Hugh A. L. Half Hugh A. L. Half	Lewis Valentine Fred Sterling	Edw. Petry &
TYLER	KGKB	1500—SH	100	East Texas Broadcasting Co. 115 S. College St.	1106		Roy G. Terry	M. E. Danhorn John Sheppard	
WACO	WACO	1420—SH	100	Central Texas Broadcasting Co. 412 Amicable Bldg.	2700	CBS Southwest	S. H. Bennett J. W. Fate	Jack L'Ecuyer John W. Braun	Greig, Blair & Spight
WESLACO	KRGV	1260	500	KRGV, Inc. Weseaco	375		M. S. Niles M. S. Niles	Kenneth Sibson Russell Dausman	
WICHITA FALLS	KGKO	570	1,000—LS 250—N SA 500—N	Wichita Falls Broadcasting Co. Kemp Hotel	20751	CBS Southwest	D. A. Kahn D. A. Kahn	Wm. Hood C. B. Locke	Greig, Blair & Spight

## UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
OGDEN	KLO	1400	500	Inter-State Broadcasting Corp. Hotel Ben Lomond	84		Gene Halliday Stuart Todd	Ethel G. Clark D'Orr Cozzens	
SALT LAKE CITY	KDYL	1290	1,000	Intermountain Broadcasting Corp. Ezra Thompson Bldg.	Wasatch 7180	NBC	S. S. Fox	R. T. Harris J. M. Baldwin	Greig, Blair & Spight
	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg.	Wasatch 3901	CBS	Earl J. Glade D. H. Vincent	Albert J. Southwick Eugene G. Park	Edw. Petry &

# This Market Is **YOURS** *... on a Silver Platter!*



**SERVED and SERVICED**

*By*

# WFAA

Owned and Operated  
 By  
 The Dallas News  
 and  
 The Dallas Journal

Affiliated with the National  
 Broadcasting Company and  
 the Texas Quality Group

**FIRST in the SOUTHWEST**

in

**UNDISTORTED TRANSMISSION—DEPEND-  
 ABLE COVERAGE—LOW COST PER  
 LISTENER—ADVERTISING VOLUME  
 LISTENER PREFERENCE  
 PROGRAM PRESTIGE  
 SERVICE**



Represented Nationally by

**EDWARD PETRY & CO., INC.**

NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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## VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BURLINGTON....	WCAX	1200—SH	100	Burlington Daily News, Inc. Burlington	306	.....	.....	Robert F. Bigwood	.....
RUTLAND	WSYB	1500—SH	100	Philip Weiss Music Co. 80 West St.	1247	.....	Philip Weiss J. H. Weiss	J. H. Weiss M. Francis	.....
ST. ALBANS.....	WQDM	1370—SH	100	E. J. Regan & Arthur Bostwick 42 N. Main St.	126	.....	F. A. Bostwick	Mrs. F. Bostwick E. J. Regan	Cox & Tanz
SPRINGFIELD....	WNBX	1260—D	1,000	The WNBX Broadcasting Corp. Wolson Block	663	.....	.....	Wilson Bamford William Moore	.....
WATERBURY.....	WDEV	550—D	600	Harry C. Whitehill Record Block	13-240	.....	H. C. Whitehill Lloyd E. Squier	H. C. Whitehill Melvin Stickless	.....

## VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ALEXANDRIA....	WJSV	1460	10,000	(See District of Columbia)					
CHARLOTTEVILLE.....	WEHC	1420—ST	250—LS 100—N	Community Broadcasting Corp. 7th & Main Sts.	444	.....	W. B. Brown H. M. Curtler	Sid Willoughby Walter Gray	Cox & Tanz Joseph McG...
DANVILLE.....	WBTM	1370—SH	250—LS 100—N	Piedmont Broadcasting Corp. Miller Bldg.	2350	.....	S. C. Ondarcho Edward A. Allen	W. P. Heffernan A. E. Heiser	.....
LYNCHBURG.....	WLVA	1200	250—LS 100—N	Lynchburg Broadcasting Corp. 915 Main St.	3030	.....	Edward A. Allen Edward A. Allen	Philip P. Allen A. E. Heiser	.....
NEWPORT NEWS.	WGH	1310	100 CP 250—D	Hampton Roads Broadcasting Corp. Newport News	2297	.....	Edward E. Bishop Edward E. Edgar	Evelyn Brenner H. E. Stone	.....
NORFOLK.....	WTAR	780	1,000—LS 500—N	WTAR Radio Corp. Bank of Commerce Bldg.	25671	NBC-Supp.	Campbell Arnoux	Ralph S. Hatcher J. L. Grether	Edw. Petry &
PETERSBURG....	WPHR	1200 CP 880	250—LS 100—N CP 500—D	WLBG, Inc. Medical Arts Bldg.	806	.....	Courtney Quiche	.....	A. T. Sears Walter Biddie
RICHMOND.....	WBBL	1210—SH NC	100 CP 500—LS	Grace Covenant Presbyterian Church 1627 Monument Ave.	4-8361	.....	M. A. Sitton	.....	.....
	WMBG	1210—SH	100 CP 250—LS	Havens & Martin Co. 914 W. Broad St.	3-6776	CBS	Wilbur M. Haveres Wm. Copeland	Guy H. Corbitt Wilfred H. Wood	Radio Sales
	WRVA	1110	5,000	Larus & Bro. Co., Inc. Richmond	3-6633	NBC-Supp.	W. R. Bishop Barron Howard	B. T. Repine H. S. Lucy	Paul H. Ray
ROANOKE.....	WDBJ	930	1,000	Times-World Corp. Times Bldg.	8131	CBS	R. P. Jordan R. P. Jordan	R. P. Jordan R. D. Avery	A. T. Sears Cox & Tanz
	WRBX	1410—ST	500—LS 250—N	Richmond Development Corp. Crystal Spring	9201	.....	John H. Moses John H. Moses	Robt. E. Youse Robert Miller	.....
STAUNTON.....	WSVA	550—D (Construction Permit Only)	500	Marion K. Gilliam	.....	.....	.....	.....	.....

## WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ABERDEEN.....	KXRO	1310	100	KXRO, Inc. Hotel Moreck	4098	.....	Harry R. Spence William Field	Harry R. Spence W. M. McGoffin	.....
BELLINGHAM....	KVOS	1200	100	KVOS, Inc. 115 W. Magnolia St.	1627	.....	Tom Schafer	.....	MacGregor & Walter Biddie Cox & Tanz
EVERETT.....	KRKO	1370—ST	50	Lee E. Mudgett 2814 Rucker Ave.	Main 526	.....	.....	.....	.....
OLYMPIA.....	KGY	1210—SH	100	KGY, Inc. Capitol Park Bldg.	746	.....	Rickey Bras Rickey Bras	Rickey Bras Earl Thomas	.....
PULLMAN.....	KWSC	1220—ST NC	2,000—LS 1,000—N	State College of Washington Campus	221R	.....	Frank F. Nalder	Frank F. Nalder H. V. Carpenter	.....
SEATTLE	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5890	NBC-Pacific	Birt Fisher H. J. Quilliam	Willard Warren F. J. Brott	Edw. Petry &
	KOL	1270	2,500—LS 1,000—N	Seattle Broadcasting Co. Northern Life Tower	Main 2312	CBS- Don Lee	Archie G. Taft Norman F. Storm	Ivan Ditmars Clyde Bond	.....
	KOMO	920	1,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliot 5890	NBC-Pacific	Birt Fisher H. J. Quilliam	Willard Warren F. J. Brott	Edw. Petry &
	KPCB	650—L SA 710—U	250	Queen City Broadcasting Co. Northwestern Mutual Insurance Bldg.	Main 7997	.....	R. T. Evans	.....	Walter Biddie Cox & Tanz
	KRSC	1120—D	100	Radio Sales, Corp. Washington Athletic Club	Elliot 3480	.....	Robert Priebe R. C. Fuller	R. A. Paulson Robert Walker	Walter Biddie
	KTW	1220—ST NC	1,000	First Presbyterian Church Seattle	Elliot 8168	.....	.....	.....	.....
	KVL	1370—ST	100	KVL, Inc. L. C. Smith Tower	Seneca 0070	.....	Arthur C. Dailey	.....	.....
	KXA	760	500—LS 250—N	American Radio Telephone Co. 218 Bigelow Bldg.	Seneca 1000	.....	Vincent I. Kraft	.....	Norman Nour

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.  
 CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. U—Unlimited Time.  
 (Data corrected to February 1, 1935)

## WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SPOKANE.....	KFIO	1120—D	100	Spokane Broadcasting Corp. 213 Riverside Ave.	Main 3400	.....	A. L. Smith C. E. Frazier	Gertrude Longmeier C. T. Strong	Walter Biddis J. Kettlewell
	KFPY	1340	1,000	Symons Broadcasting Co. Symons Bldg.	Main 1218	CBS— Don Lee	T. W. Symons, Jr. A. L. Bright	Robert Struble George Langford	Joseph M. Cox Walter Biddis
	KGA	1470 SA 900	5,000 SA 2,500—LS SA 1,000—N	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Main 5383	NBC-Pacific	Louis Wasmer	Harvey Wixson A. G. Sparling	Edw. Petry
	KHQ	590	2,000—LS 1,000—N	Louis Wasmer, Inc. Standard Stock Exchange Bldg.	Main 5383	NBC-Pacific	Louis Wasmer	Harvey Wixson A. G. Sparling	Edw. Petry
TACOMA.....	KMO	1330	250	KMO, Inc. Hotel Winthrop	Main 4144	.....	Carl E. Haymond Carl E. Haymond	Sue Fetcher Bob Vaughan	Cox & Turner
	KVI	570	1,000	Puget Sound Broadcasting Co., Inc. W. R. Rust Bldg.	Broadway 4211	CBS— Don Lee	E. M. Doernbecker Edward Jansen	Edward Jansen J. W. Wallace	Free & Sigler
WALLA WALLA..	KUJ	1370	100	KUJ, Inc. Marcus Whiteman Hotel Bldg.	1100	.....	H. E. Studebaker Don Wike	Carl Gensel Ellwood Lippincott	A. T. Seaman Cox & Turner Walter Biddis
WENATCHEE....	KPQ	1500	100 CP 250—LS	Westcoast Broadcasting Co. 20 Second St.	45	.....	Cole E. Wylie Cole E. Wylie	Jean Wylie Gene Marchant	MacGregor Walter Biddis Cox & Turner
YAKIMA.....	KIT	1310	100—N CP 250—LS	Carl E. Haymond 109½ E. Yakima Ave.	8151	.....	J. A. Murphy Jerry McMahon	Ray Howell Benny Murphy	Cox & Turner

## WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BLUEFIELD.....	WHIS	1410—ST	250	Daily Telegraph Printing Co., Inc. Commerce St.	2618	.....	C. H. Murphey	B. K. Beauge P. T. Flanagan	.....
CHARLESTON....	WCHS	580	1,000—LS 500—N	Charleston Broadcasting Corp. 223½ Capitol St.	Capitol 28-133	.....	W. C. McKellax P. P. Price	John Phillips Glenn E. Chase	.....
FAIRMONT.....	WMMN	890	500—LS 250—N	A. M. Rowe, Inc. 325 Main St.	3100	.....	A. M. Rowe L. G. Gainer	Everett Kirby A. C. Heck	.....
HUNTINGTON....	WSAZ	1190	1,000	WSAZ, Inc. 929½ 4th Ave.	4106	.....	W. C. McKellax P. P. Price	I. McClung Glenn E. Chase	.....
WHEELING.....	WWVA	1160—ST	5,000	West Virginia Broadcasting Corp. Hawley Bldg.	Wheeling 5383	CBS	George W. Smith George W. Smith	Howard A. Donahoe Glenn G. Boundy	Joseph M. Cox J. Kettlewell

## WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
EAU CLAIRE.....	WTAQ	1330—ST	1,000	Gillette Rubber Co. Hotel Eau Claire	7611	.....	C. S. Van Gorden James G. Franey	Alton Anderson Orrin Nelson	.....
FOND DU LAC....	KFIZ	1420—SH	100	The Reporter Printing Co. 18 West 1st St.	356	.....	Lynn N. Fairbanks	Lucille Fairbanks	.....
GREEN BAY.....	WHBY	1200	100 CP 250—LS	WHBY, Inc. Bellin Bldg.	Adams 1	.....	James A. Wagner Val. Schneider	Guy Watts Norman Hahn	Bert Horswell
JANESVILLE....	WCLO	1200	100	Gazette Printing Co., Inc. 200 E. Milwaukee St.	2500	.....	S. H. Bliss S. H. Bliss	John Dixon R. Croasdale	Fred A. Kim
LA CROSSE.....	WKBH	1380	1,000	WKBH, Inc. Radio Bldg.	450	CBS	Joseph Callaway C. F. Callaway	Myrtle Duncan Al. Leeman	.....
MADISON.....	WHA	940—D NC	2,500	University of Wisconsin Radio Hall	Badger 156	.....	H. B. McCarty	H. B. McCarty O. R. Buchanan	.....
	WIBA	1280	1,000—LS 500—N SA 1,000—N	Badger Broadcasting Co. 111 King St.	Fairchild 8800	NBC-Supp.	W. E. Walker W. E. Walker	K. F. Schmitt Everett Marshall	.....
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow 1116 Washington St.	167	.....	James F. Kyler	.....	.....
MILWAUKEE.....	WISN	1120	1,000—LS 250—N	Hearst Radio, Inc. 123 Michigan	Daly 3900	CBS	G. W. Grignon G. W. Grignon	Ed. Harvey Don Weller	Paul H. Ray
	WTMJ	620	5,000—LS 1,000—N	The Journal Co. 333 W. State St.	Marquette 6000	NBC-Supp.	Walter J. Damm Wm. F. Pittman	Wm. J. Benning D. W. Gellerup	Edw. Petry
POYNETTE.....	WIBU	1210	100 CP 250—LS	Wm. C. Forrest, Inc. Electric Farm	97R5	.....	Wm. C. Forrest	.....	.....
RACINE.....	WRJN	1370	100	Racine Broadcasting Corp. Hotel Racine	Jackson 290	.....	H. J. Newcomb H. J. Newcomb	Richard Conrad F. Lee Dechant	Bert Horswell
SHEBOYGAN.....	WHBL	1410—ST	500	Press Publishing Co. Press Bldg.	5066	.....	M. J. Pape	Ray J. Largay W. F. Duben	Bert Horswell
STEVENS POINT.	WLBL	900—SH NC	2,500	State of Wisconsin Fox Theatre Bldg.	525	.....	F. R. Calvert	F. R. Calvert H. O. Brickson	.....
SUPERIOR.....	WEBC	1290	2,500—LS 1,000—N	Head of the Lakes Broadcasting Co., Spalding Hotel, Duluth	Broad 2100	NBC-Supp.	Walter C. Bridges Thomas W. Gavin	Pat Murphy Chas. Persons	.....

## WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CASPER.....	KDFN	1440	500	D. L. Hathaway 1st & Lennox	407	.....	D. L. Hathaway D. L. Hathaway	F. R. Huffsmith M. R. Nichols	.....
SHERIDAN.....	KWYO	1370	100	Big Horn Broadcasting Co. 342 N. Main St.	333	.....	..... Chas. P. Seott	Eric Thornton G. W. Earnhart	Walter Biddis



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(Territories and Possessions)

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.

## ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780—SH	250	Anchorage Radio Club, Inc. 411 Fourth Ave.	143Y	.....	R. E. McDonald	J. P. Hannon	Walter Eldred
KETCHIKAN.....	KGBU	900	500	Alaska Radio & Service Co., Inc. 335 Front St.	.....	.....	G. E. Burleigh	.....	Walter Eldred Conquest

## HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HONOLULU.....	KGMB	1320	250	Honolulu Broadcasting Co., Ltd. 119 Merchant St.	2527	CBS	Webley Edwards	Ralph R. Bryson H. C. Armogast	.....
	KGU	750	2,500	Advertiser Publishing Co., Ltd. Advertiser Bldg.	.....	NBC-Supp.	M. A. Mulrony	.....	E. Katz
SOUTH HILO.....	KWFB	1210 (Construction Permit Only)	100	Hilo Broadcasting Co., Ltd. .....	.....	.....	.....	.....	.....

## PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MANILA.....	KZIB	900	1,000	I. Beck, Inc. 89 Escolta	23243	.....	I. Beck H. A. Naftaly	S. Hernandez J. Silva	.....
	KZEG	780	850	Erlanger & Galinger, Inc. Insular Life Bldg.	.....	.....	B. H. Silen	.....	Wm. H. Adams
	KZRM	618	50,000	Erlanger & Galinger, Inc. 601 Escolta	21132	.....	Bertrand H. Silen	John Harris F. DaSilva	Wm. H. Adams

## PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PONCE.....	WPRP	1420 (Construction Permit Only)	250—SH	Julio M. Conesa .....	.....	.....	.....	.....	.....
SAN JUAN.....	WKAQ	1240—SH	1,000	Radio Corp of Porto Rico P. R. Telephone Bldg.	S. J. 1202	.....	J. A. Agusty	M. Burset	Conquest
	WNEL	1290	500	Juan Piza .....	S. J. 108	.....	Juan Piza	.....	.....

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WSVS, Buffalo, N. Y.  
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WKAR, East Lansing, Mich.  
Michigan State College

WOSU, Columbus, O.  
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University of Florida

\*WGST, Atlanta, Ga.  
Georgia School of Technology

WNAD, Norman, Okla.  
University of Oklahoma

WTAW, College Station, Tex.  
Agricultural and Mechanical College of Texas

WILL, Urbana, Ill.  
University of Illinois

WBAA, West Lafayette, Ind.  
Purdue University

WOI, Ames, Ia.  
Iowa State College of Agriculture and Mechanic Arts

WSUI, Iowa City, Ia.  
State University of Iowa

KFKU, Lawrence, Kan.  
University of Kansas

KSAC, Manhattan, Kan.  
Kansas State College of Agriculture and Applied Sciences

WLB, Minneapolis, Minn.  
University of Minnesota

\*KFJM, Grand Forks, N. D.  
University of North Dakota

KFDY, Brookings, S. D.  
South Dakota State College

WCAT, Rapid City, S. D.  
South Dakota State School of Mines

KUSD, Vermillion, S. D.  
University of South Dakota

WFA, Madison, Wis.  
University of Wisconsin

\*KOB, Albuquerque, N. M.  
New Mexico College of Agriculture and Mechanic Arts

KOAC, Corvallis, Ore.  
Oregon State Agricultural College

KEYS, Portland, Ore.  
Benson Polytechnic School

KWSC, Pullman, Wash.  
State College of Washington

### PRIVATELY CONTROLLED

WCAD, Canton, N. Y.  
St. Lawrence University

\*WESG, Elmira, N. Y.  
Cornell University

\*WHAZ, Troy, N. Y.  
Rensselaer Polytechnic Institute

WSAJ, Grove City, Pa.  
Grove City College

\*WJTI, Atlanta, Ga.  
Oglethorpe University

\*WWL, New Orleans, La.  
Loyola University

KPAC, Port Arthur, Tex.  
Port Arthur College

KVLC, Decorah, Ia.  
Luther College

WCAL, Northfield, Minn.  
St. Olaf College

WTW, St. Louis, Mo.  
St. Louis University

WBEY, Green Bay, Wis.  
St. Norbert's College

### RELIGIOUS INSTITUTIONS

KFGD, Boone, Ia.  
Boone Biblical College

KFSG, Los Angeles  
Echo Park Evangelical Ass'n

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Evangelical Lutheran Synod of Missouri, Ohio and other states

\*KPKR, Oklahoma City, Okla.  
Exchange Avenue Baptist Church

KPOF, Denver, Colo.  
Pillar of Fire

KPPC, Pasadena, Cal.  
Pasadena Presbyterian Church

\*KRE, Berkeley, Cal.  
First Congregational Church

WTW, Seattle, Wash.  
First Presbyterian Church

\*WARI, Bangor, Me.  
First Universalist Society  
Bangor

WAWZ, Zanesville, N. J.  
Pillar of Fire

WBBL, Richmond, Va.  
Grace Covenant Presbyterian Church

WBBR, Brooklyn, N. Y.  
Peoples Pulpit Association

\*WBNO, New Orleans, La.  
Coliseum Peace Baptist Church

\*WLWL, New York City, N. Y.  
Missionary Society of St. Paul  
Apostle

WMBI, Chicago, Ill.  
Moody Bible Institute

WMPG, Lapeer, Mich.  
First Methodist Protestant Church

\* Indicates time is sold commercial

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Phone: Mutual 7883.  
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1501 Broadway, New York City.  
Phone: Chickering 4-7431.  
Chairman of Board: John G. Paine.

Society of Jewish Composers, Publish-  
ers and Song Writers  
551 5th Ave., New York  
City.  
Phone: Longacre 5-9124  
Manager: Salom Perlmutter

(Continued on page 66)

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(Territories and Possessions)

ST—Shares Time. NC—Non-Commercial Station. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.

## ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
ANCHORAGE.....	KFQD	780—SH	250	Anchorage Radio Club, Inc. 411 Fourth Ave.	143Y	.....	R. E. McDonald	J. P. Hannon	Walter Biddis
KETCHIKAN.....	KGBU	900	500	Alaska Radio & Service Co., Inc. 335 Front St.	.....	.....	G. E. Burleigh	.....	Walter Biddis Conquest All

## HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HONOLULU.....	KGMB	1320	250	Honolulu Broadcasting Co., Ltd. 119 Merchant St.	2527	CBS	Webley Edwards	Ralph R. Bryan H. C. Armogast	.....
	KGU	750	2,500	Advertiser Publishing Co., Ltd. Advertiser Bldg.	.....	NBC-Supp.	M. A. Mulrony	.....	E. Katz
SOUTH HILO.....	KWFB	1210 (Construction Permit Only)	100	Hilo Broadcasting Co., Ltd. .....	.....	.....	.....	.....	.....

## PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MANILA.....	KZIB	900	1,000	I. Beck, Inc. 89 Escolta	23243	.....	I. Beck H. A. Naftaly	S. Hernandez J. Silva	.....
	KZEG	780	850	Erlanger & Galinger, Inc. Insular Life Bldg.	.....	.....	B. H. Silen	.....	Wm. H. And
	KZRM	618	50,000	Erlanger & Galinger, Inc. 601 Escolta	21132	.....	Bertrand H. Silen	John Harris F. DaSilva	Wm. H. And

## PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
PONCE.....	WPRP	1420 (Construction Permit Only)	250—SH	Julio M. Conesa .....	.....	.....	.....	.....	.....
SAN JUAN.....	WKAQ	1240—SH	1,000	Radio Corp of Porto Rico P. R. Telephone Bldg.	S. J. 1202	.....	J. A. Agusty	M. Buset	Conquest All
	WNEL	1290	500	Juan Piza .....	S. J. 108	.....	Juan Piza	.....	.....

## EDUCATIONAL AND RELIGIOUS BROADCASTING STATIONS IN UNITED STATES

### PUBLICLY CONTROLLED

WCAC, Storrs, Conn.  
Connecticut State College

WSVS, Buffalo, N. Y.  
Seneca Vocational School

WKAR, East Lansing, Mich.  
Michigan State College

WOSU, Columbus, O.  
Ohio State University

\*WRUF, Gainesville, Ga.  
University of Florida

\*WGST, Atlanta, Ga.  
Georgia School of Technology

WNAD, Norman, Okla.  
University of Oklahoma

WTAW, College Station, Tex.  
Agricultural and Mechanical College of Texas

WILL, Urbana, Ill.  
University of Illinois

WBAA, West Lafayette, Ind.  
Purdue University

WOI, Ames, Ia.  
Iowa State College of Agriculture and Mechanic Arts

WSUI, Iowa City, Ia.  
State University of Iowa

KFKU, Lawrence, Kan.  
University of Kansas

KSAC, Manhattan, Kan.  
Kansas State College of Agriculture and Applied Sciences

WLB, Minneapolis, Minn.  
University of Minnesota

\*KFIM, Grand Forks, N. D.  
University of North Dakota

KFDY, Brookings, S. D.  
South Dakota State College

WCAT, Rapid City, S. D.  
South Dakota State School of Mines

KUSD, Vermillion, S. D.  
University of South Dakota

WHA, Madison, Wis.  
University of Wisconsin

\*KOB, Albuquerque, N. M.  
New Mexico College of Agriculture and Mechanic Arts

KOAU, Corvallis, Ore.  
Oregon State Agricultural College

KBPS, Portland, Ore.  
Benson Polytechnic School

KWSC, Pullman, Wash.  
State College of Washington

### PRIVATELY CONTROLLED

WCAD, Canton, N. Y.  
St. Lawrence University

\*WESG, Elmira, N. Y.  
Cornell University

\*WHAZ, Troy, N. Y.  
Rensselaer Polytechnic Institute

WSAJ, Grove City, Pa.  
Grove City College

\*WJTL, Atlanta, Ga.  
Oglethorpe University

\*WWL, New Orleans, La.  
Loyola University

KFAC, Port Arthur, Tex.  
Port Arthur College

KWLC, Decorah, Ia.  
Luther College

WCAL, Northfield, Minn.  
St. Olaf College

WEW, St. Louis, Mo.  
St. Louis University

WHBY, Green Bay, Wis.  
St. Norbert's College

### RELIGIOUS INSTITUTIONS

KPGO, Boone, Ia.  
Boone Biblical College

KPSG, Los Angeles  
Echo Park Evangelical Ass'n

KFUO, Clayton, Mo.  
Evangelical Lutheran Synod of Missouri, Ohio and other states

\*KFXR, Oklahoma City, Okla.  
Exchange Avenue Baptist Church

KPOF, Denver, Colo.  
Pillar of Fire

KPPC, Pasadena, Cal.  
Pasadena Presbyterian Church

\*KREI, Berkeley, Cal.  
First Congregational Church

KTW, Seattle, Wash.  
First Presbyterian Church

\*WABL, Bangor, Me.  
First Universalist Society Bangor

WAWZ, Zarephath, N. J.  
Pillar of Fire

WBBL, Richmond, Va.  
Grace Covenant Presbyterian Church

WBBR, Brooklyn, N. Y.  
Peoples Pulpit Association

\*WBNO, New Orleans, La.  
Coliseum Place Baptist Church

\*WLWL, New York City, N. Y.  
Missionary Society of St. Paul Apostle

WBMI, Chicago, Ill.  
Moody Bible Institute

WMPC, Lapeer, Mich.  
First Methodist Protestant Church

\*Indicates time is sold commercially



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70 National Press Bldg.,  
Washington, D. C.  
Phone: National 8470.  
Managing Director: Philip G. Loucks.

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Executive Secretary: Frederick R.  
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150 W. 42nd St.,  
New York City.  
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sociation,  
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Chicago, Ill.  
Phone: State 5547.  
Executive Secretary: Preston E. Reed.

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New York City.  
National Secretary: F. R. Coutant.

National Association of Marketing  
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Secretary-Treasurer: Prof. Hugh E.  
Agnew,  
100 Washington Sq., East,  
New York City.  
Phone: Spring 7-2000.

National Retail Dry Goods Associa-  
tion,  
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New York City.  
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United Medicine Mfgs. of America,  
Transportation Bldg.,  
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Phone: National 6539.  
Attorney: Clinton Robb.  
President: J. Minor Ewing, Ligo-  
nier, Pa.

Radio Manufacturers Association,  
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Washington, D. C.  
Phone: National 4901.  
Executive Vice President and General  
Manager: Bond Geddes.

Institute of Radio Engineers,  
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Phone: Medallion 3-5661.  
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Radio Wholesalers Association,  
185 No. Wabash Ave.,  
Chicago, Ill.  
Phone: Randolph 0883.  
Executive Vice President: H. G.  
Erstrom.

Institute of Radio Service Men,  
510 No. Dearborn St.,  
Chicago, Ill.  
Phone: Superior 1673.  
Executive Secretary: K. A. Hathaway.

American Radio Relay League,  
38 La Salle Road,  
West Hartford, Conn.  
Phone: 4-7114.  
Secretary: Kenneth B. Warner.

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Geneva, Switzerland.  
Cable Address: Interadio.  
Secretary-General: Artaur R. Bur-  
rows.

International Committee on Radio  
(American Section),  
Secretary: Paul M. Segal.  
Shoreham Bldg.,  
Washington, D. C.  
Phone: District 5112.

Comite Internationale de la T.S.F.  
(International Committee on Radio),  
39 Rue du General Foy,  
Paris, France—VIII-E  
Secretary-General: Robert Homburg.

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New York City.  
Phone: Mohawk 4-6624.

Price-Lundeen, Surveys,  
Carew Tower,  
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Consumers Research Bureau,  
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Press-Radio Bureau,  
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tee.)  
130 So. Broadway,  
Los Angeles, Cal.  
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Editor: W. R. Gordon.

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Phone: Central 88-66.

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General Manager: E. C. Mills.

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25 W. 45th St., New York City  
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Phone: Bryant 9-0847.  
Vice President: M. C. Tompkins.

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and Composers,  
113 W. 42nd St., New York City  
New York City.  
Phone: Bryant 9-3223.  
President: Paul Heineke.

Music Publishers' Protective Ass'n,  
1501 Broadway, New York City.  
Phone: Chickering 4-7431.  
Chairman of Board: John G. Paine.

Society of Jewish Composers, Publish-  
ers and Song Writers  
551 5th Ave., New York  
Phone: Longacre 5-9124  
Manager: Salom Perlmuter

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R. C. A. Communications, Inc.,  
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Ohio Radio Education Assoc-  
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or,  
Electra House, London,  
Cable Address: NATBROCAST

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**RIP VAN BLINKLE:** *(coming to life after five-year-snooze)*

**Ye look sorta familiar—but I kain't quite rememb'r . . .**

**CBS NETWORK:** *(eyeing beard and whisking shears out of sight)*

**Why hello, Pop. Sure you remember me. I'm one of the Networks—the new family on Main Street. Call me CBS for short. We were all just youngsters when you dozed off but how we've grown up since!—and now I'm the biggest.**

**RIP VAN BLINKLE:** **Crackey! I rememb'r. We used t' call ye the family that didn't know whar it come from or whar it was a-goin'.**

**CBS NETWORK:** **Take it easy, Pop. That's all changed. We've got more facts about ourselves now than you've got whiskers. Just come over on the next page and see. . . .**

**THE COLUMBIA BROADCASTING SYSTEM, INC. →**



**RIP: Radio, y'say? They wasn't many o' them fool contraptions when I tuk a nap. Just a few rich folk had 'em.**

**CBS: Just rich folk, pop? Well, look at the story now!**

## SOME FACTS ON RADIO LISTENING BY INCOME LEVELS

Behind these radio facts are: *Dr. Daniel Starch*: who obtained all the data for CBS. The foremost authority on the income of the American family; a leading research and market analyst.

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*In 77 cities from coast to coast.* A complete cross-section of American communities with 2,500 population and up. They contain three-fourths of all the radio homes in the United States.

\* Totals are not simple "averages" of all income levels, but are correctly weighted for the proportion of population in each income level, exclusive of farms. No farms are included in any of the above data.

\*\* From 6 A.M. to 6 P.M.

INCOME LEVELS	"UPPER"	"MIDDLE"	"LOWER"	TOTAL*
Percentage of homes owning radio sets	97.8%	94.3%	84.9%	<b>90.9%</b>
Number of years since first set was purchased	7.6	5.6	4.4	<b>5.5</b>
Percent of radio homes having two or more sets	34.4%	13.8%	5.2%	<b>14.5%</b>
Percentage of radio sets in working order	98.4%	96.4%	94.4%	<b>96.0%</b>
Percentage of radio owners who also own an automobile radio	33.4%	17.6%	7.0%	<b>15.8%</b>
Average daily listening period (hrs. and mins.)	4:16	4:27	4:28	<b>4:25</b>
Percentage of all sets in use sometime daily	76.7%	78.3%	78.3%	<b>78.0%</b>
Percentage of all sets in use during daytime**	50.9%	54.3%	56.8%	<b>54.3%</b>

**THE COLUMBIA BROADCASTING SYSTEM, INC.**

**CBS:** And pop—you really ought to hear the advertising programs. People with money to spend sure tune 'em in. Look at these facts.

**RIP:** Hi! Leave my beard be — d'ye hear?

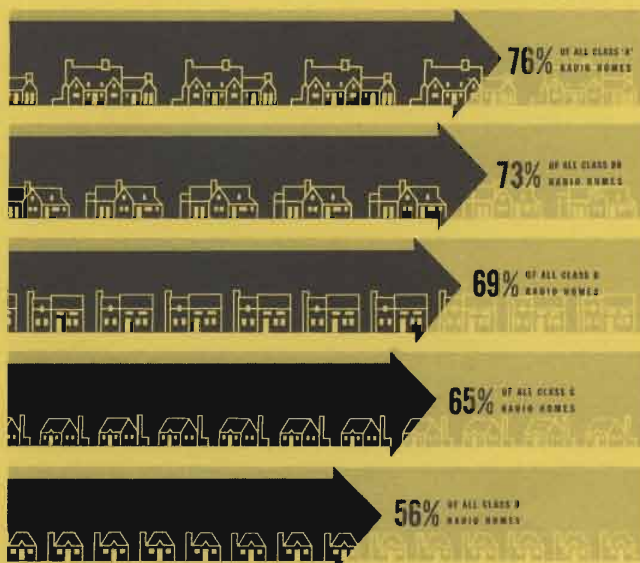


## ACTUAL LISTENERS TO CBS SPONSORED PROGRAMS

**% OF RADIO HOMES REACHED BY EACH PROGRAM**

INCOME CLASSES	THE CHESTERFIELD PROGRAM	THE PHILCO PROGRAM	THE MARCH OF TIME PROGRAM	THE CASTORIA PROGRAM
CLASS 'A' HOMES OVER \$5,000 INCOMES	76.0%	70.5%	65.9%	55.0%
CLASS 'BB' HOMES \$3,000-\$5,000 INCOMES	73.5%	70.2%	66.5%	48.3%
CLASS 'B' HOMES \$2,000-\$3,000 INCOMES	68.8%	67.2%	59.5%	47.2%
CLASS 'C' HOMES \$1,000-\$2,000 INCOMES	64.7%	60.9%	54.8%	41.8%
CLASS 'D' HOMES UNDER \$1,000 INCOMES	55.6%	52.2%	47.9%	35.7%
ALL INCOME CLASSES	69.2%	65.5%	60.5%	46.5%

**ACTUAL LISTENERS REACHED BY CHESTERFIELD**

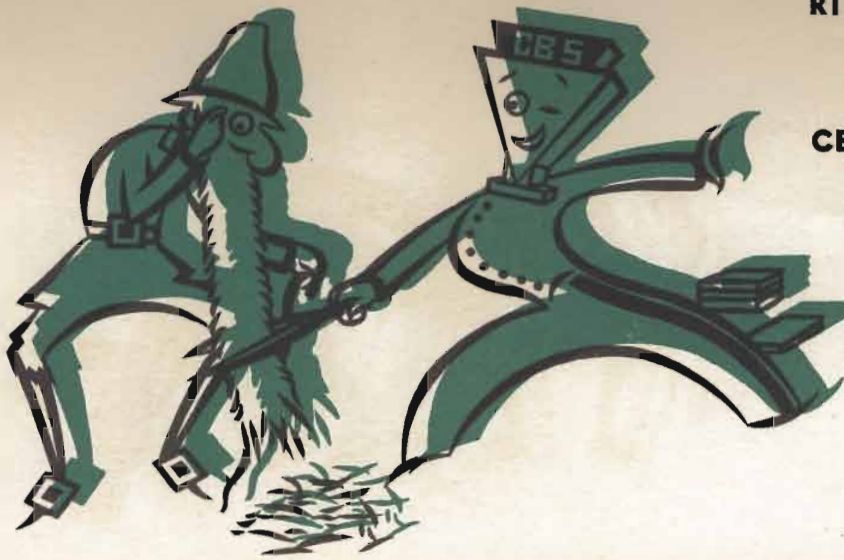


Do “upper-income” programs reach upper-income ears? CBS picked four programs designed to appeal to above-the-average-class listeners. Dr. Daniel Starch checked their audiences. What he found is briefly summarized for all four programs in the chart on the left. In each case, the more they earned, the more they listened!

**36,000,000 PEOPLE LISTENED  
10 TIMES EACH IN 4 MONTHS**

This chart repeats the Chesterfield data. 36,000,000 actual listeners reached in four months of broadcasting—69.2% of all radio listeners. The nightly audience figures for Chesterfield show that the 36,000,000 were reached 10 TIMES EACH in the four-month cycle on the coast-to-coast Columbia Network.

**HEADQUARTERS FOR RADIO—& RADIO FACTS**

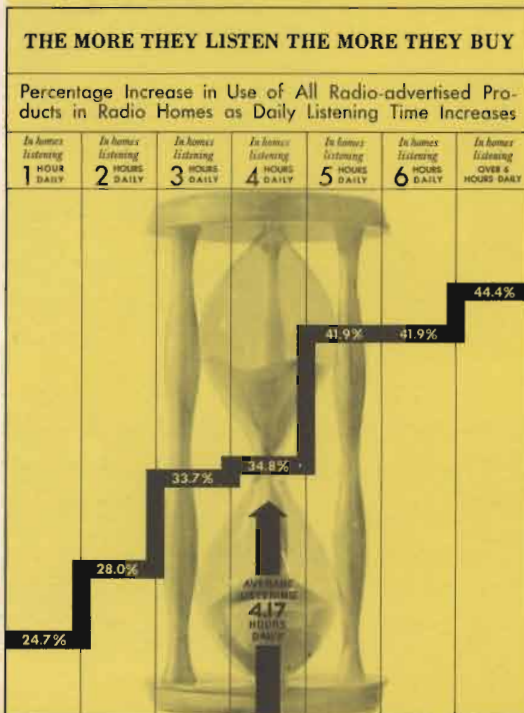


**RIP: Wal, mebbe folks listen—but that don't sell no chew-t'baccy!**

**CBS: Not so fast, pop, not so fast. No chew-t'baccy, you say. But look what radio does sell—just about everything else.**

## THEY BUY THE PRODUCTS THEY HEAR OF ON THE AIR

Professor Elder of the Massachusetts Institute of Technology made exact measurements of the influence of radio advertising on the sale of goods. Repeated his tests a year later. And gave us these figures.



	RADIO ADVERTISED BRANDS % Increase in use in RADIO HOMES (compared with non-radio homes)	NON-RADIO ADVERTISED BRANDS % Decrease in use in RADIO HOMES (compared with non-radio homes) <sup>1</sup>
CIGARETTES	19.7% GAIN	40.6% LOSS
TOILET SOAP	8.3% GAIN	12.9% LOSS
TOOTHPASTE	45.1% GAIN	16.5% LOSS
SCOURING PDR.	13.4% GAIN	16.1% LOSS
FLOUR	14.8% GAIN	34.7% LOSS
SHORTENING	24.9% GAIN	21.5% LOSS
SHAV'G CREAM	78.4% GAIN	10.6% LOSS
COLLARS	64.0% GAIN	16.7% LOSS
CIGARS	56.9% GAIN	22.0% LOSS

Professor Elder measured actual buying habits in radio and non-radio homes—and *proved* the influence of radio advertising. He *checked* his proof by showing (in the chart to the left) that even among radio owners exclusively, the *more* they listen, the *more* they buy. Hour for hour, as radio owners hear about more products, the buying-curve shoots up!

**THE COLUMBIA BROADCASTING SYSTEM, INC.**

**RIP: N'matter what y'say,  
young fella, I'd ruther  
read my almanac.**

**CBS: Pop, you just think  
that's so, or else your  
beard is in your ears.  
See what science has  
found out since you  
went to sleep . . .**



## THE EAR REMEMBERS AFTER THE EYE FORGETS

Significant news for advertisers! In the psychological laboratories of Harvard University, Dr. Cantril, Dr. Allport and Dr. Carver made test after test for 19 months, comparing eye vs. ear on a baker's dozen of significant factors. This is what they found:

- ① **FACTS** are better understood and more interesting when heard over the radio than when read.
- ② **NARRATIVE** is better understood and more interesting over the radio than when read.
- ③ **ABSTRACT MATERIAL** is better understood and more interesting when heard over the radio than when read.
- ④ After twenty-four hours, people recalled **ADVERTISING TRADE NAMES** better when heard over the radio than when read.
- ⑤ **NUMBERS** are remembered better when presented over the radio (but nonsense syllables are remembered better when read).
- ⑥ **LISTS OF SIMPLE WORDS** (such as ruler, pod, star, ink) are remembered better when heard over the radio than when read.
- ⑦ **SENTENCES**, short or long, specific or general, are recalled better when heard.
- ⑧ **SHORT PROSE PASSAGES** are preferred orally instead of visually by the majority of subjects.
- ⑨ **FAIRLY COMPLEX TYPES OF SENTENCES** are remembered better, in "recognition" tests, when heard over the radio.
- ⑩ **HUMOROUS MATERIAL** is preferred through the ear instead of through the eye.
- ⑪ People remember **DIRECTIONS** better, and understand them better, when heard than when read.
- ⑫ The human voice tends to make auditory presentations more **PERSONAL**—caution is more exercised toward printed than toward spoken material.
- ⑬ Material presented over the radio has **GREATER POWER OF SUGGESTION** than material read on a printed page.

**HEADQUARTERS FOR RADIO—& RADIO FACTS**



**RIP:** That Harvard stuff is sure purty good. I s'pose that's why y'get them advertising programs.

**CBS:** That's not the only reason, by a long shot. Here's some more—

## HOW MUCH OF EACH MARKET DOES CBS BLANKET?

PRODUCT	% OF TOTAL MARKET REACHED BY		
	RADIO	MAGAZINES	
	CBS	Typical Weekly*	10 "Class" Mag's**
AUTOMOBILES OVER \$3,000	86%	25%	37%
AUTOMOBILES \$2,000-\$3,000	85%	23%	30%
AUTOMOBILES \$1,000-\$2,000	76%	16%	12%
AUTOMOBILES UNDER \$1,000	67%	13%	9%
CAMERAS	78%	19%	23%
ELECTRIC REFRIGERATORS	67%	12%	7%
ELECTRIC VACUUM CLEANERS	64%	11%	6%
ELECTRIC WASHING MACHINES	61%	10%	6%
LIFE INSURANCE	73%	16%	15%
MEN'S SHOES OVER \$10	80%	19%	18%
MEN'S SHOES UNDER \$10	66%	12%	9%
MEN'S SUITS OVER \$50	83%	21%	25%
MEN'S SUITS UNDER \$50	63%	11%	8%
PAINTS AND VARNISHES	68%	12%	7%
PLATED SILVERWARE	68%	13%	9%
STERLING SILVERWARE	80%	20%	22%
WATCHES OVER \$25	80%	19%	19%
WATCHES UNDER \$25	65%	11%	6%
WOMEN'S SHOES OVER \$10	84%	22%	30%
WOMEN'S SHOES UNDER \$10	64%	13%	10%

These figures are based on marketing material never before compiled: confidential data supplied by 199 manufacturers, distributors and dealers in 12 important industries. Correlated to this new information, radio ownership by income levels (from U. S. Census data) and magazine circulation by income levels (from the publications, themselves) show the coverage of each market offered by each medium.

\*Average of 3 leading weeklies. \*\*Combined

**THE COLUMBIA BROADCASTING SYSTEM, INC.**



**RIP: They're high-falutin' figgers, by jiggers! But whar's th' proof of the puddin'?**

**CBS: That's easy, pop. Here's plenty of proof. Let me take another snip—**



## \$40,000,000 AND 60,000,000 LISTENERS CAN'T BE WRONG

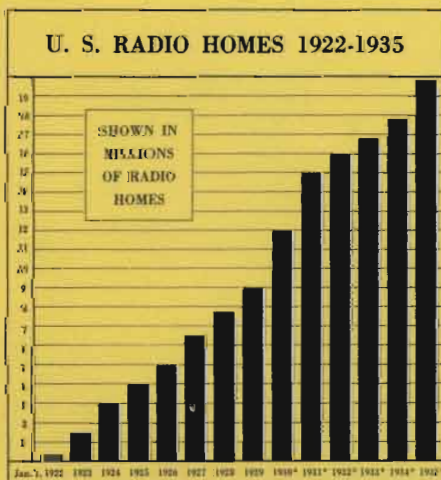
None of the older advertising "tape-measures" stretched quite far enough to cover the increasing millions of radio homes in the United States. Of necessity, radio's own measurements had to develop new "research conceptions." But measured or not—radio would still be what it is. Studies of the audience may throw some light on why radio is successful. But only the power of

radio itself accounts for the data shown below.

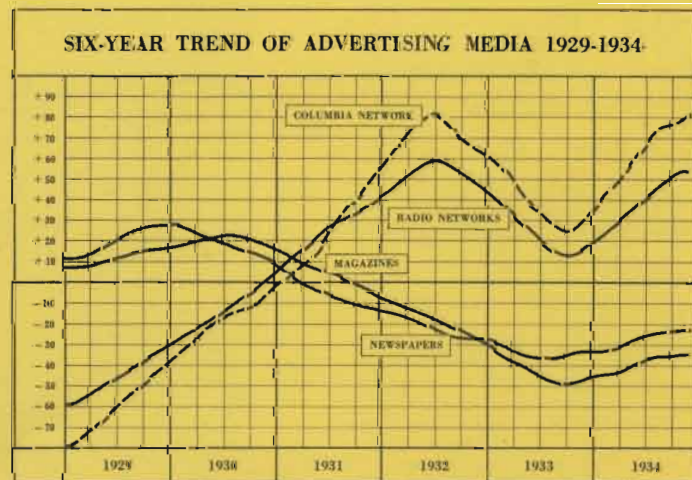
### 1,000% INCREASE IN VOLUME OF RADIO NETWORK ADVERTISING

1927	\$ 3,760,010	1931	\$37,502,080
1928	\$10,227,731	1932	\$39,106,776
1929	\$19,096,363	1933	\$31,516,298
1930	\$27,694,090	1934	\$38,208,938

(11 months)



\* U. S. Census Data used as base figure.



The chart is based on moving averages plotted against the 5-year average (1928-1932) for each medium.

**HEADQUARTERS FOR RADIO—& RADIO FACTS**



**RIP:** Thanks for th' nice trimmin', fella. But, say. Just one more question. How kin y'be in N' York and know if they're listenin' out in Californy?

**CBS:** We know it by heart! We measure every station's audience, from coast-to-coast. You see—we're headquarters for radio facts!

## WHERE THEY LISTEN — A COLUMBIA MEASUREMENT

The *minimum*—not maximum—listening areas of a station. Maps of actual listening, not possible listening. Made from one audited source of audience records, not from the accumulations of mail from hundreds of programs combined. Completely authenticated for each CBS station in the service they have rendered Columbia Network advertisers.

Typical CBS Listening Area map →



**THE COLUMBIA BROADCASTING SYSTEM, INC.**

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

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 (Data Corrected to January 1, 1935)

## ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CALGARY.....	CFAC	930	100	Taylor, Pearson & Carson Broadcasting Co., Ltd. Southam Bldg.	R. 1036	Canadian Grainbelt Foothills	Frank H. Elphicke G. F. Herbert	M. V. Chestnut	.....
	CFCN	1030	10,000	The Voice of the Prairies, Ltd. Toronto General Trusts Bldg.	R. 2155	Western	H. G. Love	..... W. W. Grant	Joseph McGillvra
	CJ CJ	690	100	Albertan Publishing Co., Ltd. 9th Ave. & 2nd St. W.	R. 2007	Canadian	G. E. Leightou Albert Millican	Albert Millican M. H. McKenzie	.....
EDMONTON.....	CFRN	1260	100	Sunwapta Broadcasting Co., Ltd. Birks Bldg.	23561	Canadian Grainbelt Foothills	G. R. A. Rice N. Herron	B. Churchill F. M. Makepeace	Joseph McGillvra
	CJCA	730	500	Taylor & Pearson Broadcasting Co., Ltd. Birks Bldg.	24342	Canadian Western Foothills	P. H. Gayner M. MacDonald	Bert Cairns G. R. A. Rice	Joseph McGillvra
	CKUA	580—ST NC	500	University of Alberta Campus	32233	Foothills	H. J. MacLeod	E. A. Corbett	.....
LETHBRIDGE.....	CJOC	1230	100	The Lethbridge Broadcasting Co. Margius Hotel	3872	Canadian Grainbelt	G. Ahetz	Robert Buss Geralt Gaetz	.....

## BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHILLIWACK.....	CHWK	780	100	Chilliwack Broadcasting Co. Turpin Block	6106	Canadian	C. Casey Wells C. Casey Wells	Alexander Leander John Pilling	J. Baldwin Cox & Tanz Joseph McGillvra
KAMLOOPS.....	CFJC	880	100	Kamloops Sentinel, Ltd. 209 Victoria St.	1018	Canadian	Ralph E. White Ralph E. White	H. D. Wilson H. D. Wilson	.....
KELOWNA	CKOV	630	100	Okanagan Broadcasters, Ltd. Kelowna, B. C.	200	Canadian	J. W. B. Browne J. W. B. Browne	A. Thomas J. W. B. Browne, Jr.	.....
TRAIL.....	CJAT	910	250	Kootenay Broadcasting Co., Ltd. Trail B. C.	737	Canadian	T. G. S. Robinson T. G. S. Robinson	W. Thomson E. C. Ayles	J. Baldwin
VANCOUVER.....	CJOR	600	500	G. C. Chandler 846 Howe St.	Trinity 5321	Canadian	G. C. Chandler G. C. Chandler	R. G. Wilmot W. B. Smith	.....
	CKCD	1010	100	Vancouver Daily Province 142 West Hastings St.	.....	.....	.....	.....	.....
	CKFC	1410—NC	50	United Church of Canada Hemlock & 12th Ave.	.....	.....	.....	.....	.....
	CKMO	1410	100	Sprott-Shaw Radio Co. 815 Hastings St.	Seymour 7711	Canadian	.....	.....	.....
	CKWX	1010—SH	100	Western Broadcasting Co., Ltd. Hotel Georgia	Seymour 2288	Canadian	A. Holstead Reg Dagg	Fred Bass Rosa McIntyre	.....
	CRCV	1100	1,000	Canadian Radio Commission 1150 Main St.	Trinity 4412	Canadian	G. A. Wright F. Kirchner	G. A. Wright F. B. C. Hilton	.....
VICTORIA.....	CFCT	1450	50	Victoria Broadcasting Assn. Central Bldg.	Garden 2014	.....	G. W. Deaville G. W. Deaville	Cliff Deaville Cliff Deaville	Dominion

## MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRANDON.....	CKX	1450	500	Manitoba Telephone System Brandon	4532	Canadian	C. E. R. Collins	.....	.....
WINNIPEG.....	CKY	960	15,000	Manitoba Telephone System Winnipeg	37131	Canadian	..... W. H. Backhouse	D. Coates G. H. Mills	.....
	CJGX	630	500	(See Yorktown, Sask.)	.....	.....	.....	.....	.....
	CJRC	1390	100	Royal Alexandria Hotel	92266	Grainbelt Canadian	Don H. Copeland Charles A. O'Brien	A. G. Summers H. R. McLaughlin	Joseph McGillvra J. Kettlewell

## NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
FREDERICTON...	CFNB	550	500	James S. Neill & Sons, Ltd. Queen St.	209	Canadian	J. S. Neill J. S. Neill	Cleve G. Stillwell Thomas Young	Joseph McGillvra
MONCTON.....	CKCW	1370	100	Moncton Broadcasting Co., Ltd. Moncton	1302	Canadian	H. M. Wood H. M. Wood	H. M. Wood F. S. Hayter	Dominion
SAINT JOHN.....	CHSJ	1120	100	New Brunswick Broadcasting Co., Ltd. Admiral Beatty Hotel	3-2307	Canadian	R. S. Dakin R. S. Dakin	R. S. Dakin J. G. Bishop	Joseph McGillvra

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time.

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D—Day.

N—Night.

SH—Specified Hours.

LS—Local Sunset.

(Continued)

## NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
HALIFAX.....	CHNS	930	500	Maritime Broadcasting Co., Ltd. Lord Nelson Hotel	B7001	Canadian	William C. Borrett William C. Borrett	Lionel Shatford Cecil A. Landry	Joseph McGee I. Plaxton
SYDNEY.....	CJCB	1240	1,000	Nathanson's Radio Headquarters Charlotte Street	209-170	Canadian	N. Nathanson N. Nathanson	R. H. Wright T. Robertson	Dominion
WOLFVILLE.....	CKIC	1010—NC	50	Acadia University Wolfville	.....	.....	.....	.....	.....
YARMOUTH.....	CJLS	1310	100	Laurie L. Smith Main Street	500	.....	Laurie L. Smith Laurie L. Smith	Kieran Kelty Laurie L. Smith	.....

## ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
BRANTFORD.....	CKPC	930	100	Telephone City Broadcast, Ltd. Arcade Bldg.	625	.....	J. D. Buchanan	H. R. Hilliard	.....
CHATHAM.....	CFCO	1050	100	Western Ontario's Community Station Chatham	2626	Canadian	Jack Beardall Jack Murray	Jack Beardall Gordon Brooks	.....
COBALT.....	CKMC	1210—NC	50	R. L. MacAdam	.....	.....	.....	.....	.....
FORT WILLIAM..	CKPR	930	50	Dougall Motor Car Co., Ltd. Royal Edward Hotel	315	Canadian	H. F. Dougall H. F. Dougall	H. F. Dougall R. H. Parker	Dominion
HAMILTON.....	CHML	1010	50	Maple Leaf Radio Co., Ltd. Pigott Bldg.	Regent 1280	Canadian	William A. Stanton William A. Stanton	S. Ramsey Lees Roy R. Ware	.....
	CKOC	1120	1,000—LS 500—N	Wentworth Radio Broadcasting Co., Ltd. Wentworth Bldg.	Baker 4661	Dominion	J. Mideley L. E. Edwards	G. Anderson L. Horton	.....
KINGSTON.....	CFRC	1510—SH NC	200—LS 50—N	Queens University Fleming Hall	.....	.....	.....	.....	.....
KIRKLAND LAKE	CJKL	1310—SH	100	Northern Broadcasting Co., Ltd. R. E. Bldg.	27	.....	Roy H. Thomson B. G. Shellon	Pat Murphy R. I. Quigg	.....
LONDON.....	CFPL	730	100	London Free Press Printing Co. Free Press Bldg.	Metcalfe 5200	Canadian	Phillip Morris	Cecil Yorke	.....
NORTH BAY.....	CFCH	930	100	Northern Broadcasting Co., Ltd. Capital Theatre Bldg.	374	.....	R. H. Thomson	Tom Darling Jack Barnaby	.....
OTTAWA.....	CKCO	010 1	100	Dr. G. M. Geldert Ottawa	Queen 8225	Dominion Canadian	Dr. G. M. Geldert C. H. Orr	Clifford McCormick Ian C. Henderson	.....
	CRCO	880	1,000	Canadian Radio Broadcasting Comm. Chateau Laurier Hotel	Queen 54	Canadian	Charles Shearer	.....	.....
PRESCOTT.....	CFLC	930	100	Radio Assn. of Prescott Doyle Block	.....	.....	.....	.....	.....
ST. CATHERINES.	CKTB	1200—SH	100	The Silver Spire Broadcasting Station, Ltd. Welland House	3100	Canadian	E. T. Sandell Gordon W. McClain	B. Longbottom Wm. H. Allen	.....
SAULT STE. MARIE	CJIC	890—D	100—LS	Hyland Broadcasting Co. Windsor Hotel	360	.....	J. G. Hyland	J. C. Whitby W. Vince	.....
TIMMINS.....	CKGB	1420	100	Northern Broadcasting Co., Ltd. Press Bldg.	.....	.....	R. H. Thomson	Tom Darling R. E. Mooney	.....
TORONTO.....	CFRB	690	10,000	Rogers Radio Broadcasting Co., Ltd. 37 Bloor St. W.	Midway 3515	CBS	Harry S. Lywick E. L. Moore	Allan Allan J. Sharpe	R. Frost
	CKCL	580	100	Dominion Battery Co., Ltd., 444 University Ave.	Adelaide 1014	.....	H. S. Gooderham A. E. Leary	Maurice Rapkin E. O. Swan	.....
	CKNC	1420	100	Canadian National Carbon Co., Ltd. 805 Davenport Rd.	Lakeside 2817	.....	Rupert Lucas Rupert Lucas	Goefrey Waddington F. J. Garrad	.....
	CRCT	840	5,000	Canadian Broadcasting Commission 805 Davenport Rd.	.....	NBC Canadian	Jack Radford Rupert Lucas	Stanley Maxted W. A. Shane	.....
WATERLOO.....	CKCR	1510	100	K. W. Broadcasting Co. Waterloo	108	.....	W. C. Mitchell	G. Little Ion Hartman	.....
WINDSOR.....	CKLW	1030	5,000	Essex Broadcasters, Inc. Union Guardian Bldg., Detroit Guaranty Trust Bldg., Windsor	Cadillac 7200	CBS	J. H. Ryan A. Shawd	Robert White Wm. Carter	Free & Stewart Joseph McGee
	CRCW	600	1,000—LS 500—N	Canadian Radio Broadcasting Commission	.....	.....	.....	.....	.....

(Construction Authorized)

## PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHARLOTTETOWN.	CFCY	630	500	Island Radio Broadcasting Co., Great George St.	265	.....	K. S. Rogers	.....	Joseph McGee
	CHCK	1310	50	W. E. Burke & J. A. Gesner	690	.....	.....	.....	.....
SUMMERSIDE....	CHGS	1450	50	R. T. Holman, Ltd. Summerside	134	Canadian	R. L. Millison J. E. Millman	J. E. Millman W. R. Cannon	.....

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

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(Continued)

## QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
CHICOUTIMI	CRCS	950	100	Canadian Radio Broadcasting Commission Chicoutimi	155	.....	Vilmond Fortin Vilmond Fortin	Vilmond Fortin J. E. Roberts	.....
HULL	CKCH	1210	100	Hull Broadcasting Co., Ltd. Standish Hall	Sh. 3360	Canadian	J. E. Laflamme O. R. Martin	H. A. Rogers	.....
MONTREAL	CFCF	600	500	Canadian Marconi Co. 211 St. Sacrament St.	Marquette 7081	NBC	M. M. Elliott	.....	.....
	CHLP	1120	100	La Cie de Publication La Patrie Sun Life Bldg.	Plateau 5225	.....	Marcel Lefebvre Marcel Lefebvre	Marcel Lefebvre Fred Tambling	.....
	CKAC	730	5,000	La Presse Publishing Co., Ltd. 980 St. Catherine St., West	Lancaster 5125	CBS	L. P. La Londe C. Oliver	..... Leonard Spencer	Joseph McGillvra Domimion
	CRCM	910—SH	5,000	Canadian Radio Broadcasting Commission Kings Hall Bldg.	Marquette 5211	Canadian	J. Arthur Dupont Ivan Hogue	H. R. Pelletier	.....
NEW CARLISLE	CHNC	1210	100	The Gaspeian Radio Broadcasting Co., Ltd. New Carlisle	.....	Canadian	Chas. Houde Chas. Houde	Chas. Houde Pierre Dandois	.....
QUEBEC	CHRC	580	100	CHRC Limited Victoria Hotel	2-8178	Canadian	J. Thivierge J. Thivierge	J. U. Voyer Rene Frenette	Joseph McGillvra J. Kettlewell
	CKCV	1310	50	Vandry, Inc. 155 St. Paul St., Quebec	2-5656	Canadian	A. Proteau A. Proteau	G. Latour	.....
	CRCK	1050	1,000	Canadian Broadcasting Commission Chateau Frontenac	5658	Canadian	A. H. Houde A. H. Houde	J. M. Beaudet	.....

## SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
MOOSE JAW	CHAB	1200	100	CHAB, Ltd. Grant Hall Hotel	3474	Canadian	H. C. Buchanan Howard Large	Roy G. Dunlop A. E. Jacobson	.....
	CJRM	540	1,000	James Richardson & Sons, Ltd.	8424	Grainbelt Canadian	Don H. Copeland V. F. Nielsen	Brian Elliott A. W. Hooper	Joseph McGillvra
WINNIEBE ALBERT	CKBI	1210	100	CKBI, Ltd. Canada Bldg.	3133	Canadian Grain Belt	R. E. Price P. D. Dales	P. D. Dales L. E. Moffat	.....
REGINA	CHWC	1010	500	R. H. Williams & Sons, Ltd. Kitchener Hotel	29134	Canadian	E. B. Williams A. J. Balfour	John D. Kemp R. Erickson	Joseph McGillvra Cox & Tanz
	CKCK	1010—ST	500	Leader Post, Ltd. Leader Bldg.	6785	Canadian Western	C. H. Smith C. H. Smith	A. R. Smith E. A. Strong	Walter Rice
SASKATOON	CFQC	840	1,000	The Electric Shop Wholesale Co., Ltd. 216 First Ave., North	.....	.....	A. A. Murphy R. E. Anderson	S. Clifton	.....
WINNIPEG	CJGX	630	500	Market News Station Winnipeg	92481	Western	Dawson Richardson A. L. Garside	J. C. Thompson Arthur Mills	.....

## NEWFOUNDLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Corporate Name	Telephone Number	Network	Director Commercial Manager	Program Director Chief Engineer	Representatives
SANT JOHN'S	VOGY	840	2,500	Newfoundland Broadcasting Co., Ltd. Newfoundland Hotel	3331	.....	A. F. Wood R. W. Munro	R. W. Munr A. F. Wood	.....
	VONF	1195	1,000	Dominion Broadcasting Co., Ltd. St. Johns	1047	.....	T. J. Murphy W. F. Galgay	W. F. Galgay J. Butler	.....

### OFFICIALS

Charlesworth, Chairman.  
Cartier, Vice Chairman.  
Col. W. Arthur Steel, Commissioner.  
Col. R. P. Landry, Secretary.  
Bushnell, Director of Programs, Western Division.  
Dupont, Director of Programs, Eastern Division.  
W. Jackson, Director of Station Relations.  
E. Powell, Commercial Department.  
C. Buchanan, Director of Public Relations.

### STATIONS USING COMMISSION PROGRAMS

#### Eastern Network

Station	City
CJCB	Sydney, N.S.
CHNS*	Halifax, N.S.
CFCY*	Charlottetown, P.E.I.
CHGS	Summerside, P.E.I.
CFNB*	Fredericton, N.B.
CKCW	Moncton, N.B.
CHSJ*	Saint John, N.B.
CHNC*	New Carlisle, P.Q.
CRCS*	Chicoutimi, P.Q.
CRCK*	Quebec, P.Q.
CHRC	Quebec, P.Q.
CKCV	Quebec, P.Q.

### Canadian Radio Broadcasting Commission

National Research Bldg., Ottawa, Ontario

(Does not publish rate card)

CRCM*	Montreal, P.Q.
CHLP	Montreal, P.Q.
CKCH	Hull, P.Q.
CRCO*	Ottawa, Ont.
CRCT*	Toronto, Ont.
CKNC*	Toronto, Ont.
CKCL	Toronto, Ont.
CKOC	Hamilton, Ont.
CHML	Hamilton, Ont.
CKTB	St. Catharines, Ont.
CKPC	Brantford, Ont.
CFPL*	London, Ont.
CFCO	Chatham, Ont.
CFCH	North Bay, Ont.
CKPR	Fort William, Ont.
†CRCY*	Windsor, Ont.

#### Western Network

CKY*	Winnipeg, Man.
CJRO*	Winnipeg, Man.
CJRX*	Winnipeg, Man.

† Authorized for construction.

CKX	Brandon, Man.
CJGX	Yorkton, Sask.
CHWC*	Regina, Sask.
CKCK*	Regina, Sask.
CJRM	Moose Jaw, Sask.
CHAB	Moose Jaw, Sask.
CFQC*	Saskatoon, Sask.
CKBI	Prince Albert, Sask.
CFAC*	Calgary, Alta.
CJAJ*	Calgary, Alta.
CJCA*	Edmonton, Alta.
CJOC*	Lethbridge, Alta.
CTAJ	Trail, B.C.
CKOV	Kelowna, B.C.
CFJC	Kamloops, B.C.
CHWK	Chilliwack, B.C.
CRCV*	Vancouver, B.C.
CKWX	Vancouver, B.C.
CJOR	Vancouver, B.C.
CKMO	Vancouver, B.C.

\* Basic stations on Commission Network. Certain hours are reserved by these stations for Commission programs. With the other stations the use of Commission programs is optional; all programs are made available to them but they use them at their discretion.

Stations whose call letters begin "CRC" are owned and operated by the Canadian Radio Broadcasting Commission.



# World

## Only Latest Development

**1**  
**WESTERN  
ELECTRIC  
WIDE-RANGE  
RECORDINGS**

**S**INCE the invention of the modern telephone, the engineers and scientists of the Laboratories, a subsidiary of American Telephone and Telegraph Company, have engaged in the technical development of sound transmission and reproduction. Because of their vast resources for this purpose (unequaled by any other organization in the world) they have made continual and sensational progress. One of the most outstanding developments is called *Western Electric Wide Range Vertical Recording*. This revolutionized the motion picture industry as well as radio broadcasting with electrical transcriptions. This new and latest method, perfected by the leading research laboratories in the world, eliminates all possible objections to the transcription method. It is like a fine camera which brings the object into clear focus with depth, detail and reality. Wide Range Vertical Recording produces a virtually perfect image of the original. All suggestion of background noise vanishes. A life-like recreation of the living voice and original

music is the result. Sound Studios of New York, a subsidiary of the World Broadcasting System, is the only licensee for the production of broadcast transcriptions under the patents covering Wide Range Vertical Recording.

**T**HE studios of the World Broadcasting System have been acoustically treated and equipped with the most modern transcribing equipment available in the world today. The processing of masters and pressing of discs is done in a specially designed plant coordinated with the other departments to insure uniformly high quality. Our staff of recording engineers is unsurpassed in the recording art.

**T**HE services of this staff are available for casting, directing and production of every type of radio show to clients of the World Broadcasting System.

**T**HE preparation of material for production on the air requires fully as great expert knowledge and skill as the preparation of successful productions for the stage. This includes the adaptations of various types

**2**  
**UP-TO-THE-  
MINUTE  
PLANT FOR  
PROCESSING**

**3**  
**CASTING  
AND DIRECT-  
ING AND  
CONTRACTS  
FOR TALENT**

**4**  
**ADAPTATIONS  
AND  
CONTINUITIES  
FOR ALL  
KINDS OF  
BROADCAST-  
ING**

of music for broadcasting, the world's best known and outstanding successes in the production of continuities, the proper weaving together of the elements of the program. World Broadcasting System has trained by years of experience and

recognized for their creation of some of the best known and outstanding successes in

# WORLD

**50 WEST 57th ST. NEW YORK, N. Y.**

**SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING)**

# Offers in Electrical Transcriptions



**5**  
**WORLD PRO-  
GRAM SERVICE  
OVER 100  
ASSOCIATED  
STATIONS**

**T**HE World Program Service is nothing short of an inspiration. It can be used in such a way as to enable an advertiser with a very modest appropriation to go on the air with a program as effective and as fine as though his funds were unlimited. Indeed, the World Program Service is extensively used by those whose funds are unlimited because they can purchase no finer material to weave into their programs. This Service consists of a treasury of recordings (Wide Range Vertical) which includes every type of musical production: dance numbers, vocal solos and duets with orchestral accompaniment, quartets, salon music, concert selections, Hawaiian and Marimba music, violin solos and quartets, piano and

**7**  
**AUDITIONS  
AND PRESEN-  
TATIONS FOR  
SALES  
DEPARTMENTS**

and numbers, bands, marches. This material is so arranged that any individual number may be picked out and combined with any other number—thus giving complete freedom in putting together a program. The advertiser has practically unlimited choice of the finest material at a very slight cost. Over 100 stations in all parts of the United States plus stations in Hawaii and Australia are equipped and ready to broadcast programs made in this way on short notice. Moreover the existence of this material makes it possible for an advertiser to combine it as part of any type of individual program. It can be used in the same way an orchestra is used, weaving it in with other features and with continuities, for a one minute show or a one hour show.

**6**  
**OFF-THE-LINE  
RECORDING  
FROM  
REMOTE  
STUDIOS**

**B**ROADCASTING to get results should not be limited to the programs that are put on the air. Usually those programs are part of a campaign and it is desired to dramatize this campaign to dealers and sales departments. World Service offers a way to have auditions in advance of the campaign and members of our staff are prepared to cooperate with advertising agencies and sales departments in the preparation of presentations and sales promotional material.

**8**  
**INFORMATION  
AND SERVICE  
ON THE PLACE-  
MENT OF  
TIME WHEN  
DESIRED**

**O**NE of the most useful services offered by the World Broadcasting System is to record off-the-line programs from remote studios. This enables the advertiser to have a permanent record of his broadcasts for merchandising and for reproduction over additional stations. Advertisers who use the chains, frequently want to extend their broadcasting to additional stations not reached by the chains. This service offers an easy way to do this.

# BROADCASTING SYSTEM, INC. . . .

**World offers  
full cooperation  
to advertisers and  
their agencies.**

**For list of 1934 World  
clients see page 162.**

*Other Offices and Recording Studios at*

**W. Madison St., Chicago, Ill., 555 S. Flower St., Los Angeles, Cal.**

**BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE**

**BROADCASTING • Broadcast Advertising**

**1935 Yearbook • Page 79**

# Directory of Transcription and Recording Producers\* . .

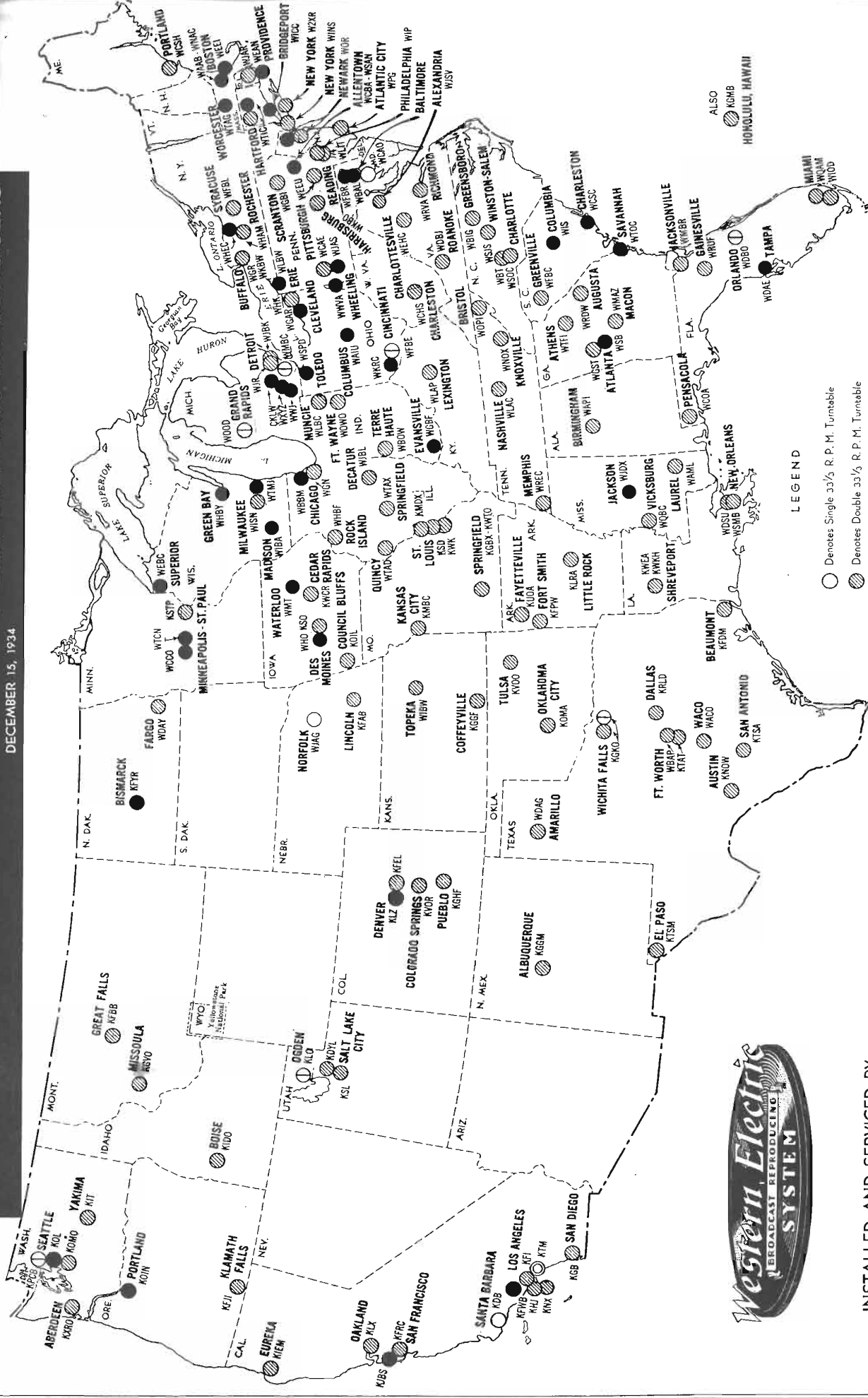
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER
Allied Phonograph & Record Mfg. Co.	Hollywood	1041 N. Las Palmas Ave.	Hollywood 0107	Archie Josephson
American Foundation for the Blind	New York	125 East 46th St.	Wickersham 2-3720	J. O. Kleber
American Record Corp.	New York	1776 Broadway	Circle 7-6224	H. Neu
Associated Exporters Co. (Foreign transcription sales)	New York Los Angeles	1457 Broadway 629 So. Hill St.	Wisconsin 7-8162 Tucker 8689	H. H. Pollock
Audisk Corporation	San Francisco	149 Powell St.	Sutter 2795	Gilbert H. Kneiss
Scott Howe Bowen	New York	1780 Broadway	Circle 7-1831	Scott Howe Bowen
Broadcast Producers of N. Y., Inc.	New York	501 Madison Ave.	Murray Hill 2-9745	George W. Dan J.
Broadcasting Abroad, Inc. (Recording division; see also directory of foreign station representatives)	New York	29 W. 57th St.	Eldorado 5-0780	Carleton W. Also
Byers Recording Laboratory, Inc.	New York	1780 Broadway	Circle 7-1831	J. G. Byers
Capital Sound Studios	New York	29 West 57th St.	Plaza 3-1322	William Smith
Cleveland B. Chase Co., Inc.	New York	424 Madison Ave.	Wickersham 2-7044	Cleveland B. Chase
Columbia Phonograph Co.	New York	1776 Broadway	Circle 7-5715	J. S. Martin
" " "	Chicago	952 N. Michigan Ave.	Delaware 8263	Girard Ellis
" " "	Hollywood	1031 N. Las Palmas Ave.	Granite 4134	A. J. Schrade
The Compo Co., Ltd.	Montreal, Canada	131-141 18th Ave.	Dexter 0905 Lachine 562	E. M. Kirke Boyd
Decca Records Inc.	New York	799 7th Ave.	Columbus 5-0869	E. F. Stevens, Jr.
" " "	Chicago	666 Lake Shore Drive	Delaware 8800	R. F. Voynow
Electro-Vox Recording Studios (Air-Chek)	Los Angeles	2420 West 7th	Drexel 7146	Bert B. Gottschall
" " " "	Seattle	4328 Brooklyn Ave.	Melrose 4661	Orin B. Johnston
Freeman Lang Studios	Los Angeles	1357 N. Gordon St.	Hempstead 2131	Freeman Lang
General Broadcasting Co.	New York	501 Madison Ave.	Eldorado 5-1781	Raymond Soat
Gennett Records (Div. The Starr Co.)	Richmond, Ind.			Harry Gennett, Jr.
" " " " " "	New York	729 7th Ave.	Bryant 9-5543	Thos. J. Valentine
" " " " " "	Los Angeles	1344 S. Flower St.	Prospect 2035	Fred C. Miller
Jean V. Grombach Inc.	New York	113 West 57th St.	Circle 7-6900	Jean V. Grombach
Kasper-Gordon Studios	Boston	140 Boylston St.	Devonshire 7357	Aaron S. Bloom
MacGregor & Sollie Inc.	San Francisco	865 Mission St.	Sutter 6400	C. P. MacGregor
Marsh Laboratories Inc.	Chicago	306 S. Wabash	Webster 7288	C. B. Robinson
R. U. McIntosh & Associates	Los Angeles	2614 W. 7th St.	Federal 2074	R. U. McIntosh
Mid-West Broadcasting Co., Inc.	Minneapolis	24 South 7th St.	Atlantic 4461	H. D. Finkelstein
National Broadcasting Co. (see also RCA Victor)	New York	Rockefeller Plaza	Circle 7-8300	Lloyd C. Egner
National Radio Advertising Agency	Hollywood	303 Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford
National Recording Studios	Washington, D. C.	National Press Bldg.	National 7847	Lewis Windmuller
National Starcasts, Inc.	Hollywood	1265 N. Vermont Ave.	Morningside 13550	Walter C. Monahan
Otto K. Olesen Co. Ltd.	Hollywood	1560 N. Vine St.	Gladstone 5198	C. C. McDonald
B. A. Proctor Co.	New York	17 W. 60th St.	Circle 7-1074	F. C. W. Thiele
Radio Transcription Co., of America., Ltd.	Hollywood	1357 N. Gordon St.	Hempstead 2131	Freeman Lang
" " " " " "	Chicago	666 Lake Shore Dr.	Delaware 2325	Chas. C. Pyle
" " " " " "	New York	RKO Building	Circle 7-2999	Geo. H. Field
RCA Victor Co., Inc.	Camden, N. J.	Front & Cooper Sts.	Camden 8000	R. R. Sooy
" " " " " "	New York	411 5th Ave.	Ashland 4-7605	Frank B. Walker
" " " " " "	Chicago	1143 Merchandise Mart	Delaware 4774	E. W. Young
" " " " " "	Hollywood	1016 N. Sycamore	Hillside 5171	W. Arthur Russell
Recordings, Inc.	Los Angeles	5505 Melrose Ave.	Gladstone 6412	Lawrence Pfeiffer
Reeves Sound Studios, Inc.	New York	1600 Broadway	Longacre 5-8003	A. A. Fruckner
Speak-O-Phone Recording Studios, Inc.	New York	29 W. 57th St.	Plaza 3-1322	C. A. Austin
Standard Radio Advertising Co.	Hollywood	6404 Hollywood Blvd.	Granite 0555	Seth Ely
Transgram Sound Corp.	Hollywood	6048 Sunset Blvd.	Granite 6926	Gordon Soule
Titan Productions, Inc.	San Francisco	1040 Geary St.	Ordway 3671	Max Graf
" " " "	New York	1457 Broadway	Wisconsin 7-8162	Associated Expor
Universal Radio Productions	Chicago	180 N. Michigan	State 3153	Milton M. Blinn
World Broadcasting System, Inc.	New York	502 W. 57th St.	Circle 7-7530	Percy L. Denton Adam Stein S. R. Rintoul
" " " " " "	Los Angeles	555 S. Flower St.	Mutual 5778	Pat Campbell
" " " " " "	San Francisco	274 Brannan St.	Douglas 3310	Carl C. Langen
" " " " " "	Chicago	400 W. Madison St.	State 3828	A. J. Kendrick
" " " " " "	Atlanta	Ansley Hotel	Walnut 8441	John Pitts
World Broadcasting System of Australia	Sidney, Australia	29 Bligh St.		A. E. Bennett

\* Only companies reporting their own manufacturing plants or direct manufacturing tieups listed.



# BROADCASTING STATIONS EMPLOYING WESTERN ELECTRIC REPRODUCERS

DECEMBER 15, 1934



INSTALLED AND SERVICED BY  
**Electrical Research Products Inc.**  
 250 W. 57TH ST. NEW YORK, N. Y.

- LEGEND**
- Denotes Single 3 1/2 R. P. M. Turntable
  - ◐ Denotes Double 3 1/2 R. P. M. Turntable
  - ◑ Denotes Double 78 R. P. M. Turntable
  - ◒ Denotes Double 3 1/2 R. P. M. Turntable and Double 78 R. P. M. Turntable
  - Denotes 3 1/2 R. P. M. Equipment without Vertical Attachment

**NOTICE**  
 While every effort is made for  
 complete accuracy of information  
 contained herein, no  
 responsibility is assumed  
 for errors or omissions.

Revised Map Copyright by MAGSTROF COMPANY, INC., N. Y. C. Also Map

# Spot A



**N**O longer a spindly-legged colt running uncertainly and undirected by the side of other media, Spot Broadcasting has developed into a strong and healthy maturity.

Grown to fit a full-sized harness, Spot Broadcasting is throwing its shoulders into the collar, pulling its full share of the advertising load.

Properly harnessed and wisely directed—working alone or as a part of a team—it knows, and does, its full-sized job.

Many friendly things have been said by advertising men of the important part our company has played in this coming of age of Spot Broadcasting.

However great or small that part may be, we know that it never could have been achieved without the wise counsel and cordial cooperation of the radio stations which we represent and the advertisers and their agencies whom we strive to serve.

## EDWARD PETRY & CO., INC.

EXCLUSIVE RADIO STATION REPRESENTATIVE

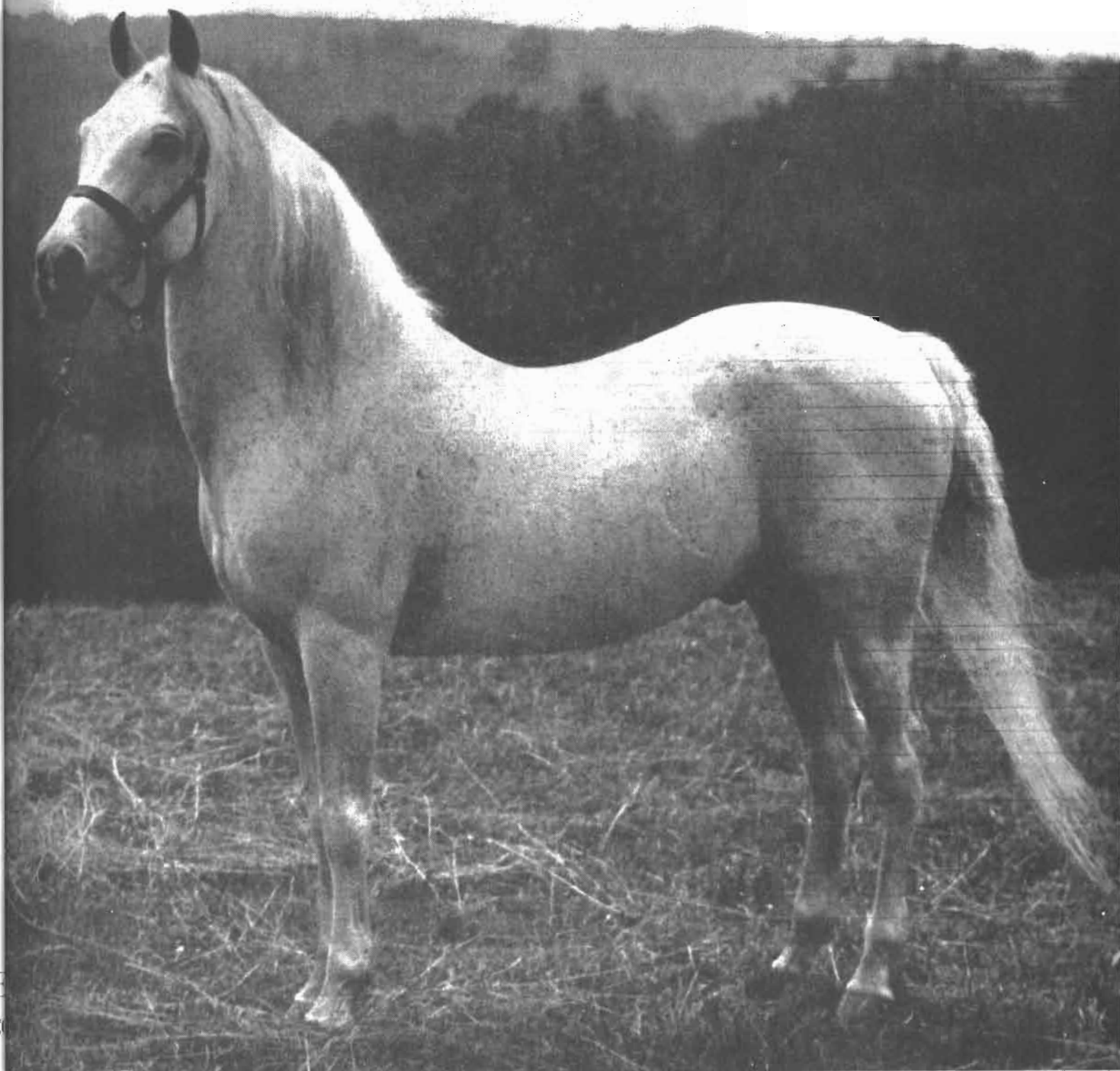
NEW YORK  
Murray Hill 2-3850

CHICAGO  
Superior 7742

DETROIT  
Madison 1035

SAN FRANCISCO  
Sutter 6400

# Broadcasting



r B  
SC  
D  
rtis

# Directory of Broadcasting Station Representatives . . .

NAME OF COMPANY	OFFICE	CITY	ADDRESS	TELEPHONE NO.	MANAGER
James Acuff	Main	Chicago	Wrigley Bldg.	Superior 3016	Jame Acuff
Hibbard Ayer (See also William R. Stewart)	Main Branch Branch Branch	New York Chicago St. Louis Boston	350 Madison Ave. 9 S. Clinton St. 505 Star Bldg. 318 Shawmut Ave.	Murray Hill 2-2046 Franklin 1233 Chestnut 1965 Kenmore 8830	Hibbard Ayer William R. Stewart Stephen Wright Fred W. Ayer
Walter Biddick Co.	Main Branch Branch Branch	Los Angeles San Francisco Seattle Denver	Chamber of Commerce Bldg. 601 Russ Bldg. White-Henry-Stuart Bldg. 619 Charles Bldg.	Richmond 6184 Sutter 5415 Elliott 6662 Keystone 6028	Walter Biddick Ken Boncher Hal E. Pearce G. T. Ripley
Broadcasting Abroad, Ltd. (Foreign station representation)	Main	New York	29 W. 57th St.	Eldorado 5-0780	Charles D. Prutz
Broadcasting Abroad, Inc. (Selling organization for above)	Main Branch Branch Branch Branch	New York Buenos Aires Rio de Janeiro Caracas Tampico Sydney, N. S. W.	29 W. 67th St. Galeria Güemes 511 185 Av. Rio Branco Dos Pilitas a Portilla 36-1 Avenida S. Diaz Mirón y Empresa 254 Castlereagh St.	Eldorado 5-0780 U. T. 33 2-1967 5876 P. 24-77 MA 1387	Carleton W. Allen Atwood A. Kling J. Sinclair Atwood Wallace Downey Belamino Adams Wendell Cox Charles E. Fort
Conquest Alliance Co. (Foreign station representation)	Main Branch Branch Branch Branch Branch	New York Chicago San Juan, Porto Rico Mexico City Buenos Aires Rio de Janeiro London, W. I.	515 Madison Ave. 100 N. La Salle St. Ochoa Bldg. Avenida 16 de Septiembre 5 Sarmiento 659 Ave. Atlantica 326 11 Hallam St.	Plaza 3-5650 State 4867 San Juan 630 Mex. L 3492 Retiro 0064 2-8339 Langhana 1221	C. H. Venner, Jr. Fred R. Jones Walter Stiehl C. C. Velasco C. Dege R. Constantinescu R. L. Meyer
Cox & Tanz	Main Branch	Philadelphia New York	Drexel Bldg. 635 5th Ave.	Lombard 1720 Murray Hill 2-8284	Eugene R. Tanz A. P. Cox
Dominion Broadcasting Co.	Main	Toronto, Ont.	Canadian Pacific Bldg.	Waverly 1990	H. B. Williams
Free & Sleininger, Inc.	Main Branch Branch Branch Branch Branch Branch	Chicago New York Detroit Denver San Francisco Seattle Los Angeles	180 N. Michigan Ave. Chrysler Bldg. General Motors Bldg. Charles Bldg. Russ Bldg. White-Henry-Stuart Bldg. Chamber of Commerce Bldg.	Franklin 6373 Murray Hill 2-3030 Madison 1423 Keystone 6028 Sutter 5415 Elliott 6662 Richmond 6184	C. L. Sleininger H. Preston Felt F. H. Weissinger G. T. Ripley Kenneth Boucher Hal E. Pearce Walter Biddick
Greig, Blair & Spight, Inc.	Main Branch Branch Branch Branch	New York Chicago Detroit San Francisco Los Angeles	342 Madison Ave. 520 N. Michigan Ave. New Center Bldg. 485 California St. 843 Bendix Bldg.	Murray Hill 2-6084 Superior 8665 Madison 7889 Douglas 3188 Prospect 5775	Curtis Willson John P. Blair Lindsey Spight Lindsey Spight
Bert Horsewell Co.	Main	Chicago	360 No. Michigan Ave.	Central 4747	Bert Horsewell
Imperial Broadcasting Corp., of London	U. S. Branch	New York	3232 RCA Bldg.	Circle 7-2950	Leonard F. Platt
Kasper-Gordon Studios, Inc.	Main	Boston	140 Boylston St.	Devonshire 7357	Aaron S. Bloom
*E. Katz Special Advertising Agency	Main	New York	500 Fifth Ave.	Longacre 5-4595	G. W. Brett
John K. Kettlewell	Main	Chicago	230 N. Michigan Ave.	Central 1080	John K. Kettlewell
*Fred A. Kimball Co., Inc.	Main	New York	67 W. 44th St.	Murray Hill 4871	Charles A. Bott
MacGregor & Sollie, Inc.	Main	San Francisco	865 Mission St.	Sutter 6400	C. P. MacGregor
G. W. McElhiney & Associates	Main	St. Louis	Railway Exchange Bldg.	Chestnut 7111	George W. McElhiney
Joseph Hershey McGillvra	Main	New York	485 Madison Ave.	Plaza 3-3377	Joseph McGillvra
*J. P. McKinney & Son	Main	New York	30 Rockefeller Plaza	Circle 7-1178	R. H. McKinney
National Broadcasting Co., Inc.	Main Branch Branch Branch Branch Branch Branch Branch Branch	New York Chicago San Francisco Washington, D. C. Boston Pittsburgh Cleveland Schenectady Denver Detroit	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. National Press Bldg. Hotel Bradford Grant Bldg. 1367 E. 6th St. 1 River Road 1370 Krameria St. 802 Fisher Bldg.	Circle 7-8300 Superior 8300 Sutter 1920 National 8000 Hancock 4261 Grant 4200 Cherry 6942 Schenectady 4-2211 York 5090 Trinity 2-7900	Don Shaw K. Carpenter H. F. Anderson Vincent F. Callahan Walter E. Myers A. L. Hasenbalg D. G. Stratton Winlow Leigh A. E. Nelson Robert H. White
Robert Newton (Michigan Network)	Main	New York	307 E. 45th St.	Murray Hill 4-6849	Robert Newton
Edward Petry & Co., Inc. (Includes Yankee Network)	Main Branch Branch Branch	New York Chicago Detroit San Francisco	17 E. 42nd St. 400 N. Michigan Ave. General Motors Bldg. 565 Mission St.	Murray Hill 2-3850 Superior 7742 Madison 1035 Sutter 6400	Henry I. Christ Edward Voinov Joseph R. Spaulding C. P. MacGregor
Radio Broadcasting Co. (James F. Fay)	Main	Boston	Statler Bldg.	Hubbard 1329	James F. Fay
Radio Publicity, Inc.	Main	Chicago	203 N. Wabash Ave.	Wabash 3479	O. W. Goes
Radio Sales, Inc. (CBS)	Main Branch Branch	New York Chicago Detroit	485 Madison Ave. 410 N. Michigan Ave. Fisher Bldg.	Wickersham 2-2000 Whitehall 6000 Trinity 2-3777	Robert B. Stephens William Williams H. A. Carlbom
William G. Rambeau	Main	Chicago	360 N. Michigan Ave.	Andover 1470	Wm. G. Rambeau
Paul H. Raymer Co.	Main Branch Branch	New York Chicago San Francisco	205 E. 42nd St. Tribune Tower Russ Bldg.	Murray Hill 4-0657 Superior 1308 Exbrook 1158	Paul Raymer Eugene Willoughby Frank Whiting
Virgil Reiter, Jr.	Main	Chicago	Wrigley Bldg.	Superior 3426	Virgil Reiter, Jr.
Graham A. Robertson	Main	New York	250 Park Ave.	Plaza 3-7370	Graham A. Robertson
A. T. Sears & Sons, Inc.	Main	Chicago	520 N. Michigan Ave.	Superior 8177	A. T. Sears
William R. Stewart (See also Hibbard Ayer)	Main Branch Branch Branch	Chicago New York St. Louis Boston	9 S. Clinton St. 350 Madison Ave. 505 Star Bldg. 318 Shawmut Ave.	Franklin 1233 Murray Hill 2-2046 Chestnut 1965 Kenmore 8830	William R. Stewart Hibbard Ayer Stephen Wright Fred W. Ayer
Joseph J. Weed } C. C. Weed }	Main Branch Branch Branch	New York Chicago Boston Hartford	220 E. 42nd St. 203 N. Wabash Ave. 182 Tremont St. 26 Grove St.	Vanderbilt 3-3648 Randolph 7730 Hubbard 2323 5-0192	Joseph J. Weed C. C. Weed Charles W. Burr J. F. Clancy
Howard Wilson	Main	Kansas City	1329 Baltimore Ave.	Grand 0810	Howard Wilson

\* Primarily newspaper representatives.

# WSOC

N. B. C. AFFILIATE)



Completely covers the South's  
Finest Market

BETTER RESULTS WITH LOWER COST

*Write us for schedule, rates  
and coverage*

# WSOC

CHARLOTTE, N. C.

THE CORDIAL STATION

# FACTS

## YOU NEED!

*at-your-finger-tips*

Complete information for spot broadcasting  
in the United States and Canada on Radio  
Stations represented by Cox and Tanz.

- Coverage and Power  
Population in Primary and Secondary areas  
Number of radios, automobiles and telephones  
Incomes—homes owned and rented  
Foreign and native population-climate
- Merchandising cooperation extended by stations  
Size and characteristics of trade area  
Importance and number of sales outlets  
Individual Retail Outlets

Also time and special local features avail-  
able for sponsorship.

*This information is yours without cost or obligation*

## COX and TANZ

RADIO STATION REPRESENTATIVES

Philadelphia

New York

Drexel Bldg., Independence Sq. Ruppert Bldg., 535-5th Ave.

*Unique in the Industry*



## More For Your

*Engineering*

*Equipment*

*Operating*

# DOLLAR

### SERVICE TRUCK

A travelling laboratory equipped with \$10,000  
worth of instruments—under the supervision of  
an experienced radio engineer—for periodic  
check-ups, new installations and equipment  
changes.

### SURVEY TRUCK

Automatically or manually recorded field intensity  
observations.

### TRANSMITTER TRAILER

*With Collapsible Mast*

For station location. No pole lines, outside  
power or fixed masts required.

### ENGINEERING

Wire lines, amplifiers, rectifiers, synchronization,  
antennas and measuring equipment. (Write for  
pamphlets.)

### FABRICATION

Aluminum and Exado welding, punching, drilling,  
painting, engraving, and design assemblies. (Write  
for descriptive folder.)

*Fabricate, install, adjust, rebuild and performance  
survey from "mike" to antenna.*

## Radio Research Co.

9th and Kearny Streets

Washington, D. C.

# DIRECTORY OF LATIN-AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

## COSTA RICA

[Receiving sets, 6,500. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Cartago	TIRA	.....	560	.....	....
"	TIFS	.....	1,441	7½	....
"	TIGA	.....	1,014	30	....
San Jose	TITV	.....	999	7½	....
"	TISO	.....	550	250	....
"	TIGP	Gonzalo Pinto	800	250	Yes
"	TIFB	.....	714	30	....
"	TIEA	.....	833	7½	....
"	TIEP	Eduardo Pinto	1,250	500	Yes
"	TICR	.....	912	75	....
"	TIVL	Vicente Lines	869	30	Yes
"	TIXA	.....	614	7½	....
"	TIRCA	.....	1,100	500	....
Heredia	TI4NRH	Amado Cespedes Marin	952	75	Yes

## CUBA

[Receiving sets, 103,800. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Calbarien	CMHD	Manuel Alvarez	950	250	Yes
Camaguey	CMJC	Feliciano Isaac	1,382	150	Yes
"	CMJE	Manuel Fernandez	1,175	50	Yes
"	CMJF	John L. Stowers	930	200	Yes
"	CMJG	Jose Antonio Lefran	1,050	50	Yes
"	CMJK	.....	790	500	Yes
"	CMJL	Enrique Artime	960	50	Yes
Cardenas	CMGE	Genaro Sabater	1,375	30	Yes
Ciego de Avila	CMJH	Luis Maraui Mendora	1,150	50	Yes
"	CMJI	Gilberto Gessa	1,210	45	Yes
"	CMJO	J. M. Rey Sarmiento	1,010	50	Yes
Cienfuegos	CMHJ	Victorino Lopez	1,125	40	Yes
"	CMHW	.....	910	100	Yes
Colon	CMGI	.....	1,094	30	Yes
Cruces	CMHK	Virgilio Villanueva	1,225	50	Yes
Guantanamo	CMKJ	Luis Morlote	1,300	20	Yes
Havana	CMAF	Int. Broadcasting Co.	680	1,000	Yes
"	CMBC	Domingo Fernandez	1,270	150	Yes
"	CMBD	Luis Perez Garcia	1,010	150	Yes
"	CMBG	John L. Stowers	1,060	225	Yes
"	CMBS	Enrique Artalejo	780	150	Yes
"	CMBX	.....	1,185	150	Yes
"	CMBY	Callejas-Estefani	1,230	250	Yes
"	CMBZ	Manuel y C. Salas	1,005	150	Yes
"	CMC	Cuban Telephone Co.	840	500	Yes
"	CMCA	Manuel Cruz	1,230	150	Yes
"	CMCB	Antonio Capablanca	1,060	150	Yes
"	CMCD	Angel Bertemarty	960	500	Yes
"	CMCF	Raoul Karman	780	250	Yes
"	CMCH	Wifredo Fontanals	1,375	150	Yes
"	CMCJ	Rafael Rodriguez	1,185	400	Yes
"	CMCN	Antonio Ginard	1,375	250	Yes
"	CMCO	.....	1,140	150	Yes
"	CMCR	Perfumeria Travata	1,270	250	Yes
"	CMCQ	Andres Martinez	680	1,000	Yes
"	CMCU	J. Garcia Serra	1,100	150	Yes
"	CMCW	Jose Lorenzo	965	150	Yes

## CUBA—(Continued)

[Receiving sets, 103,800. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Havana (Continued)	CMCY	Manuel D. Aufran	1,320	500
"	CMK	Cia. Nac. Radio	780	3,150
"	CMQ	Cambo y Gabriel	840	1,000
"	CMW	Troncoso-Gil	590	1,400
"	CMX	Francisco Lavin	890	1,000
"	COC	Luis Casas Romero	6,015	1,000
Holguin	CMKF	.....	1,363	30
Manzanillo	CMKM	.....	940	190
Matanzas	CMGF	Bernabe R. de la Torre	987	100
"	CMGH	Octavio y Julio Alvarez	1,040	15
Moron	CMJP	Cesar Canals	1,360	75
Sagua la Grande	CMHA	Abelardo Menocal	1,100	250
Sancti Spiritus	CMHB	.....	1,245	30
Santa Clara	CMHI	Laviz y Paz	1,037	150
Santiago de Cuba	CMKC	Pinol Battle y Co.	1,034	150

## DOMINICAN REPUBLIC

[Receiving sets, 6,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Santo Domingo	HIJX	Government	1,195	15,000
"	HIX	"	631	1,000

## GUATEMALA

[Receiving sets, 600. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Guatemala City	TGW	Government	565	500
"	TGX	El Liberal Progresista	1,400	500

## HAITI

[Receiving sets, 1,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Government	920	500

## HONDURAS

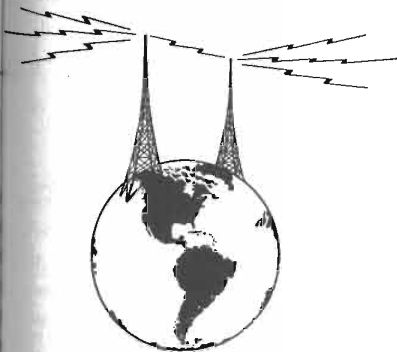
[Receiving sets, 2,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	Government	1,270	100

## MEXICO

[Receiving sets, 360,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Agua Caliente	XEBC	Alberto V. Aldrete	760	5,000
Agascalientes	XFA	Gobierno de Aguascalientes	1,310	500
Chihuahua	XEFI	Feliciano Lopez Islas	720	250
Cuidad Juarez	XEJ	Meneses and Buttner	1,020	1,200
"	XEFV	Jose Onofre Meza	1,210	100
Durango	XEE	Alejandro O. Stevenson, Jr.	1,210	500
Guadalajara	XEA	Alberto Palos Sauza	1,060	125
"	XED	Radiodifusora Commercial	1,160	500



# THESE FACTS SHOW WHY OUR BUSINESS INCREASED MORE THAN 800% IN ONE YEAR

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**WE** HAVE branch offices and representatives in all parts of the world where commercial broadcasting is possible.

**OUR PERSONNEL** is familiar with every phase of the advertising and show business. This knowledge, combined with a thorough understanding of local market conditions and program preferences, has insured the success of advertising campaigns handled by us.

**STATIONS WE REPRESENT** have been selected for their efficient and reliable management, their up-to-date technical equipment and their popularity among listeners.

**PROGRAMS PRODUCED BY CONQUEST ALLIANCE CO.** have been highly successful and have brought tangible results because of our intimate knowledge of the likes and dislikes of foreign listening audiences.

**SERVICE** to clients is paramount throughout our organization. Programs are carefully selected and produced with the best talent. Local sales outlets and consumers are definitely linked with the broadcast and the product through effective merchandising plans which bring definite results in the form of sales.

**OUR ADVICE TO ADVERTISING AGENCIES AND ADVERTISERS** is and has always been to concentrate decisions on foreign radio advertising in the Home Office and to entrust the execution of all campaigns to a world-wide organization with well trained staffs thoroughly familiar with the highly sensitive field of radio advertising.

**RENEWALS OF CONTRACTS** by our clients are the best recommendation of our sound policies and efficient service.

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*"Radio Programs that Identify the Sponsor"*

## CONQUEST ALLIANCE CO., INC.

515 Madison Avenue

Plaza 3-5650

New York

Branch Offices:

Chicago—Buenos Aires—Mexico City—Rio De Janeiro—San Juan, P. R.—Havana

Associated Offices and Representatives

Los Angeles—San Francisco—Seattle—Denver—London, England—Shanghai, China  
Santiago, Valparaiso, Chile—San Jose, Costa Rica—Sydney, Melbourne, Australia

READ "EXPORT MERCHANDISING": IF YOU ARE NOT ON THE MAILING LIST WRITE TO US AND YOU WILL RECEIVE MONTHLY A COMPLIMENTARY COPY

# DIRECTORY OF LATIN-AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

## MEXICO—(Continued)

[Receiving sets, 360,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Jalapa	XFB	Gobierno de Veracruz	1,270	250	No
Leon	XEAZ	Antonio Zavala	1,420	7	Yes
"	XEKL	Cia. Difusora del Bajio	920	500	Yes
Merida	XEFC	Jolio Molina Font	1,310	100	Yes
"	XEY	Bartolome Garcia Correa	1,150	10	Yes
Mexicali	XEAO	Luis L. Castro	560	250	Yes
"	XEAA	Carlos Blando	920	200	No
Mexico City	XEAI	Carlos Gonzalez Caballero	1,240	100	Yes
"	XEB	El Buen Tono S. A.	1,030	10,000	Yes
"	XECW	Caballero Santokan S. A.	1,310	100	Yes
"	XEFA	Eduardo Limon Segui	1,250	500	Yes
"	XEFG	Esperanza Romero de Gonzalez	1,100	250	Yes
"	XEFO	Partido Nacional Revolucionario	940	5,000	No
"	XEFZ	Manuel Zetina	1,370	100	Yes
"	XEK	Arturo Martinez	990	100	Yes
"	XEN	Cerveceria Modelo	710	1,000	Yes
"	XEO	Partido Nacional Revolucionario	940	5,000	Yes
"	XEP	Ana Maria Rovaldo de Pasalagua	820	500	Yes
"	XETW	Rafael M. Pena	820	500	Yes
"	XETZ	Jose Alvarez del Villar	850	500	Yes
"	XEW	Cadena Radiodifusora Mexicana	890	50,000	Yes
"	XEWZ	Jesus Valezzi Esparza	1,150	100	Yes
"	XEYZ	Radiodifusora Continental	780	10,000	Yes
"	XFG	.....	638	2,000	No
"	XFO	Partido Nacional Revolucionario	940	5,000	No
"	XFX	Secretaria de Educacion Publica	610	500	No
Monterrey	XEFB	Jesus Quintanilla	1,420	100	Yes
"	XEFJ	Rodolfo Junco de la Vega	1,230	100	Yes
"	XEH	Tamava y Cia	1,150	250	Yes
"	XET	Cadena Radiodifusora Mexicana	690	500	Yes
"	XEX	Luis F. Petit Jean	1,310	125	Yes
Morelia	XEI	Carlos Gutierrez	1,370	125	Yes

## MEXICO—(Continued)

[Receiving sets, 360,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Nogales	XEAF	Francisco G. Elias	990	250
Nuevo Laredo	XEAB	Humberto Garcia R.	1,210	7½
"	XEFE	Rafael T. Carranza	1,370	100
"	XENT	Norman Baker Cancer Hospital	1,120	150,000 (using 60,000)
Pachuca	XETU	Benito Castillo	890	100
Piedras Negras	XEPN	Cia. Radiodif. de Piedras Negras	590	50,000
Puebla, Puebla	XETH	Ramon Huerta	1,210	100
Reynosa, Tamps	XEAW	International Broadcasting Co.	960	25,000
Saltillo	XEL	Antonio Garza Castro	1,370	50
"	XEOX	.....	.....	.....
San Luis Potosi	XEZZ	El Guardian del Progreso Comercial	1,370	250
Tampico	XEFW	Jose Expedito Martinez	1,310	250
"	XEMA	Manuel M. Pier	1,080	50
"	XES	Fernando Sada	970	250
Tia Juana	XEAE	Adolfo Labastida, Jr.	980	250
"	XEMO	L. R. Parkerson	865	2,500
"	XEMZ	Eugenio Carrasco	1,210	30
"	XEOK	Carlos de la Sierra	760	2,500
Toluca	XEC	Jesus Benavides	1,000	50
Torreón	XETB	Jose A. Berumen	1,310	125
Vera Cruz	XEU	Fernando Pazos	980	100
"	XETA	.....	.....	.....

## NICARAGUA

[Receiving sets, 250. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Managua	YNOP	Sr. J. R. Tefel	750	250
"	YNLF	Sr. Moises LeFranc	850	50
"	YNVA	Dr. Victorino Arguello	1,070	250

## EL SALVADOR

[Receiving sets, 1,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	RDN	Estacion Radiodifusora Nacional	680	500

# TRANSCRIPTIONS

**POLITICS**—Broadcast addresses *especially recorded for your station* by members of Congress and other prominent figures of official Washington.

**NEWS**—Newspaper stations may now broadcast News-chats by their own Washington Correspondents. Delivery twenty-four hours after recording assures 'HOT' news comments.

**AIR-CHECK**—We maintain a program checking service for advertisers. High quality recordings and reasonable rates.

# NATIONAL RECORDING STUDIOS, Inc

*National Press Building*

*Washington, D. C.*

## DIRECT RECORDING EQUIPMENT

*For Professional Purposes*

**STUDIO and PORTABLE MODELS**

*Custom Built Equipment*



# BROADCASTING ABROAD, INC.

(Exclusive Sales Representatives for Broadcasting Abroad, Ltd.)

Specializes in radio advertising for exporters and advertising agencies engaged in selling merchandise in foreign countries!

Provides a complete service in the major markets of the world!

Builds all types of programs *in its own recording studios!*

Builds them under your personal supervision and subject to your approval before release!

Employs outstanding talent in all languages!

Writes continuities direct in all languages instead of merely translating from English!

*Clears time for spot broadcasting anywhere!*

Serves as your Foreign Radio Department!

## COUNTRIES AND STATIONS\*

COUNTRY	CITY	COUNTRY	CITY	COUNTRY	CITY
<i>Argentina</i>		<i>China</i>		<i>Honduras</i>	
LR5	Buenos Aires	XMHA	Shanghai	HRN	Tegucigalpa
LV2	Cordoba	XQHA	Shanghai	<i>Mexico</i>	
LT1	Rosario	XQHB	Shanghai	XEW	Mexico City
LU2	Bahia Blanca	XMHC	Shanghai	XED	Monterrey
LV7	Tucuman	XGOA	Nanking	XET	Guadalajara
LV9	Santa Fé	XGOK	Canton	XES	Tampico
LV10	Mendoza	XGOD	Chekiang	XEFC	Merida
<i>Australia</i>		XGOC	Wuhoo	XEWW	Vera Cruz
VK3DB	Melbourne	XOPP	Peiping	<i>Nicaragua</i>	
VK5AD	Adelaide	<i>Colombia</i>		YNVA	Managua
VK2UW	Sydney	BJ3ABH	Bogota	<i>Peru</i>	
VK4BC	Brisbane	<i>Costa Rica</i>		OAX4E	Lima
VK6ML	Perth	TISO	San Jose	<i>Philippine Islands</i>	
<i>Bolivia</i>		<i>Cuba</i>		KZRM	Manila
CPX	La Paz	CMAF	Havana	<i>Puerto Rico</i>	
<i>Brazil</i>		CMHD	Caibarien	WKAQ	San Juan
PRA6	Sao Paulo	CMJK	Camaguey	WNEL	San Juan
PRB6	Sao Paulo	<i>Dominican Republic</i>		<i>Uruguay</i>	
PRB5	Franca	HIX	Santo Domingo	CX36	Montevideo
PRB4	Santos	<i>Ecuador</i>		CX12	Montevideo
PRA7	Rib. Preto	HC2JB	Guayquil	CW25	Durazno
PRD2	Rio de Janeiro	HCJB	Quito	<i>Venezuela</i>	
PRC9	Campinas	<i>France</i>		YV1RC	Caracas
PRB3	Juiz de Fora	Bordeaux-	Bordeaux	YV3RC	Caracas
PRD3	Taubate	sur-Ouest		YV4BSG	Caracas
PRA8	Pernambuco	<i>Guatemala</i>		<i>Yugoslavia</i>	
PRD9	Sorocaba	TGX	Guatemala City	Radio A. D.	Belgrade
PRAG	Porto Alegre	<i>Hawaii</i>		Radio Zagreb	Zagreb
<i>Bulgaria</i>		KGU	Honolulu		
Radio Sofia	Sofia				
<i>Canary Islands</i>					
EAR5	Las Palmas				
<i>Chile</i>					
CE98	Santiago				
	Valparaiso				
	Through CE98				

\* The above list shows the stations through which we provide foreign radio coverage as of January 1, 1935. New stations are being added from time to time and will be announced in the columns of this and other radio publications.

*We invite enquiries for further information as to how we can serve exporters and advertising agencies.*

# BROADCASTING ABROAD, INC.

29 WEST 57th STREET

NEW YORK, N. Y.

427530

# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

## ARGENTINA

[Receiving sets, 800,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bahia Blanca	LU2	Camilo V. Bertorini	800	400	Yes
Buenos Aires	LR1	El Mundo	1,070	50,000	Yes
" "	LR2	Alfredo Schroeder	910	1,000	Yes
" "	LR3	Jaime Yankelevich	950	14,000	Yes
" "	LR4	Antonio C. Devoto	990	20,000	Yes
" "	LR5	Alfredo B. Dougall	830	20,000	Yes
" "	LR6	S. A. La Nacion	870	3,000	Yes
" "	LR8	C. R. Scherrer & Cia	1,150	7,500	Yes
" "	LR9	Gregorio Echavarría	1,030	4,000	Yes
" "	LR10	Alberto de Bary y Cia	790	11,000	Yes
" "	LR11	Universidad Nacional	1,390	1,000	No
" "	LS1	Municipalidad Capital	710	5,000	No
" "	LS2	Teodoro Prieto	1,190	40,000	Yes
" "	LS3	Gache y Cia	630	5,000	Yes
" "	LS4	Juan G. Gonzalez Speroni	670	5,000	Yes
" "	LS5	Enrique Caride	1,100	5,000	Yes
" "	LS6	Ricardo A. Bernotti	1,350	4,000	Yes
" "	LS7	.....	1,310	3,000	Yes
" "	LS8	S. A. Stentor Publicidad y Radiodifusion	1,230	10,000	Yes
" "	LS9	Vicente J. Reisse	1,270	3,000	Yes
" "	LS10	Cana America Ltda.	590	3,000	Yes
" "	LS11	Prov. de Buenos Aires	1,430	1,000	No
Cordoba	LV2	Luis Maunier	880	1,500	Yes
"	LV3	Alberto P. Brouard	620	2,000	Yes
La Plata	LP9	.....	1,430	1,500	Yes
Las Heras	LV10	Marcelino Aparicio	860	350	Yes
Mar del Plata	LU6	Jose Zaccagnini	1,380	50	Yes
Mendoza	LT4	Prov. de Mendoza	760	200	No
"	LV10	Marcelino Aparicio	860	450	Yes
Punta Alta	LU7	Volturno Gennari	1,280	1,400	Yes
Rosario	LT1	Fernando Mallandi	790	4,000	Yes
"	LT3	Soc. Rural de Cerealistas	1,080	4,250	Yes
"	LTS	Julio Blomberg	840	450	Yes
"	LT9	Roca Hnos y Cia	1,060	600	Yes
"	LV9	Gonzalez Sanchez & Cia	900	500	Yes
San Juan	LV1	S. A. Graffigna Ltda.	730	650	Yes
"	LV5	Laureano Gonzalez	1,120	350	Yes
Sante Fe	LT10	Universidad del Litoral	1,300	200	No
Tucuman	LV7	Gonzalez Acha y Munoz	820	300	Yes

## BOLIVIA

[Receiving sets, 4,200. Annual set tax, \$12.28]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
La Paz	CP4	Radio Illimani	6,080	500	Yes
"	CPX	Radio Nacional de Bolivia	1,350	1,000	Yes

## BRAZIL

[Receiving sets, 270,000. First year set tax, \$2.00]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Amparo	PRC4	Radio Municipal de Amparo	1,304	50	No
Araraquara	PRD4	Radio Cultura Araraquara	1,364	250	Yes
Bahia	PRA4	Radio Sociedade da Bahia	1,000	50	Yes
Belem	PRC5	Radio Club do Para	1,363	100	Yes
Bello Horizonte	PRC7	Sociedade Radio Mineira	1,091	250	Yes

## BRAZIL—(Continued)

[Receiving sets, 270,000. First year set tax, \$2.00]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Campinas	PRC9	Radio Soc. Educadora de Campinas	1,175	250
Curytiba	PRB2	Radio Club Paranaense	882	250
Franca	PRB5	Radio Club Herts	1,111	50
Fortaleza	PRE9	Ceara Radio Club	1,205	.....
Juiz de Fora	PRB3	Radio Sociedade Juiz de Fora	857	250
Mogy das Cruzes	PRB8	Radio Club Mogy Cruzes	1,000	50
Nicotheroy	PRD8	Radio Club Fluminense	1,132	.....
Pelotas	PRC3	Sociedade Radio Pelotense	920	250
Pernambuco	PRA8	Radio Club Pernambuco	750	500
Porto Alegre	PRC2	Radio Sociedade Gaucha	1,090	500
Rio de Janeiro	PRA9	Radio Sociedade Mayrink-Veiga	1,080	1,000
" " "	PRA2	Radio Sociedade do Rio	750	1,500
" " "	PRA3	Radio Club do Brazil	860	12,000
" " "	PRB7	Sociedade Radio Educadora do Brazil	800	500
" " "	PRC6	Sociedade Radio Phillips do Brazil	966	1,000
" " "	PRC8	Radio Soc. Guanabara	1,040	250
" " "	PRD2	Sociedade Radio Cruzeiro do Sul	932	1,000
" " "	PRD5	Instituto de Educacao	1,400	1,000
" " "	PRD6	Soc. Anon. Jornal do Brazil	923	.....
" " "	PRE2	Radio Cajuti	1,330	1,500
" " "	PRE3	Radio. Trans. Brasileira	1,220	500
" " "	PRE4	Voz do Espaco	952	200
" " "	PRE8	Soc. Radio Nacional	1,270	.....
Santos	PRB4	Radio Club do Santos	1,000	1,000
Sao Paulo	PRA6	Sociedade Radio Educadora Paulista	815	1,000
" "	PRA5	Radio Club do Sao Paulo	1,295	100
" "	PRA7	Radio Club do Ribeirao Preto	1,154	50
" " "	PRB6	Soc. Radio Cruzeiro do Sul	1,170	250
" " "	PRB9	Radio Sociedade Record	1,017	500
" " "	PRD9	Soc. Radio Cosmos	788	.....
" " "	PRE6	Radio Difusora S. Paulo	895	.....
Sorocaba	PRD7	Radio Club Sorocaba	1,430	200
"	PRE7	Radio Soc. Sorocaba	769	.....
Taubate	PRD3	Soc. Radio Bandeirante	1,200	250
Uberaba	PRE5	Radio Club de Uberaba	740	.....

## CHILE

[Receiving sets, 200,110]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Chillan	CEI13	Valenzuela & Nelson, Ltd.	1,130	100
Concepcion	CEI08	Hucke & Fischer, Ltd.	1,080	100
"	CEI41	Pedro & Lopez de Heredia	1,410	100
Curico	CEI20	Alberto Guerra	1,205	100
Los Andes	CE32	Ladisleo Lorrain	.....	.....
Magallanes	CEI19	Emilio Turina	1,080	100
"	CEI04	Ramon Verde Sanchez	1,040	100
"	CEI43	Santiago Grace Augilera	1,430	100
Osorno	CEI11	David Arriagada	1,115	100
"	CEI83	J. B. O'Beate	1,343	100
Rancagua	CEI39	Jorge Romero	1,390	30
"	CEI45	Guillermo Espinoza	1,450	20
"	CEI32	Carlos Gautier	1,325	100

# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

## CHILE—(Continued)

[Receiving sets, 200,110]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
CE58	Eleuterio Olivos & Cia. Ltda.	585	1,000	Yes
CE62	International Machinery Co.	625	500	Yes
CE66	Bradley & Cia	665	100	Yes
CE70	Emp. Period. "El Mercurio"	705	100	Yes
CE78	Orlandini & Raggio	785	1,000	Yes
CE82	"Diario Ilustrado"	820	1,000	Yes
CE86	Antonio Salgado	865	1,000	Yes
CE90	Emp. Period "El Mercurio"	905	1,000	Yes
CE94	Spencer & Vivado, Ltda.	945	4,000	Yes
CE98	Szale Hermanow, Ltd.	985	1,000	Yes
CE100	"La Nacion"	1,025	100	Yes
CE102	Luis Benedicto	1,025	250	Yes
CE106	German Holtehuer	1,065	20	Yes
CE107	Manuel Casabianca	1,065	100	Yes
CE110	Elias Deik	1,105	100	Yes
CE114	Federico Patino	1,145	100	Yes
CE114	Spencer & Vivado, Ltda.	1,145	100	Yes
CE122	Heriberto Fewais	1,225	100	Yes
CE130	Pascual Hermance	1,305	20	Yes
CE131	Herman Medina	1,305	100	Yes
CE134	Luis Desmaras	.....	.....	.....
CE138	Fernando Keitel	1,385	50	Yes
CE142	Saturnio Esquivel	1,425	100	Yes
CE146	Eleuterio Olivos & Cia. Ltda.	1,465	100	Yes
CE92	Hanz Frey	923	100	Yes
CE128	Luis Brain	1,280	100	Yes
CE103	Carlos Kahler	1,035	100	Yes
CE88	Emp. Period "El Mercurio"	880	100	Yes
CE105	Oscar Cornejo H.	1,050	100	Yes
CE109	Guillermo Vazquez	1,090	100	Yes
CE117	Spencer & Vivado, Ltda.	1,170	500	Yes
CE125	David Wallace	1,250	100	Yes
CE121	Alberto Catia	1,210	100	Yes
CE101	Luis Riesco	1,010	100	Yes

## COLOMBIA

[Receiving sets, 25,500. No license fees]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
HJN	Government	6,810	1,000	No
HJ3ABB	.....	909	50	.....
HJ3ABD	Alfords Radio	1,100	20	.....
HJ3ABE	Uribe y Moreno	1,200	50	Yes
HJ3ABH	Mf Gaitan	6,060	50	.....
HJIABB	E. J. Pellet B.	6,400	300	Yes
HJIABG	Jimeno Gycia.	6,030	100	.....
HJIABD	" "	6,100	50	.....
HJIABE	Jose M. Fuentes	6,100	15	Yes

## ECUADOR

[Receiving sets, 8,000. No set tax]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
HC2JSB	Juan Behr	1,153	30	Yes
HC2JB	Eric Williams	1,250	500	Yes
HC2BL	Dr. Roberto Levi	6,667	150	No
HCJB	La Voz de los Andes	4,110	500	Yes
HDIDR	Government	6,000	7,500	No
PRADO	Carlos Cordovez	6,618	2,000	.....

## PARAGUAY

[Receiving sets, 5,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Asuncion	ZP1	Cia. Radioemisora	1,135	1,000	Yes
"	ZP3	Socrates Covelo	1,000	300	Yes
"	ZP4	Cesar Saccarello	1,275	150	Yes
"	ZP5	J. V. Navarro	1,465	150	Yes
"	ZP9	Radio Prieto	885	5,000	Yes

## PERU

[Receiving sets, 28,000. Annual license tax, \$4.00]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Arequipa	OAX6B	M. J. Landa	1,400	150	No
"	OAX6A	Cesar Bustamente	1,443	50	No
Lima	OAX4A	Cia. Nacional de Radiodifusion	750	1,500	Yes
"	OAX4B	Roberto Grelland	1,210	25	No
"	OA4AC	Difusora Universal, S. A.	7,820	20,000	No
"	OA4K	Difusora Universal, S. A.	1,360	5,000	No

## URUGUAY

[Receiving sets, 70,000. No set tax]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Canelones	CW47	Rafael J. Espiga	1,480	100	Yes
Colonia	CW37	N. Gonzalez Moreno	1,280	20	Yes
Durazno	CW25	Artoia, Evangelisti & Cia	1,040	500	Yes
"	CW45	.....	1,440	30	Yes
Florida	CW33	Omar F. Barreiro	1,200	75	Yes
Melo	CW43	Pedro Ganzo Duque	1,300	10	Yes
Montevideo	CX4	.....	610	1,000	Yes
"	CX6	Government	650	5,000	No
"	CX10	Victor H. Scioscia	730	1,000	Yes
"	CX12	Luis A. Artole	770	1,000	Yes
"	CX14	Difusoras El Espectador Ltda.	810	1,000	Yes
"	CX16	Sadrep	850	200	Yes
"	CX18	Difusoras El Espectador Ltda.	890	750	Yes
"	CX20	Carlos L. Romay	980	2,000	Yes
"	CX22	Harispu Hnos.	970	250	Yes
"	CX24	Sadrep	1,010	1,000	Yes
"	CX26	Figueira, Canepa & Cia	1,050	5,000	Yes
"	CX28	Miguel Biere	1,090	2,000	Yes
"	CX30	Barlocco y Silva	1,130	500	Yes
"	CX32	Juan Carlos Graviz	1,170	500	Yes
"	CX34	Figueira, Canepa & Cia	1,210	500	Yes
"	CX36	Diffilipi, Walder & Cia	1,250	250	Yes
"	CX38	Ramon Puyal	1,290	500	Yes
"	CX40	Julio J. Rabassa	1,350	500	Yes
"	CX42	Bresciani & Cia	1,370	1,000	Yes
"	CX44	Sadrep	1,410	1,000	Yes
"	CX46	Vitale y Bertacchi	1,450	100	Yes
Paysandu	CW35	Buenaventura y Malher	1,240	50	Yes
"	CW39	Miguel Penna	1,320	30	Yes
Salto	CW31	Salvador E. Pera	1,160	250	Yes
"	CW23	Modesto Llantada	1,000	250	Yes
"	CW27	Ernesto Popelka	1,080	250	Yes
"	CW19	Juan Jose Harispu y Abel E. Machado	920	100	Yes
San Jose	CW41	Pedro Bruccoleri	1,360	50	Yes
Soriano	CW29	Bautista Abbo	1,120	50	Yes

# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

## VENEZUELA

[Receiving sets, 38,000. Annual set tax, \$11.58]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Caracas	YV1RC	Broadcasting Caracas	960	5,000	Yes
"	YV2RC	Broadcasting Caracas	6,112	250	Yes
"	YV3RC	Hermann Degwitz	1,200	100	Yes
"	YV4BSG	Juan Vicente Hernandez	750	100	Yes

## VENEZUELA—(Continued)

[Receiving sets, 38,000. Annual set tax, \$11.58]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Maracaibo	YV11BMO	Pedro Bermudez	1,035	20
"	YV17BMO	Luis Mantinelli	1,153	75
Valencia	YV6RV	Hermanos Degwitz	675	75

# DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce)

## AUSTRALIA

[Receiving sets, 500,341. Annual licene fees, \$4.25-\$5.84]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Adelaide	VK5AD	Advertiser Newspaper, Ltd.	1,300	300	Yes
"	VK5DN	Hume Broadcasting, Ltd.	960	500	Yes
"	VK5CL	Government	730	5,000	No
"	VK5KA	Sport Radio Broadcasting Co.	1,200	300	Yes
Albury	VK2AY	Amalgamated Wireless, Ltd.	1,480	50	Yes
Ballarat	VK3BA	Ballarat Broadcasting Pty. Ltd.	1,300	50	Yes
Bendigo	VK3BO	Amalgamated Wireless	970	200	Yes
Brisbane	VK4QG	Government	760	5,000	No
"	VK4BC	J. B. Chandler & Co.	1,145	600	Yes
"	VK4BK	Brisbane Broadcasting Co.	1,290	200	Yes
"	VK4BH	Broadcasters (Aust.), Ltd.	1,380	600	Yes
Bunbury	VK6BY	Bunbury Broadcasters, Ltd.	980	50	Yes
Corowa	VK2CO	Government	560	7,500	No
Crystal Brook	VK5CK	Government	635	7,500	No
Geelong	VK3GL	Geelong Broadcasting Pty., Ltd.	1,400	50	Yes
Goulburn	VK2GN	Goulburn Broadcasting Co.	1,390	50	Yes
Grafton	VK2GF	Grafton Broadcasting Co.	1,220	50	Yes
Gunnedah	VK2MO	M. J. Oliver	1,330	250	Yes
Hamilton	VK3HA	Western Province Radio Co.	1,010	200	Yes
Hobart	VK7HO	Commercial Broadcasters, Ltd.	890	50	Yes
"	VK7ZL	Government	580	3,000	No
Horsham	VK3HS	Wimmera Broadcasting, Ltd.	1,370	50	Yes
Kalgoorie	VK6KG	Goldfields Broadcasters, Ltd.	1,220	100	Yes
Kingston	VK2CA	A. J. Ryan	1,040	50	Yes
Launceston	VK7LA	Finlay & Wills	1,100	200	Yes
Lismore	VK2XN	G. W. Exton	1,340	50	Yes
Mackay	VK4MK	Mackay Broadcasting Service	1,190	100	Yes
Maryborough	VK4MB	Maryborough Broadcasting Service	1,041	50	Yes
Melbourne	VK3AR	Government	610	5,000	No
"	VK3LO	Government	800	5,000	No
"	VK3UZ	Oliver J. Nilson & Co.	930	500	Yes
"	VK3YB	Mobile Broadcasting Service	1,145	25	Yes
"	VK3DB	Broadcasting Sta. Pty.	1,180	500	Yes
"	VK3KZ	Broadcasting Co.	1,350	200	Yes
"	VK3AW	Vogue Broadcasting Co., Ltd.	1,425	300	Yes
"	VK3AK	Akron Broadcasting Service, Ltd.	1,500	50	Yes
Mildura	VK3MA	Sunraysia Pty., Ltd.	900	50	Yes
New Castle	VK2HD	Air Broadcasting Sales Co.	1,100	200	Yes

## AUSTRALIA—(Continued)

[Receiving sets, 500,341. Annual licene fees, \$4.25-\$5.84]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
New Castle (Continued)	VK2NC	Government	1,245	2,000
"	VK2KO	New Castle Broadcasting Co.	1,415	200
Perth	VK6WF	Government	690	5,000
"	VK6PR	Nicholsons, Ltd.	880	500
"	VK6ML	W. A. Broadcasters, Ltd.	1,135	300
"	VK6IX	W. A. Broadcasters, Ltd.	1,470	300
Port Pirie	VK5PI	Midlands Broadcasting Svcs.	1,041	50
Rockhampton	VK4RK	Government	910	2,000
"	VK4RO	Rockhampton Broadcasting Co.	1,330	250
Sale	VK3TR	Publicity Pty., Ltd.	1,280	50
Swan Hill	VK3SH	Swan Hill Broadcasting Co.	1,080	50
Sidney	VK2FC	Government	665	5,000
"	VK2BL	Government	855	6,000
"	VK2GB	Theosophical Broadcasting	950	3,000
"	VK2UE	Radio House	1,025	250
"	VK2KY	Trades & Labor Council	1,070	1,500
"	VK2UW	Radio Broadcasting, Ltd.	1,125	1,500
"	VK2CH	Council of Churches	1,210	1,000
"	VK2SN	Catholic Broadcasting Co.	1,270	1,000
Toowoomba	VK4GR	Gold Radio Service	1,000	50
Townsville	VK4TO	Amalgamated Wireless	1,170	100
Ulverston	VK7UV	Northwestern Tasmanian Broadcasters, Ltd.	1,460	200
Wagga	VK2WG	Riverina Broadcasting Co.	1,155	50
Wangaratta	VK3WR	Wangaratta Broadcasting, Ltd.	1,260	50
Wollongong	VK2WL	Wollongong Broadcasting Co.	1,435	50

## NEW ZEALAND

[Receiving sets, 118,500. Annual license fees, \$7.29]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Auckland	VK1YA	Government	650	500
Christchurch	VK3YA	Government	720	2,500
"	VK3ZC	N. Z. Farmers' Co-op. Assn.	1,200	250
"	VK3ZM	W. J. Green	1,450	100
Dunedin	VK4YA	Government	790	500
"	VK4ZL	Radio Service, Ltd.	1,220	100
Gisborne	VK2ZJ	C. T. C. Hands	980	250
Greymouth	VK3ZR	West Coast Radio Society	940	400
Invergardill	VK4ZP	R. T. Parsons	620	125
New Plymouth	VK2YB	North Tranaki Radio Society	750	100
Palmerston	VK2ZO	J. V. Kyle	1,400	200
"	VK2ZF	Manawatu Radio Club	960	150
Wellington	VK2YA	Government	570	5,000
"	VK2YC	Government	840	200
Waimea	VK2ZP	E. A. Perry	900	105

There also are 18 other New Zealand broadcasting stations with lower power facilities.

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

(Corrected to December 15, 1934)

## AUSTRIA

[Receiving sets, 517,105. Annual license fee, \$4.52]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
.....	Ravag (government-controlled)	1,294	200	No
.....	"	886	7,000	No
.....	"	519	700	No
.....	"	1,294	960	No
.....	"	1,294	600	No
.....	"	1,348	500	No
.....	"	592	100,000	No
.....	"	580	5,000	No
.....	"	1,294	200	No

## BELGIUM

[Receiving sets 575,916. Annual license fees, \$0.94-\$2.82]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
.....	M. Houben	1,285	100	Yes
ON4EB	M. DeCaluwe	1,285	50	Yes
ON4GT	L. Mestag	1,285	100	Yes
I.N.R.	Government	620	15,000	No
ON4RB	Government	932	15,000	No
ON4RC	Company de Meux	1,285	100	Yes
ON4CE	M. Lucas	1,285	100	Yes
.....	M. Laveire	1,285	100	Yes
.....	M. Masson	1,285	100	Yes
.....	M. Zyselwick	1,285	100	Yes
ON4RW	M. Delvigue	1,285	100	Yes
ON4FC	M. Lamboray	1,285	150	Yes
ON4EX	M. Habrau	1,285	100	Yes
.....	M. Henrion	1,285	100	Yes
.....	M. Tricote	1,285	100	Yes

## BULGARIA

[Receiving sets, 10,000. Annual license fees, \$3.63-\$4.84]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
.....	Government	.....	800	No

## CZECHOSLOVAKIA

[Receiving sets, 651,860. Annual license fee, \$5.02]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
OKR	Radiozurnal government controlled	1,004	13,500	No
OKB	"	922	32,000	No
OKK	"	1,158	2,600	No
OKM	"	1,118	11,200	No
OKP	"	1,204	5,000	No
.....	"	638	120,000	No

## DANZIG

[Receiving sets, 22,680. Annual license fee, \$3.37]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
DANZ	Government	1,303	500	Yes

## DENMARK

[Receiving sets, 550,863. Annual license fee, \$2.20]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
.....	Government	1,176	10,000	No
.....	"	238	60,000	No
.....	"	6,060	500	No

## ESTONIA

[Receiving sets, 16,000. Annual license fee, \$2.00]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Tallin	.....	Government	731	20,000	No
Tartu	.....	"	1,348	500	No

## FINLAND

[Receiving sets, 122,719. Annual license fee, \$2.18]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Abo	OFG	Government	1,492	500	No
Helsingfors	OFA	"	895	10,000	No
Jakobstad	OFC	"	1,500	250	No
Lahti	.....	"	166	45,000	No
Tammerfors	OFF	"	1,420	1,000	No
Oleaborg	.....	"	431	1,500	No
Viborg	OFH	"	627	10,000	No
Pori	.....	"	749	1,500	No

## FRANCE

[Receiving sets, 1,662,402. Annual license fees, \$0.99-\$3.31]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Agen	.....	Radio-Agen	1,500	500	Yes
Beziers	.....	Radio-Beziers	1,428	300	Yes
Bordeaux	.....	Radio Sud-ouest	149	2,500	Yes
Bordeaux	.....	Government	1,077	20,000	No
Fecamp	.....	Radio-Normandie	1,500	634	Yes
Grenoble	.....	Government	583	15,000	No
Juan-les-Pins	.....	Radio-Juan-les-Pins	1,249	800	Yes
Lille	.....	Government	1,213	1,300	No
Limoges	.....	Government	895	500	No
Lyon	YN	Government	648	20,000	No
Lyon	YR	Radio-Lyon	1,463	800	Yes
Marseille	.....	Government	749	2,500	No
Montpellier	.....	Government	1,339	800	No
Nimes	.....	Radio-Nimes	1,491	700	Yes
Paris	.....	Poste Parisien	959	60,000	Yes
Paris-PTT	FPTT	Government	695	7,000	No
Paris (Radio Paris)	.....	Government	182	80,000	No
Paris (Eiffel Tower)	FLE	Government	216	13,000	No
Paris	F8GC	Radio L. L.	810	1,200	Yes
Paris	.....	Radio Vitus	1,344	700	Yes
Rennes	.....	Government	1,040	40,000	No
Strasbourg	SPTT	Government	859	11,500	No
Toulouse	MRD	Government	776	700	No
Toulouse	.....	Radio-Toulouse	913	8,000	Yes

## GERMANY

[Receiving sets, 5,725,394. Annual license fee, \$9.68]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell* Time
Augsburg	.....	Reichs-Rundfunk (Government)	1,267	250	No
Berlin (Tegl)	.....	"	841	100,000	No
Berlin (Zeeseen)	DJB	"	191	60,000	No
Berlin (Witzleben)	.....	"	841	1,500	No
Bremen	.....	"	1,330	1,500	No
Breslau	.....	"	950	100,000	No
Coblenz	.....	"	1,195	1,500	No
Dresden	.....	"	1,285	250	No

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)  
(Corrected to December 15, 1934)

## GERMANY—(Continued)

[Receiving sets, 5,725,394. Annual license fee, \$9.68]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Flensburg	.....	"	1,330	1,500	No
Frankfort	.....	"	1,195	17,000	No
Freiburg	.....	"	1,195	5,000	No
Gleitwitz	.....	"	1,231	5,000	No
Hamburg	.....	"	904	100,000	No
Hanover	.....	"	1,330	1,500	No
Heilsberg	.....	"	1,031	60,000	No
Kaiserslautern	.....	"	1,195	1,500	No
Kassel	.....	"	1,195	1,500	No
Konigsberg	.....	"	1,348	500	No
Langenberg	.....	"	658	100,000	No
Leipzig	.....	"	785	120,000	No
Madgeburg	.....	"	1,330	500	No
Muhlacker	.....	"	574	100,000	No
Munich	.....	"	740	100,000	No
Nuremberg	.....	"	1,267	2,000	No
Stettin	.....	"	1,330	1,500	No
Trier	.....	"	1,195	2,000	No

Time is sold to advertisers in small blocks for announcements, but programs are not sponsored in the American sense.

## HUNGARY

[Receiving sets, 331,104. Annual license fee, \$8.32]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Budapest I	HAL2	Government	545	120,000	No
Budapest II	HAT	"	360	800	No
Nyregyhaza	.....	"	1,122	6,200	No
Magyaruvar	.....	"	1,321	1,250	No
Miskolcz	.....	"	1,438	1,250	No
Pecs	.....	"	1,465	1,250	No

## ITALY

[Receiving sets, 422,000. Annual license fee, \$6.84]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bari	BA	Ente Italiano Audizioni Radiofoniche (EIAR)	1,059	20,000	Yes
Bolzano	BO	"	1,258	1,000	Yes
Florence	FI	"	609	20,000	Yes
Genoa	GE	"	986	10,000	Yes
Milan	1 MI	"	814	50,000	Yes
Milan	2 MI	"	1,357	4,000	Yes
Naples	NA	"	1,104	1,500	Yes
Palermo	PA	"	565	3,000	Yes
Rome	1 RO	"	713	50,000	Yes
Rome	3 RO	"	1,258	20,000	Yes
Trieste	TS	"	1,222	10,000	Yes
Turin	1 TO	"	1,140	7,000	Yes
Turin	2 TO	"	1,366	1,000	Yes

## ICELAND

[Receiving sets, 9,357]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Reykjavik	TFA	Government	208	16,000	No

## IRISH FREE STATE

[Receiving sets, 54,025. Annual license fee, \$2.42]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Athlone	.....	Government	565	60,000 (Irish pro)
Cork	6CK	"	1,240	1,000
Dublin	2RN	"	1,348	1,000

## LATVIA

[Receiving sets, 55,209. Annual license fee, \$6.60]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Madona	.....	Government	1,104	50,000
Riga	YLZ	"	583	15,000

## LITHUANIA

[Receiving sets, 19,342. Annual license fees, \$4.02-\$10.07]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Kovno	LYT	Government	155	7,000

## LUXEMBURG

[Receiving sets, 13,000. No fees]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Luxemburg (Junglinster)	.....	Compagnie Luxembourgeoise de Radiodiffusion	230	200,000

## THE NETHERLANDS

[Receiving sets, 551,785. No fees]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Hilversum	PX1	(government-controlled)	995	20,000
Huizen	PX2	" "	160	7,500
Huizen	PHJ	" (broadcasts to colonies)	17,775	20,000
Kootwijk	.....	" "	160	50,000

## NORWAY

[Receiving sets, 150,236. Annual license fee, \$4.96]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Aalesund	LKA	Government	850	400
Bergen	LKB	"	850	1,000
Bodo	LKD	"	1,276	500
Fredrikstad	LDF	"	776	700
Hamar	LKH	"	510.5	700
Kristianssand	LKK	"	1,276	500
Notodden	LKN	"	1,357	80
Oslo	LKO	"	260	60,000
Porsgrund	LKP	"	850	700
Rjukan	LKR	"	1,348	150
Stavanger	LKS	"	1,276	500
Vadso	LKV	"	355	10,000
Trondelag	.....	"	629	20,000
Tromso	.....	"	1,954	100

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

(Corrected to December 15, 1934)

## POLAND

[Receiving sets, 325,020. Annual license fee, \$3.36]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Warsaw	.....	Poliskie Radio (government-controlled)	758	12,000	Yes
Warsaw	.....	"	986	1,700	Yes
Warsaw	.....	"	1,339	1,700	Yes
Warsaw	.....	"	795	16,000	Yes
Warsaw	.....	"	868	20,000	Yes
Warsaw (Razyn)	.....	"	224	120,000	A little
Warsaw II	.....	"	1,348	10,000	....
Warsaw	.....	"	536	16,000	No
Warsaw	.....	"	986	24,000	No

## PORTUGAL

[Receiving sets, 26,260. Annual license fee, \$3.26]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Lisbon	.....	Government	629	20,000	Yes
Lisbon	CT1GL	Radio Club Portuges	1,030	5,000	No
Lisbon	CT1AN	F. L. Neves	1,410	2,020	No
Lisbon	CT1SR	Sonoro Radio	1,410	1,500	No
Lisbon	CT1BO	Hertziana Lda.	1,410	500	No
Lisbon	CT1DH	Luiz Rau Salles	1,410	500	No
Lisbon	CT1HX	Carlos J. dos Santos	1,410	500	No
Lisbon	CT1EB	Arnaldo de Abreu	1,410	50	No
Lisbon	CS1AA	Club Radiofonico	1,410	50	No
Porto	.....	Radio Porto	1,410	50	No
Beira de Azemeis	.....	Radio Beira Martima	1,410	50	No
Lisbon	CT1DS	I.A.D. Neves	1,410	30	No
Lisbon	CT1DR	Americo dos Santos	1,410	20	No
Coimbra	.....	Invieta Radio	1,410	20	No
Coimbra	.....	Ideal Radio	1,410	20	No
Lisbon	.....	F. J. R. Oliviera	1,410	20	No
Lisbon	CT1CC	E. N. de Lemos	1,410	20	No

## RUMANIA

[Receiving sets, 105,000. Annual license fees, \$3.03-\$6.06]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bucharest	.....	Government	623	12,000	No
Bucharest	.....	"	160	20,000	No

## RUSSIA

[Receiving sets, 2,000,000. Radio sets are mostly owned by municipal or group organizations. Annual license fees, \$2.58-\$15.14]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Moscow	RW27	Government	689	4,000	No
Leningrad	RW53	"	245	100,000	No
Moscow	RCZ	"	401	100,000	No
Moscow	RW1	"	174	500,000	No
Moscow	RW39	"	832	100,000	No
Moscow	RW49	"	271	100,000	No
Moscow	RW58	"	363.6	50,000	No
Moscow	RW2	"	417	20,000	No
Novosibirsk	RW76	"	217.5	100,000	No
Sverdlovsk	RW5	"	364	50,000	No
Moscow	RW10	"	208	35,000	No
Tbilisi	RW7	"	280	35,000	No
Tiflis	RW11	"	256.4	25,000	No

## RUSSIA—(Continued)

[Receiving sets, 2,000,000. Radio sets are mostly owned by municipal or group organizations. Annual license fees, \$2.58-\$15.14]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Rostov on Don	RW12	"	355	20,000	No
Saratov	RW3	"	340	20,000	No
Achabad	RW19	"	830	10,000	No
Alma Ata	RW60	"	310	10,000	No
Archangelsk	RW36	"	586	10,000	No
Astrakhan	RW35	"	598	10,000	No
Baku	RW8	"	238	10,000	No
Dnepropetrovsk	RW30	"	913	10,000	No
Erivan	RV21	"	380	10,000	No
Zorkli	RW42	"	565	10,000	No
Irkutsk	RW14	"	184.5	10,000	No
Transro	RW31	"	625	10,000	No
Karaganda	RW46	"	656	10,000	No
Kazan	RW17	"	686	10,000	No
Kharkov	RW4	"	1,185	20,000	No
Kharkov	RW20	"	232	10,000	No
Kiev	RW9	"	722	36,000	No
Leningrad	RW70	"	1,040	10,000	No
Magnetsk	RW80	"	571	10,000	No
Nizhni Novgorod	RW42	"	598	10,000	No
Odessa	RW13	"	968	10,000	No
Ordjonikidze	RW64	"	789	10,000	No
Oufa	RW22	"	436	10,000	No
Petrozavodsk	RW29	"	648	10,000	No
Samara	RW16	"	540	10,000	No
Simferopol	RW62	"	859	10,000	No
Smolensk	RW24	"	364	10,000	No
Stalingrad	RW34	"	522	10,000	No
Stalino	RW26	"	776	10,000	No
Verkhneoudinsk	RW63	"	350	10,000	No
Vinnitza	RW75	"	1,095	10,000	No
Veronsjk	RW25	"	413.5	10,000	No
Vladivostok	RW28	"	725	10,000	No

There are also approximately 50 other broadcasting stations in Soviet Russia of lower power.

## SPAIN

[Receiving sets, 208,768. Annual license fees, \$0.68-\$1.37]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Barcelona	EAJ-1	Union-Radio S. A.	795	5,000	Yes
Barcelona	EAJ-15	Radio Asociacion de Catuluna	1,022	1,000	Yes
Madrid	EAJ-2	Radio-Espana	731	3,000	Yes
Madrid	EAJ-7	Union-Radio S. A.	1,095	10,000	Yes
Oviedo	EAJ-19	Radio-Asturias	1,022	1,000	Yes
San Sebastian	EAJ-8	Union-Radio S. A.	238	300	Yes
Santiago	EAY4	Union-Radio S. A.	1,492	200	Yes
Seville	EAJ-6	Union Radio S. A.	731	200	Yes
Valencia	EAJ-3	Union-Radio S. A.	850	1,500	Yes
Vigo	EAJ-48	Empresas Radio Electricas S. A.	1,492	200	Yes

There are 55 other Spanish broadcasting stations, serving smaller areas.

## SWEDEN

[Receiving sets, 707,565. Annual license fee \$2.55]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Boden	SBE	Government	387	600	No
Boras	SCA	"	1,447	200	No
Eskilstuna	SCB	"	1,240	200	No

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

(Corrected to December 15, 1934)

## SWEDEN—(Continued)

[Receiving sets, 707,565. Annual license fee \$2.55]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Falun	SCC	"	1,086	500	No
Gavle	SCD	"	1,483	200	No
Goteborg	SBB	"	941	10,000	No
Halmstad	SCE	"	1,402	200	No
Halsingborg	SCG	"	1,384	200	No
Horby	SBH	"	1,131	10,000	No
Hudiksvall	SCF	"	1,366	200	No
Kalmar	SCI	"	1,438	200	No
Kiruna	SCL	"	1,258	200	No
Kristinehamn	SCM	"	1,500	200	No
Malmberget	SCN	"	704	200	No
Malmo	SBC	"	1,312	1,250	No
Motala	SBG	"	216	30,000	No
Norrkoping	SBI	"	1,312	250	No
Orebro	SCV	"	1,258	200	No
Ornskoldsvik	SCW	"	1,411	200	No
Ostersund	SBF	"	413.5	600	No
Saffte	SCP	"	1,240	400	No
Stockholm	SBA	"	704	55,000	No
Sundsvall	SBD	"	601	10,000	No
Trollhattan	SBJ	"	1,312	250	No
Uddevalla	SCR	"	1,393	50	No
Umea	SCS	"	1,393	200	No
Uppsala	SCT	"	1,492	200	No
Varberg	SCU	"	1,240	200	No
Karlskrona	SCJ	"	1,530	200	No
Karlstad	SBK	"	1,312	250	No

## SWITZERLAND

[Receiving sets, 390,891. Annual license fee, \$4.86]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Basel	.....	Government*	1,375	500	No
Berne	.....	"	1,375	500	No

## SWITZERLAND—(Continued)

[Receiving sets, 390,891. Annual license fee, \$4.86]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Beromunster	.....	"	556	100,000
Geneva	.....	"	401	1,300
Monte Ceneri	.....	"	1,167	15,000
Sottens	.....	"	667	25,000

Operated by radio organizations controlled by the government.

## UNITED KINGDOM

[Receiving sets, 6,549,049. Annual license fee, \$2.42]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Aberdeen	G2BD	British Broadcasting Corp.	1,285	1,000
Belfast	G2BE	"	1,122	1,000
Bournemouth	G2BM	"	1,479	1,000
West. (National)	G5WA	"	1,149	50,000
Midland (Regional)	G5GB	"	767	25,000
Droitwich	"	"	200	150,000
Scottish (Regional)	G5SC	"	804	50,000
Scottish (National)	G5SC	"	1,050	50,000
London (Regional)	G2LO	"	877	50,000
London (National)	G2LO	"	1,149	50,000
North (Regional)	"	"	668	50,000
North (National)	"	"	1,013	50,000
Newcastle	G5NO	"	1,429	1,000
Plymouth	G5PY	"	1,474	200
West (Regional)	"	"	970	50,000

## YUGOSLAVIA

[Receiving sets, 59,001. Annual license fee, \$6.84]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	.....	(government-controlled)	686	2,500
Ljubljana	.....	"	527	5,300
Zagreb	.....	"	1,086	700

# Allocations of Call Letters to Countries

(As Contained in the International Radio Convention Drawn Up at Madrid, 1932)

COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL
Chile	CAA-CEZ	Republic of Colombia	HJA-HKZ	Curacao	PJA-PJZ	British India	VTA-VW
Canada	CFA-CKZ	Republic of Panama	HPA-HPZ	Dutch East Indies	PKA-POZ	Canada	VXA-VY
Cuba	CLA-CMZ	Republic of Honduras	HRA-HRZ	Brazil	PPA-PYZ	United States of America	W
Morocco	CNA-CNZ	Siam	HSA-HSZ	Surinam	PZA-PZZ	Mexico	XAA-XF
Cuba	COA-COZ	Vatican City State	HVA-HVZ	(Abbreviations)	Q	China	XGA-XU
Bolivia	CPA-CPZ	Hedjaz	HZA-HZZ	Union of Socialist Soviet Republics	R	British India	XYA-XZ
Portuguese Colonies	CQA-CRZ	Italy and Colonies	I	Sweden	SAA-SMZ	Afghanistan	YAA-YA
Portugal	CSA-CUZ	Japan	J	Poland	SOA-SRZ	Dutch East Indies	YBA-YH
Uruguay	CVA-CXZ	United States of America	K	Egypt	STA-SUZ	Iraq	YIA-YJ
Canada	CYZ-CZZ	Norway	LAA-LNZ	Greece	SVA-SZZ	New Hebrides	YJA-YJ
Germany	D	Republic of Argentina	LOA-LWZ	Turkey	TAA-TCZ	Latvia	YLA-YL
Spain	EAA-EHZ	Luxembourg	LXA-LXZ	Iceland	TFA-TEZ	Free City of Danzig	YMA-YM
Irish Free State	EIA-EIZ	Lithuania	LYA-LYZ	Guatemala	TGA-TGZ	Nicaragua	YNA-YN
Republic of Liberia	ELA-ELZ	Bulgaria	LZA-LZZ	Costa Rica	TIA-TIZ	Rumania	YOA-YR
Persia	EPA-EQZ	Great Britain	M	France and Colonies and Protectorates	TKA-TZZ	Republic of El Salvador	YSA-YS
Estonia	ESA-ESZ	United States of America	N	Union of the Socialist Soviet Republics	U	Yugoslavia	YTA-YU
Ethiopia	ETA-ETZ	Peru	OAA-OCZ	Canada	VAA-VGZ	Venezuela	YVA-YW
Sarre Territory	EZA-EZZ	Austria	OEA-OEZ	Australian Commonwealth	VHA-VMZ	Albania	ZAA-ZA
France and Colonies and Protectorates	F	Finland	OFA-OHZ	Newfoundland	VOA-VOZ	British Colonies and Protectorates	ZBA-ZJ
Great Britain	G	Czechoslovakia	OKA-OKZ	British Colonies and Protectorates	VPA-VSZ	New Zealand	ZKA-ZM
Hungary	HAA-HAZ	Belgium and Colonies	ONA-OTZ			Paraguay	ZPA-ZP
Swiss Confederation	HBA-HBZ	Denmark	OUA-OZZ			Union of South Africa	ZSA-ZU
Ecuador	HCA-HCZ	Netherlands	PAA-PIZ				
Republic of Haiti	HHA-HHZ						
Dominican Republic	HIA-HIZ						



# DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

## CEYLON

[Receiving sets, 5,000]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
.....	Government	700	1,060	No

## CHINA

[Receiving sets, 90,000. No fees]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Shanghai	XHHE	Lee Sze Teh Daung	940	1,000	Yes
Shanghai	XMHA	Radio Engineering Co.	600	500	Yes
Shanghai	XMHB	Yulien Broadcasting Co.	980	500	Yes
Shanghai	XQHE	Cinderella	1,460	250	Yes
Shanghai	XHHG	Grand Hotel	1,020	100	Yes
Shanghai	XHHI	Wah Mei Electric Co.	1,060	100	Yes
Shanghai	XHHU	National Electric Co.	1,160	100	Yes
Shanghai	XHHG	Sun Sun Co.	780	100	Yes
Shanghai	XHHM	Shanghai Electric Co.	1,180	100	Yes
Shanghai	XQHC	China Broadcast	1,300	250	Yes
London	XGOK	.....	682	1,000	Yes
Shanghai (Chekiang)	XGOD	.....	974	1,000	Yes
Shanghai	XGOA	Government	660	75,000	Yes
Shanghai	XGOB	.....	882	1,000	Yes
Shanghai	XOPP	.....	9,523	100,000	Yes
Shanghai	XGOC	.....	1,071	1,000	Yes
Shanghai	XOTN	.....	625	500	Yes

There are also 33 other stations in Shanghai and 21 in the rest of China, not listed because of uncertain operation and ownership.

## FRENCH INDO-CHINA

[Receiving sets, 1,000]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
F31CD	Government	838	1,000	No

## HONG KONG

[Receiving sets, 3,000. Annual license fee, \$2.20]

Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
2 BW	Government	845	2,000	No

## SIAM

[Receiving sets, 15,000. Annual license fees, \$0.22 to \$1.32]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bangkok	HSPI	Government	857	2,500	No
	HSFPJ	"	821.9	10,000	No

## JAPAN

[Receiving sets, 1,859,987. Annual license fee, \$2.60]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Hiroshima	JOFK	Government	850	10,000	No
Kumamoto	JOGK	"	790	10,000	No
Nagoya	JOCK	"	1,175	10,000	No
Osaka	JOBK	"	750	10,000	No
Sapporo	JOIK	"	830	10,000	No
Sendai	JOHK	"	770	10,000	No
Taihoku	JFAK	"	670	10,000	No
Tokyo	JOAK	"	590	10,000	No
Kokura	JOSK	"	735	1,000	No
Tainan	JFBK	"	720	1,000	No
Kanazawa	JOJK	"	710	3,000	No
Keijo (Chosen) II	JODK	"	610	10,000	No
Keijo (Chosen) I	JODK	"	900	10,000	No

There are also 18 other stations listed in Japan which are of comparatively low power.

## INDIA

[Receiving sets, 11,000. Annual license fee, \$3.55]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bombay	VUB	Government	855	2,000	No
Calcutta	VUC	"	810	2,000	No
Lahore	VUL	"	1,200	100	No
Madras	VUM	"	769	200	No

# DIRECTORY OF AFRICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and International Broadcasting Union, Geneva)

## ALGERIA

[Receiving sets, 29,242. Annual license fee, \$0.99-\$3.31]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Algiers	PTT	French Army	961	11,500	No

## CANARY ISLANDS

[Receiving sets, 200]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Las Palmas	EAJ50	Government	1,500	250	No

## EGYPT

[Receiving sets, 20,006. Annual license fee, \$3.87]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Alexandria	.....	Government	1,120	1,000	No
Cairo	.....	"	620	20,000	No

## FRENCH MOROCCO

[Receiving sets, 17,987. Annual license fee, \$0.66]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Rabat	.....	Government	12,830	15,000	No
Radio Maroc	.....	.....	8,035	.....	.....
	.....	.....	601	6,500	No

## KENYA

[Receiving sets, 600]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Nairobi	VQ7LO	Government	858	700	No

## UNION OF SOUTH AFRICA

[Receiving sets, 86,909. Annual license fees, \$4.87-\$6.09]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Bloemfontaine	ZTE	Government	800	500	No
Cape Town	ZTC	"	600	10,000	No
Durban	ZTD	"	749	1,000	No
Johannesburg	ZTJ	"	645	10,000	No
Pretoria	ZTP	"	940	500	No

## SPANISH MOROCCO

[Receiving sets, 7,500]

City	Call Letter	Operator	Frequency in Kilocycles	Power in Watts	Sell Time
Ceuta	EAJ46	Government	1,492	200	No
Melilla	EAJ21	"	1,492	200	No

# Census\* of American Radio Homes† By States . . .

State	Number of Homes Owning Radios as of U.S. Census April, 1930	Per Cent of Homes Owning Radios as of U.S. Census April, 1930	Persons Per Family as of U.S. Census April, 1930	Number of New Radio Homes April, 1930, to Jan. 1, 1934	Per Cent Increase in Radio Homes April, 1930, to Jan. 1, 1934	Total Number of Homes Owning Radios as of Jan. 1, 1934	Per Cent of Homes Owning Radios as of Jan. 1, 1934
ALABAMA	56,235	9.5%	4.5	57,800	102.8%	114,035	19.3%
ARIZONA	19,167	18.1%	4.1	15,750	82.2%	34,917	32.9%
ARKANSAS	40,096	9.1%	4.2	42,600	106.2%	82,696	18.9%
CALIFORNIA	836,705	52.0%	3.5	292,400	34.9%	1,129,105	70.1%
COLORADO	100,959	37.8%	3.9	63,600	63.0%	164,559	61.6%
CONNECTICUT	212,779	54.7%	4.1	94,150	44.2%	306,929	79.0%
DELAWARE	27,114	45.9%	4.0	18,550	68.4%	45,664	77.3%
DISTRICT OF COLUMBIA	67,640	53.9%	3.9	51,100	75.5%	118,740	94.6%
FLORIDA	58,128	15.4%	3.9	93,200	160.3%	151,328	40.2%
GEORGIA	64,543	9.9%	4.4	92,050	142.6%	156,593	24.0%
IDAHO	32,772	30.3%	4.1	17,200	52.5%	49,972	46.3%
ILLINOIS	1,072,995	55.6%	3.9	347,450	32.4%	1,420,445	73.6%
INDIANA	351,090	41.6%	3.8	158,100	45.0%	509,190	60.4%
IOWA	308,448	48.5%	3.9	79,350	25.7%	387,798	61.0%
KANSAS	189,398	38.9%	3.9	61,450	32.4%	250,848	51.5%
KENTUCKY	111,217	18.3%	4.3	76,600	68.9%	187,817	30.8%
LOUISIANA	54,135	11.2%	4.3	98,200	181.4%	152,335	31.4%
MAINE	77,618	39.2%	4.0	41,650	53.7%	119,268	60.3%
MARYLAND	165,149	42.9%	4.2	97,450	59.0%	262,599	68.2%
MASSACHUSETTS	588,552	57.6%	4.1	256,000	43.5%	844,552	82.7%
MICHIGAN	597,629	50.6%	4.1	176,150	29.5%	773,779	65.5%
MINNESOTA	286,886	47.3%	4.2	95,950	33.4%	382,836	63.1%
MISSISSIPPI	25,357	5.4%	4.3	28,300	111.6%	53,657	11.4%
MISSOURI	351,298	37.4%	3.9	251,400	71.6%	602,698	64.2%
MONTANA	43,442	31.9%	3.9	21,700	50.0%	65,142	47.8%
NEBRASKA	164,159	47.9%	4.0	47,800	29.1%	211,959	61.8%
NEVADA	7,795	30.6%	3.5	5,300	68.0%	13,095	51.4%
NEW HAMPSHIRE	53,022	44.4%	3.9	27,450	51.8%	80,472	67.4%
NEW JERSEY	624,865	63.4%	4.1	233,500	37.4%	858,365	87.1%
NEW MEXICO	11,348	11.5%	4.3	8,750	77.1%	20,098	20.4%
NEW YORK	1,825,723	57.9%	4.0	842,900	46.2%	2,668,623	84.6%
NORTH CAROLINA	72,059	11.2%	4.9	78,250	108.6%	150,309	23.3%
NORTH DAKOTA	59,246	40.9%	4.7	24,150	40.8%	83,396	57.5%
OHIO	809,142	47.7%	3.9	390,250	48.2%	1,199,392	70.6%
OKLAHOMA	121,702	21.6%	4.2	56,900	46.8%	178,602	31.7%
OREGON	115,948	43.5%	3.6	56,200	48.5%	172,148	64.6%
PENNSYLVANIA	1,075,127	48.1%	4.3	597,350	55.6%	1,672,477	74.8%
RHODE ISLAND	94,480	57.1%	4.1	48,300	51.1%	142,780	86.3%
SOUTH CAROLINA	27,889	7.6%	4.7	37,700	135.2%	65,589	17.9%
SOUTH DAKOTA	71,245	44.2%	4.3	18,850	26.5%	90,095	55.9%
TENNESSEE	85,962	14.3%	4.3	116,700	135.8%	202,662	33.7%
TEXAS	256,804	18.6%	4.2	233,600	91.0%	490,404	35.5%
UTAH	47,632	41.1%	4.4	31,750	66.7%	79,382	68.5%
VERMONT	39,783	44.6%	4.0	16,700	42.0%	56,483	63.3%
VIRGINIA	96,307	18.2%	4.6	111,200	115.5%	207,507	39.2%
WASHINGTON	179,493	42.3%	3.7	86,100	48.0%	265,593	62.7%
WEST VIRGINIA	87,042	23.3%	4.6	79,650	91.5%	166,692	44.6%
WISCONSIN	363,265	51.0%	4.1	114,050	31.4%	477,315	67.0%
WYOMING	19,372	34.1%	3.9	7,850	40.4%	27,222	47.9%
TOTAL	12,048,762	40.3%	4.1	5,899,400	49.0%	17,948,162†	60.0%

\* Figures for April, 1930, were obtained by the U. S. Bureau of the Census; those for January, 1934, were assembled by the Columbia Broadcasting System with the cooperation of leading set manufacturers, distributors of radio sets in 48 states, and the McGraw-Hill Publishing Co. The projections from the 1930 Census are published by courtesy of the Columbia Broadcasting System, and a complete description of these data may be found in its publication, *The Flood Hits the Spillways*.

† All figures shown are based on total number of families having one or more radio sets. Surveys conducted by the Columbia Broadcasting System indicate that there are at least 2,000,000 additional sets in these radio homes.

‡ Total number of radio homes in the United States as of January, 1934, conservatively estimated to be 19,000,000, or 63.5% of all homes, based on current trade estimates which place 1934 set sales at 4,500,000. Of the 1934 set sales, at least 1,000,000 were sold to homes not previously equipped with radios. The above figures do not include at least 1,500,000 automatic radios now in use.

# KANSAS CITY'S DOMINANT DAYTIME STATION

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roadcasting • Broadcast Advertising



**WHB'S GENERAL MANAGER  
JOHN T. SCHILLING**

From 1914 to 1916 an enthusiastic "ham", then successively and successfully a Naval radio instructor, "Sparks" at sea, and an assistant to Dr. Lee DeForrest, "Father of Radio". In 1922, co-founder of WHB, a famous pioneer among American radio stations.

SOME advertisers have come to depend on WHB as the "station that guarantees time." Others, who gotta have inquiries to stay on the air, have learned that WHB is a champ mail-puller. Still other advertisers use WHB to make sales direct—from their own branch stores or through dealers. And do they make 'em! Retailers who live here and really know Kansas City's listening habits use WHB more than any other station.

One food advertiser found that his quarter-hours on WHB pulled many times more Cook Book requests than his chain programs on another Kansas City station. Several other national advertisers began to use WHB to

get the coverage in Kansas City that their network programs failed to deliver. If you have the "blues" about the effectiveness of your chain coverage in Kansas City, WHB can cure 'em—with daytime broadcasts! We're sorry we don't have night-time facilities, but we just don't, mister! So we strive to build night-time-sized audiences in daylight! It's a case of "making hay while the sun shines"—and WHB can do it for you!

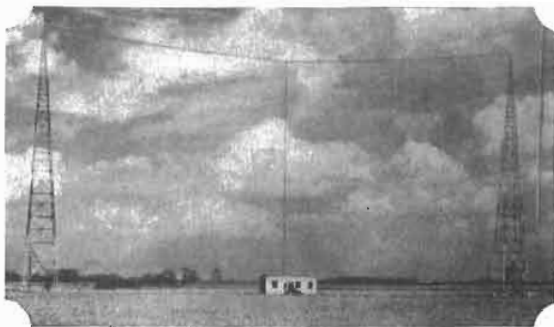
Competitors' surveys of this area usually rank themselves first—and WHB second. Which is pretty good, considering (or because) we're a daytime, independent station. It's a fact that when you ask enough listeners to get

a true cross-section, you find out that WHB is indisputably first in daytime popularity. It's a fact, also, that more WHB programs are imitated by competitors than those of any other one station in these parts. Well, thank goodness we're able to have a few ideas now and then!—and thank goodness for Variety's rating of WHB as first in showmanship! Yeah, we said "goodness"! . . . Well, anyhow, just try WHB when you broadcast in Kansas City—and you'll discover that here is one radio station that believes in delivering more than mere kilocycles and watts! Shrewd broadcast-buyers have found that we deliver results as well! . . . Play, Don't!



**WHB "LISTENING" MAP**

Coverage compiled not by engineers—but by correspondents of the U. S. Department of Agriculture. A map that shows not where they MIGHT listen, but where they DO listen!



**WHB'S WESTERN ELECTRIC TRANSMITTER**

They hear it "way out west in Kansas," and half-way across Mizzou . . .

**WHB RADIO SHOW**

On occasion, crowds like this fill Kansas City's Convention Hall to see their WHB favorites. Some fun, eh kid?



**WHB "LITTLE THEATER OF THE AIR"**

With the daily "Frolic for Shut-Ins" on stage. Crowds like this come every week-day—and just try to get in on Saturday!

**WHB'S MARINE DECK**

Sure it's different . . . just as WHB is different! It's no Radio City Roof Garden such as they have in New York; but from here Kansas Citians get a swell view of America's finest airport!



**WHB'S FAMED TRAFFIC COURT**

Now they have broadcasts like it in Chicago, Pittsburgh and points east. In Kansas City, the death rate from motor car accidents is way down!

**WHB'S PRESIDENT  
DON DAVIS**

In 16 years since graduating in journalism at the University of Kansas, a salesman, advertising manager, agency partner, account executive, radio enthusiast. Believes in delivering the advertiser "more than mere kilocycles and watts—results."



# WHB

**FACT BOOK • FREE!**

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.



# Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

## A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Aarons, Inc.	Detroit	415 Brainard St. Temple 1-3515	Harold Aarons
Adcrafters, Inc.	Baltimore	16 St. Paul St. Plaza 2992	E. M. Mier
Advertisers' Service, Inc.	Milwaukee	229 E. Wisconsin Ave. Daly 6383	J. W. Martin
Advertising Arts Agency	Los Angeles	1121 S. Hill St. Prospect 3083	Paul R. Winans George W. S. Reed
Advertising Associates	Newark	850 Broad St. Market 3-0007	J. M. Kesslinger
Advertising-Business Co.	Fort Worth, Tex.	1213 Throckmorton St. 2-7738	Thomas L. Yates
The Aitkin-Kynett Co.	Philadelphia	1400 S. Penn Sq. Rittenhouse 7810	H. H. Kynett
Roy Alden & Associates, Inc.	Los Angeles	1031 South Broadway Prospect 1054	James M. Dignan
Lee Anderson Advertising Co.	Detroit	425 Dubois St. Fitzroy 6000	M. J. Alef P. C. Beatty
Anfenger Advertising Agency, Inc.	St. Louis	1706 Olive St. Chestnut 6380	G. G. Hertslet M. O. Launch
Ankrum Advertising Agency	Chicago	208 W. Washington St. Franklin 6117	Mrs. P. G. Nason
Applegate Advertising Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
F. Wallis Armstrong Co.	Philadelphia	16th & Locust St. Pennypacker 8086	G. Bailey
Associated Advertising Agency, Inc.	Jacksonville, Fla.	Florida National Bank Bldg. 3-1253	Hunter Lynde Harry Cummings
Atherton & Currier, Inc.	New York	420 Lexington Ave. Mohawk 4-8795	Wm. T. Tieman Ralph Wentworth
Harry Atkinson, Inc.	Chicago	520 N. Michigan Ave. Superior 4416	Kinney Engvalson
Aubrey, Moore & Wallace, Inc.	Chicago	410 N. Michigan Ave. Superior 1600	F. G. Ibbett J. H. North
N. W. Ayer & Son, Inc.	Philadelphia	Ayer Bldg., West Washington Sq. Lombard 0100	Graham Mason
	New York	500 Fifth Ave. Chickering 4-5600	Douglas Coulter
	Boston	Statler Office Bldg. Hubbard 4970	L. B. Slocum
	Chicago	135 S. LaSalle St. Harrison 5356	E. H. Bowers Miss Maxine Mosser
	Detroit	Penobscot Bldg. Randolph 3800	Paul L. Lewis H. L. McClinton
	San Francisco	235 Montgomery St. Sutter 2534	Carl J. Eastman Benjamin Ward Darwin Teilhet

## B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ernest Bader & Co.	Omaha	738 Grain Exchange Bldg. Atlantic 2228	Ernest Bader
Badger & Browning, Inc.	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher
Badger, Browning & Hersey, Inc.	New York	RCA Bldg. Circle 7-3720	Robert W. Hersey
The Baer & Bigler Co.	Cincinnati	Times-Star Tower Parkway 0410	O. A. Bigler
Baker & Baker & Associates, Inc.	Akron, O.	Beacon Journal Bldg. Jefferson 4421	Horace Baker E. E. Humphrey
Ball & Davidson, Inc.	Denver	Colorado National Bank Bldg. Main 1291	C. A. Salstrand
The Barnes-Chase Co.	San Diego	Trust & Savings Bldg. Franklin 7771	Norman R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
Barrons Advertising Co., Inc.	Kansas City	Kirkwood Bldg. Harrison 7730	F. H. Little
Jimmie Barry Advertising	Fort Smith, Ark.	Goldman Hotel Bldg.	Jimmie Barry
Charles Austin Bates, Inc.	New York	18 E. 48th St. Plaza 3-9662	Charles Austin Bates
Joseph S. Batt Co.	St. Louis	1126 Olive St. Chestnut 7740	Joseph S. Batt

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Batten, Barton, Durstine & Osborn, Inc.	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor, C. E. Midgley,
	Chicago	221 N. LaSalle St. Central 7808	George T. May
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin
	Buffalo	Rand Bldg. Cleveland 7915	Carleton Davis
	Pittsburgh	Grant Bldg. Grant 8060	Ralph Faylor
	Minneapolis	Northwestern Bank Bldg. Atlantic 4575	Taylor M. Mills
Adrian Bauer Advertising Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Harold Firestone
Bauerlein, Inc.	New Orleans	Hibernia Bldg. Main 2474	G. W. Bauerlein H. S. McGehee Sara Pane
Beaumont & Hohman, Inc.	Cleveland	Guarantee Title Bldg. Cherry 3658	T. R. McCabe
	Chicago	6 N. Michigan Ave. Central 7144	O. K. Fagan
	San Francisco	74 New Montgomery St. Garfield 0848	H. D. Cayford
	Los Angeles	Richfield Bldg. Trinity 8173	W. C. Beaumont W. W. Phipps J. C. Arnold
	Seattle	Exchange Bldg. Seattle 0066	S. Schlenther
	Atlanta	William Oliver Bldg. Walnut 8633	J. L. Laube
	Dallas	Tower Petroleum Bldg. 2-5388	P. H. Leech
	Kansas City	1012 Baltimore Ave. Harrison 4861	C. O. Puffer
	Omaha	World Herald Bldg. Atlantic 0369	Nelson Carter
Beecher Advertising Co.	St. Louis	1706 Olive St. Garfield 0661	Lew Hagerman Joseph Maxwell
Behel & Waldie	Chicago	400 W. Madison St. Central 0610	V. W. Behel, Jr.
Karl G. Behr Agency	Detroit	Book Bldg. Cadillac 1088	Karl G. Behr
Benton & Bowles, Inc.	New York	444 Madison Ave. Wickersham 2-0400	Chester B. Benton Lucian King
Birmingham, Castleman & Pierce, Inc.	New York	136 E. 38th St. Lexington 2-7550	Raoul Marlo
H. C. Bernsten, Advertising Agency	Los Angeles	Edison Bldg. Mutual 1251	H. C. Bernsten
The Biow Co., Inc.	New York	444 Madison Ave. Wickersham 2-2200	M. H. Biow
Bisberne Advertising Co., Inc.	Chicago	58 E. Washington St. Randolph 1111	R. Bernstein
Fritz J. Bittinger	Plymouth, Mass.	140 Court St. Plymouth 1295	Fritz Bittinger
Blackett-Sample-Hummert, Inc.	Chicago	221 N. La Salle St. Dearborn 0900	M. H. Petersen
	New York	230 Park Ave. Murray Hill 2-4640	Frank Hummer George G. Terrell
The Blackman Co.	New York	122 E. 42nd St. Lexington 2-5200	Carlo de Angelo Leonard K. Blackman
Blaker Advertising Agency, Inc.	New York	120 E. 41st St. Caledonia 5-7351	Henry Blackman
Adolph L. Bloch Advertising Agency	Portland, Ore.	108 N. W. 9th Ave. Broadway 5664	Mrs. S. Goodrich
Chas. Blum Advertising Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	Eugene C. Blum Edward A. Moore
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	Miss F. Coykendall Ray Andrews
	Los Angeles	Roosevelt Bldg. Trinity 6037	John H. Weiser
	San Francisco	Russ Bldg. Kearny 7666	Stanley G. Swanwick Edith M. Abbott
	Seattle	814 Second Ave. Bldg.	Chas. F. Constantine
Henry T. Bourne & Associates	Cleveland	Union Trust Bldg. Maine 6615	Henry T. Bourne
Thomas M. Bowers Advertising Agency	Chicago	25 E. Jackson Blvd. Harrison 8391	Sidney A. Weiser

# Pardon Our Southern Pride

... but with conditions as good as they are we felt you should know about it

**MEMPHIS TOPS ALL NATION IN HOLIDAY SALES**

Gain Here Exceeds Any Other City Touched in United Press Survey

**INCREASE COVERS COUNTRY**

One Store Here Reports 53 Per Cent Gain Over Last Christmas Trade

Memphis is leading the nation in the Christmas buying rush, a United Press survey revealed today.

One of Memphis' biggest department stores reports sales are 53 per cent higher at this time than they were last year. Other large stores show increases of 35, 30, 25 and 20 per cent.

Memphis Press-Scimitar  
Dec. 7, 1934

## W R E C

"The Voice of Memphis"

● Tennessee's First Radio Station

● Affiliated with the Columbia Broadcasting System and World Program Service

● Located in Hotel Peabody  
"The South's finest—one of America's Best"

● Operating on 600 kilocycles

● 2,500 watts daytime  
1,000 watts night



Reprint from December Nation's Business  
Business conditions as of November 1st

Circle shows approximate daily coverage of WREC

Visit the Cotton Carnival - - Memphis, May 6-11 - - Visit WREC



★ *Will Rogers*



★ *Geo. M. Cohan*



★ *Irving Berlin*



**T**he unusual success of the Radio Programs produced by this Agency, in great measure, to the experience of ALL of our Principals in this new media. Almost from the very beginning, the entire Executive Staff of this Agency has taken an active part in the creation and direction of programs.

Hiring a "radio department" does not insure the technical or creative ability, nor that rare quality of showmanship, which are all so utterly essential in the handling of this powerful but *new* art of selling called "Broadcasting."



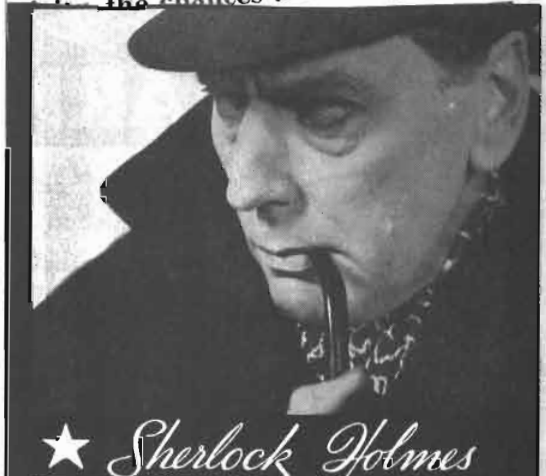
★ *John McCormack*      ★ *John Charles Thomas*      ★ *Warden Lewis E. Lawes*

**STARS OF OUR 1934-35 RADIO PROGRAMS**

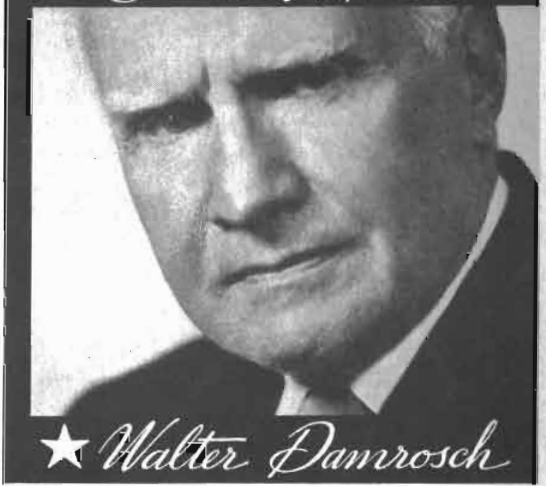
WILL ROGERS	WALTER DAMROSCH	LESLIE HOWARD
GEORGE M. COHAN	OSCAR BRADLEY	JOHN B. KENNEDY
FRANK BERLIN	EMIL COLEMAN	ADOLPH MENJOU
JOHN McCORMACK	COLONEL STOOPNAGLE AND BUDD	GLADYS RICE
JOHN CHARLES THOMAS	JIMMIE FIDLER	PICKENS SISTERS
WARDEN LEWIS E. LAWES	HELEN GLEASON	LOIS WILSON
FRANK MOORE	AL GOODMAN	CLIVE BROOK
SHERLOCK HOLMES (Louis Hector)	CARY GRANT	FRANK PARKER
		WILLIAM MERRIGAN DALY

**T'S  
R  
ORITE  
TION?**

gifted with a receiving set of more than  
the chances are that your favor-



★ *Sherlock Holmes*



★ *Walter Damrosch*

**CECIL, WARWICK & CECIL**  
230 PARK AVENUE NEW YORK CITY



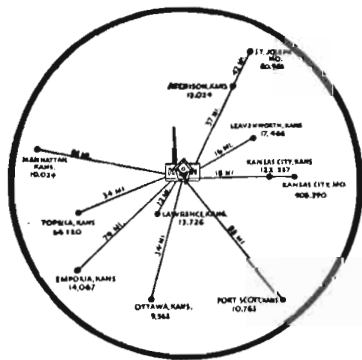
# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
P. D. Bowley-Advertising	Battle Creek, Mich.	Bromberg Bldg. 2-4368	P. D. Bowley
Luckey Bowman, Inc.	New York	Empire State Bldg. Chickering 4-5448	C. Luckey Bowman Wm. T. Malone
Bowman-Deute-Cummings, Inc.	San Francisco	215 Market St. Exbrook 0890	R. R. Morgan L. G. Moseley
	Los Angeles	714 W. 10th St. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0392	Jed Fisk
	Washington, D. C.	Rust Bldg. National 8508	Wm. Atherton Du Puy
Boyle, Zipprodt Corp.	New York	60 E. 42nd St. Vanderbilt 3-7773	.....
Bozell & Jacobs, Inc.	Omaha	Electric Bldg. Jackson 2261	Charles Findley
			C. T. Beall
			J. Carson Brantley
			Henry R. Gall
			Herbert S. Bard
			Morris Payne
			Ross D. Breniser



**TELL US TO THIS MARKET!**



- 11 cities with a population of 761,535 ...
- In addition to a vast, responsive rural audience of more than two and one-half million.
- At the lowest cost of any Advertising medium.
- ★ Kansas City, Mo., Kansas City, Kans., St. Joseph, Mo., Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Topeka, Manhattan.

**NBC Basic Blue Network**

**1000 WATTS  
17 Hours Daily**

# WREN

**VERNON H. SMITH**  
Manager  
Office and Studio  
WREN BUILDING  
LAWRENCE, KANSAS

**GREGG BLAIR & SPIGHT, Inc.**  
National Representatives  
NEW YORK • CHICAGO  
SAN FRANCISCO  
LOS ANGELES

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Bresnick & Solomont Co.	Boston	260 Tremont St. Liberty 4235	.....
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8235	W. A. Brewer
Briggs & Varley, Inc.	New York	14 E. 48th St. Wickersham 2-8534	Harry Varley
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	Emil Brisacher
Broadcast Advertising, Inc.	Boston	8 Newbury St. Kenmore 0854	J. J. Dickley
Brooke, Smith & French, Inc.	Detroit	82 E. Hancock Ave. Columbia 0860	J. E. Murley
D. P. Brothier & Associates	Detroit	General Motors Bldg. 7310 Woodward Ave. Trinity 2-9709	H. H. Ohlson
Brotherthon, Inc.	Detroit	300 W. Adams St. Central 0659	D. P. Brothier
Broughton Advertising Service	Chicago	Buckeye Bldg. Hemlock 8913	George S. Broughton
Brown Advertising Agency	Akron, O.	140 S. Dearborn St. State 9384	J. B. Allen
E. H. Brown Advertising Agency	Chicago	412 S. 19th St. Atlantic 2125	C. C. Buchanan
Buchanan-Thomas Advertising Co.	Omaha	400 W. Madison St. Randolph 9305	Howard W. Buchanan
The Buchen Co.	Chicago	123 S. Broad St. Pennypacker 7517	Rita Motter
Budd Advertising Agency, Inc.	New York	271 Madison Ave. Lexington 2-1871	I. H. Budka
Budke-Connell Advertising Agency	St. Louis	520 N. Michigan Ave. Superior 3800	F. J. Woods
Burnet-Kuhn Advertising Co.	Chicago	757 N. Broadway Marquette 4464	R. A. Frank
Burns-Hall Advertising Agency	Milwaukee	Public Ledger Bldg. Lombard 6285 329 E. Broad St., Main 3276	Joel M. Burns
John L. Butler Co.	Philadelphia	Bankers Securities Bldg. Pennypacker 4040	M. S. Weil
Byer & Bowman, Inc.	Columbus, O.	.....	.....
Byren-Weil-Weston, Inc.	Philadelphia	.....	.....

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Cabot & Co., Inc.	Boston	24 Milk St. Hancock 7690	Harold Cabot
The Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 8414	.....
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	F. J. Calkins
Callaway Associates, Inc.	Boston	210 Lincoln St. Hancock 9471	J. P. Callaway
Campbell-Durham-Von Olm Co.	Chicago	10 S. La Salle St. State 4272	W. D. Aldre James Faure
Campbell-Ewald Co., Inc.	Detroit	General Motors Bldg. Trinity 2-6200	M. A. Hollins R. E. Howard
.....	New York	1790 Broadway Circle 7-6383	Louis E. Dean
.....	Chicago	201 N. Wells Bldg. Central 1946	W. W. Sharpe
.....	San Francisco	1034 Monadnock Bldg. Douglas 5670	Earle Weller
.....	Los Angeles	655 Chamber of Commerce Bldg. Prospect 1275	W. S. Wood
.....	Washington	Transportation Bldg. Metropolitan 5676	Robt. C. Dixon
.....	Portland, Ore.	3rd & Salmon St.	S. S. Arnett
Campbell-Kellogg Co.	Los Angeles	542 S. Broadway Mutual 4039	W. Austin Campbell Roy S. Kellogg
Campbell-Mithun, Inc.	Minneapolis	Northwestern Bank Bldg. Geneva 7345	Remy Hubson John L. Mont
Campbell-Sanford Advertising Co.	Cleveland	Farley Bldg. Prospect 4391	C. F. Wm. Sanford E. H. Cook
.....	Chicago	Transportation Bldg. Wabash 6770	F. A. Koenig
.....	Toledo	1922 Linwood Ave. Adams 8623	R. L. Sisson



# DIRECTORY OF AGENCIES

## C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
De Caples Co.	Chicago	225 East Erie St. Superior 6016	W. E. Gibson
Carlson & Symons	Pittsburgh	Investment Bldg. Court 2030	A. G. Carlson
Carpenter-Rogers Co.	Dallas	Wholesale Merchants Bldg. 7-1477	H. A. Rogers
Cary Advertising Co.	Nashville, Tenn.	900 American Trust Bldg. 6-3668	Parker Smith
Cecil, Warwick & Cecil, Inc.	New York	230 Park Ave. Murray Hill 2-7896	J. H. McKee
Central Advertising Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	Ernest Cohn
Chambers & Wiswell, Inc.	Boston	38 Newbury St. Commonwealth 5860	George Chambers
Charlesland A. Chandler, Advertising	Boston (Allston)	5 Ashford St. Stadium 4466	Stuart W. Knight
Chappelow Advertising Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Church-Green Co.	Boston	Statler Bldg. Hubbard 3360	C. E. Beckwith
Churchill-Hall, Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. LeQuatte John E. Shepherd
C. P. Clark, Inc.	Nashville, Tenn.	113 N. 7th Ave. 6-8133	E. S. Gardner
C. L. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4037	.....
Clements Co.	Philadelphia	Horn Bldg. Rittenhouse 0236	A. V. West
Cole, Inc.	Des Moines	706 Grand St. 4-0029	.....
Conrad P. Colton Co.	New York	122 E. 42nd St. Ashland 4-7444	E. B. Van Hook
Conroy C. Comer Advertising Co.	Kansas City	Fairfax Bldg. Harrison 8963	Russell C. Comer
	Chicago	540 N. Michigan Ave.	R. A. Sorsen
C. A. Conover Co.	Boston	75 Federal St. Hancock 4770	D. Powell
Cordage Advertising Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary Henry J. Kroeger
Cotter Advertising Agency	Boston	52 Chauncy St. Hancock 2424	James Cotter
Cowan & Dangler, Inc.	New York	25 W. 45th St. Bryant 9-0600	Helen Donovan
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Daly 3500	J. E. Giebish A. M. Mickelsen
	Los Angeles	Title Guarantee Bldg. Mutual 4670	S. A. Bisker
Cramer-Tobias Co., Inc.	New York	333 W. 52nd St. Columbus 5-5250	Leon Friedman
C. C. Creamer Advertising Agency	Los Angeles	108 W. 2nd St. Michigan 4147	T. C. Creamer
Crane Advertising Agency	Los Angeles	1709 W. 8th St. Federal 9111	Chet Crank A. J. Nack Jean Wilson
Critchfield & Co.	Chicago	8 S. Michigan Ave. Randolph 5654	Scott S. Smith, Jr.
Critchfield-Graves Co.	Minneapolis	Foshay Tower Atlantic 4631	I. H. Graves
Crook Advertising Agency	Dallas	Kirby Bldg. 2-2076	Wilson W. Crook
Samuel C. Croot Co., Inc.	New York	28 W. 44th St. Bryant 9-2588	Gertrude Hardeman
Harrel Crump Advertising Co.	Kansas City	Land Bank Bldg. Victor 2058	.....
	San Antonio	Insurance Bldg.	.....
Hatches J. Cutajar Advertising	New York	19 E. 47th St. Plaza 3-0727	Charles J. Cutajar

## D

Agency	City	Address Telephone Number	Executives In Charge of Radio
Geo. W. Danielson	Providence	808 Hospital Trust Bldg. Dexter 5312	Geo. W. Danielson
Deary Advertising Co., Inc.	St. Louis	Missouri Pacific Bldg. Central 6700	G. Gray
	Cleveland	Terminal Tower Cherry 0158	John Brown, Jr.
	Atlanta	310 North Ave. N. W. Hemlock 7608	J. H. Kinsella

**BREAK  
DOWN  
AND  
CONFESS—  
WHAT'S  
YOUR  
FAVORITE  
STATION?**

Unless you're gifted with a receiving set of more than ordinary receptivity, the chances are that your favorite station is located less than fifty miles away. . . . The people in Louisville, too, like entertainment that's comparatively free from squeaks, squawks and fading. . . . They listen to local stations, just as you do. . . . Station WAVE will give you primary coverage of about 1,000,000 people in the Louisville trading area—420,000 of whom live virtually within sight of our tower. . . . Some of these people may occasionally listen in on China, but most of the time they're getting an unusual percentage of NBC's best features—via Station WAVE.

National Representatives:  
**FREE & SLEININGER, INC.**

**STATION  
WAVE**

INCORPORATED

**LOUISVILLE, KY.**

**1000 WATTS . . . 940 K. C.**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jimm Daugherty, Inc.	St. Louis	211 N. 7th St. Main 0790	Chas. F. Kelly, Jr. W. W. Zahradt
David, Inc.	St. Paul	First National Bank Bldg. Garfield 3872	J. C. Fabbrini
W. H. Davis Advertising Agency	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis
De Forest Merchandising Bureau	Springfield, Mass.	31 Elm St. 2-7850	.....
De Rouville Advertising Agency	Albany, N. Y.	11 N. Pearl St. 3-3051	Geo. S. De Rouville
De Shon-Naylor, Inc.	Beverly Hills, Calif.	9441 Wilshire Crestview 6600	Al Armor
D'Evelyn & Wadsworth, Inc.	San Francisco	405 Montgomery St. Garfield 8267	.....
Dillon & Kirk	Kansas City	National Fidelity Bldg. Harrison 1023	Julian A. Kirk
Donahue & Coe, Inc.	New York	RKO Bldg. Columbus 5-4252	George J. Podyen
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley
Donovan-Armstrong	Philadelphia	Girard Trust Bldg. Rittenhouse 2000	Elsie M. Levy
Doremus & Co.	New York	43 Broad St. Hanover 2-0200	Clifford B. Reeves
	Boston	20 Kilby St. Hubbard 1510	Frank T. Samuel
	Chicago	208 S. La Salle St. Central 9132	H. Ray Henderson
	San Francisco	425 Bush St. Garfield 6688	Frank J. Kihm
	Philadelphia	1520 Sansom St. Rittenhouse 1425	William Reid
	Los Angeles	1031 S. Broadway Prospect 9378	Ronald C. Brindley
Dorland International, Inc.	New York	RCA Bldg. Circle 7-1360	Douglas Hadden
Albert H. Dorsey Adver- tising Agency, Inc.	Philadelphia	Bulletin Bldg. Locust 5647	George S. Graham
Charles F. Dowd, Inc.	Toledo	Richardson Bldg. Main 5893	Ralph B. Way
Dowd & Ostreicher	Boston	137 Newbury St. Commonwealth 1941	John C. Dowd
Monroe F. Dreher, Inc.	Newark	951 Broad St. Mitchell 2-7916	Monroe F. Dreher
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	.....

## E

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eckford Advertising Co.	Atlanta	101 Marietta St. Walnut 3594	H. L. Morrill
Eddy-Rucker-Nickels Co., Inc.	Cambridge, Mass.	1430 Massachusetts Ave. Kirkland 4284	J. M. Russakoff
Ehlinger & Higgs, Inc.	Tulsa	Commercial Bldg. 4-2628	Stahley J. Ehlinger
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0537	S. H. Ellner
Emery Advertising Co., Inc.	Baltimore	Continental Bldg. Plaza 1587	P. E. Brown
S. M. Epstein Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Erwin, Wasey & Co., Inc.	New York	420 Lexington Ave. Mohawk 4-8700	Charles F. Gannon Lewis R. Amis Erik Barnouw James W. Fuson
	Chicago	230 N. Michigan Ave. Randolph 4952	Joseph T. Ainley M. Cassing
	Minneapolis	Security Bldg. Atlantic 1233	A. L. Johnson
	Los Angeles	Petroleum Securities Bldg. Prospect 5317	W. A. Stebbins
	San Francisco	333 Montgomery St. Exbrook 7004	L. R. Honig
	Seattle	Lloyd Bldg. Maine 6435	W. E. Kraft
Wm. Esty & Co., Inc.	New York	100 E. 42nd St. Caledonia 5-1900	Edward A. Byron
Evans Advertising Co.	Los Angeles	524 S. Spring St. Madison 6606	Lloyd Evans

## F

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	C. R. Dudley
The Farrar Co.	Los Angeles	1709 W. 8th St. Exposition 1208	Harold H. Marshall
	Chicago	332 S. Michigan Ave. Wabash 8992	H. David
Federal Advertising Agency, Inc.	New York	444 Madison Ave. Eldorado 5-6400	John S. Davidson
Harry Feigenbaum Adver- tising Service	Philadelphia	Widener Bldg. Locust 0643	David Wermer
Ferry-Hanly Advertising Co.	New York	500 Fifth Ave. Longacre 5-5000	R. C. Kollenbaker
	Chicago	111 W. Monroe St. Central 8333	C. L. Collette
	Kansas City	911 Walnut St. Harrison 4890	Newton Cross
Lawrence G. Fertig & Co., Inc.	New York	150 Madison Ave. Bogardus 4-5790	Philip Lukin
Robt. G. Fields & Co., Inc.	Nashville, Tenn.	Bennie-Dillon Bldg. 6-1977	.....
Allan L. Firestone Adver- tising Agency	St. Paul	Pioneer Bldg. Cedar 3138	Allan L. Firestone S. Brickman K. Heinsenfeldt
	Minneapolis	Wesley Temple Bldg. Main 3925	M. Wolff
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager Gene E. Fromm
Fishler, Zealand & Co.	New York	2 W. 45th St. Vanderbilt 3-6752	Paul Davis
Fitzgerald Advertising Agency, Inc.	New Orleans	833 Howard Ave. Raymond 5194	J. L. Killen
	Atlanta	Marietta Bldg. Walnut 3750	Bruce Moran
John B. Flack Advertising Agency	Syracuse, N. Y.	527 S. Warren St. 2-7901	John B. Flack
James R. Flanagan Adver- tising Agency	New York	505 Fifth Ave. Vanderbilt 3-9883	M. Rich
Fletcher & Ellis, Inc.	New York	500 Fifth Ave. Lackawanna 4-3570	Lawrence Holm Jerry Cady Helen Wood
Richard A. Foley Advertising Agency, Inc.	Philadelphia	1616 Walnut St. Kingsley 1560	Lawrence Evans
Foltz-Wessinger, Inc.	Lancaster, Pa.	26 W. Orange St. 2-4183	.....
Foster & Davies, Inc.	Cleveland	H. F. Keith Bldg. Cherry 5792	S. R. Boal
Albert Frank-Guenther Law, Inc.	New York	131 Cedar St. Cortlandt 7-5060	Robert J. Healy
	Chicago	1 La Salle St. Dearborn 8910	.....
	Philadelphia	Packard Bldg. Rittenhouse 3917	.....
	Boston	10 Post Office Sq. Hancock 5900	.....
	San Francisco	111 Sutter St. Sutter 2522	Vincent J. Bass
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	A. G. Gaines
Franke-Wilkinson-Schietz, Inc.	Houston	704 Cotton Exchange Bldg. Capitol 0168	.....
Franklin Advertising Corp.	New York	246 Fifth Ave. Ashland 4-9600	M. Heineman
Frederick & Mitchell, Inc.	Chicago	333 N. Michigan Ave. State 8942	A. J. Grobe
	Los Angeles	1240 S. Figueroa St. Prospect 3111	M. C. Borland
Freeze-Vogel-Crawford, Inc.	Milwaukee	757 North Broadway Daly 6230	E. F. Zeisig
	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Freitag Advertising Agency, Inc.	Atlanta	Standard Bldg. Walnut 4494	Norman Frank
	Chicago	35 E. Wacker Drive Central 5771	A. E. Wright
Oakleigh R. French, Inc.	St. Louis	7387 Maple Ave. Hiland 6152	O. R. French
Morton Freund-Advertising	New York	392 Fifth Ave. Wisconsin 7-0676	Martin Willmetts
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	L. F. Triggs

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Advertising Agency	New York	220 W. 42nd St. Wisconsin 7-4708	.....
Advertising Agency,	Minneapolis	Star Bldg. Main 1915	F. L. Frizzell
G. Frost, Inc.	Hazleton, Pa.	P. O. Box 406	.....
M. Frost Co., Inc.	Boston	260 Tremont St. Liberty 0813	G. H. Slattery
K. Frowert Co., Inc.	New York	250 Park Ave. Eldorado 6-3900	Walter Neuburg
Smith & Ross, Inc.	New York	49 W. 45th St. Bryant 9-7013	G. D. Weaver
	Cleveland	1501 Euclid Ave. Cherry 7700	J. E. Wiley

## G

Agency	City	Address Telephone Number	Executives In Charge of Radio
Pliesch, Inc.	Chicago	333 N. Michigan Ave. State 9570	Miss M. A. Kanealy
Co., Ltd.	Chicago	209 S. La Salle St. Randolph 7111	.....
Advertising Co.	New York	330 W. 42nd St. Bryant 9-0800	Roland Martini F. H. Kenkel
	Chicago—See Gardner-Greist Co.		
	St. Louis	1627 Locust St. Garfield 2915	Chas. Claggett E. A. W. Schulenburg
	Louisville	Starks Bldg. Jackson 5328	Morton Caldwell
	West Coast Offices—See Bostford, Constantine & Gardner		

## G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Gardner-Greist Co.	Chicago	135 S. LaSalle St. Randolph 6637	E. Harold Greist
	New York	Gardner Advertising Co.	.....
	St. Louis	Gardner Advertising Co.	Chas. Claggett E. A. W. Schulenburg
	Louisville	Gardner Advertising Co.	Morton Caldwell
Sidney Garfinkle Advertising	San Francisco	153 Kearney St. Exbrook 3420	L. L. Levinger
Gerth-Knollin Advertising Agency	San Francisco	Russ Bldg. Garfield 2540	Edwin P. Gerth James C. Knollin
J. Stirling Getchell, Inc.	New York	405 Lexington Ave. Vanderbilt 3-4800	Tom Everitt Ernest Green
	Detroit	New Center Bldg. Trinity 2-3600	Orrin P. Kilbourn
	Kansas City	Bryant Bldg. Grand 0740	Karel Rickerson
	San Francisco	Russ Bldg. Sutter 1635	Lewis H. Yeomans
The Geyer Co.	Dayton	Third National Bank Bldg. Fulton 4145	R. C. Dunkel
Geyer-Cornell Co., Inc.	New York	580 Fifth Ave. Bryant 9-0232	.....
	Rochester	Lincoln Alliance Bldg. Main 6905	.....
L. S. Gillham Co.	Salt Lake City	Continental Bank Bldg. Wasatch 1347	J. Y. Tipton A. W. Rogers Lon Richardson
Louis Glaser, Inc.	Boston	230 Boylston St. Kenmore 5210	L. T. Steele
Glasser Advertising Agency	Los Angeles	3875 Wilshire Blvd. Fitzroy 2141	L. G. Gibson C. M. Glasser G. F. Glasser

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ANNOUNCEMENTS  
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Here's a record! A total of 7993 mail responses from 35 spot announcements on KMBC in one week. That's audience acceptance coupled with audience action. Superior KMBC programs assure audiences which will respond to your message.

Again

AUDIENCE ACCEPTANCE PROVED



K M B C

KANSAS CITY

FREE & SLEININGER, Inc., National Representatives

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
I. A. Goldman Co.	Baltimore	100 N. Eutaw St. Plaza 3357	I. A. Goldman
H. H. Good Advertising Agency	New York	45 Murray St. Cortlandt 7-3120	H. H. Hoyt
Phil Gordon Agency	Chicago	820 N. Michigan Ave. Delaware 4486	D. Smith
Gotham Advertising Co.	New York	250 Park Ave. Eldorado 5-3726	George Bolton George Comtois
Gottschaldt-Humphrey, Inc.	Atlanta	812 Norris Bldg. Walnut 2415	Allan C. Gottschaldt Mrs. M. A. Hay Bruce Moran
Goulston Co., Inc.	Boston	35 Court St. Lafayette 5866	K. S. Ballou
Grace & Holliday	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Grant & Wadsworth & Casmir, Inc.	New York	405 Lexington Ave. Murray Hill 2-4591	William A. Grant
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	Edmund H. Rogers
	Boston	14 Ashburton Pl. Capitol 7499	.....
Russell T. Gray, Inc.	Chicago	205 W. Wacker Dr. Central 7750	R. V. Barr
Finley H. Greene Advertising Agency	Buffalo	Parsons Bldg. Washington 3371	Finley H. Greene
James A. Greene & Co.	Atlanta	10 Pryor St. Walnut 6305	James A. Greene
The Greenleaf Co.	Boston	216 Tremont St. Liberty 5887	D. S. Garland, Jr. G. R. Dunham
Greve Advertising Agency, Inc.	St. Paul	Minnesota Bldg. Cedar 5400	S. Greve
The Grey Advertising Service, Inc.	New York	128 W. 31st St. Pennsylvania 6-2360	J. H. Lang, Jr.
Griffin Advertising, Inc.	Cleveland	Ninth-Chester Bldg. Main 6286	Florence M. Griffin
Griffith Advertising Agency	St. Petersburg, Fla.	Times Bldg. 4311	Robt. F. Bullard
The Griswold-Eshleman Co.	Cleveland	Terminal Tower Bldg. Main 7626	John F. Davis
Guenther-Bradford & Co., Inc.	Chicago	15 E. Huron St. Superior 9474	Wm. O'Brien
	Los Angeles	629 S. Hill St. Tucker 9241	J. C. Conway
Lawrence C. Gumbinner Advertising Agency	New York	9 E. 41st St. Vanderbilt 3-3550	Paul G. Gumbinner
Gundlach Advertising Agency	Chicago	400 N. Michigan Ave. Superior 2292	Irving J. Rosenbloom
Stanley E. Gunnison, Inc.	New York	67 W. 44th St. Bryant 9-2400	.....

## H

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ernest R. Ham	San Francisco	500 Sansome St. Garfield 7216	Ernest R. Ham
J. R. Hamilton Advertising Agency	Chicago	180 N. Michigan Ave. Randolph 7060	.....
Wm. Irving Hamilton, Inc.	New York	267 Fifth Ave. Bogardus 4-3360	Wm. Irving Hamilton
Hammel Advertising Corp.	Los Angeles	810 W. 6th St. Mutual 8371	Stuart L. Klingelsmith
Hanf-Metzger, Inc.	New York	745 5th Ave. Eldorado 5-0600	L. A. Witten
	Chicago	520 N. Michigan Ave. Superior 2195	S. J. Andrews
	Houston	Esperson Bldg. Preston 2044	Miles Leche
	Los Angeles	929 S. Broadway Michigan 2156	F. M. Jordan
	New Orleans	Bauerlein, Inc. Hibernia Bldg.	G. W. Bauerlein
Hansell-Zook, Inc.	Philadelphia	Land Title Bldg. Rittenhouse 6131	Garry Bub
Harding-Lake Co.	Memphis	Exchange Bldg. 6-1892	.....
M. E. Harlan Advertising Agency	San Francisco	525 Market St. Douglas 5721	Paul M. Harlan
Harman-McGinnis, Inc.	St. Paul	Builders Exchange Bldg. Cedar 4526	A. R. McGinnis
Harrison-Rippey Advertising Co.	St. Louis	Arcade Bldg. Main 1977	E. K. Harrison

## H—(Continued)

Agency	City	Address Telephone Number	Executive In Charge of Radio
L. H. Hartman Co., Inc.	New York	444 Madison Ave. Wickersham 2-6525	L. H. Hartman
Harvey-Massengale Co.	Atlanta	721 Walton Bldg. Walnut 9117	W. R. Massengale
	Durham, N. C.	South Fire Bldg. J-8451	C. Knox Martin
Hawley Advertising Co., Inc.	New York	95 Madison Ave. Caledonia 5-1860	John H. Hawley
Haynes Advertising Co.	Omaha	1805 Harney St. Jackson 0827	J. W. Haynes
Hays Macfarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Walter S. Hays Madge Child
Heath-Seehof, Inc.	Chicago	211 W. Wacker Dr. State 5513	J. F. Seehof
Heintz, Pickering & Co., Ltd.	Los Angeles	323 W. 6th St. Michigan 6062	Carl Heintz
E. W. Hellwig Co.	New York	9 E. 40th St. Lexington 2-3080	G. V. Carhart
Henri, Hurst & McDonald, Inc.	Chicago	520 N. Michigan Ave. Superior 3000	N. H. Pump R. C. Hawk
Hetherington Watson Co.	Philadelphia	2220 Lewis Tower Kingsley 1357	R. K. Hetherington
The Albert P. Hill Co., Inc.	Pittsburgh	233 Olive Ave. Atlantic 5209	Herbert G. Hill
W. S. Hill Co., Inc.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Hill
Hirshon-Garfield & De Garmo, Inc.	New York	10 E. 40th St. Lexington 2-6283	Leon Bloom
Hixson-O'Donnell, Inc.	Los Angeles	Subway Terminal Bldg. Mutual 8331	R. M. Hixson Wm. N. Robinson
	San Francisco	546 Market St.	Robert James
Hoffman & York	Milwaukee	Century Bldg. Daly 6510	Wilford York H. G. Hoffman
Hogan Advertising Co., Inc.	Kansas City	129 Coates House Harrison 8605	J. L. Corlies
Holmes, Inc.	Detroit	Griswold & State Cherry 0970	W. H. Holmes
Hommann, Tarcher & Sheldon, Inc.	New York	500 Fifth Ave. Chickering 4-0870	Wm. E. Larney
Frances Hooper Advertising Agency	Chicago	400 N. Michigan Ave. Superior 5480	Mrs. Helen Hooper
Horne, Morrissey & Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Edward Howard Agency	Cleveland	Caxton Bldg. Cherry 0494	Edward Howard
E. T. Howard Co., Inc.	New York	40 E. 49th St. Plaza 3-6861	Dewey Pinkney
Charles W. Hoyt Co., Inc.	New York	11 E. 36th St. Ashland 4-9151	Everett Hoyt
	Boston	80 Broad St. Hancock 3360	George N. Hoyt
	Hartford, Conn.	650 Main St. 5-6066	F. A. Whipple
Hubbell Advertising Agency, Inc.	Cleveland	1227 Prospect Ave. Cherry 0212	.....
Hughes & Morton	Los Angeles	1220 Maple Ave. Prospect 1154	Earl D. Morton
Hughes, Wolff & Co., Inc.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes J. P. McCann E. D. Wolff
Humbert & Jones	New York	238 E. 45th St. Vanderbilt 3-1045	Kingsley E. Humbert
Humphreys & Matthews,	Stockton, Calif.	644 E. Market St. 136	Elmer Kirk
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Humphrey
Atlee F. Hunt Co.	Oakland, Calif.	399-15th St. Higate 1564	Bruce R. W. Hunt
John W. Hunt Co.	Los Angeles	515 W. Washington Blvd. Prospect 5241	Lawrence L. Hunt
Hurja-Johnson-Huwen, Inc.	Chicago	58 E. Washington St. Randolph 2271	S. A. Ryder
Hutchins Advertising Co., Inc.	Rochester, N. Y.	42 East Ave. Main 3528	F. A. Hutchins H. A. Eddy Homer C. Smith
Hutchinson Advertising Co.	Minneapolis	Hodgson Bldg. Atlantic 6238	H. K. Paintner
	Chicago	540 N. Michigan Ave. Superior 1864	H. R. Stevenson

# DIRECTORY OF AGENCIES

## I

Agency	City	Address Telephone Number	Executives In Charge of Radio
Advertising	Boston	137 Newbury St. Commonwealth 3410	J. Raymond Miniter
H. A. Ingoldby Co.	Los Angeles	130 S. Broadway Mutual 6254	Hal Barnes
Radio Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Howard Co.	Seattle	418 Pike St. Elliott 4884	H. O. Stone

## J

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jacobson Agency, Inc.	Atlanta	Chandler Bldg. Walnut 3481	R. S. Peacock
Volney T. James & Associates	Hollywood	5870 Franklin Ave.	Volney T. James
William Jenkins Advertising	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Jennings-Dallis Co.	Atlanta	Glenn Bldg. Walnut 8672	Burton E. Wyatt
Jones & Brakeley, Inc.	New York	150 Nassau St. Beekman 1981	Alex W. Burger
John H. Jones Co.	Cincinnati	431 Main St. Main 3351	Ralph H. Jones
Jones & Obson	New York	18 E. 48th St. Wickersham 2-2360	Walter C. Krause
Jones & Seranton	Hartford, Conn.	Judd Bldg. 7-3531	J. H. Seranton
Jones Advertising Agency, Inc.	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	.....
Jones & Cleveland	New York	551 Fifth Ave. Murray Hill 2-2870	C. A. Cleveland
Jesse M. Joseph Advertising Agency	Cincinnati	1801 Reading Road Parkway 7850	Jesse M. Joseph

## K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Kastor & Sons Advertising Co., Inc.	Chicago	360 N. Michigan Ave. Central 5331	B. D. Frost
Katz Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	Joseph Katz
Katz & Larson	New York	247 Park Ave. Wickersham 2-2740	G. B. Larson
Jeffrey A. Abel & Helen Stewart	Washington, D. C.	Homer Bldg. District 7400	Jeffrey A. Abel Helen Stewart
Katz & Levy	Cincinnati	18 W. 7th St. Cherry 7570	S. M. Levy
Katz & Weil	Evansville, Ind.	22 Riverside Ave. 5146	Erwin Weil
Katz & Burland	New York	3 Rockefeller Plaza Columbus 5-6300	Joseph Burland
Katz & Kenyon	Boston	8 Newbury St. Kenmore 2178	A. H. Kenyon
Katz & Vessey	New York	247 Park Ave. Wickersham 2-3920	Joseph A. Vessey
Katz & Soper	Philadelphia	1400 S. Penn Sq. Rittenhouse 6422	R. A. Soper
Katz & Benner	Pittsburgh	Koppers Bldg. Atlantic 1100	Emil Hofsoos C. D. Benner
Katz & Kiesewetter	New York	185 Madison Ave. Caledonia 5-0033	H. M. Kiesewetter
Katz & Drew	Chicago	400 N. Michigan Ave. Superior 9794	L. A. Drew
Katz & Rice	Portland, Ore.	American Bank Bldg. Beacon 3109	G. I. Rice
Katz & Oakes	Milwaukee	744 N. 4th St. Marquette 6780	L. I. Archer R. E. Oakes
Katz & Kraff	Minneapolis	831 Second Ave. South Main 8585	Norme Kraff
Katz & Leader	Cleveland	Leader Bldg. Cherry 8070	.....

**HALT!!  
We've Got You  
COVERED!**

**WOW**

ON THE N. B. C.  
RED NETWORK

**OUR SIGHTS ARE ON  
A MILLION PEOPLE**

Just a word to those of you who are hunting for new customers. First choose the proper weapon, then draw a bead on the rich Middle West. With Radio Station WOW as your medium, you can bag more than a million prospects at a single shot, because WOW is by all odds the favorite radio station in this wealthy trade area. Business is looking up out here. People are spending money!

*For details concerning WOW's outstanding position in this great market, write John J. Gillin, Jr., commercial manager.*

**590 Kilo. Cleared Regional Channel 1000 Watts**

*Owned and Operated by the*

**Woodmen of the World Life Insurance Assn.**

**OMAHA, NEBR.**

*National Representatives*

**GREIG, BLAIR & SPIGHT, INC.**

**NEW YORK—CHICAGO—SAN FRANCISCO**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## L

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lake-Spiro-Cohn, Inc.	Memphis	Sterick Tower 6-6341	L. F. Muller, Jr.
	New York	R C A Bldg. Circle 7-5707	Harry M. Ireland
James G. Lamb Co.	Philadelphia	Land Title Bldg. Spruce 7823	.....
Lampert-Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2161	C. F. Prell
Landsheft & Bonning, Inc.	Buffalo	Liberty Bank Bldg. Cleveland 3534	A. Wm. Lansheft
Lang, Fisher & Kirk, Inc.	Cleveland	Empire Bldg. Main 6579	.....
Lanpher & Schonfarber, Inc.	Providence, R. I.	58 Weybosset St. Gaspee 4813	Gordon Schonfarber
Lauesen & Solomon	Chicago	520 N. Michigan Ave. Superior 0738	.....
Lavin & Co., Inc.	Boston	Statler Bldg. Liberty 0030	R. C. Foster
W. Vincent Leahy Advertising Agency	San Francisco	Monadnock Bldg. Exbrook 0410	W. Vincent Leahy
Wilson H. Lee Advertising Agency	New Haven, Conn.	246 Meadow St. 8-1181	Wilson H. Lee
	Bridgeport, Conn.	301 John St. 4-2167	.....
	Hartford, Conn.	197 Asylum St. 2-9074	.....
Al Paul Lefton Co., Inc.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	J. E. Cathcart
	New York	521 5th Ave. Vanderbilt 3-5067	.....
	Chicago	435 N. Michigan Ave. Superior 3567	R. C. Nelson
Lennen & Mitchell, Inc.	New York	17 E. 45th St. Murray Hill 2-9170	Mann Holiner
H. E. Lesan Advertising Agency, Inc.	New York	420 Lexington Ave. Mohawk 4-1490	.....
Lessing Advertising Co., Inc.	Des Moines	910-915 S & L Bldg. 3-6928	R. J. Flynn D. L. Dungan
Addison Lewis & Associates	Minneapolis	1414 Foshay Tower Atlantic 6235	Addison Lewis
Carr Liggett, Inc.	Cleveland	1259 Leader Bldg. Prospect 1585	Carr Liggett
Monte Little Co.	Huntington, W. Va.	1st National Arcade 9200	W. Guenther
Livermore & Knight Co.	Providence, R. I.	42 Pine St. Gaspee 6111	A. L. Dean
	Boston	Park Square Bldg. Liberty 1421	.....
Leon Livingston Advertising Agency	San Francisco	Penthouse, Mills Bldg. Sutter 7340	W. C. Day E. I. Harrington
	Los Angeles	1023 Beaux Arts Bldg.	Eugene Carman
Lockwood-Shackelford Co.	Los Angeles	122 E. 7th St. Trinity 9801	Ralph Lockwood
Lester A. Loeb, Inc.	New York	1467 Broadway Wisconsin 7-5616	Lester A. Loeb
Logan & Stebbins	Los Angeles	811 W. 7th St. Prospect 9378	Arthur W. Gudelman
Long Advertising Service	San Jose, Calif.	19 N. 2nd St. Ballard 1690	Gertrude B. Murphy
Edward J. Long	Chicago	134 N. La Salle St. Randolph 4606	J. A. Smith
Loomis-Clapham-Whalen Co.	Kansas City	21 W. 10th St. Victor 7200	.....
Loomis & Hall, Inc.	Miami	Congress Bldg. 2-7448	.....
Lord & Thomas	Chicago	919 N. Michigan Ave. Superior 4800	George F. Isaac Lewis Goodkind
	New York	247 Park Ave. Wickersham 2-6600	Gregory Williamson Thomas A. McAvity
	Los Angeles	1151 S. Broadway Prospect 7873	John W. Runyon
	San Francisco	1515 Russ Bldg. Garfield 2960	John Whedon Carl L. Simmons
Earle Ludgin, Inc.	Chicago	180 N. Michigan Ave. Franklin 1762	Edward Schager
Lyon Agency	San Francisco	Rialto Bldg. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 W. First St. Adams 2286	J. Horace Lytle
	Columbus	150 E. Broad St. Adams 7461	.....

## M

Agency	City	Address Telephone Number	Executives In Charge of Radio
The MacCarty Co.	Los Angeles	1206 Maple Ave. Prospect 9132	Terrill T. McCoy
MacDonnell-Carlton Advertising Agency	Miami	Seybold Bldg. 2-6493	C. E. Haley
Eben & Lucille MacKenzie	Minneapolis	11 Summit Pl. Kenwood 4511	Eben MacKenzie
Mace Advertising Agency	Peoria, Ill.	Lehmann Bldg. 7197	Robert Ploew
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	W. S. Holden
John & Adams MacManus, Inc.	Detroit	Fisher Bldg. Trinity 2-8300	.....
Maggart Corp.	Chicago	203 N. Wabash Ave. Central 3861	M. E. Maggard
David Malkiel Advertising Agency	Boston	260 Tremont St. Liberty 1422	Harry Lane
Manternach Co.	Hartford, Conn.	170 High St. 2-0482	M. C. Manternach
Marschalk & Pratt, Inc.	New York	585 Fifth Ave. Vanderbilt 3-1525	David Elman
Gustav Marx Advertising Agency, Inc.	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
J. M. Mathes, Inc.	New York	122 E. 42nd St. Lexington 2-7450	Wilfred S. Kuper
Matteson-Fogarty-Jordan Co., Inc.	Chicago	307 N. Michigan Ave. Randolph 7000	T. W. Davis
Maxon, Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	Searle Hendon S. W. Overton
	New York	570 Lexington Ave. Eldorado 5-2930	M. S. Gould
	Chicago	180 N. Michigan Ave. Andover 2060	L. J. Sholty
	Cleveland	Nela Park Mulberry 2600	W. R. Baker
May Advertising, Inc.	Philadelphia	1211 Chestnut St. Rittenhouse 7642	Betram May
Mayers Co., Inc.	Los Angeles	1240 S. Main St. Prospect 0101	Ted Cate
Charles H. Mayne Co.	Los Angeles	714 W. 10th St. Prospect 3821	Wayne Miller
McCann-Erickson, Inc.	New York	285 Madison Ave. Lexington 2-1700	Dorothy Berman Margaret Berman
	Chicago	910 S. Michigan Ave. Webster 3701	Homer H. Webster
	Cleveland	National City Bldg. Cherry 3490	R. M. Alderman
	Detroit	Penobscot Bldg. Randolph 9550	D. C. Hight
	San Francisco	114 Sansome St. Douglas 5560	H. Q. Hawley
	Los Angeles	448 S. Hill St. Michigan 4049	A. J. Bruhn
	Seattle	Skinner Bldg. Main 7459	Burt Cochran
	Portland, Ore.	Public Service Bldg. Atwater 0025	Vernon Charlesley
	Denver	Patterson Bldg. Keystone 4297	J. S. Barrow
McCord Co.	Minneapolis	Rand Tower Bridgeport 1225	Knox Rogers Gordon Taylor
McDaniel, Fisher & Spelman, Inc.	Cleveland	Guarantee Title Bldg. Main 2621	A. C. Fisher
McJunkin Advertising Co.	Chicago	228 N. La Salle St. State 5060	Frank R. Stank
McKee & Albright, Inc.	Philadelphia	1400 S. Penn Sq. Locust 4737	James C. Gilman
Philip J. Meany Co.	Los Angeles	815 W. Fifth St. Michigan 3601	D. W. Curran
Mortimer W. Mears, Inc.	St. Louis	401 S. 12th St. Garfield 4494	W. J. Johnson
Meldrum & Fewsmith, Inc.	Cleveland	Leader Bldg. Cherry 4505	A. B. Meldrum J. Fewsmith
Menken Advertising Co., Inc.	New York	1776 Broadway Circle 7-1186	Anna R. Edman
Millar Advertising Agency, (Now Stellar-Millar Agency)	Los Angeles	620 W. 10th St. Tucker 5414	Calvert L. Yarn
M. Glen Miller	Chicago	8 S. Michigan Ave. Franklin 1310	M. Glen Miller T. R. Crawford

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Advertising Agency, Inc.	Lewiston, Me.	14 Lisbon St. Lewiston 3417	Raymond T. Mills
Co., Inc.	Seattle	Exchange Bldg. Main 2136	J. K. Hefferman
Finer Co.	Los Angeles	1151 S. Broadway Prospect 2121	Clyde P. Scott W. R. Mathews
Advertising Agency,	Minneapolis	1022 Nicollet Ave. Main 6387	V. C. Westerdahl
Shell Co.	Boston	Little Bldg. Hancock 8085	John D. Mitchell
Faust Advertising	Chicago	230 N. Michigan Ave. State 6610	Paul H. Faust C. J. Turner
I. Monk Advertising	Rockford, Ill.	Brown Bldg. Main 2020	J. Howard Osborn
Moore, Inc.	St. Louis	208 N. Broadway Chestnut 8728	W. R. Moore
Ortiz Co.	Davenport, Ia.	..... Kenwood 372	R. A. Moritz
J. Moreland Co.	Cincinnati	114 Garfield Pl. Cherry 8191	.....
Windmiller & Co.	Chicago	230 N. Michigan Ave. State 4050	Harold L. Weiler
International	New York	122 E. 42nd St. Caledonia 5-8141	Carl J. Balliett E. P. Anderson
Cotins, Inc.	Utica, N. Y.	10 Hopper St. Utica 4-6141	.....
Chase Co.	Buffalo	425 Franklin St. Grant 8614	Chas. J. Coward
Ray Moss & Assoc.	Los Angeles	Insurance Exchange Bldg. Tucker 5918	Virginia Kistler
Associates	New York	110 W. 40th St. Lackawanna 4-3966	.....
Al Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	G. R. Euwema
Miller & Co.	New York	220 W. 42nd St. Wisconsin 7-6580	A. M. Sullivan
Romer, Robbins & Co., Inc.	Columbus	33 N. Grant Ave. Main 4384	Wm. Mumm, Jr. L. J. Sullivan
Dean Murphy, Inc.	Chicago	35 E. Wacker Dr. State 7050	M. T. Harshaw A. L. Shebel
	Philadelphia	Packard Bldg. Locust 1826	M. K. Gilliam W. C. Hellman
Murray Advertising Agency, Inc.	New York	578 Madison Ave. Plaza 3-0401	Wm. H. Walfless

## N

Agency	City	Address Telephone Number	Executives In Charge of Radio
Nash Co.	St. Louis	102 N. Broadway Central 0929	S. J. Dyne
Radio Advertising Agency	Hollywood	303 Hollywood Center Bldg. Hempstead 1551	D. D. Crawford
	New York	1457 Broadway Wisconsin 7-8162	H. H. Pollock
St. Louis & Brorby,	Chicago	360 N. Michigan Ave. State 5152	Helen Wing O. R. Stadelman
Meyerhoff, Inc.	Chicago	400 N. Michigan Ave. Delaware 7860	W. L. Rubens
Smith Service Co.	Cleveland	Hanna Bldg. Cherry 4804	Fred Long M. C. Nesbitt M. E. Ryan
Emmett Co., Inc.	New York	40 E. 34th St. Ashland 4-4900	William Reydel
A. Newhoff Advertising Agency	Baltimore	Piper Bldg. Plaza 7155	Theodore A. Newhoff
International Advertising Agency, Inc.	Lynn, Mass.	5 Cleveland St. Breakers 2388	Chas. Pinkham
Advertising Agency	Kalamazoo, Mich.	..... 8511	.....
West Radio Advertising	Seattle	American Bank Bldg. Main 9282	Ed Kraft

Agency	City	Address Telephone Number	Executives In Charge of Radio
O'Callaghan Advertising Agency	Memphis	U. P. National Bank Bldg. 8-4212	Martin O'Callaghan
Mark O'Dea & Co., Inc.	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Olmsted-Hewitt, Inc.	Minneapolis	1200 Second Ave. South Geneva 1681	W. H. Olmsted
O'Malley Advertising & Selling Co.	Boston	244 Wash. St. Capitol 4345	.....

## P

Agency	City	Address Telephone Number	Executives In Charge of Radio
Philip O. Palmer & Co., Inc.	Chicago	520 N. Michigan Whitehall 6380	Philip O. Palmer
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9843	E. J. Cogan
Peck Advertising Agency, Inc.	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan, Inc.	New York	250 Park Ave. Eldorado 5-7700	David Crosier
Pettinger-La Grange, Inc.	Indianapolis	Century Bldg. Lincoln 3555	Bergen La Grange
Phelps-Engel-Phelps, Inc.	Chicago	700 N. Michigan Ave. Superior 7657	.....
Phillips, Lennon & Co.	New York	420 Lexington Ave. Mohawk 4-6590	E. S. Lennon
Harold W. Pickering	Salt Lake City	309 Templeton Bldg. Wasatch 2658	.....
Pitluk Advertising Co.	San Antonio	Alamo National Bldg. Garfield 7268	C. R. Susick

# Detroit today...

active  
thriving  
prospering  
spending

# CKLW alone

covers  
the entire  
Detroit  
area  
completely.

CKLW, the International Station, member Columbia basic network, 5,000 watts (340 kc.)

Windsor offices:—Guaranty Trust Building, Phone 4-1155.  
Detroit Offices:—Union Guardian Building, Phone Cadillac 7200.

A NEW AND GREATER

# WPRO PROVIDENCE



**THE ONLY COMPLETE COVERAGE OF NEW ENGLAND'S SECOND LARGEST MARKET**

WPRO delivers to advertisers today's outstanding radio value—the most effective, most **ECONOMICAL** coverage of this market of

**1,225,578 CUSTOMERS WHO SPEND \$284,082,000**

yearly in retail outlets. The rich trading areas of Providence, Fall River, and New Bedford all lie within the 500 microvolt area.

The new WPRO booklet includes up-to-date facts and figures of vital interest to anyone selling this rich Southern New England market. Write for a copy.

## WPRO 630 kc

CHERRY & WEBB BROADCASTING CO.  
PROVIDENCE, R. I.

Represented Nationally by  
**HIBBARD AYER**—New York, Chicago, Boston  
**WALTER BIDDICK & CO.**—Pacific Coast

## DIRECTORY OF AGENCIES

### P—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Advt.	Agency
Platt-Forbes, Inc.	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt	Ridgway Co.
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	R. J. Potts Frank F. B. Rice J. B. Woodbury D. B. Mindlin Jerry McKee	Lee & Leffingwell Rieselbach Agency
Potts-Turnbull Co., Inc.	Kansas City	912 Baltimore Ave. Victor 9400	G. F. Magill	Harold T. Roberts
	Chicago	75 E. Wacker Dr. Central 6900	T. J. Harris	A. Robbins
The Powers-House Co.	Cleveland	Terminal Tower Main 9090	Marsh K. Powers Frank A. House	Watts & Mason Agency
John O. Powers Co.	New York	220 E. 42nd St. Vanderbilt 3-9717	Walter E. Powers	Roberts & Co.
Frank Presbrey Co., Inc.	New York	247 Park Ave. Wickersham 2-8200	Fulton Dent Frank Hodgson	Robert J. Robinson Agency
	Pittsburgh	Grant Bldg. Court 2167		W. H. Williams Agency
	Philadelphia	City Centre Bldg. Rittenhouse 0981	Alfred Gratz	
Pritchard & Thompson	New Orleans	401 Baronne St. Main 6414		Watts & Smith Agency
The Proctor & Collier Co.	Cincinnati	McMillan St. & Reading Rd. Woodburn 3331	J. B. Duncan	
Production Service Co.	Los Angeles	1220 Maple Ave. Prospect 2193	Kenneth McNeil	W. Martin, Jr.
				Alfred Roberts
				W. Mandel Agency
				W. Rosenfeld
				Advertiser
				Russell & Co.
				W. Kraus & Co.
Agency	City	Address Telephone Number	Executives In Charge of Advt.	Agency
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen	
Agency	City	Address Telephone Number	Executives In Charge of Advt.	Agency
Arthur D. Rahe, Inc.	New York	2 W. 46th St. Medalion 3-2917	Edward Gordon	
Earle Racey	Dallas	Thomas Bldg. 2-5349	Earle Racey	
Radio Promotion Corp.	Philadelphia			
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. Kenwood 1003		
	Chicago	230 N. Michigan Ave. Franklin 6696		
The Fred M. Randall Co.	Detroit	Book Bldg. Cadillac 4662	H. K. Jones	
The Virgil L. Rankin Co.	San Jose, Calif.	44 W. San Carlos St. Columbia 2244	Virgil L. Rankin	
Wm. H. Rankin Co.	New York	342 Madison Ave. Murray Hill 2-9300	Wm. H. Rankin	
	Chicago	Peoples Gas Bldg. Harrison 5891		
Rawson & Morrill, Inc.	Atlanta	101 Marietta St. Walnut 3594	H. L. Morrill	
Charles Dallas Reach-Advertising	Newark	58 Park Place. Market 3-0276	Jean Wanamaker	
Redfield-Coupe, Inc.	New York	247 Park Ave. Plaza 3-6120	L. P. Bansbach	
Thomas H. Reese & Co., Inc.	New York	144 Madison Ave. Wickersham 2-4886		
Knox Reeves Advertising Agency	St. Paul	Empire Bank Bldg. Garfield 8011	Knox Reeves	
Reincke-Ellis-Youngreen & Finn, Inc.	Chicago	520 N. Michigan Ave. Whitehall 7440	Russell B. White	
Emil Reinhardt, Agency	Oakland, Calif.	324 33th St. Templebar 2408	Robert Baumgardner	
William B. Remington, Inc.	Springfield, Mass.	21 Besse Pl. 2-2135	Milton Stoughton	
Richard Advertising Agency	Trenton, N. J.	Trenton Trust Bldg. 6467		
Rickard & Co., Inc.	New York	330 W. 42nd St. Bryant 9-1251	Julian Gran	
C. E. Rickerd Advertising Agency	Detroit	640 Temple Ave. Temple 1-3636	K. Wright	



# DIRECTORY OF AGENCIES

## R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Platt Highway Co.	St. Louis	1901 Locust St. Central 6622	Norman Lewis
Leffingwell, Inc.	New York	25 W. 45th St. Bryant 9-8954	Ellis Gladwin
Rimmbach Advertising	Milwaukee	828 N. Broadway Marquette 4242	Robert E. Hart
T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
I. Robbins, Inc.	Chicago	360 N. Michigan Ave. State 6273	V. M. Volino R. N. Cushing
MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	Miss Flo Beard
Adverts & Associates	San Francisco	74 New Montgomery St. Douglas 7894	Bob Roberts
J. Robinson Advertising Agency	Los Angeles	Security Bldg. Mutual 1142	Elwood J. Robinson
Williams & Cunyng-	Chicago	310 S. Michigan Ave. Harrison 8490	Miner F. Williamson F. H. Hakewill
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
Smith Advertising Agency	Chicago	20 N. Wacker Dr. Dearborn 0021	Howard N. Smith E. G. Opie Alvin H. Kaplan Mollie Pomerlian
Martin, Inc.	New York	21 W. 46th St. Bryant 9-4621	C. J. McCracken
Rooney Co.	Boston	7 Water St. Capitol 0360	G. E. Holliban
Mandabach Advertising Agency	Chicago	20 N. Wacker Dr. Central 0262	Miss L. C. Conrad
Rosenburg Co., Inc.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenburg
Advertising, Inc.	Fort Wayne, Ind.	Standard Bldg. Garfield 4212	
Hessell & Co.	San Francisco	Chancery Bldg. Garfield 8776	Will Russell
Smith & Ryan, Inc.	New York	Chrysler Bldg. Vanderbilt 3-6400	M. P. Kirk F. B. Ryan, Jr. Edwin L. Dunham
	Chicago	360 N. Michigan Ave. Randolph 2625	Dale Perrill
	Detroit	7430 Second Blvd. Madison 1980	Fred Barrett
	St. Louis	812 Olive St. Main 0128	Carlyle Emery
	Kanas City	215 Pershing Rd. Victor 9272	
	San Francisco	235 Montgomery St. Douglas 5822	Lewis Clay
	Los Angeles	1031 S. Broadway Prospect 1054	James M. Dignan
	Seattle	Northern Life Tower Main 6227	
A. Ryan	Washington, D. C.	1412 I St., N. W. National 0445	Herluf Provensen
J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan

## S

Agency	City	Address Telephone Number	Executives In Charge of Radio
Advertising Co.	St. Paul	96 S. Wabasha St. Riverside 1822	
Wm. A. Schautz Advertising Agency	Seranton, Pa.	Chamber of Commerce Bldg. 4-4334	W. A. Schautz Mildred Hausser
Advertising Agency, Inc.	Newark	9 Clinton St. Market 2-0480	
Frederick H. Schmalz	Portland, Ore.	Alderway Bldg. Beacon 2776	Frederick H. Schmalz A. V. Beesley
Advertising Service	Los Angeles	601 W. 5th St. Michigan 2396	Wm. G. Scholts T. D. Scholts
Summer & Scott	Chicago	Mather Tower Dearborn 1818	B. C. Herrick
Perkins & Associates	San Francisco	604 Mission St.	
Pelander, Inc.	Milwaukee	312 E. Wisconsin Ave. Daly 1080	Harry Scott
Sears & Sons	Chicago	520 N. Michigan Ave. Superior 8177	A. T. Sears J. Harding

# EXAMINATION DAY

## TEACHER:

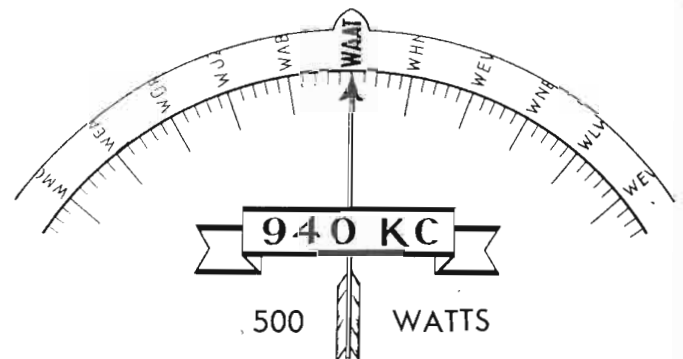
Which State in our whole United States has the highest percentage of homes equipped with radio sets?—and what is the percentage?

## PUPIL:

New Jersey with 87.1%.



NEW JERSEY *means*  
HOMES—HOMES—HOMES  
*and* HOMES *mean*  
BUYERS—BUYERS—BUYERS



# W.A.A.T

JERSEY CITY, N. J.

WAAT operates daytime only. Daytime audiences consist mainly of women. Women purchase 85% or more of all merchandise that comes into the home. They are the Purchasing Agents for the Nation.

WAAT's transmitter located on the West Bank of the Hudson River in Jersey City, the gateway to the State, serves listeners in the great Cosmopolitan New Jersey centers of Newark, Jersey City, Paterson, Elizabeth, Bayonne, Union City, Hoboken, West New York, Passaic, Hackensack, the Oranges and Montclair, embracing a resident population of over two and a quarter million people.

WAAT's time rates are moderate and are scaled in accordance with its service to the advertiser in the New Jersey area only. Thus leaving this station's excellent coverage in the densely populated area of New York City, Brooklyn, Staten Island, Long Island and Westchester (6 million) as bonus coverage.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Russell M. Seeds Co., Inc.	Indianapolis	814 Lemcke Bldg. Riley 9386	Paul Ritchey
Sellers Service, Inc.	Chicago	8 S. Michigan Ave. State 2154	G. Couper, Jr.
Sehl Advertising Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Shaw-Betts, Inc.	Denver	810 14th St. Keystone 2665	.....
J. Wm. Sheets	Seattle	Central Bldg. Elliott 7859	.....
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	Clinton Jordan
Sidener Van Riper & Keeling, Inc.	Indianapolis	Circle Tower Riley 3541	Hal R. Keeling Geurnsey Van Riper
Alfred J. Silberstein, Inc.	New York	12 E. 44th St. Vanderbilt 3-4714	A. H. Ashley
Charles Silver & Co.	Chicago	612 N. Michigan Ave. Superior 6625	B. R. Solomon
Silver & Douce Co., Inc.	Birmingham	522 Massey Bldg. 3-5338	Harry Douce
Silverman Advertising Co.	Chicago	333 N. Michigan Ave. Anderson 1144	M. B. Silverman
Simmonds & Simmonds, Inc.	Chicago	201 N. Wells St. Central 1166	Jack Selby
Simons-Michelson Co.	Detroit	Washington Boulevard Bldg. Cherry 3000	Leonard Simons Lawrence J. Michelson
The Simpser Co.	Philadelphia	Lewis Tower Bldg. Pennypacker 6331	Florence M. Dart
Jay H. Skinner Advertising Agency	Houston	Sterling Bldg. Capitol 6278	Francis Gilbert
	Beau mont, Tex.	San Jacinto Bldg. 1598	Ben. S. Woodhead, Jr.
Small, Kleppner & Seiffer, Inc.	New York	469 Fifth Ave. Caledonia 5-3490	O. Kleppner M. Small A. Seiffer
Allen C. Smith Advertising Co.	Kansas City	20 W. 9th St. Harrison 7438	.....

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Smith & Drum, Inc.	Los Angeles	650 S. Grand Ave. Trinity 3164	L. W. McDem
Clyde H. Smith Advertising Co.	Kansas City	2017 Grand Ave. Harrison 2400	Clyde H. Smith
Frederick N. Sommer Advertising Agency	Newark	810 Broad St. Market 2-5680	Felix M. Sommer
Spot Broadcasting, Inc.	New York	315 Fifth Ave. Longacre 5-6449	.....
W. E. Sproat & Co.	Chicago	520 N. Michigan Ave. Superior 8441	R. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American National Bank Bldg. 8-1403	.....
Stack-Goble Advertising Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble
	New York	400 Madison Ave. Plaza 3-7445	Wallace Butter
	Detroit	United Artists Bldg. Cherry 5315	Cliff Knobler
Staples & Staples, Inc.	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
Sterling Advertising Agency	New York	151 W. 40th St. Longacre 6-4614	J. E. Edelman
Sternfield-Godley, Inc.	New York	280 Broadway Barclay 7-3030	Roy Specter
Sturman Advertising Agency	New York	370 Lexington Ave. Caledonia 5-4334	Natalie Fahn
Willard E. Stevens Advertising Agency	Chicago	20 E. Jackson Blvd. Harrison 7490	Marie V. Cor W. E. Stevens
Stewart, Hanford & Frohman, Inc.	Rochester, N. Y.	11-15 James St. Stone 1453	L. A. Casler
	New York	110 E. 42nd St. Ashland 4-1725	O. C. Carpenter
The Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	H. J. Bub H. T. Jordan
Stone, Stevens & Lill, Inc.	New Orleans	Whitney Bldg. Raymond 1537	.....
Strang & Prosser Advertising Co.	Seattle	Smith Tower Elliott 1922	J. R. Lunke
Street & Finney, Inc.	New York	330 W. 42nd St. Bryant 9-2400	John Sawyer
Charles R. Stuart, Inc.	San Francisco	625 Market St. Douglas 2438	Chas. F. Jones Georgia Fried
J. L. Sugden Advertising Co.	Chicago	307 N. Michigan Ave. State 6676	Keoneth C. R.
	Rockford, Ill.	Gas Electric Bldg.	.....
G. Lynn Summer Co., Inc.	New York	285 Madison Ave. Caledonia 5-4108	W. L. Marsh
Sweeney & James Co.	Cleveland	Bulky Bldg. Main 7342	Frank G. James
Hilmer V. Swenson Co.	Chicago	1801 Byron St. Buckingham 9601	Reed Drummer
	St. Louis	214 N. 6th St. Central 0816	John Fehst
Syverson-Kelley, Inc.	Spokane, Wash.	Mohawk Bldg. Main 4311	A. H. Syverson H. A. Brassard

**"Paging NOAH WEBSTER..!"**  
with a new word for his dictionary . . .



**SPOTCASTING:** (n) used in radio; broadcasting in selected spots over tested outlets. An important factor in merchandising. Used in conjunction with service by Kasper-Gordon Studios.

**NEW ENGLAND REPRESENTATIVES FOR**

- W/BCM, Bay City, Michigan.
- KFEQ, St. Joseph, Missouri.
- KFBI, Abilene, Kansas.
- KFKA, Greeley, Colorado.
- KGNF, North Platte, Nebraska.
- WGES, Chicago, Illinois.
- WKZO, Kalamazoo, Michigan.
- WLBF, Kansas City, Kansas.
- KBTM, Paragould, Arkansas.
- KGGF, Coffeyville, Kansas.
- KFXM, San Bernardino, Calif.
- WHBU, Anderson, Indiana.
- WCBD, Waukegan, Illinois.
- KPJM, Prescott, Arizona.

Complete information available for New England advertisers and agencies, together with details of merchandising cooperation

**KASPER-GORDON STUDIOS INC.**  
140 BOYLSTON STREET - BOSTON, MASS.

## T

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Baber
	Chicago	410 N. Michigan Ave. Superior 0303	Richard Mar
	San Francisco	Shea Bldg. Garfield 3510	Fred H. Fick
	Los Angeles	Petroleum Securities Bldg. Prospect 4271	H. Calvin R.
	St. Louis	1221 Locust St. Central 3040	Henry M. S. John T. Ure
	Cincinnati	Union Central Bldg. Main 2171	Howard Hen Linna Nelson
J. Walter Thompson Advertising Corp.	New York	1 Wall Street Digby 4-3130	John K. Baber
Thompson-Koch	Cincinnati	32 W. 6th St. Cherry 5221	W. S. Groun
R. S. Thompson	Youngstown, O.	Dollar Bank Bldg. 6-6994	.....

# *Waste Baskets Are Full of Ideas*

But ideas that will stand the test of thirteen weeks, twenty six weeks or three years mean something!

**So Let's Look at the Record!**



**RAISING JUNIOR . . . three years**

**BOBBY BENSON . . . one year**

**CUB REPORTER . . . one year**

**ROBINSON CRUSOE, Jr. . . . sixteen weeks and still on the air**

## **SPECIAL MATERIAL FOR**

**HELEN HAYES**

**AL JOLSON**

**RUDY VALLEE**

**FRED ALLEN**

**RAY PERKINS**

**and OTHERS**



---

*Ideas . . . . Scripts . . . . Talent . . . . Complete Radio Programs*

---

**PETER DIXON and ASSOCIATES, Inc.**

Columbia Broadcasting System Building  
485 Madison Avenue  
NEW YORK CITY

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Norman W. Tolle and Associates	San Diego	631 3rd Ave. Franklin 6606	Norman W. Tolle
Tomascbke-Elliott, Inc.	Oakland, Calif.	Franklin Bldg. Glencourt 4941	Wallace Elliott
Tomowske Advertising Agency	Spokane, Wash.	Chronicle Bldg. M-5911	.....
Topping & Lloyd, Inc.	New York	485 Madison Ave. Wickersham 2-0842	L. M. Lloyd
Arthur Towell, Inc.	Madison, Wis.	Beaver Bldg. Fairchild 682	Ralph Timmons
Tracy-Locke-Dawson, Inc.	New York	22 E. 40th St. Ashland 4-1690	J. M. Dawson H. E. Hendrick
	Dallas	1921 Elm St. 7-3128	R. P. Locke Monty Mann
W. I. Tracy, Inc.	New York	205 E. 42nd St. Murray Hill 4-6406	A. Z. Hirsch
Trades Advertising Agency	New York	180 Madison Ave. Ashland 4-9136	Miss J. Cone
James H. Turner Co.	Chicago	520 S. Michigan Ave. Superior 2187	J. K. Turner
Tuthill Advertising Agency, Inc.	New York	1133 Broadway Chelsea 3-4931	Rupert Thomas
O. S. Tyson and Co., Inc.	New York	230 Park Ave. Murray Hill 2-3663	W. L. Towne
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes
	Rochester	41 Chestnut St. Main 1099	C. L. Rumrill

## U

Agency	City	Address Telephone Number	Executives In Charge of Radio
R. G. E. Ullman Advertising	Philadelphia	1520 Locust St. Pennypacker 4522	Nan M. Collins

## U—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
United Advertising Agency, Inc.	New York	8 W. 40th St. Longacre 5-4345	N. C. Wildman
United States Advertising Corp.	Toledo	240 Huron St. Main 8205	R. J. Fuller
	New York	250 W. 57th St. Columbus 5-2032	Catherine Wolf Don Parker
	Chicago	612 N. Michigan Ave. Delaware 4466	J. C. Ewell H. M. Smith
	Detroit	Dime Bank Bldg. Randolph 4660	Henry Koch
	Baltimore	First Nat'l Bank Bldg.	Kenneth C. W.

## V

Agency	City	Address Telephone Number	Executives In Charge of Radio
Curtis W. Van De Mark Advertising Agency	Cincinnati	Blymer Bldg. Parkway 6660	Alvin Schmidt
Van Sant, Dugdale & Co., Inc.	Baltimore	Court Square Bldg. Plaza 5280	C. M. Buchan
Addison Vars, Inc.	Buffalo	Vars Bldg. Cleveland 2351	H. W. Combs
Chas. E. Vautrain Associates, Inc.	Holyoke, Mass.	560 Dwight St. 2-3884	C. E. Vautrain

## W

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wade Advertising Agency	Chicago	208 W. Washington St. State 7372	W. A. Wade E. N. Nelson
Hugo Wagenseil & Associates	Dayton	Third National Bldg. Hemlock 1151	Ralf Kircher
L. H. Waldron Advertising Agency	New York	19 W. 44th St. Vanderbilt 3-8342	Irving J. Herzog



## Michigan's Finest Local Radio Station is WIBM, Jackson

*WIBM, one of Michigan's oldest stations in years of service, is now completely transformed with equipment, studios and spirit as moderne as the mural above.*

**No Michigan radio campaign is complete without the coverage of the 262,340 mid-state residents who form the loyal audience of WIBM**

### **Terse Facts:**

*The Nation's Largest and Finest Show-window Studios makes WIBM a radio showplace. 3 announcers work together on the evening shift. A total of 6 regular staff announcers. Guaranteed High-Fidelity equipment throughout merits an appreciative audience. No other national network gives dependable first class coverage of the Jackson area. Over 100 national accounts have sold through WIBM in the past two years. WIBM occupies Radio Block, with a 66-foot frontage in the heart of the business district. Every key-man on the staff has been imported from metropolitan stations.*

## 3 Networks Serve WIBM—Mutual, Michigan and Canadian

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Advertising Co., Inc.	New York	230 Park Ave. Vanderbilt 3-4000	James A. Wales
Downing	Pittsburgh	227 Oliver Bldg. Atlantic 2812	.....
Advertising Co., Ltd.	Windsor, Ont.	Guaranty Trust Bldg. Windsor 3-2416	W. A. McGuire
Wank	San Francisco	580 Market St. Garfield 2921	.....
Warner Co., Inc.	Chicago	360 N. Michigan Ave. State 7550	D. D. Werner
Advertising Agency	Chicago	2136 Lawrence Ave. Long Beach 6100	Frederick Wellman
Waxelbaum	New York	110 W. 40th St. Pennsylvania 6-0043	B. Waxelbaum
H. Weiler Advertising Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8675	George Beckenbaugh Mabel Peoples Sam Taubman Maurice Aaron
Advertising Agency	Toledo	Spitzer Bldg. Adams 4713	H. Wendt
Wertheimer Co., Advertising, Inc.	New York	250 Park Ave. Eldorado 5-1270	M. Mitchell
Wiley Associates	New York	225 W. 34th St. Lackawanna 4-3497	Lindsay Fairweather
Advertising Co.	San Francisco	311 California St. Sutter 6744	E. E. Sylvestre
Westheimer & Co.	St. Louis	317 N. 11th St. Central 1112	Lee Falk
Advertising Agency,	Racine, Wis.	214 Fifth St. Jackson 974	.....
	Chicago	35 E. Wacker Dr. Central 7565	K. J. T. Ekblaw
Barnett, Inc.	Waterloo, Ia.	Arts & Crafts Bldg. 766	.....
	Chicago	520 N. Michigan Ave. Whitehall 7725	Arthur C. Barnett
Weston	Clinton, Ia. Providence	Weston Bldg. 1331 Providence Biltmore Hotel	Frank Weston
Lowell Co., Inc.	New York	369 Lexington Ave. Caledonia 5-1285	J. J. Hagan
S. Whitten, Inc.	Boston	216 Tremont St. Liberty 1861	Edmund S. Whitten
Wierengo & Staff,	Grand Rapids, Mich.	Building & Loan Bldg. 93434	G. H. England George Hebden
Wilkins & Cole, Inc.	Portland, Ore.	Mead Bldg. Broadway 4118	J. S. Lynch
	Seattle	Lloyd Bldg. Elliott 0855	A. F. House
Carl Williams, Inc.	Worcester, Mass.	201 Commercial 3-4780	O. C. Williams
Williams & Saylor, Inc.	New York	485 Madison Ave. Eldorado 5-6024	J. H. Stevenson

## CODE OF ETHICS

Adopted By the Members of the National Association of Broadcasters, Inc.

1. Recognizing that the Radio audience includes persons of all ages and all types of political, social and religious belief, every broadcaster will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a broadcaster are used by others than the owner, the broadcaster shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or organization may gain access to the Radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast.

4. Every broadcaster shall exercise great caution in accepting any advertising matter regarding products or services which may be injurious to health.

5. No broadcaster shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

6. Every broadcaster shall strictly follow the provisions of the Radio Act of 1927 regarding the clear identification of sponsored or paid-for material.

7. Care shall be taken to prevent the broadcasting of statements derogatory to other stations, to individuals, or to competing products or services, except where the law specifically provides that the station has no right of censorship.

8. Where charges of violation of any article of the Code of Ethics of The National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges and notify the station of its findings.

Adopted March 25, 1929.

## W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Williamson-Thomas Advertising Agency	Greensboro, N. C.	426 N. C. Bank & Trust Bldg. 8947	R. S. Williamson
Edwin Bird Wilson, Inc.	New York	120 Wall St. Andrews 3-4170	Ernest D. Kracht
Wolcott & Holcomb, Inc.	Boston	80 Federal St. Liberty 0677	C. H. Day
Wood, Putnam & Wood Co.	Boston	209 Washington St. Hancock 1530	Allen H. Wood, Jr.
Woolley & Hunter, Inc.	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley
World Wide Advertising Corp.	New York	11 W. 42nd St. Longacre 6-4500	Emil M. Scholz Ellis J. Finch
Frank Wulf-Advertising	Cleveland	2827 Euclid Ave. Prospect 5585	Frank M. Wulf

## Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Young & Rubicam, Inc.	New York	285 Madison Ave. Ashland 4-8400	W. R. Stuhler J. S. Davidson Hubbel Robinson, Jr.
	Chicago	221 N. La Salle St. Central 3144	D. G. Schneider
	Detroit	7430 Second Blvd. Trinity 2-1810	J. F. Reeder

## Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Zimmer-Keller, Inc.	Detroit	2210 Park Ave. Cadillac 9151	R. E. Keller
Zinn & Meyer, Inc.	New York	1819 Broadway Columbus 5-0340	Jerome S. Meyer
Frederic W. Ziv, Inc.	Cincinnati	Ingalls Bldg. Main 4699	Ruth B. Rosenthal

## ZINN & MEYER

INCORPORATED

### ADVERTISING

1819 BROADWAY—NEW YORK

An advertising agency which, since 1928, has specialized in spot broadcasting in conjunction with effective merchandising and sales promotion. An agency of wide experience in developing new products with limited advertising appropriations. No account too small to receive the personal attention of a firm member.

# MAJOR CANADIAN ADVERTISING AGENCIES & RADIO EXECUTIVE

(Corrected from available data to January 1, 1935)

Agency	City	Address Telephone Number	Executives In Charge of Radio	Agency	City	Address Telephone Number	Executives In Charge of Radio
The Lorne Ardiel Co.	Toronto	137 Wellington St. West Adelaide 4994	G. N. Simpson	MacDonald Pettis & Might, Limited	Toronto	80 King St. West Adelaide 4114	J. Cambridge
Baker Advertising Agency, Limited	Toronto	199 Bay St. Adelaide 2171	R. D. Albertini		Vancouver	198 West Hastings Trinity 3128	E. A. Heeney
Bison Advertising Agency	Toronto	246 Adelaide St., West Adelaide 4418	W. A. Chant	McConnell, Baxter & Castman, Ltd.	Toronto	254 Bay St. Adelaide 7004	Miss J. McKee
Blaikie, Duncan S., Advertising Agency, Limited	Montreal	1411 Stanley St. Marquette 9356	A. M. Blaikie		Montreal	1010 St. Catherine St. West Plateau 1146	W. C. Stannard L. J. Benison
					London	7 Market Lane Metcalfe 544	T. H. Yull
Campbell-Ewald, Limited	Toronto	372 Bay St. Elgin 0321	C. M. Pasmore		Winnipeg	Confederation Life Bldg. 95-757	D. C. Coutts
	Montreal	1010 St. Catherine St. West Lancaster 5064	E. H. H. Smith		Vancouver	789 West Pender Seymour 1788	V. C. Irons
Canadian Advertising Agency, Limited	Toronto	85 Richmond St. West Waverley 4625	.....	McKim, A., Limited	Toronto	320 Bay St. Elgin 5351	J. W. Thain
	Montreal	1135 Beaver Hall Hill Lancaster 7274	R. R. de Long		Montreal	1253 McGill College Ave. Lancaster 5192	E. W. Brodie
Cookfield-Brown & Co., Limited	Toronto	Metropolitan Bldg. Elgin 9201	J. W. Larter		Winnipeg	610 Royal Bank Bldg. 97-627	R. F. Griffiths
	Montreal	Canada Cement Bldg. Harbour 4171	H. R. Conway		Vancouver	Province Bldg. .....	V. L. Stewart
	Winnipeg	709 Electric Railway Bldg. 97-068 & 97-122	C. W. McQuillin		Halifax	Dennis Bldg. .....	W. J. McKay
	Vancouver	675 West Hastings Trinity 2588	Colin Harris				
Consolidated Advertising Service	Toronto	71 Richmond St. West Adelaide 7361	Mel Johnston	Norris Patterson, Limited	Toronto	105 Bond St. Elgin 8461	C. H. Remy
	Montreal	376 Craig St. West Harbour 1245	C. S. Richardson		Montreal	University Tower Bldg. Harbour 3256	C. W. Davis
					Winnipeg	238 Curry Bldg. 93-833	H. C. Skinner
Denne, A. J., & Co., Limited	Toronto	80 King St. West Elgin 3444	Miss F. M. Wright		Edmonton	Richardson Bldg. 25326	E. H. Stutches
Desbarats Advertising Agency, Limited	Toronto	156 Yonge Street Elgin 4770	A. H. McLaughlin		Vancouver	198 West Hastings Trinity 931	R. A. Hutchins
	Montreal	1184 St. Catherine St. West Plateau 6025	W. Downs		St. John	10 King St. 3-3478	P. N. Woodley
Fisher, James, Company, Limited	Toronto	204 Richmond St. West Adelaide 4426	W. R. Johnston	Press Agency Bureau, Limited	Toronto	137 Wellington St. West Adelaide 4994	G. N. Simpson
	Montreal	1253 McGill College Ave. Lancaster 1205	John W. Teale				
Fletcher & Ellis, Limited	Toronto	69 Yonge St. Adelaide 3051	R. W. Ashcroft	Reynolds, Edward W., & Co., Limited	Toronto	80 King St. Elgin 5339	E. W. Reynolds
Gibbons, J. J., Limited	Toronto	159 Bay St. Elgin 2111	W. Kiehn	Ronalds Advertising Agency, Limited	Toronto	210 Dundas St. West Adelaide 0237	G. W. Brown R. J. Avery
	Montreal	1010 St. Catherine St. West Harbour 6207	H. M. Reid		Montreal	Keefer Bldg. Plateau 4803	Mrs. E. Wainw
	Winnipeg	272 Scott Bldg. 97-373	G. Hunter	Smith, R. C., & Son, Limited	Toronto	80 King St. West Elgin 9396	G. A. Phere
	Regina	302 Leader-Post Bldg. 6-141	E. G. Macpherson	Stevenson & Scott, Limited	Montreal	1620 University Tower Harbour 4131	H. E. Scott
	Calgary	400 Lancaster Bldg. R 2031	R. G. Smith	Tandy Advertising Agency, Limited	Toronto	204 Richmond St. West Adelaide 6862	J. P. Hamilton
	Edmonton	718 McLeod Bldg. 27512	J. H. Fulton	Thompson, J. Walter, Co., Limited	Toronto	320 Bay St. Waverley 2648	A. F. Head
	Vancouver	198 West Hastings Seymour 6324	Leander Manley		Montreal	1010 St. Catherine St. West Marquette 7794	W. Telford
F. H. Hayhurst Co., Limited	Toronto	200 Bay St. Adelaide 7418	D. J. Leonard	Vickers & Benson, Limited	Toronto	217 Bay St. Waverley 1603	J. Tregale
Kelley, Russell T., Limited	Hamilton	150 Main St. East Baker 1155	R. T. Kelley		Montreal	1440 St. Catherine St. West Plateau 5051	H. G. Gonthie
Locke, Clark E., Limited	Toronto	Harbour Commission Bldg. Elgin 1802	J. E. Mumford	Wallace Advertising, Limited	Halifax	135 Roy Bldg. R 7657	F. R. Wallace
Lord & Thomas of Canada, Limited	Toronto	67 Yonge St. Waverley 1154	G. F. Mills	Walsb Advertising Co., Limited	Windsor	Guarantee Trust Bldg. 3-2416	T. E. Walsh
	Montreal	Aldred Bldg., Place d'Armes Plateau 7924	B. Devlin				

# Directory of Canadian Broadcasting Stations by Frequencies

(Allocations in Effect January 1, 1935)

CALL LETTERS	LOCATION	LICENSEE	POWER (watts)	CALL LETTERS	LOCATION	LICENSEE	POWER (watts)
<b>540 Kilocycles</b>				<b>1030 Kilocycles (Canadian Exclusive)</b>			
CJRM	Moose Jaw, Sask.	Jas. Richardson & Sons, Ltd.	1,000	CFCN	Calgary, Alta.	W. W. Grant & H. G. Love	10,000
<b>550 Kilocycles</b>				CKLW	Windsor, Ont.	Western Ontario Broadcasting Co. Ltd.	5,000
CFNB	Fredericton, N. B.	Jas. S. Neill & Sons, Ltd.	500	<b>1050 Kilocycles (U. S. Clear, Now Partly Shared)</b>			
<b>580 Kilocycles (U. S.-Canadian Shared)</b>				CRCK	Quebec, Que.	Canadian Radio Broadc't'g Com'n.	1,000
CKUA	Edmonton, Alta.	University of Alberta	500	CFCO	Chatham, Ont.	John Beardall	100
CKCL	Toronto, Ont.	Dominion Battery Co., Ltd.	100	<b>1100 Kilocycles (U. S. Clear, Now Partly Shared)</b>			
CHRC	Quebec, Que.	CHRC, Ltd.	100	CRCV	Vancouver, B. C.	Canadian Radio Broadc't'g Com'n	1,000
<b>600 Kilocycles (U. S.-Canadian Shared)</b>				<b>1120 Kilocycles (U. S.-Canadian Shared)</b>			
CJOR	Vancouver, B. C.	G. C. Chandler	500	CKOC	Hamilton, Ont.	Wentworth Radio Broadcasting Co., Ltd.	1,000D, 500N
CRCW	Windsor, Ont.	Canadian Radio B'est'g Com'n (Under construction)	1,000	CHLP	Montreal, Que.	LaPatrie Publishing Co., Ltd.	100
CFCF	Montreal, Que.	Canadian Marconi Co.	500	CHSJ	St. John, N. B.	New Brunsw'k B'est'g Co., Ltd.	100
<b>630 Kilocycles (U. S.-Canadian Shared)</b>				<b>1200 Kilocycles (U. S.-Canadian Shared)</b>			
CKOV	Kelowna, B. C.	Okanagan Broadcasters, Ltd.	100	CHAB	Moose Jaw, Sask.	Moose Jaw Radio Association	100
CJGX	Yorkton, Sask.	Dawson Richardson Pub., Ltd.	500	CKTB	St. Catharines, Ont.	Silver Spire Broadcasting Station Ltd.	100
CFCY	Charlottetown, P.E.I.	Island Radio Broadc't'g Co., Ltd.	500	<b>1210 Kilocycles (U. S.-Canadian Shared)</b>			
<b>690 Kilocycles (Canadian Exclusive)</b>				CKBI	Prince Albert, Sask.	CKBI, Ltd.	100
CJGJ	Calgary, Alta.	The Albertan Publishing Co., Ltd.	100	CKMC	Cobalt, Ont.	R. L. MacAdam	50
CFRB	Toronto, Ont.	Rogers Majestic Corp., Ltd.	10,000	CKCH	Hull, Que.	Radio B'est'g. Co. of Hull, Ltd.	100
<b>730 Kilocycles (Canadian Exclusive)</b>				CHNC	New Carlisle, Que.	Gaspeian Radio B'est'g. Co., Ltd.	100
CJCA	Edmonton, Alta.	Taylor & Pearson Broadcasting Co. Ltd.	500	<b>1230 Kilocycles (U. S.-Canadian Shared)</b>			
CFPL	London, Ont.	London Free Press & Ptg. Co., Ltd.	100	CJOC	Lethbridge, Alta.	The Lethbridge Broadcasting Co.	100
CKAC	Montreal, Que.	LaPresse Publishing Co., Ltd.	5,000	<b>1240 Kilocycles (U. S. Regional)</b>			
<b>780 Kilocycles (U. S.-Canadian Shared)</b>				CJCB	Sydney, N. S.	N. Nathanson	1,000
CHWK	Chilliwack, B. C.	Chilliwack Broadcasting Co., Ltd.	100	<b>1260 Kilocycles, U. S. Regional</b>			
<b>840 Kilocycles (Canadian Exclusive)</b>				CFRN	Edmonton, Alta.	Sunwapta Broadcasting Co., Ltd.	100
CFQC	Saskatoon, Sask.	The Electric Shop, Ltd.	1,000	<b>1310 Kilocycles (U. S. and Canadian Local)</b>			
CRCT	Toronto.	Canadian Radio B'est'g. Com'n.	5,000	CJKL	Kirkland Lake, Ont.	Northern Broadcasting Co., Ltd.	100
<b>880 Kilocycles (U. S.-Canadian Shared)</b>				CKCV	Quebec, Que.	Vandry, Inc.	50
ORCO	Ottawa, Ont.	Canadian Radio Broadc't'g Com'n.	1,000	CJLS	Yarmouth, N. S.	Laurie L. Smith	100
CFJC	Kamloops, B. C.	Kamloops Sentinel, Ltd.	100	CHCK	Charlottetown, P.E.I.	W. E. Burke & J. A. Gesner	50
<b>890 Kilocycles (U. S.-Canadian Shared)</b>				<b>1370 Kilocycles (U. S. and Canadian Local)</b>			
CJIC	Sault Ste. Marie, Ont.	J. G. Hyland and J. C. Whitby	100D	CKCW	Moncton, N. B.	Moncton Broadcasting Co., Ltd.	100
<b>910 Kilocycles (Canadian Exclusive)</b>				<b>1390 Kilocycles (U. S. Regional and Canadian Local)</b>			
CJAT	Trail, B. C.	Kootenay Broadcasting Co., Ltd.	250	CJRC	Winnipeg, Man.	Royal Alexandria Hotel	100
CRCM	Montreal, Que.	Canadian Radio B'est'g. Com'n.	5,000	<b>1410 Kilocycles (U. S. Regional and Canadian Local)</b>			
<b>930 Kilocycles (Canadian Exclusive)</b>				CKFC	Vancouver, B. C.	United Church of Canada	50
CFAC	Calgary, Alta.	Taylor Pearson & Carson Broadcast-ing Co. Ltd.	100	CKMO	Vancouver, B. C.	Sprott-Shaw Radio Co.	100
CFCH	North Bay, Ont.	Northern Broadcasting Co., Ltd.	100	<b>1420 Kilocycles (U. S. and Canadian Local)</b>			
CKPC	Brantford, Ont.	Telephone City Broadcasting, Ltd.	100	CKGB	Timmins, Ont.	Northern Broadcasting Co. Ltd.	100
CFLC	Prescott, Ont.	Radio Assn. of Prescott	100	CKNC	Toronto, Ont.	Canadian Nat'l Carbon Co., Ltd.	100
CKPR	Fort William, Ont.	Dougall Motor Co., Ltd.	50	<b>1450 Kilocycles (U. S. and Canadian Regional)</b>			
CHNS	Halifax, N. S.	Maritime Broadcasting Co., Ltd.	500	CFOT	Victoria, B. C.	Victoria Broadcasting Association	50
<b>950 Kilocycles (U. S. Regional and Canadian Local)</b>				CEGS	Summerside, P. E. I.	R. T. Holman, Ltd.	50
CRCS	Chicoutimi, Que.	Canadian Radio B'est'g. Com'n.	100	CKX	Brandon, Man.	Manitoba Telephone System	500
<b>960 Kilocycles (Canadian Exclusive)</b>				<b>1510 Kilocycles</b>			
CKY	Winnipeg, Man.	Manitoba Telephone System	15,000	CKCR	Waterloo, Ont.	K. W. Broadcasting Co.	100
<b>1010 Kilocycles (U. S.-Canadian Shared)</b>				CFRC	Kingston, Ont.	Queen's University	100
CKCD	Vancouver, B. C.	Vancouver Daily Province	100				
CKWX	Vancouver, B. C.	Western Broadcasting Co., Ltd.	100				
CHWC	Regina, Sask.	R. H. Williams & Sons, Ltd.	500				
CKCK	Regina, Sask.	Leader-Post Limited	500				
CHML	Hamilton, Ont.	Maple Leaf Radio Co., Ltd.	50				
CKCO	Ottawa, Ont.	Dr. G. M. Geldert	100				
CKIC	Wolfville, N. S.	Acadia University	50				

## The Key Station of the Maritime Provinces of Canada

# CHNS

HALIFAX, NOVA SCOTIA

1000 WATTS—CRYSTAL CONTROLLED—100% MODULATION

Over one-third of the listeners of the Province of Nova Scotia are located within ten miles of its transmitter.

For Rates, Etc., Apply to

WM. C. BORRETT  
Station Director  
Lord Nelson Hotel  
HALIFAX • NOVA SCOTIA

JOE MCGILVRA  
Representative  
485 Madison Avenue  
NEW YORK CITY

# Newspaper Ownership and Control of Radio Stations . .

(Revised to January 15, 1935)

## ARIZONA

KTAR, Phoenix—Controlled by Phoenix Arizona Republic and Gazette.

## ARKANSAS

KARK, Little Rock—Affiliated (corporate) with The Arkansas Farmer (weekly).

KCOA, Fayetteville—Affiliated (interlocking ownership) with Fayetteville Democrat.

## CALIFORNIA

KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store); operated under lease by National Broadcasting Co.

KYA, San Francisco—Owned and operated by Hearst interests; affiliated with San Francisco Examiner.

KLX, Oakland—Owned and operated by Oakland Tribune.

KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).

KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).

KWG, Stockton—Owned by the McClatchy newspapers (Sacramento Bee, Fresno Bee and Modesto Bee).

KERN, Bakersfield—Owned by McClatchy newspapers (Fresno Bee, Modesto Bee and Sacramento Bee).

## CONNECTICUT

WIXBS, Waterbury—Owned by Waterbury Republican and American.

## DELAWARE

WILM and WDEL, Wilmington—Affiliated (interlocking control) with Lancaster (Pa.) New Era and Intelligencer-Journal.

## FLORIDA

WFLA-WSUN, Clearwater—Affiliated (corporate) with Clearwater Sun.

WDAE, Tampa—Owned by Tampa Times.

WIOD, Miami—Controlled by Miami Daily News.

## GEORGIA

WSB, Atlanta—Owned by Atlanta Journal.

## ILLINOIS

WGN, Chicago—Owned by Chicago Tribune.

WAAF, Chicago—Owned by Chicago Daily Drivers Journal.

WLS, Chicago—Owned by The Prairie Farmer (weekly).

WHBE, Rock Island—Owned by Rock Island Argus.

## INDIANA

WSBT, South Bend—Owned by South Bend Tribune.

WFAM, South Bend—Owned by South Bend Tribune.

WTRC, Elkhart—Owned by Elkhart Daily Truth.

## IOWA

KSCJ, Sioux City—Owned by Sioux City Journal.

KSO, Des Moines—Owned and operated by Des Moines Register & Tribune.

KWCR, Des Moines—Owned by Des Moines Register & Tribune (Calls to be changed to KRNT about March 1, 1935).

WMT, Cedar Rapids—Owned by the Des Moines Register & Tribune.

## KANSAS

WIBW, Topeka—Owned by Capper Publications-Topeka Capital.

KFH, Wichita—Owned by Wichita Eagle and Hotel Lassen.

KGGF, Coffeyville—Owned by Coffeyville Journal.

## KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

## LOUISIANA

KTBS, Shreveport—Owned by Shreveport Journal and Times.

WJBO, Baton Rouge—Owned by Baton Rouge Star-Times and Morning Advocate.

## MARYLAND

WBAL, Baltimore—Owned by Hearst's American Radio News Corp.; affiliated with Baltimore News-Post & American.

## MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

WNBH, New Bedford—Owned by New Bedford Mercury and Standard-Times.

## MICHIGAN

WWJ, Detroit—Owned by Detroit News.

WELL, Battle Creek—Owned by Battle Creek Enquirer-News.

WBEO, Marquette—Owned by Marquette Mining Journal.

## MINNESOTA

WTCN, Minneapolis—Owned jointly by Minneapolis Tribune and St. Paul Pioneer Press & Dispatch.

WEBC, Duluth-Superior—Affiliated (corporate) with Superior (Wis.) Telegram.

WMFG, Hibbing—Affiliated (corporate) with Superior (Wis.) Telegram. (Construction permit.)

## MISSISSIPPI

WQBC, Vicksburg—Owned by Vicksburg Post.

## MISSOURI

WDAF, Kansas City—Owned by Kansas City Star.

KSD, St. Louis—Owned by St. Louis Post Dispatch.

## NEBRASKA

WJAG, Norfolk—Owned by Norfolk Daily News.

## NEVADA

KOH, Reno—Owned by the McClatchy newspapers of California.

## NEW MEXICO

KOB, Albuquerque—Operated under lease by Albuquerque Journal.

## NEW YORK

WINS, New York City—Owned by Hearst's American Radio News Corp.; affiliated with New York American and Journal.

WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.

WBEN, Buffalo—Owned by Buffalo News.

WOKG, Albany—Affiliated (corporate) with Albany Knickerbocker Press and Evening News (Gannett).

WREO, Rochester—Owned by Rochester Democrat & Chronicle and Times-Union (Gannett).

WENR, Elmira-Ithaca—Operated under lease from Cornell University by Elmira Star-Gazette (Gannett).

## NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.

WNSN, Winston-Salem—Owned by Winston-Salem Journal and Twin City Sentinel.

## NORTH DAKOTA

WDAY, Bismarck—Owned by Bismarck Tribune.

## OHIO

WHK, Cleveland—Owned by Cleveland Plain Dealer.

WAIU, Columbus—Owned by Cleveland Plain Dealer.

WBNS, Columbus—Affiliated (interlocking) with Columbus Dispatch.

WCOL, Columbus—Affiliated (interlocking) with Ohio State Journal.

WSMK, Dayton—Affiliated (corporate) with the Dayton Herald & Journal.

WHIO, Dayton—Owned by Dayton Daily News and affiliated with the Springfield News and Sun.

## OKLAHOMA

WKY, Oklahoma City—Owned by Oklahoma Daily Oklahoman.

KCRC, Enid—Affiliated (interlocking control) with Enid News & Eagle.

KGFF, Shawnee—Affiliated (interlocking ownership) with Shawnee News and Star.

## OREGON

KGW, Portland—Owned by Portland Oregonian.

KEX, Portland—Operated under lease from NBC by Portland Oregonian.

KOIN, Portland—Affiliated (corporate) with Portland Oregon Journal.

KALE, Portland—One-third owned by Portland Oregon Journal.

## PENNSYLVANIA

WHAT, Philadelphia—Owned by Philadelphia Public Ledger.

WCAE, Pittsburgh—Owned by Hearst interests; affiliated with Pittsburgh Sun-Telegraph.

WWSW, Pittsburgh—Owned by Pittsburgh Post-Gazette.

WSAN, Allentown—Owned by Allentown Call.

WQAN, Scranton—Owned by Scranton Times.

WHF, Harrisburg—Affiliated (interlocking control) with Harrisburg Telegraph.

WKBO, Harrisburg—Affiliated (interlocking control) with Harrisburg Telegraph.

WGAI, Lancaster—Owned by Lancaster Intelligencer-Journal and New Era.

WORK, York—Affiliated (interlocking control) with Lancaster New Era and Intelligencer-Journal.

WAZL, Hazleton—Affiliated (interlocking control) with Lancaster New Era and Intelligencer-Journal.

WRAK, Williamsport—Affiliated (corporate) with Williamsport Sun-Gazette.

WKOK, Sunbury—Affiliated (interlocking control) with Sunbury Item.

## SOUTH CAROLINA

WAIM, Anderson—Owned by Anderson Independent and Daily Mail (To be constructed early in 1935).

WFBC, Greenville—Owned by the Greenville News-Piedmont.

## TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.

WTJS, Jackson—Owned by Jackson Sun.

## TEXAS

WFAA, Dallas—Owned by Dallas News and Journal.

KRLD, Dallas—Owned by Dallas Times-Herald.

WBAP, Fort Worth—Owned by Fort Worth Star-Telegram.

KPRC, Houston—Owned by Houston Post.

KTRH, Houston—Owned by Houston Chronicle.

KXYZ, Houston—Affiliated (interlocking control) with Houston Chronicle.

## UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

KLO, Ogden—Affiliated (interlocking control) with Ogden Standard Examiner.

## VERMONT

WCAX, Burlington—Owned by Burlington Daily News.

WDEV, Waterbury—Owned by Waterbury Record (weekly).

## VIRGINIA

WDBJ, Roanoke—Owned by Roanoke Times and World-News.

WTAR, Norfolk—Owned by Norfolk Ledger-Dispatch and Virginia Pilot.

## WEST VIRGINIA

WHEN, Bluefield—Owned by Bluefield Daily Telegraph and Sun.

WSAZ, Huntington—Owned by Huntington Advertiser and Herald-Dispatch.

WCHS, Charleston—Owned by Huntington Advertiser and Herald-Dispatch.

## WISCONSIN

WTMJ, Milwaukee—Owned by Milwaukee Journal.

WISN, Milwaukee—Owned by Hearst interests; affiliated with Milwaukee Sentinel and Wisconsin News.

WIBA, Madison—Owned jointly by Madison Capital Times and Wisconsin State Journal.

WIBC, Superior-Duluth—Affiliated (corporate) with Superior Telegram.

WCLO, Janesville—Owned by Janesville Gazette.

KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.

WRJN, Racine—Owned by Racine Journal-Times.

WHBL, Sheboygan—Owned by Sheboygan Press.

## HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.

## CANADA

CHNS, Halifax, N. S.—Owned by Halifax Herald and Mail.

CKAC, Montreal—Owned by Montreal La Presse.

CHLT, Montreal—Owned by Montreal La Patrie.

CFPL, London, Ont.—Owned by London Free Press.

CKCK, Regina, Sask.—Owned by Regina Leader-Post.

CFAC, Calgary, Alta.—Owned by Calgary Herald.

CJAC, Calgary, Alta.—Owned by Calgary Albertan.

CJCA, Edmonton, Alta.—Owned by Edmonton Journal.

CKED, Vancouver, B. C.—Owned by Vancouver Daily Province.

CFJC, Kamloops, B. C.—Owned by Kamloops Sentinel.

CHST, St. John, N. B.—Owned by St. John Telegraph-Journal.

CJKL, Kirkland Lake, Ont.—Owned (interlocking control) by Timmins, Ont. Press.

CKGB, Timmins, Ont.—Affiliated with Timmins Press.

CJGN, Yorkton, Sask.—Owned by Dawson Richardson Publications Ltd., Winnipeg (The Mac News).

CKSO, Sudbury, Ont.—Owned by Sudbury Star (construction).



The odds  
are

# TEN TO ONE

IN YOUR FAVOR DURING 1935

For ten years, 1924 through 1934, the Head of the Lakes Broadcasting Company has conceived, planned and achieved improvements in coverage, listener interest and merchandising facilities. The ten years of constantly striving for—and attaining—improvement, make it possible for us to say to you, sincerely,

## 1935 IS YOUR YEAR

People are going back to work in the Head of the Lakes Region. The ear of the Northwest has always listened to WEBC. It is a receptive ear, willing—even eager—to hear about your contribution to their comfort and needs. You can reach their pocketbooks through that receptive ear.

USE WEBC IN 1935

HEAD OF THE LAKES BROADCASTING CO.

SUPERIOR

DULUTH

ONE - TEN TO

EBC, WE

# Directory Of Special Radio Program Services . . . . .

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER
A.B.S. Artist Bureau	New York	1697 Broadway	Columbus 5-5660	Burt McMurrie
Acme Broadcast Productions	New York	1775 Broadway	Circle 7-0837	Henry C. Katsch
Norman Alexandroff & Co.	Chicago	410 S. Michigan Ave.	Webster 2123	Norman Alexandroff
Allied Producers	New York	125 W. 45th St.	Bryant 9-6769	G. C. Mack
Ambassador Radio Productions	Los Angeles	2420 W. 7th St.	Drexel 7146	Jerry Lynton
American Radio Features Syndicate	Los Angeles	555 S. Flower St.	Michigan 0759	F. C. Dahlquist
Associated Producers, Inc.	New York	RKO Bldg.	Circle 7-0632	T. W. Richards
Don Avlon's Greek Hour	New York	433 W. 57th St.	Circle 7-7188	Don Avlon
Brown-Miles, Inc.	New York	Rockefeller Center	Circle 7-2996	Sedley Brown
Edgar Rice Burroughs, Inc.	Tarzana, Calif.	.....	Heseda 222	Halbert Burro
" " " "	Chicago	360 N. Michigan Ave.	Central 4747	George Roesler
Chappell Radio Productions	New York	2 W. 45th St.	Vanderbilt 3-3233	Ernest E. Chappell
Columbia Artists Bureau (CBS)	New York	485 Madison Ave.	Wickersham 2-2000	Ralph Wonders
" " " "	Chicago	410 N. Michigan Ave.	Whitehall 6000	Neil C. Conklin
The Bruce Chapman Co.	New York	RKO Bldg.	Circle 7-5768	Bruce Chapman
Cleveland B. Chase Co., Inc.	New York	424 Madison Ave.	Wickersham 2-7044	Don Clarke
Conquest Alliance Co.	New York	515 Madison Ave.	Plaza 3-5650	William H. Vo
(Foreign station representatives; see also directory of station representatives)				
Consolidated Radio Artists, Inc.	New York	1619 Broadway	Columbus 5-4355	Charles E. Gre
Cosmopolitan Broadcasting Service, Inc.	Brooklyn	1325 Eastern Parkway	Slocum 6-7873	C. Israel Lutske
Nick Dawson Radio Productions	New York	19 E. 47th St.	Wickersham 2-4224	Kenneth MacInt
Peter Dixon & Associates	New York	485 Madison Ave.	Eldorado 5-7247	Peter Dixon
Earnshaw Radio Productions	Los Angeles	714 W. 10th St.	Prospect 5055	Harry A. Earn
Earnshaw-Young, Inc.	Los Angeles	714 W. 10th St.	Prospect 5055	Harry A. Earn
" " " "	New York	News Bldg.	Murray Hill 2-4514	A. P. Cox
Joe Fields Co.	New York	1585 Broadway	Longacre 5-9267	Joe Fields
First Nighter Corp.	Chicago	535 W. Cornelia Ave.	Buckingham 4048	Charles P. Hug
Fontenelle Features	Topeka, Kan.	11th & Topeka Blvd.	3-2377	B. A. Fenner
General Broadcasting Co., Inc.	New York	501 Madison Ave.	Eldorado 5-1781	Raymond Soat
General Radio Program Service Co.	New York	Hotel Dixon	Wisconsin 7-6000	V. B. Gray
Lillian Gordon Studios	Chicago	721 N. Michigan Ave.	Delaware 9178	Lillian Gordon
" " " "	New York	1600 Broadway		Bill Tracy
Grombach Productions, Inc.	New York	113 W. 57th St.	Circle 7-2678	Jean V. Gromb
Hamilton Radio Productions	New York	18 E. 48th St.	Plaza 3-8520	Milton M. Silb
Hawaiian Productions Co.	San Francisco	215 Market St.	Sulter 3114	L. G. Moseley
Hollywood Guild Productions	Los Angeles	714 W. 10th St.	Prospect 5317	James A. Gu
Hollywood Productions	Los Angeles	119 1/2 N. Larchmont Blvd.		Duke Ainslie
Charles P. Hughes Productions, Inc.	Chicago	535 W. Cornelia Ave.	Buckingham 4048	Charles P. Hug
Kasper-Gordon Studios	Boston	140 Boylston St.	Devonshire 7357	Aaron S. Bloom Edwin H. Kasper
Irvin Z. Grayson	New York	Hotel Roosevelt	Vanderbilt 3-9200	Irvin Z. Grayson
Thomas Lee Artists Bureau	Los Angeles	7th & Bixel Sts.	Vandike 7111	Peter DeLima
" " " "	San Francisco	1000 Van Ness St.	Prospect 0100	Ellis Levy
Geo. C. Mack Co.	New York	125 W. 45th St.	Bryant 9-6769	George C. Mack
McKnight & Jordan, Inc.	New York	17 E. 49th St.	Eldorado 5-6110	Wallace Jordan
Ray R. Morgan	Hollywood	6605 Hollywood Blvd.	Granite 1990	Ray Morgan
National Radio Production Co.	Chicago	410 S. Michigan Ave.	Webster 2123	Norman Alexandroff
NBC Artists Service	New York	RCA Bldg.	Circle 7-8300	Cleveland W. W
" " " "	Chicago	Merchandise Mart	Superior 8300	Henry Selinger
" " " "	San Francisco	111 Sutter St.	Sutter 1920	Lou Frost
" " " "	Boston	Hotel Bradford	Hancock 4261	Cleon White
" " " "	Washington	Press Bldg.	District 0300	H. K. Berkeley
National Starcasts, Inc.	Los Angeles	1265 Vermont Ave.	Morningside 1-3550	Walter C. Mo
Ted Nelson	New York	1650 Broadway	Circle 7-2829	Ted Nelson
Osborn & Souvaine, Inc.	New York	30 Rockefeller Plaza	Circle 7-4715	B. Clifford Bow
J. Howard Oshurn & Co.	Chicago	6 No. Michigan Ave.	Franklin 8070	J. H. Osburn
Playmakers Production Co.	Chicago	620 N. Michigan Ave.	Delaware 1573	W. Holtzman
Radioart Guild of America	Los Angeles	122 S. Benton Way	Federal 4083	Ruth Clark
Radio Events	New York	535 5th Ave.	Murray Hill 6-2658	J. M. Kochler
Radio Productions, Inc.	Los Angeles	1709 W. 8th St.	Fitzroy 1267	J. Joseph Sam
Radio Programs Syndicate	Hollywood	1814 N. Ivar St.	Granite 5075	Harriette Fran
Radio Release, Ltd.	Hollywood	1025 N. Highland Ave.	Hempstead 2136	Hal Huff
Radio Script Mart, Inc.	New York	1270 6th Ave.	Circle 7-1676	Norman Winter
Rocke Productions, Inc.	New York	1270 6th Ave.	Circle 7-7636	Ben Locke
Mary L. Shank	New York	1619 Broadway	Columbus 5-4480	Mary L. Shank
Standard Radio Advertising Co.	Hollywood	6404 Hollywood Blvd.	Granite 0555	Seth Ely
Star Broadcasts	New York	1775 Broadway	Columbus 5-7171	Barron Lewis
Fran Striker Continuities	Buffalo, N. Y.	261 Lexington Ave.	Garfield 3646	Francis Striker
Superior Radio Productions	Chicago	721 N. Michigan Ave.	Delaware 9178	S. D. Kriebel Lillian Gordon
Syndicated Broadcast Features	Buffalo, N. Y.	812 Liberty Bank Bldg.	Cleveland 3534	J. C. Bonning
Grace W. Towne	New York	50 Central Park West	Trafalgar 7-1693	Grace Towne
Universal Artist Bureau (WCAU)	Philadelphia	1622 Chestnut St.	Locust 7790	Emanuel Saeks
Universal Radio Productions Co.	Chicago	180 N. Michigan Ave.	State 3153	Milton M. Blink
Roger White	New York	RKO Bldg.	Circle 7-4943	Robt. Friendlich
Winner: Ryan & Frey	New York	513 Madison Ave.	Plaza 3-5026	C. J. Winner
Leonard F. Winston Co.	New York	11 W. 42nd St.	Longacre 5-6880	L. F. Winston
WOR Artist Bureau	New York	1440 Broadway	Pennsylvania 6-8363	Nathan Abraham
World Broadcasting System, Inc. (See also Transcription listing)	New York	508 W. 57th St.	Circle 7-7530	Percy L. Deuts

# A FOUR YEAR RECORD OF RADIO PROGRAM BUILDING FOR A DISTINGUISHED GROUP OF ADVERTISERS AND ADVERTISING AGENCIES:

PROGRAM	SPONSOR	AGENCY
Hall of Fame	Lehn & Fink	Ruthrauff & Ryan, and Lennen & Mitchell
Marx Bros.	American Oil Co.	Jos. Katz Co.
Dixies Circus	Dixie Cup Co.	Simpers Co.
The Shadow, 1932	Blue Coal	Ruthrauff & Ryan
D. W. Griffith's Hollywood	Lehn & Fink	Ruthrauff & Ryan
Gulf Headliners	Gulf Refining Co.	Cecil, Warwick & Cecil
Will Rogers		
Irvin S. Cobb		
Irving Berlin		
Geo. M. Cohan		
Sherlock Holmes	G. Washington Coffee	Cecil, Warwick & Cecil
20,000 Years in Sing Sing	Sloan's Liniment	Cecil, Warwick & Cecil
Nonspi Love Story Program	Wm. R. Warner	Cecil, Warwick & Cecil
Caravans	Dromedary Dates	Cecil, Warwick & Cecil
Charis Musical Revue	Charis Foundation Garments	John L. Butler Co.
Intimate Revue	Bromo Seltzer	J. M. Mathes Co.
Mysteries in Paris	Bourjois Perfumes	Redfield-Coupe
Adventures of Polly Preston	Nathaniel Fisher Shoes	H. C. Goodwin, Inc.

## RECORDED PROGRAMS

Dodge Motors	Ruthrauff & Ryan
Goodrich Tires	Ruthrauff & Ryan
Pennzoil	Ruthrauff & Ryan
Ironized Yeast	Ruthrauff & Ryan
Davis Baking Powder	Ruthrauff & Ryan
Lifebuoy Soap	Ruthrauff & Ryan
Plymouth Automobiles	J. Sterling Getchell
Socony-Vacuum	J. Sterling Getchell
G. Washington Coffee	Cecil, Warwick & Cecil
Sloan's Liniment	Cecil, Warwick & Cecil
Charis Foundation Garments	John L. Butler Co.
Dixie Cups	Simpers Company

# A DISTINGUISHED GROUP OF STAGE, SCREEN AND RADIO STARS FOR WHOM WE HAVE PROVIDED RADIO MATERIAL:

Adrienne Ames  
Lionel Barrymore  
Noah Beery  
Ralph Bellamy  
Irving Berlin  
Fanny Brice  
Clive Brook  
Bruce Cabot  
Joan Crawford  
James Dunn

Irene Dunne  
Cary Grant  
D. W. Griffith  
Helen Hayes  
Bob Hope  
Leslie Howard  
Warden Lawes  
Edmund Lowe  
Paul Lukas

Helen Mack  
Marx Brothers  
Adolphe Menjou  
Douglass Montgomery  
Verree Teasdale  
Lee Tracy  
Franchot Tone  
Lois Wilson  
Roland Young

*A complete radio program service which includes all phases of program building such as—creation of ideas; preparation of all types of scripts; production, direction of rehearsals and broadcasts; talent booking, etc.*

## McKNIGHT and JORDAN, Inc.

T. H. McKNIGHT

EDITH MEISER

WALLACE S. JORDAN

**17 East 49th Street, New York City**

NOW IN PREPARATION—THREE NEW AND UNUSUAL PROGRAMS WHICH WE BELIEVE TO HAVE TREMENDOUS POSSIBILITIES FOR INCREASING THE SALES OF ANY MASS PRODUCT. WRITE OR PHONE FOR DETAILS.



# Network Rates, Executive Personnel and Data . . . . .

## NATIONAL BROADCASTING CO., Inc.

30 Rockefeller Plaza, New York

Phone: Circle 7-8300

(Rates in Effect Feb. 4, 1935)

### OFFICIALS

David Sarnoff, Chairman of Board.  
 Merlin H. Aylesworth, President.  
 Richard C. Patterson, Jr., Executive Vice-President.  
 Mark J. Woods, Asst. Executive Vice-President.  
 David Rosenblum, Vice-President and Treasurer.  
 A. L. Ashby, Vice-President and General Attorney.  
 Frank E. Mason, Vice-President.  
 Edgar Kobak, Vice-President in Charge of Sales.  
 Roy C. Witmer, Vice-President.  
 John F. Royal, Vice-President in Charge of Programs.  
 George Engles, Vice-President in Charge of NBC Artists Service.  
 Niles Trammell, Vice-President, Central Division (Chicago).  
 Frank M. Russell, Vice-President, Washington Division.  
 Don E. Gilman, Vice-President, Western Division (San Francisco).  
 O. B. Hanson, Chief Engineer.  
 John de Jara Almonte, Evening General Manager.  
 Charles W. Horn, Director of Research and Development.  
 Glenn W. Payne, Commercial Engineer.  
 Lloyd C. Erner, Electrical Transcriptions.  
 Alfred H. Morton, Manager, Program Department.  
 Donald Shaw, Eastern Sales Manager.  
 E. P. H. James, Advertising and Sales Promotion Manager.  
 D. S. Tuthill, Business Manager, NBC Artists Service.  
 Rudolph J. Teichner, Asst. Treasurer.  
 Harry F. McKeon, Auditor.  
 Wayne L. Randall, Manager, Press Relations.  
 R. M. Brophy, Manager, Station Relations.  
 Quinton Adams, Office Manager.  
 Paul F. Peter, Chief Statistician.

### GENERAL BROADCAST ADVERTISING

Gross Rates 6:00 P. M. to 11:00 P. M. Local Time  
 (Rates for periods longer than one hour are in exact proportion to the one hour rate.)

### EASTERN NETWORK

#### BASIC RED NETWORK

Cities	1 hr.	½ hr.	¼ hr.
New York (WEAF)	\$1,000	\$600	\$400
Boston (WBEI)	360	216	144
Hartford (WTIC)	280	168	112
Providence (WJAR)	200	120	80
Worcester (WTAG)	160	96	64
Portland (WCBS)	160	96	64
Philadelphia (KYW)	440	264	176
Baltimore (WFBR)	200	120	80
Washington (WRC)	200	120	80
Schenectady (WGY)	360	216	144
Buffalo (WBEA)	280	168	112
Pittsburgh (WCAE)	320	192	128
Cleveland (WTAM)	400	240	160
Detroit (WWJ)	360	216	144
Dayton (WHIO)	200	120	80
Cincinnati (WSAI)	240	144	96
Chicago (WMAQ)	600	360	240
St. Louis (KSD)	320	192	128
Des Moines (WHO)	400	240	160
Omaha (WOW)	320	192	128
Kansas City (WDAF)	320	192	128
Total for Network	\$7,120	\$4,272	\$2,848

#### BASIC BLUE NETWORK

Cities	1 hr.	½ hr.	¼ hr.
New York (WJZ)	\$1,000	\$600	\$400
Boston (WBZ)	440	264	176
Springfield (WBZA)	160	96	64
Philadelphia (WFIL)	400	240	160
Baltimore (WBAL)	280	168	112
Washington (WMAL)	200	120	80
Syracuse (WSYR)	200	120	80
Rochester (WHAM)	320	192	128
Pittsburgh (KDKA)	400	240	160
Cleveland (WGAR)	280	168	112
Detroit (WRB)	440	264	176
Cincinnati (WGKY)	280	168	112
Chicago (WENR-WLS)	600	360	240
St. Louis (KWK)	280	168	112
Cedar Rapids (KWCR)	240	144	96
Des Moines (KSO)	160	96	64
Omaha-Council Bluffs (KOIL)	200	120	80
Kansas City (WREN)	240	144	96
Total for Network	\$6,120	\$3,672	\$2,448

SPECIAL SERVICE (Subject to special arrangement, and to availability)

Cincinnati (Station WLW)	1 hr.	½ hr.	¼ hr.
	\$1,200	\$800	\$532

#### OPTIONAL BASIC SERVICE

Indianapolis (WKBF)	1 hr.	½ hr.	¼ hr.
	\$160	\$96	\$64

### SUPPLEMENTARY GROUPS

(Available for use with the Red or Blue Network)

#### CANADIAN GROUP

	1 hr.	½ hr.	¼ hr.
Toronto (CRCT)	\$280	\$168	\$112
Montreal (CFCF)	240	144	96
Total for Group	\$520	\$312	\$208

#### SOUTHEASTERN GROUP

	1 hr.	½ hr.	¼ hr.
Richmond (WRVA)	\$160	\$96	\$64
Norfolk (WTAR)	120	72	48
Raleigh (WPTR)	120	72	48
Charlotte (WSOC)	120	72	48
Asheville (WWNC)	120	72	48
Columbia (WIS)	120	72	48
Jacksonville (WJAX)	120	72	48
Tampa (WFLA-WSUN)	120	72	48
Miami (WIOD)	120	72	48
Total for Group	\$1,120	\$672	\$448

#### SOUTH CENTRAL GROUP

	1 hr.	½ hr.	¼ hr.
Louisville (WAVE)	\$160	\$96	\$64
Nashville (WSM)	320	192	128
Memphis (WMC)	160	96	64
Atlanta (WSB)	240	144	96
Birmingham (WAPI)	120	72	48
Jackson (WJDX)	120	72	48
New Orleans (WSMB)	160	96	64
Total for Group	\$1,280	\$768	\$512

#### SOUTHWESTERN GROUP

	1 hr.	½ hr.	¼ hr.
Tulsa (KVOO)	\$240	\$144	\$96
Oklahoma City (WKY)	200	120	80
Dallas-Ft. Worth (WFAA-WBAP)	320	192	128
Houston (KPRC)	200	120	80
San Antonio (WOAI)	200	120	80
Shreveport (KTBS)	120	72	48
Hot Springs (KTHS)	120	72	48
Total for Group	\$1,400	\$840	\$560

#### NORTHWESTERN GROUP

	1 hr.	½ hr.	¼ hr.
Milwaukee (WTMJ)	\$320	\$192	\$128
Madison (WIBA)	160	96	64
Minneapolis-St. Paul (KSTP)	240	144	96
Duluth-Superior (WEBC)	120	72	48
Fargo (WDAV)	160	96	64
Bismarck (KPYR)	200	120	80
Total for Group	\$1,200	\$720	\$480

#### MOUNTAIN GROUP

For use with Red, Blue or Pacific Coast Network, subject to removal on 30 days' notice for line clearance.

	1 hr.	½ hr.	¼ hr.
Denver (KOA)	\$240	\$144	\$96
Salt Lake City (KDYL)	200	120	80
Total for Group	\$440	\$264	\$176

### PACIFIC COAST NETWORK AND SUPPLEMENTARY GROUPS

(For use with Mountain Group in conjunction with Red or Blue Network. Special program production in San Francisco studio required for use as separate network.)

#### BASIC PACIFIC COAST NETWORK

	1 hr.	½ hr.	¼ hr.
San Francisco (KPO)	\$320	\$192	\$128
Los Angeles (KFI)	400	240	160
Portland (KGW)	200	120	80
Seattle (KOMO)	200	120	80
Spokane (KHQ)	160	96	64
Total for Network	\$1,280	\$768	\$512

#### PACIFIC SUPPLEMENTARY GROUP

(Available for use with Basic Pacific Coast Network.)

	1 hr.	½ hr.	¼ hr.
San Diego (KFSD)	\$120	\$72	\$48
Phoenix (KTAR)	120	72	48
Total for Group	\$240	\$144	\$96

#### NORTH MOUNTAIN GROUP

(Available for use with Basic Pacific Coast Network.)

	1 hr.	½ hr.	¼ hr.
Butte (KGIR)	\$120	\$72	\$48
Billings (KGHL)	120	72	48
Total for Group	\$240	\$144	\$96

#### SPECIAL HAWAIIAN SERVICE

(Available for use with Basic Pacific Coast Network.)

	1 hr.	½ hr.	¼ hr.
Honolulu (KGU)	\$200	\$120	\$80
Total for Group	\$200	\$120	\$80

These rates apply for all periods of day and night.

### TOTALS FOR NATIONAL SERVICE (WITHOUT WLW):

	1 hr.	½ hr.	¼ hr.
Red Network (65 outlets)	\$15,200	\$9,120	\$6,080
Blue Network (62 outlets)	14,200	8,520	5,680

Three-quarters Gross Rates 12:00 Noon to 6:00 P. M. Local Time Sunday only—except Honolulu.  
 One-half Gross Rates 11:00 P. M. to 12:00 Midn. and 8:00 A. M. to 6:00 P. M. Local Time (except of Sunday afternoon)—except Honolulu.  
 One-third Gross Rates 12:00 Midnight to 8:00 A. M. Local Time—except Honolulu. Service available on a regularly scheduled program precedes or follows.

**Weekly Discounts for 13 or more consecutive weeks of Network Broadcasting (applicable only to rates on card).**

Contracted Value of Network Time at Gross Rates	Percentage Discount on Weekly Gross Billing
Less than \$1,000 per week	None
\$1,000 or more but less than \$2,000 per week	2½%
\$2,000 or more but less than \$4,000 per week	5%
\$4,000 or more but less than \$8,000 per week	7½%
\$8,000 or more but less than \$12,000 per week	10%
\$12,000 or more but less than \$18,000 per week	12½%
\$18,000 or more per week	15%

All Network contracts for the same advertiser must be combined for determining rate of discount.

#### Annual Rebate for 52 consecutive weeks Network Broadcasting (applicable only to rates on card)

A rebate will be allowed the advertiser for each week of consecutive network broadcasting, said rebate to be 10% of the gross billing on facilities under contract for broadcasting during each and every week of the 52 week period. The rebate will be due and paid at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the casting of special events of importance will not affect the advertiser's right to the rebate. The Red and Networks may be interchanged by mutual agreement in which case the rebate will apply to the lower bill.

Separate contracts must be written for different weeks (or different groups), or for periods in different rate classifications ("A," "B," "C" or "D" rates).

### CLASSIFICATION

All acceptable accounts are subject to the same minimum period sold is 15 minutes. No periods sold in bulk for re-sale. Advertisers cooperating group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.

All programs are subject to the program policies to the approval of the National Broadcasting Company.

### SERVICE FACILITIES

Services of the NBC Artists Service, Program Department and Staff Announcers in arranging and sending programs, are included without extra charge.

Special charge made for facilities when programs originate at points other than NBC Studios in New York, Chicago, Washington or San Francisco (Pacific Coast Network only), and for programs requiring special production.

Special charge made for programs originating in San Francisco Studios for delivery to network groups East of Denver.

### COMMISSIONS AND CASH DISCOUNTS

Commissions to recognized advertising agencies net charges for station time—15%.

No commission on program charges.  
 No cash discounts—Bills due and payable rendered.

### REGULATIONS AND RESTRICTIONS

The closing date is three weeks in advance of program.

The rates quoted herein are subject to change with notice. This rate card is for informative purposes, and not constitute an offer on the part of the National Broadcasting Company.

### REPRESENTATIVES

30 Rockefeller Plaza New York, N. Y.	1 River Road Schenectady, N. Y.
Hotel Kimball (WBZA) Springfield, Mass.	802 Fisher Building Detroit, Mich.
1367 E. Sixth St. (WTAM) Cleveland, Ohio.	Hotel Bradford (WBZ) Boston, Mass.
222 North Bank Drive Chicago, Ill.	Grant Bldg. (KDKA) Pittsburgh, Pa.
National Press Bldg. Washington, D. C.	Lincoln—Liberty Bldg. Broad & Chestnut St. Philadelphia, Pa.
111 Sutter Street San Francisco, Calif.	1370 Krameria Ave. Denver, Colo.

# Network Rates, Executive Personnel and Data . . . . .

**Columbia Broadcasting System, Inc.**  
 485 Madison Ave., New York City  
 Phone: Wickersham 2-2000  
 (Rates in Effect Feb. 23, 1935)

## OFFICIALS

William S. Paley, President.  
 Edward J. Klauber, Executive Vice-President.  
 Sam Pickard, Vice-President, in Charge of Station Relations.  
 Hugh Kendall Boice, Vice-President, in Charge of Sales.  
 Lawrence W. Lowman, Operation, Vice-President and Secretary.  
 M. E. Runyon, Treasurer.  
 William C. Gittinger, Sales Manager.  
 William H. Ensign, Assistant Sales Manager.  
 H. P. Hayward, Commercial Program Director.  
 Julius F. Seebach, Program Operations.  
 J. G. Gude, Publicity.  
 Edwin K. Cohan, Technical Director.  
 Paul White, Special Features.  
 Paul W. Kesten, Director of Sales Promotion.  
 John J. Karol, Director of Market Research.  
 Robert Stephenson, Local Sales.  
 John C. Carlie, Production Manager.  
 Frederic A. Willis, Educational Director.  
 Julius Mattfeld, Music Library.  
 Hugh Cowham, Commercial Engineer.  
 Courtney Savage, Dramatic Director.  
 Ralph J. Wonders, Manager, Artists' Bureau.  
 Paul Ross, Manager, Personal Bookings.  
 Chicago—H. Leslie Atlas, Vice-President; Leonard Erikson, Western Sales Manager.  
 Detroit—Webster Taylor, Vice-President.  
 Washington—Harry C. Butcher, Director.

## NETWORK RATES

Basic Network 22 cities.\*  
 Available only as a group after 8 p.m. New York Time.

### NIGHT RATES

	1 Hr.	½ Hr.	¼ Hr.
Akron (WADC)	\$ 150	\$ 90	\$ 60
Albany (WOKO)	150	90	60
Baltimore (WCAO)	250	150	100
Boston (WNAE-WAAB)	375	225	150
Buffalo (WGR-WKBW)	275	165	110
Chicago (WBBM)	600	360	240
Cincinnati (WKRC)	250	150	100
Cleveland (WHK)	300	180	120
Detroit-Windsor (CKLW)	350	210	140
Hartford (WDRS)	150	90	60
Indianapolis (WFBB)	200	120	80
Kansas City (KMBC)	275	165	110
Louisville (WHAS)	350	210	140
New York City (WABC)	1,000	600	400
Omaha-Lincoln (KFAB)	200	120	80
Philadelphia (WCAU)	500	300	200
Pittsburgh (WJAS)	275	165	110
Providence (WEAN)	200	120	80
St. Louis (KMOX)	400	240	160
Syracuse (WFBL)	175	105	70
Toledo (WSPD)	175	105	70
Washington (WJWV)	250	150	100
<b>GROUP TOTAL</b>	<b>\$6,850</b>	<b>\$4,110</b>	<b>\$2,740</b>

### DAY RATES

	1 Hr.	½ Hr.	¼ Hr.
Akron (WADC)	\$ 75	\$ 45	\$ 30
Albany (WOKO)	75	45	30
Baltimore (WCAO)	125	75	50
Boston (WNAE-WAAB)	188	113	75
Buffalo (WGR-WKBW)	138	83	55
Chicago (WBBM)	300	180	120
Cincinnati (WKRC)	125	75	50
Cleveland (WHK)	150	90	60
Detroit-Windsor (CKLW)	175	105	70
Hartford (WDRS)	75	45	30
Indianapolis (WFBB)	100	60	40
Kansas City (KMBC)	138	83	55
Louisville (WHAS)	175	105	70
New York City (WABC)	500	300	200
Omaha-Lincoln (KFAB)	100	60	40
Philadelphia (WCAU)	250	150	100
Pittsburgh (WJAS)	138	83	55
Providence (WEAN)	100	60	40
St. Louis (KMOX)	200	120	80
Syracuse (WFBL)	88	53	35
Toledo (WSPD)	88	53	35
Washington (WJWV)	125	75	50
<b>GROUP TOTAL</b>	<b>\$3,428</b>	<b>\$2,058</b>	<b>\$1,370</b>

\*KSO, DES MOINES, will be added to the Basic Network, on March 17, 1935, at a rate of \$175 per night hour (will bear call letters KRNT).  
 †WAAB (Alternate Boston Station) \$275 per night hour.

Basic Supplementary Group—16 cities.  
 Stations available individually with the Basic Network.

### NIGHT RATES

	1 Hr.	½ Hr.	¼ Hr.
Atlantic City (WPG)	\$ 125	\$ 75	\$ 50
Bangor (WLBZ)	125	75	50
Bridgport (WICC)	150	90	60
Columbus (WBNS)	150	90	60
Dayton (WSMK)	125	75	50
Ft. Wayne (WOWO-WGL)	175	105	70
Harrisburg (WHP)	125	75	50
Manchester (WFEA)	125	75	50
Peoria (WMBD)	125	75	50
Rochester (WHEC)	175	105	70
South Bend (WSBT)	125	75	50
Springfield (WMAS)	150	90	60
Utica (WIBX)	125	75	50
Wheeling (WWVA)	175	105	70
Worcester (WORC)	175	105	70
Youngstown (WKBN)	150	90	60
<b>GROUP TOTAL</b>	<b>\$2,300</b>	<b>\$1,380</b>	<b>\$920</b>

## DAY RATES

Basic Supplementary Group.

	1 Hr.	½ Hr.	¼ Hr.
Atlantic City (WPG)	\$ 63	\$ 38	\$ 25
Bangor (WLBZ)	63	38	25
Bridgport (WICC)	75	45	30
Columbus (WBNS)	75	45	30
Dayton (WSMK)	63	38	25
Ft. Wayne (WOWO-WGL)	88	53	35
Harrisburg (WHP)	63	38	25
Manchester (WFEA)	63	38	25
Peoria (WMBD)	63	38	25
Rochester (WHEC)	88	53	35
South Bend (WSBT)	63	38	25
Springfield (WMAS)	75	45	30
Utica (WIBX)	63	38	25
Wheeling (WWVA)	88	53	35
Worcester (WORC)	88	53	35
Youngstown (WKBN)	75	45	30
<b>GROUP TOTAL</b>	<b>\$1,156</b>	<b>\$696</b>	<b>\$460</b>

## NIGHT RATES

South Central Group—11 cities.  
 Stations available individually with the Basic Network

	1 Hr.	½ Hr.	¼ Hr.
Atlanta (WGST)	\$ 175	\$ 105	\$ 70
Birmingham (WBRC)	150	90	60
Chattanooga (WDOD)	125	75	50
Knoxville (WNOX)	125	75	50
Little Rock (KLRN)	125	75	50
Memphis (WREC)	175	105	70
Mobile (WALA)	125	75	50
Montgomery (WSFA)	125	75	50
Nashville (WLAC)	175	105	70
New Orleans (WDSU)	225	135	90
Pensacola (WCOA)	125	75	50
<b>GROUP TOTAL</b>	<b>\$1,650</b>	<b>\$990</b>	<b>\$660</b>

## DAY RATES

	1 Hr.	½ Hr.	¼ Hr.
Atlanta (WGST)	\$ 88	\$ 53	\$ 35
Birmingham (WBRC)	75	45	30
Chattanooga (WDOD)	63	38	25
Knoxville (WNOX)	63	38	25
Little Rock (KLRN)	63	38	25
Memphis (WREC)	88	53	35
Mobile (WALA)	63	38	25
Montgomery (WSFA)	63	38	25
Nashville (WLAC)	88	53	35
New Orleans (WDSU)	113	68	45
Pensacola (WCOA)	63	38	25
<b>GROUP TOTAL</b>	<b>\$830</b>	<b>\$500</b>	<b>\$330</b>

## NIGHT RATES

South Eastern Group—7 cities.  
 Stations available individually with the Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Charlotte (WBT)	\$ 250	\$ 150	\$ 100
Durham (WDNC)	125	75	50
Greensboro (WBIQ)	125	75	50
Richmond (WMBG)	125	75	50
Roanoke (WDBJ)	125	75	50
Savannah (WTOC)	125	75	50
Winston-Salem (WSJS)	125	75	50
<b>GROUP TOTAL</b>	<b>\$1,000</b>	<b>\$600</b>	<b>\$400</b>

## DAY RATES

	1 Hr.	½ Hr.	¼ Hr.
Charlotte (WBT)	\$125	\$ 75	\$ 50
Durham (WDNC)	63	38	25
Greensboro (WBIQ)	63	38	25
Richmond (WMBG)	63	38	25
Roanoke (WDBJ)	63	38	25
Savannah (WTOC)	63	38	25
Winston-Salem (WSJS)	63	38	25
<b>GROUP TOTAL</b>	<b>\$503</b>	<b>\$303</b>	<b>\$200</b>

## NIGHT RATES

Florida Group—4 cities.  
 Stations available only as a group with the Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Jacksonville (WMBR)	\$ 125	\$ 75	\$ 50
Miami (WQAM)	125	75	50
Orlando (WDBO)	125	75	50
Tampa (WDAE)	125	75	50
<b>GROUP TOTAL</b>	<b>\$500</b>	<b>\$300</b>	<b>\$200</b>

## DAY RATES

	1 Hr.	½ Hr.	¼ Hr.
Jacksonville (WMBR)	\$ 63	\$ 38	\$ 25
Miami (WQAM)	63	38	25
Orlando (WDBO)	63	38	25
Tampa (WDAE)	63	38	25
<b>GROUP TOTAL</b>	<b>\$252</b>	<b>\$152</b>	<b>\$100</b>

## NIGHT RATES

Northwestern Group—4 cities.  
 Stations available individually with the Basic Network

	1 Hr.	½ Hr.
Davenport (WOC)	\$125	\$75
Minneapolis (WCCO)	400	240
Sioux City (KSCJ)	125	75
Yankton (WNAX)	150	90
<b>GROUP TOTAL</b>	<b>\$800</b>	<b>\$490</b>

## DAY RATES

	1 Hr.	½ Hr.
Davenport (WOC)	\$ 63	\$ 38
Minneapolis (WCCO)	200	120
Sioux City (KSCJ)	63	38
Yankton (WNAX)	75	46
<b>GROUP TOTAL</b>	<b>\$401</b>	<b>\$241</b>

La Crosse (WKBH)—Rates available on request.

## NIGHT RATES

Canadian Group—2 cities.  
 Stations available individually with the Basic Network

	1 Hr.	½ Hr.
Montreal (CKAC)	\$200	\$120
Toronto (CFRB)	300	180
<b>GROUP TOTAL</b>	<b>\$500</b>	<b>\$300</b>

## DAY RATES

	1 Hr.	½ Hr.
Montreal (CKAC)	\$100	\$60
Toronto (CFRB)	150	90
<b>GROUP TOTAL</b>	<b>\$250</b>	<b>\$150</b>

## NIGHT RATES

Southwestern Group—10 cities.  
 Stations available individually with the Basic Network

	1 Hr.	½ Hr.
Dallas (KRLD)	\$ 250	\$ 150
Houston (KTRH)	175	105
Oklahoma City (KOMA)	200	120
San Antonio (KTTA)	175	105
Shreveport (KWKH)	175	105
Topeka (WIBW)	175	105
Tulsa (KTUL)	125	75
Waco (WACO)	125	75
Wichita (KFH)	150	90
Wichita Falls (KGKO)	125	75
<b>GROUP TOTAL</b>	<b>\$2,675</b>	<b>\$1,095</b>

## DAY RATES

	1 Hr.	½ Hr.
Dallas (KRLD)	\$125	\$ 75
Houston (KTRH)	88	53
Oklahoma City (KOMA)	100	60
San Antonio (KTTA)	88	53
Shreveport (KWKH)	88	53
Topeka (WIBW)	88	53
Tulsa (KTUL)	63	38
Waco (WACO)	63	38
Wichita (KFH)	75	46
Wichita Falls (KGKO)	62	38
<b>GROUP TOTAL</b>	<b>\$841</b>	<b>\$506</b>

## NIGHT RATES

Mountain Group—4 cities.  
 Stations available individually with the Basic Network

	1 Hr.	½ Hr.
Colorado Springs (KVOR)	\$125	\$ 75
Denver (KLZ)	175	105
Ft. Reno (KOH)	225	135
Salt Lake City (KSL)	300	180
<b>GROUP TOTAL</b>	<b>\$725</b>	<b>\$435</b>

## DAY RATES

	1 Hr.	½ Hr.
Colorado Springs (KVOR)	\$ 63	\$ 38
Denver (KLZ)	88	53
Ft. Reno (KOH)	63	38
Salt Lake City (KSL)	150	90
<b>GROUP TOTAL</b>	<b>\$364</b>	<b>\$219</b>

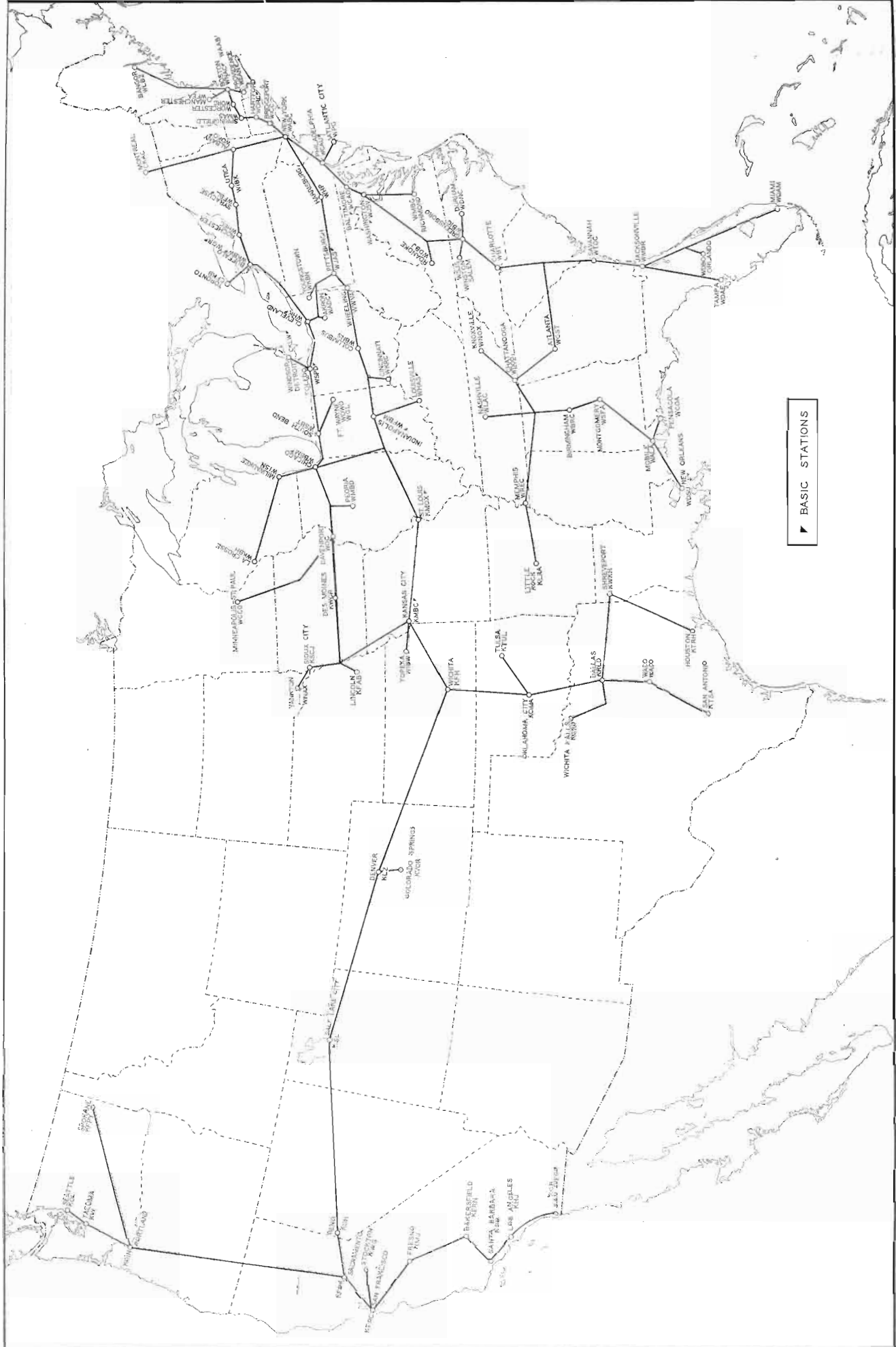
\*\* Reno may be added without additional line only when Salt Lake City and the Pacific Coast are used.

Pacific Coast Group—12 cities.  
 Available only as a group. On eastward from the Coast using in other supplementary and/or the Basic Network a charge for circuit necessary. Whenever the Pacific Coast and the Network are joined Denver and Salt Lake City are used.

(Continued on Page 128)

# Map of Network of the Columbia Broadcasting System

(Corrected to January 15, 1935)



NOTE: KRNT becomes the CBS outlet in Des Moines on or about March 15, 1935.  
 WSMK, Davenport, is also affiliated with CBS.

WFAB, Lincoln, Nebr., becomes basic outlet Feb. 23, 1935.  
 WOYO-WGL, Ft. Wayne basic supplementary.

Map Prepared by Long Lines Dept., A. T. & T. Co.

# Network Rates, Executive Personnel and Data . . . .

## Columbia Broadcasting System

(Continued from Page 126)

### NIGHT RATES

	1 Hr.	1/2 Hr.	1/4 Hr.	Hr.
Los Angeles (KHJ)	\$ 375	\$ 225	\$ 150	
Portland (KOIN)	200	120	80	
San Diego (KGB)	125	75	50	
San Francisco (KFRC)	325	195	130	
Seattle (KOL)—Tacoma (KVI)	225	135	90	
Spokane (KFPY)	150	90	60	

GROUP TOTAL.....\$1,400 \$ 840 \$ 560

### DAY RATES

	1 Hr.	1/2 Hr.	1/4 Hr.	Hr.
Los Angeles (KHJ)	\$ 188	\$ 113	\$ 75	
Portland (KOIN)	100	60	40	
San Diego (KGB)	63	38	25	
San Francisco (KFRC)	163	98	65	
Seattle (KOL)—Tacoma (KVI)	113	68	45	
Spokane (KFPY)	75	45	30	

GROUP TOTAL.....\$ 702 \$ 422 \$ 280  
 GRAND TOTAL (Night).....17,400 \$10,440 \$6,960  
 GRAND TOTAL (Day).....\$8,727 \$5,247 \$3,480

"Bonus" Stations (not counted in computing station-hour discounts) are included with the Pacific Coast Group without extra charge in: Bakersfield, Fresno, Sacramento, Santa Barbara, Stockton.  
 HONOLULU, 2 1/2 hrs. earlier than P. S. T. (Rates on Request).

### Agency Commission

A commission of 15% to recognized agencies on net station time charges and on any line charges. No cash discounts. Charges for facilities are payable immediately after each broadcast.

NOTE: Night Rates (6 P. M. to 11 P. M.) are in Bold Face, Day Rates (8 A. M. to 6 P. M. and 11 P. M. to midnight) are in Light Face. Transition Rates (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P. M. to 6:30 P. M. Sunday Afternoon Rates (12 Noon to 6 P. M.) are two-thirds of night rates. After midnight Rates (midnight to 8 A. M.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 A. M. (current N. Y. time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one-hour rates.

### CONTRACT DISCOUNTS

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 5 station-hours per week	Net
5 or more but less than 10 station-hrs. per wk.	2 1/2%
10 or more but less than 15 station-hrs. per wk.	5%
15 or more but less than 25 station-hrs. per wk.	7 1/2%
25 or more but less than 45 station-hrs. per wk.	10%
45 or more but less than 70 station-hrs. per wk.	12 1/2%
70 or more station-hours per week	15%

Station-hours will be calculated as follows:  
 1 hr. (day or night) on 1 station = 1.0 station-hour  
 1/2 hr. (day or night) on 1 station = .6 station-hour  
 1/4 hr. (day or night) on 1 station = .4 station-hour  
 (Thus in computing station-hour discounts, 1/2 hour and 1/4 hour periods are given a weight equivalent, respectively, to their newly proportioned cost—60% and 40% of the full-hour rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks. If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

### SERVICE FACILITIES

The Columbia Broadcasting System maintains a complete supplementary service for advertising agencies and radio advertisers, available through the following departments: Program department, Continuity Department, Columbia Artists' Bureau, Publicity Department, Sales Service and Station Relations Department, Merchandising and Research Departments and Engineering Department.

### Contract and Other Requirements

Advertising of alcoholic beverages not accepted, excepting beer and wine.

All rates apply to network broadcasts only. Talks and lectures are not accepted between 6:00 p.m. and 12:00 midnight except by special arrangement. All programs are subject to the approval of the Program Department of the Columbia Broadcasting System, which is located at 485 Madison Avenue, New York City.

Programs which are broadcast from points outside the studios of the Columbia Broadcasting System are subject to special charges for wire service, engineers and announcers. The services of the sales promotion and research departments are available to advertising agencies and advertisers for all broadcasting and marketing data relevant to a broadcast campaign.

### Closing Time

Closing date for inclusion in general publicity and printed program announcements is twenty-three days in advance of broadcast on all but special publicity.

### Branch Offices:

Philadelphia	Los Angeles
1622 Chestnut Street	Don Lee Building
Chicago	Detroit
410 N. Michigan Avenue	902 Fisher Building
Washington, D. C.	London, England
817 Earle Building	17 Waterloo Place, St. W. 1

## American Broadcasting Company

501 Madison Ave., New York City

George B. Storer, President

### GENERAL BROADCASTING RATES

(Corrected to Jan. 22, 1935)

All rates quoted are gross and earn frequency discounts as noted below.

Night Rates apply from 6:00 P. M. to 12:00 midnight, local time.

Day Rates apply from 8:00 A. M. to 6:00 P. M., local time, and are 50% of night rates.

Early Rates apply from 12:00 midnight to 8:00 A. M., local time, and are 40% of night rates.

All rates are figured on the basis of local time in each city at the hour the program is broadcast there.

### FREQUENCY DISCOUNTS

Frequency discounts on gross rates as quoted apply to total number of broadcasts sponsored under contract by the same advertiser within one year. If contract is renewed without lapse at end of year, advertiser will earn a discount not less than the one already established during the preceding year.

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 times or over	25%

### NIGHT RATES

(6:00 P. M. to 12:00 Midnight)

	1 hour	1/2 hour	1/4 hour
Basic Network (14 cities)	\$300.00	\$190.00	\$115.00
New York (WNEW)	200.00	125.00	75.00
Boston* (WHDH-WMEX)	120.00	75.00	45.00
Providence (WPRO)	200.00	125.00	75.00
Philadelphia (WIP)	120.00	75.00	45.00
Baltimore (WCBM)	120.00	75.00	45.00
Washington (WOL)	120.00	75.00	45.00
Pittsburgh (KQV)	150.00	95.00	60.00
Buffalo (WBBR)	120.00	75.00	45.00
Cleveland* (WJAY)	160.00	100.00	65.00
Detroit (WJBK)	150.00	95.00	60.00
Cincinnati (WFBE)	100.00	65.00	40.00
Chicago* (WJJD-WIND)	200.00	125.00	75.00
Rock Island-Davenport (WHBP)	80.00	50.00	30.00
St. Louis (WIL)	120.00	75.00	45.00

Basic Network Total.....\$2,140.00 \$1,345.00 \$820.00

Basic Supplementary Group (6 cities—Available individually or as a group with Basic Network).

	1 hour	1/2 hour	1/4 hour
Akron (WJW)	\$90.00	\$55.00	\$35.00
Albany (WABY)	100.00	65.00	40.00
Columbus (WCOL)	80.00	50.00	30.00
Trenton* (WTNJ)	80.00	50.00	30.00
Waterbury (WIXBS)	100.00	65.00	40.00
Wilmington (WDEL)	100.00	65.00	40.00

Supplementary Group

Basic Total.....\$550.00 \$350.00 \$215.00

Southern Group (2 cities—Available individually or as a group with Basic Network).

Little Rock (KARK)	\$80.00	\$50.00	\$30.00
Memphis (WNBR)	100.00	65.00	40.00

Southern Group Total.....\$180.00 \$115.00 \$70.00

COMPLETE NETWORK TOTAL.....\$2,870.00 \$1,810.00 \$1,105.00

\*Choice of stations dependent on availability. WHDH, WJAY and WJJD service limited by varying sundown time. When WMEX is used in Boston during the evening there is a saving of \$80 per hour; \$50 per half hour; \$50 per quarter hour.

### DAY RATES

(8:00 A. M. to 6:00 P. M.)

	1 hour	1/2 hour	1/4 hour
Basic Network (14 cities)	\$150.00	\$95.00	\$57.50
New York (WNEW)	100.00	62.50	37.50
Boston (WHDH)	60.00	37.50	22.50
Providence (WPRO)	100.00	62.50	37.50
Philadelphia (WIP)	60.00	37.50	22.50
Baltimore (WCBM)	60.00	37.50	22.50
Washington (WOL)	60.00	37.50	22.50
Pittsburgh (KQV)	75.00	47.50	30.00
Buffalo (WBBR)	60.00	37.50	22.50
Cleveland* (WJAY)	80.00	50.00	32.50
Detroit (WJBK)	75.00	47.50	30.00
Cincinnati (WFBE)	50.00	32.50	20.00
Chicago* (WJJD-WIND)	100.00	62.50	37.50
Rock Island-Davenport (WHBP)	40.00	25.00	15.00
St. Louis (WIL)	60.00	37.50	22.50

Basic Network Total.....\$1,070.00 \$672.50 \$410.00

Basic Supplementary Group (6 cities—Available individually or as a group with Basic Network).

	1 hour	1/2 hour
Akron (WJW)	\$45.00	\$27.50
Albany (WABY)	50.00	32.50
Columbus (WCOL)	40.00	25.00
Trenton* (WTNJ)	40.00	25.00
Waterbury (WIXBS)	50.00	32.50
Wilmington (WDEL)	50.00	32.50

Basic Supplementary Group  
 Total.....\$275.00 \$175.00

Southern Group (2 cities—Available individually or as a group with Basic Network).

Little Rock (KARK)	\$40.00	\$25.00
Memphis (WNBR)	50.00	32.50

Southern Group Total.....\$90.00 \$67.50

COMPLETE NETWORK  
 TOTAL.....\$1,435.00 \$905.00

\*Choice of stations dependent on time of broadcast. WJAY and WJJD service limited by varying sundown time.

(12 Midnight to 8 A. M.)

Special rates are published—See rate card.

### CLASSIFICATION

The minimum period sold is 15 minutes. Rates to all types of accounts and all classes of advertising. Rates are subject to change without notice.

### SERVICE FACILITIES

The American Broadcasting Company maintains complete service to advertisers through its Program Office, Sales Promotion and Engineering Department. No charge is made for their regular service, or Staff Announcers, but time rates quoted do not include talent costs. Time rates quoted are for broadcast from our New York studios. Facilities available for pick-ups from other points and prices will be quoted on request.

### COMMISSIONS AND CASH DISCOUNTS

A commission of 15% on net charges for station will be paid to recognized advertising agencies. There is no agency commission on program charges of line charges unless as stated in contracts. No cash discounts are allowed. Bills are due and payable when rendered.

### REGULATIONS AND RESTRICTIONS

Closing date for publicity is three weeks in advance of broadcast. All programs and commercial copy are subject to the approval of the American Broadcasting Company. Hence, must be submitted in advance.

### BRANCH OFFICES

Chicago—230 No. Michigan Ave.  
 Detroit—3300 Union Guardian Bldg.

## NEW ENGLAND NETWORK

182 Tremont St., Boston, Mass.

Phone: Hubbard 2323

(Rates in Effect Jan. 1, 1935)

### OFFICES

New York—J. J. Weed, 220 E. 42nd St.  
 Chicago—C. C. Weed, 203 No. Washaw Ave.  
 Boston—Charles W. Burton, Station WEEL, 182 Tremont St.  
 Hartford—James F. Clancy, Station WTIC, 26 Grand St.

### STATIONS

WTIC—Hartford  
 WEEL—Boston  
 WTAG—Worcester  
 WCSH—Portland  
 WJAR—Providence

### GENERAL ADVERTISING

	Daytime— Before 6 P. M.		Evening— 6 P. M. to 7 P. M.		Night After 11
	1/2 hour	1/4 hour	1/2 hour	1/4 hour	1/2 hour
WTIC	\$100.00	\$60.00	\$150.00	\$90.00	\$200.00
WEEL	94.00	59.00	141.00	88.00	188.00
WTAG	50.00	30.00	60.00	37.50	80.00
WCSH	40.00	25.00	60.00	34.50	80.00
WJAR	50.00	30.00	63.75	41.25	85.00
	\$334.00	\$202.00	\$474.75	\$291.25	\$633.00

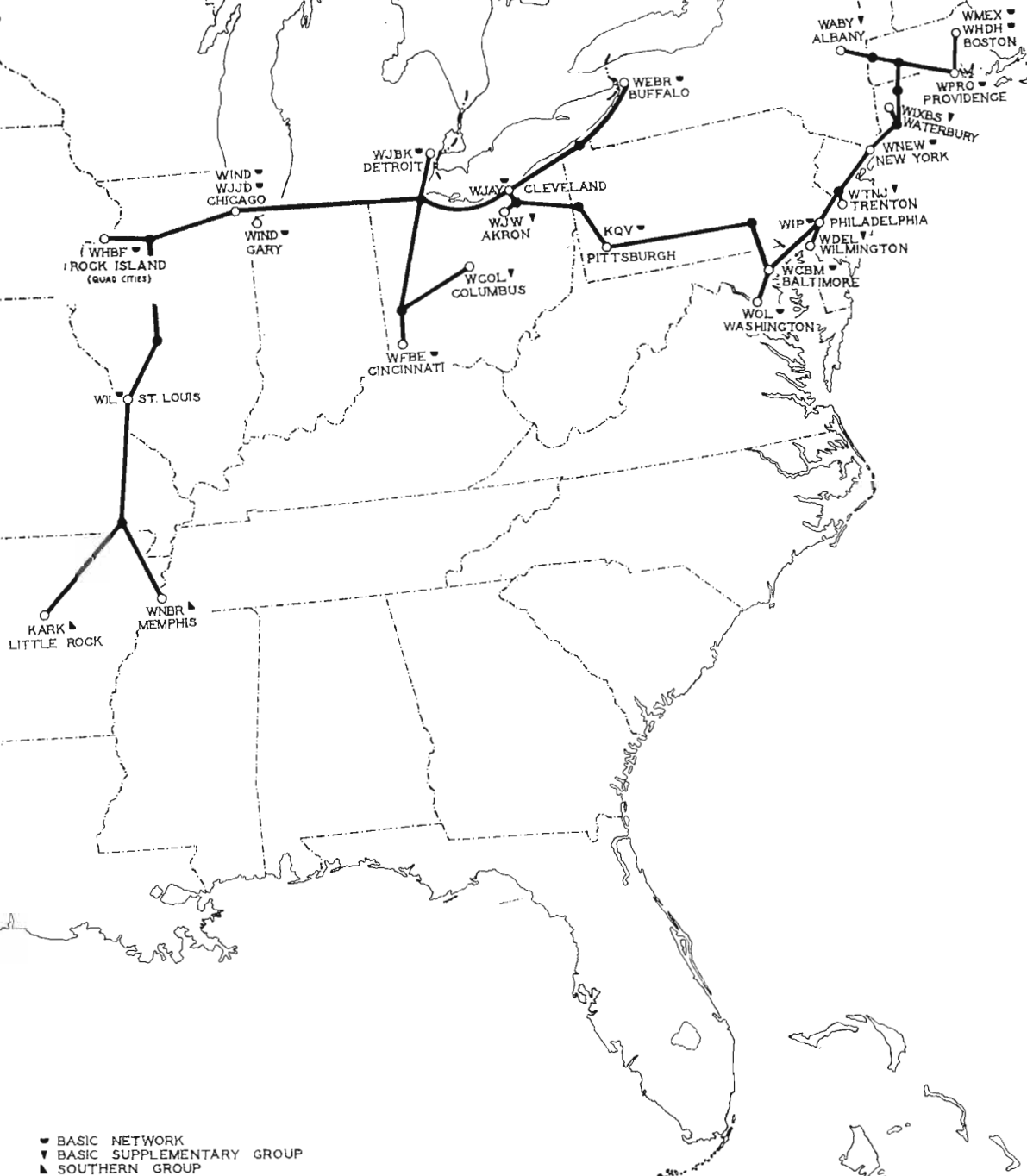
13 periods.....  
 26 periods.....  
 39 periods.....  
 52 periods.....

Discounts and Commissions—Fifteen percent, to recognized agencies on net charges for station time and cash discount.



# Map of American Broadcasting Company

(Corrected to January 15, 1935)



Map Prepared by Long Lines Dept., A. T. & T. Co.

# Network Rates, Executive Personnel and Data . . . . .

## MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York City  
Phone: Pennsylvania 6-8383

Tribune Tower, Chicago, Ill.  
Phone: Superior 0100

(Rates in Effect Jan. 1, 1935)

### OFFICIALS

Alfred J. McCosker, Chairman of Board.  
W. E. Macfarlane, President.  
Theodore C. Streibert, Treasurer.  
E. M. Antrim, Secretary.

#### Station Groups

Class	Time	WOR	WGN	WLW	WXYZ	Grand Total
8 to 10 P.M.	1 hour 1/2 " " " " " "	\$750 450 300	\$550 300 200	\$1200 800 532	\$350 225 125	\$2850 1775 1157
10 to 11 P.M.	1 hour 1/2 " " " " " "	\$750 450 300	\$550 300 200	\$1200 800 532	\$175 112.50 62.50	\$2675 1862.50 1094.50
7 to 8 P.M.	1 hour 1/2 " " " " " "	\$750 450 300	\$365 200 135	\$1200 800 532	\$350 225 125	\$2665 1675 1092
6 to 7 P.M.	1 hour 1/2 " " " " " "	\$750 450 300	\$275 150 100	\$1200 800 532	\$350 225 125	\$2575 1625 1057
11 P.M. to 12:30 A.M.	1 hour 1/2 " " " " " "	\$500 300 200	\$365 200 135	\$600 400 266	\$175* 112.50 62.50	\$1640 1012.50 663.50

#### Week-Day Mornings and Afternoons

9:30 A.M. to 6 P.M.	1 hour 1/2 " " " " " "	\$500 300 200	\$275 150 100	\$600 400 266	\$175 112.50 62.50	\$1550 962.50 628.50
12:30 to 9:30 A.M.	1 hour 1/2 " " " " " "	\$500 300 200	\$185 110 75	\$600 400 266	\$175 112.50 62.50	\$1460 922.50 603.50

#### Sundays

2 to 6 P.M.	1 hour 1/2 " " " " " "	\$500 300 200	\$365 200 135	\$600 400 266	\$175 112.50 62.50	\$1640 1012.50 663.50
6 to 2 A.M.	Same as week-day rates.					

\* WXYZ does not operate after midnight.  
All time is Eastern Standard Time.

### DISCOUNTS

**WOR:** Discounts on number of consecutive weeks: 1 to 26 weeks, Net. 27 to 52 weeks, 10%. Example: first 26 weeks, net. Each week over 26 subject to 10% discount. Discount does not apply to talent.

**WGN:** Discounts on time, 8 to 11 P.M.:  
Three 1/2 hours, same hr. alternate days of week except Sunday (cost, after discount) . . . . . \$525  
Six 1/2 hours, same hr. consecutive days of week except Sunday (cost, after discount) . . . . . \$875  
Discounts on time, 7 to 8 P.M. daily . . . . . 11 P.M. to 12:30 A.M. daily and 2 to 8 P.M. Sunday:  
Three 1/2 hours, same hr. alternate days of week except Sunday (cost, after discount) . . . . . \$525  
Three 1/2 hours, same hr. alternate days of week, except Sunday (cost, after discount) . . . . . \$350  
Six 1/2 hours, same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$900  
Six 1/2 hours, same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$575  
Discounts on time, 9:30 A.M. to 7 P.M. daily; 9:30 A.M. to 2 P.M. Sunday:  
Three 1/2 hours, same hr. alternate days of week, except Sunday (cost, after discount) . . . . . \$875  
Three 1/2 hours same hr. alternate days of week, except Sunday (cost, after discount) . . . . . \$260  
Six 1/2 hours same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$675  
Six 1/2 hours same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$435  
Discounts on time, 12:30 A.M. to 9:30 A.M.:  
Three 1/2 hours, same hr. alternate days of week, except Sunday (cost, after discount) . . . . . \$300  
Three 1/2 hours, same hr. alternate days of week, except Sunday (cost, after discount) . . . . . \$200  
Six 1 hours, same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$675  
Six 1/2 hours, same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$500  
Six 1/2 hours, same hr. consecutive days of week, except Sunday (cost, after discount) . . . . . \$340  
Time charge for 4 or 5 periods a week, same hour, will be prorated on 3-time rate basis, and for 7 periods per week, same hour, on 6-time rate basis, provided time in each week falls within same rate classification.

Sunday time is available to replace daily time at same hour under 3 and 6 time rates plus added charge of difference between single time Sunday rate and pro rata rate charge for time period.

WLW:	Less than 25 times . . . . .	Net
	25-49 times . . . . .	5%
	50-99 times . . . . .	15%
	100-299 times . . . . .	20%
	300 times and over . . . . .	25%

WXYZ:	Less than 26 times . . . . .	Net
	26 and over . . . . .	10%

## DON LEE BROADCASTING SYSTEM

Affiliated with Columbia Broadcasting System

1706 West Seventh St., Los Angeles

Phone: Vandike 7111

(Rates in Effect Jan. 1, 1935)

### OFFICIALS

Thomas S. Lee, President.  
W. J. Gleason, Secretary-Treasurer.  
C. Ellsworth Wylie, General Sales Manager, and Los Angeles Manager.  
A. J. Kemp, Los Angeles Sales Manager.  
Raymond Paige, Musical Director.  
Don Bernard, Program Manager.  
Scott Perkins, Production Manager.  
Harold G. Peery, Chief Engineer.  
David Heenan, Publicity Director.

### BASIC RATES—WITHOUT TALENT

Don Lee Broadcasting System  
(California Coverage)

California System comprises KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and the following "bonus" stations, which are supplied without additional charge when used with the Pacific Coast group or California chain: KDB, Santa Barbara; KMJ, Fresno; KWG, Stockton; KFBK, Sacramento; KERN, Bakersfield.

#### Station Time

8 a.m. to 6 p.m. and after 11 p.m.	1 hour . . . . . \$401.00	6 p.m. to 11 p.m.	1 hour . . . . . \$300.00
	1/2 hour . . . . . 251.00		1/2 hour . . . . . 500.00
	1/4 hour . . . . . 158.00		1/4 hour . . . . . 318.00

These rates are basic. A \$35.00 bridging charge at Sacramento is to be added, which is not subject to frequency discount nor agency commission.

Columbia-Don Lee Broadcasting System  
(Pacific Coast Coverage)

Addition of four stations of Pacific Northwest to California group comprises Columbia Don Lee Network. Northwest stations include: KOIN, Portland; KVI, Tacoma; KOL, Seattle; KFPY, Spokane.

#### Station Time

8 a.m. to 6 p.m. and after 11 p.m.	1 hour . . . . . \$675.00	6 p.m. to 11 p.m.	1 hour . . . . . \$1350.00
	1/2 hour . . . . . 424.00		1/2 hour . . . . . 843.00
	1/4 hour . . . . . 265.00		1/4 hour . . . . . 527.00

Political—Regular station time rates. Payable in advance.

Mountain Group—To either the California System or the Columbia Don Lee network may be added any station comprising the Mountain Group, which includes: KOH, Reno; KLZ, Denver; and KSL, Salt Lake City.

Frequency Discounts—Retrospective frequency discounts on station time charges apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Frequency discounts do not apply to remote pickup costs nor talent charges.

Less than 26 times . . . . .	Net
26 to 51 times . . . . .	5%
52 to 99 times . . . . .	15%
100 to 299 times . . . . .	20%
300 times and more . . . . .	25%

Agency Commission—10% on net station time and talent to accredited advertising agencies. On approved credit, accounts payable 10th of month following service.

ASCAP tax—Effective September 1, 1934, 5% tax must be added to the net of all charges, except for talent and political, for fee of American Society of Composers, Authors and Publishers.

Programs—A large staff of vocalists, musicians and continuity writers is available for presentation of any type of program desired by an advertiser. The chain will assume entire responsibility for program construction and presentation. Program ideas, lists of talent and prices furnished on request.

All programs and copy subject to approval of the Don Lee Broadcasting System.

Territory Covered—Complete coverage of the twelve major marketing areas of the Pacific Coast.

Representatives—Radio Sales, Inc., 485 Madison Ave. New York City, Robert Stephenson; Radio Sales, Inc., Wrigley Building, Chicago, W. J. Williamson.

## YANKEE NETWORK

21 Brookline Ave., Boston, Mass.

Phone: Commonwealth 0800

(Rates in Effect Jan. 1, 1935)

### OFFICIALS

John Shepard, 3rd, President.  
Roy L. Harlow, Assistant to President.  
L. Travers, Production Manager.  
C. W. Phelan, Sales Manager.  
Paul de Mars, Technical Supervisor.  
I. B. Robinson, Chief Engineer.  
Gerald Harrison, Public Relations Director.  
R. Ide, Controller.

### NETWORK RATES

NIGHT RATES 6:00 P.M. to 10:30 P.M. daily and 10:30 to 12:00 P.M. Sundays are in Bold Face.

DAY RATES 9:00 A.M. to 6:00 P.M. and 11:00 P.M. to Midnight daily and 9:00 A.M. to 1:00 P.M. and 11:00 to 12:00 Midnight Sundays are in Light Face.

	Hour
Boston, Mass. (WNAC)	300.00
Boston, Mass. (WAAB)	125.00
Providence, R. I. (WEAN)	125.00
Worcester, Mass. (WORC)	125.00
Springfield, Mass. (WMAS)	125.00
Lowell, Mass. (WLLH)	75.00
New Bedford, Mass. (WNBH)	75.00
Hartford, Conn. (WDRG)	125.00
Bridgeport, Conn. (WICC)	125.00
Bangor, Me. (WLBZ)	125.00
Manchester, N. H. (WFEA)	125.00
Total 10 Stations using (WNAC)	1325.00
Total 10 Stations using (WAAB)	1150.00

	Half-Hour
Boston, Mass. (WNAC)	188.00
Boston, Mass. (WAAB)	78.00
Providence, R. I. (WEAN)	78.00
Worcester, Mass. (WORC)	78.00
Springfield, Mass. (WMAS)	78.00
Lowell, Mass. (WLLH)	47.00
New Bedford, Mass. (WNBH)	47.00
Hartford, Conn. (WDRG)	78.00
Bridgeport, Conn. (WICC)	78.00
Bangor, Me. (WLBZ)	78.00
Manchester, N. H. (WFEA)	78.00
Total 10 Stations using (WNAC)	828.00
Total 10 Stations using (WAAB)	718.00

	Quarter-Hour
Boston, Mass. (WNAC)	117.00
Boston, Mass. (WAAB)	49.00
Providence, R. I. (WEAN)	49.00
Worcester, Mass. (WORC)	49.00
Springfield, Mass. (WMAS)	49.00
Lowell, Mass. (WLLH)	32.00
New Bedford, Mass. (WNBH)	32.00
Hartford, Conn. (WDRG)	49.00
Bridgeport, Conn. (WICC)	49.00
Bangor, Me. (WLBZ)	49.00
Manchester, N. H. (WFEA)	49.00
Total 10 Stations using (WNAC)	524.00
Total 10 Stations using (WAAB)	456.00

	Five-Minute Period
Boston, Mass. (WNAC)	59.00
Boston, Mass. (WAAB)	25.00
Providence, R. I. (WEAN)	25.00
Worcester, Mass. (WORC)	25.00
Springfield, Mass. (WMAS)	25.00
Lowell, Mass. (WLLH)	16.00
New Bedford, Mass. (WNBH)	16.00
Hartford, Conn. (WDRG)	25.00
Bridgeport, Conn. (WICC)	25.00
Bangor, Me. (WLBZ)	25.00
Manchester, N. H. (WFEA)	25.00
Total 10 Stations using (WNAC)	266.00
Total 10 Stations using (WAAB)	232.00

(Continued on Page 131)

# Network Rates, Executive Personnel and Data . . . . .

## YANKEE NETWORK

(Continued from Page 130)

### SPECIAL RATES—10:30 p.m. to 11:00 p.m. daily (inc. Sunday)

	Half-Hour	Quarter-Hour	Five Minutes
Mass. (WNAC)	141.00	88.00	44.00
Mass. (WAAB)	59.00	37.00	19.00
Mass. R. I. (WEAN)	59.00	37.00	19.00
Mass. (WORC)	59.00	37.00	19.00
Mass. (WMAS)	59.00	37.00	19.00
Mass. (WLLH)	36.00	24.00	12.00
Mass. (WNBH)	36.00	24.00	12.00
Conn. (WDRS)	59.00	37.00	19.00
Conn. (WICC)	59.00	37.00	19.00
Me. (WLBZ)	59.00	37.00	19.00
N. H. (WFEA)	59.00	37.00	19.00
Stations using (WNAC)	626.00	396.00	201.00
Stations using (WAAB)	544.00	344.00	176.00

### 10:00 midnight to 9:00 a.m. daily (inc. Sunday)

	Hour	Half-Hour	Quarter-Hour	Five Minutes
Mass. (WNAC)	100.00	63.00	39.00	20.00
Mass. (WAAB)	42.00	26.00	17.00	9.00
Mass. R. I. (WEAN)	42.00	26.00	17.00	9.00
Mass. (WORC)	42.00	26.00	17.00	9.00
Mass. (WMAS)	42.00	26.00	17.00	9.00
Mass. (WLLH)	25.00	15.00	10.00	5.00
Mass. (WNBH)	25.00	15.00	10.00	5.00
Conn. (WDRS)	42.00	26.00	17.00	9.00
Conn. (WICC)	42.00	26.00	17.00	9.00
Me. (WLBZ)	42.00	26.00	17.00	9.00
N. H. (WFEA)	42.00	26.00	17.00	9.00
Stations using (WNAC)	444.00	275.00	178.00	93.00
Stations using (WAAB)	386.00	238.00	156.00	82.00

Program rates are for the facilities of the station only; extra.

### REGULATIONS

Contract accepted for longer than one year.  
 Blanket contracts accepted.  
 Contract position governed by priority and availability.  
 Contract basis.  
 Labor and mechanical charges for remote control, including expenses, salaries, etc., of artists to be advertiser when required in advance.  
 Advance date for inclusion in general publicity and announcements is 14 days before broadcast.

### SERVICE FACILITIES

Production Department—Plans and produces complete features and program ideas, or serves in an advisory capacity when desired.  
 Sales and Merchandising Department—Coverage and data relevant to the Radio advertising campaign, as well as comprehensive information and suggestions for merchandising the radio program available to these departments.  
 Publicity and Public Relations Departments—Maintain contacts with news media—cooperate in public contacts for clients.  
 Network Artists Bureau makes available to stations complete talent casts either for radio presentation or public appearance, including the best Artists in New York and New England. Complete talent with prices upon request.  
 WNAC Grand Organ—is available to Advertisers in connection with other talent. Staff Organist for broadcast of one half hour or less.

Wired to Broadcast programs by electrical transmissions using double turntable Western Electric 78 R.P.M. or 33 1/3 R.P.M. Regular time charges apply. Limited to certain hours.

### COMMISSIONS AND DISCOUNTS

Commission of 15% is allowed to recognized agencies on net Station Time and Talent.  
 Cash Discount.  
 Charges for facilities are payable immediately after each broadcast.  
 Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under original or renewed contracts and apply on the weekly billing of station time only. No discounts on talent or line charges.  
 1 to 25 times..... Net  
 26 to 50 times..... 5%  
 51 to 100 times..... 15%  
 101 to 200 times..... 20%  
 201 and more times..... 25%

## Southwest Broadcasting System

General Offices: Fort Worth, Texas

(Rates in Effect Jan. 1, 1935)

Phone: 3-1382

### OFFICIALS

Lee H. Aymer, President and General Manager.  
 A. E. Cullum, Jr., Technical Supervisor and Traffic Manager.  
 Franklyn Ferguson, Program Director.  
 David Straiton, Treasurer.

### NETWORK RATES

RATES ARE FOR STATION TIME AND LINE COSTS  
**"A" RATES**—(in Boldface type) apply 6:30 P. M. to 10:00 P. M. Central Standard Time daily.

**"B" RATES**—(in Lightface type) apply 6:30 A. M. to 7:45 A. M. and 10:00 P. M. to 12:00 Midnight daily and Sunday, and also 7:45 A. M. to 6:30 P. M. on Sunday. (Same rates apply 7:45 A. M. to 6:30 P. M. week days, subject to ability SBS to clear "regular network lines." See Note (1) below\*.)

### CITIES

BASIC:	Hour		Half Hour	
	A	B	A	B
1. Fort Worth, Texas (KTAT)...	\$120	\$ 65	\$ 75	\$ 38
2. Dallas, Texas (KRLD).....	250	140	150	85
2a. Dallas, Texas (alternate) (WRR).....	120	95	70	60
3. San Antonio, Texas (KTSA)...	150	75	90	45
4. Austin, Texas (KNOW).....	45	23	25	20
5. Waco, Texas (WACO).....	50	30	30	24
6. Houston, Texas (KTRH).....	175	90	110	60
7. Oklahoma City, Okla. (KOMA).....	200	135	115	80
<b>TOTAL BASIC: 7 Stations (using KRLD).....</b>	<b>\$990</b>	<b>\$558</b>	<b>\$595</b>	<b>\$352</b>
<b>TOTAL BASIC: 7 Stations (using WRR).....</b>	<b>\$870</b>	<b>\$513</b>	<b>\$515</b>	<b>\$327</b>

### CITIES

BASIC:	Quarter Hour		Five Minutes	
	A	B	A	B
1. Fort Worth, Texas (KTAT)...	\$ 40	\$ 25	\$ 23	\$ 15
2. Dallas, Texas (KRLD).....	90	50	45	30
2a. Dallas, Texas (alternate) (WRR).....	45	30	23	20
3. San Antonio, Texas (KTSA)...	54	27	27	15
4. Austin, Texas (KNOW).....	18	12	10	7
5. Waco, Texas (WACO).....	20	15	12	10
6. Houston, Texas (KTRH).....	65	37	45	27
7. Oklahoma City, Okla. (KOMA).....	80	50	45	27
<b>TOTAL BASIC: 7 Stations (using KRLD).....</b>	<b>\$367</b>	<b>\$216</b>	<b>\$207</b>	<b>\$131</b>
<b>TOTAL BASIC: 7 Stations (using WRR).....</b>	<b>\$322</b>	<b>\$196</b>	<b>\$185</b>	<b>\$121</b>

**SUPPLEMENTARY:** (Stations available individually with Basic Network—See Note (2) Below.

	Hour		Half Hour	
	A	B	A	B
8. Little Rock, Arkansas (KLRA)	\$165	\$135	\$125	\$105
9. Shreveport, Louisiana (KWKH)	210	140	140	95
10. Wichita Falls, Texas (KGKO)	134	92	89	65
11. Beaumont, Texas (KFDN)	95	75	63	52
12. Amarillo, Texas (KGRS).....	140	110	110	93
<b>TOTAL SUPPLEMENTARY: 5 Stations..</b>	<b>\$744</b>	<b>\$552</b>	<b>\$527</b>	<b>\$410</b>
<b>GRAND TOTAL: 12 Stations (using KRLD).....</b>	<b>\$1734</b>	<b>\$1110</b>	<b>\$1122</b>	<b>\$762</b>

	Quarter Hour		Five Minutes	
	A	B	A	B
8. Little Rock, Arkansas (KLRA)	\$100	\$ 75	\$ 80	\$ 70
9. Shreveport, Louisiana (KWKH)	115	75	75	65
10. Wichita Falls, Texas (KGKO)	64	50	46	38
11. Beaumont, Texas (KFDN)	42	35	28	20
12. Amarillo, Texas (KGRS).....	85	80	75	70
<b>TOTAL SUPPLEMENTARY: 5 Stations..</b>	<b>\$406</b>	<b>\$325</b>	<b>\$304</b>	<b>\$263</b>
<b>GRAND TOTAL: 12 Stations (using KRLD).....</b>	<b>\$773</b>	<b>\$541</b>	<b>\$511</b>	<b>\$394</b>

### DISCOUNTS

Discounts are based on service within one year to same sponsor and no contract for longer period is acceptable. Each renewal or extension of a contract earns discounts applicable within the year, but retroactive discounts are applicable only when service is continuous and renewal or extension is signed before expiration of current contract.

NUMBER OF BROADCASTS	Within:			
	1 Month	3 Months	6 Months	1 Year
1 to 12 broadcasts.....	Net	Net	Net	Net
13 to 25 broadcasts.....	10%	3%	5%	5%
26 to 51 broadcasts.....	20%	15%	10%	10%
52 to 99 broadcasts.....	25%	25%	20%	20%
100 to 299 broadcasts.....	35%	35%	30%	25%
300 or more broadcasts.....	40%	40%	40%	35%

\* NOTE (1)—If SBS unable clear "regular Network lines" on a Basic Network for certain periods during time from 7:45 A. M. to 6:30 P. M. week days, broadcasts during such periods can be transmitted over auxiliary circuits throughout Basic, but special line charge must be added to earned rates above for Basic Networks. On Supplementary Station "B" Rates as above apply to this period 7:45 A. M. to 6:30 P. M., also since "regular Supplementary Network lines" can be cleared throughout day.

NOTE (2)—Amarillo available without extra line charge only when Wichita Falls is used.

NOTE (3)—All Network programs regularly originate in Fort Worth or Dallas Studios, but quotations for programs to originate at any other station on Network or at any other point will be given upon request. All Stations operate on Central Standard Time.

Promotional Talks: "Take Open flat" Commercial Rates—no discounts—cash in advance—must sign contract—Minimum 15 minutes.

Contract Requirements, etc.: All programs are subject to approval of NETWORK Management and all rates, contracts, programs, etc., are subject to all State and Federal laws and regulations and the N. R. A. Code for Radio Broadcasting. NETWORK reserves right to refuse, discontinue or change time of any advertising or program for reasons satisfactory to itself, and all time and service is sold subject to all terms and conditions of NETWORK'S regular Advertising Contract form. Contracts are subject to cancellation by client by 21 days' written notice accompanied by remittance in full for all broadcasts to date of cancelled expiration at SHORT RATE. See Regional Rate Card for rates applying regional concerns.

Commission: Agency commission of 15% on net rates for time and line charges to recognized agencies.

Closing Time: Two weeks required for publicity—generally seven days or longer for program production.

Merchandising Service: Complete merchandising service, market data, etc., available by special arrangement.

Programs, Talent, Etc.: Production Department has vast supply regular staff talent and has direct access to finest artists, features, etc., in Southwest, as well as immediate contacts for obtaining talent from East and from West Coast. Talent available, and equipped for planning and producing musical, dramatic, novelty, etc., broadcasts as well as complete program features and ideas if desired. Features tested and proved in Southwest area are immediately available. Also Engineering Department is one of finest and most efficient organized and is equipped to handle special technical features of any nature.

National Representatives: GREIG, BLAIR & SPIGHT

## MICHIGAN RADIO NETWORK

### EXECUTIVE OFFICES

Madison Theatre Bldg., Detroit, Mich.

Phone: Cherry 8328

(Rates in Effect Jan. 1, 1935)

### OFFICIALS

George W. Trendle, President.  
 John H. Kinsky, Vice President-Treasurer.  
 Howard O. Pierce, Secretary.  
 H. Allen Campbell, Director of Sales.  
 Bruce Beemer, Studio Director.

### STATIONS

WXYZ—Detroit. WKZO—Kalamazoo.  
 WELL—Battle Creek. WFDF—Flint.  
 WOOD—WASH—Grand Rapids. WBCM—Bay City.  
 WIBM—Jackson. WJMJ—Lansing.

### PROGRAM AND ANNOUNCEMENT RATES

9:00 a.m. to 6:00 p.m. and 11:00 p.m. to midnight

One hour.....	\$350.00
Half hour.....	200.00
Quarter hour.....	125.00
Five minutes.....	62.50
One minute.....	31.25
100 words.....	25.00

6:00 p.m. to 11:00 p.m.

One hour.....	\$600.00
Half hour.....	350.00
Quarter hour.....	200.00
Five minutes.....	100.00
One minute.....	50.00
100 words.....	40.00

SUNDAY—Evening rates apply after 2 P.M.

DISCOUNTS (Station Time only):  
 52 programs ..... 15%  
 200 announcements ..... 15%

### CLOSING DATES—RESTRICTIONS:

Rates subject to change without notice.  
 Contracts must be closed 2 weeks in advance.  
 All proposals subject to prior bookings of time.  
 Program rates do not include talent cost. Rates include radio charges by owners of music copyrights. Special rates on request for broadcasting from cafes, theatres, clubs, banquets, etc.  
 Manuscript must be submitted 10 days in advance. No deviation from manuscript permitted. Staff announcers serve all advertisers without additional charge.  
 No contract accepted for longer period than six months. All contracts subject to cancellation unless program starts within sixty days of order.  
 All contracts subject to government regulations, and station owner's approval. Network reserves the right to refuse or discontinue any advertising programs for reasons satisfactory to itself.

### REPRESENTATIVES:

Chicago—Wm. G. Rambeau, 360 N. Michigan Ave.  
 New York City—Robert Newton, 307 E. 44th St.

# Advertisers Using NBC - WEAF (Red) Network During 1934

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used NBC	Duration of Contract	Agency
A. C. Spark Plug Co., Flint, Mich.	Spark Plugs	Raymond Knights' Cuckoos	Saturday, 10:00-10:15 P.M.	50	Mar. '34	Mar. '34-Sept. '34	Campbell-Ewald Co., Inc., Detroit
American Radiator Co., New York	Radiators	Queena Mario Singer	Sunday, 7:30-7:45 P.M.	12	Nov. '29	Sept. '34—	Blaker Advertising Agency, New York
American Rolling Mill Co., Middletown, O.	Armeo	"The Armeo Iron Master"	Sunday, 6:30-7:00 P.M.	22	Nov. '33	Sept. '34	Gardner-Griest Co., Chicago
American Tobacco Co., Inc., New York	Lucky Strikes	Jack Pearl & Orchestra	Saturday, 9:00-9:30 P.M.	51	July '23	Oct. '33-Mar. '34	Lord & Thomas, New York
American Tobacco Co., Inc., New York	Lucky Strikes	Metropolitan Opera	Saturday, 1:00-4:30 P.M.	65	.....	Dec. '33-Mar. '34	Lord & Thomas, New York
B. T. Babbit, Inc., New York	Bab-O Cleanser	Mary Small & Orchestra	Sunday, 1:30-2:00 P.M.	20	Feb. '34	Feb. '34—	Peck Advertising Agency, New York
Bristol-Meyers Co., New York	Ipana	Frank Black's Orchestra	Wednesday, 9:00-9:30 P.M.	42	Apr. '25	Jan. '34-Mar. '34	Pedlar & Ryan, Inc., New York
Bristol-Meyers Co., New York	Sal Hepatica	Fred Allen's Revue	Wednesday, 9:30-10:00 P.M.	11	.....	Jan. '34-June '34	Benton & Bowles, Inc., New York
Bristol-Meyers Co., New York	Ipana	Hour of Smiles	Wednesday, 9:00-10:00 P.M.	45	.....	July '34	Benton & Bowles, Inc., New York
California Packing Corp., San Francisco	Sal Hepatica Del Monte Foods	Town Hall Tonight, Fred Allen Ship of Joy	Monday, 9:30-10:00 P.M.	36	Apr. '30	Dec. '33-June '34	McCann-Erickson, Inc., San Francisco
Campana Corp., Batavia, Ill.	Italian Balm	First Nighter Drama	Friday, 10:00-10:30 P.M.	46	Dec. '30	Dec. '30—	Aubrey, Moore & Walsh, Inc., Chicago
Carleton & Hovey Co., Lowell, Mass.	Father John's Medicine	Gems of Melody	Sunday, 2:45-3:00 P.M.	19	Oct. '33	Oct. '33-April '34	John W. Queen, Boston
Carnation Co., Milwaukee, Wis.	Evaporated Milk	Contented Hour	Monday, 10:00-10:30 P.M.	40	May '31	May '31—	Erwin, Wasey, & Co., Chicago
Chevrolet Motor Co., Detroit	Motor Cars	Jack Benny	Sunday, 10:00-10:30 P.M.	59	Feb. '32	Jan. '31-June '34	Campbell-Ewald Co., Inc., Detroit
Cities Service Co., New York	Gas & Oil	Jessica Dragonette	Friday, 8:00-9:00 P.M.	34	Dec. '25	Feb. '27—	Lord & Thomas, New York
* Climalene Co., Canton, O.	Water Softener	Variety Show	Thursday, 11:30-12:00 Noon	13	Sept. '33	Sept. '33—	W. S. Hill Co., Inc., Philadelphia
Coca Cola Co., Atlanta	Beverage	Frank Black's Orchestra	Friday, 10:30-11:00 P.M.	64	.....	Dec. '34—	D'Arcy Advertising Co., New York
Colgate-Palmolive-Peet Co., New York	Super Suds	Clara, Lu & Em	Monday-Friday, 10:15-10:30 A.M.	41	Jan. '23	Jan. '31-Aug. '34, Sept. '34—	Benton & Bowles, Inc., New York
Colgate-Palmolive-Peet Co., New York	Palmolive Soap	Palmolive Players	Tuesday, 10:00-11:00 P.M.	58	.....	April '34—	Benton & Bowles, Inc., New York
Colgate-Palmolive-Peet Co., New York	Colgate Dental Cream	Donald Novis House Party	Saturday, 9:00-9:30 P.M.	51	.....	Mar. '34-Aug. '34	Young & Rubicam, Inc., New York
Colgate-Palmolive-Peet Co., New York	Colgate Dental Cream	Joe Cook & Variety Show	Monday, 9:30-10:00 P.M.	54	.....	Sept. '34—	Benton & Bowles, Inc., New York
Thomas Cook & Son—Wagon-Lits Inc., New York	Travel Service	Travelogue	Sunday, 2:30-2:45 P.M.	13	June '23	Feb. '34-April '34	L. D. Wertheimer, Inc., New York
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Gene Arnold & Commodores	Wed. & Fri., 12:00-12:15 P.M. Sunday, 2:30-3:00 P.M.	14	June '33	June '33—	Luckey Bowman, New York
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Hill-Billy Band	Mon.-Fri., 2:30-2:45 P.M.	17	.....	June '34—	Luckey Bowman, New York
R. B. Davis Co., Hoboken, N. J.	Baking Powder	Cooking Recipes	Wed. & Fri., 10:00-10:15 A.M.	12	Sept. '31	Oct. '33-June '34	Ruthrauff & Ryan, Inc., New York
Delaware, Lackawana & Western New York	Coal	Dramatic Sketch	Mon., Wed., Fri., 1:15-1:30 P.M.	9	Oct. '32	Oct. '33-Mar. '34 Sept. '34—	Ruthrauff & Ryan, Inc., New York
Educator Biscuit Co., Chicago	Biscuits	Dick Steele Children's Drama	Mon.-Fri., 6:00-6:15 P.M.	7	Oct. '34	Oct. '34-Nov. '34	Blackett-Sample-Hummel, Inc., Chicago
Firestone Tire & Rubber Co., Akron, O.	Tires	Lawrence Tibbett	Monday, 8:30-9:00 P.M.	59	Dec. '28	Dec. '33-June '34	Sweeney & James Co., New York
Firestone Tire & Rubber Co., Akron, O.	Tires	Gladys Swarthout	Monday, 8:30-9:00 P.M.	41	.....	June '34-Dec. '34	Sweeney & James Co., New York
Firestone Tire & Rubber Co., Akron, O.	Tires	Voice of Firestone	Monday, 8:30-9:00 A.M.	61	Dec. '28	Dec. '34—	Sweeney & James Co., New York
F. W. Fitch Co., Des Moines, Ia.	Shampoo	Wendal Hall	Sunday, 7:45-8:00 P.M.	20	Nov. '33	Nov. '33-June '34	L. W. Ramsey Co., Des Moines, Ia.
F. W. Fitch Co., Des Moines, Ia.	Shampoo	Irene Beasley	Sunday, 7:45-8:00 P.M.	39	.....	June '34-Aug. '34	L. W. Ramsey Co., Des Moines, Ia.
F. W. Fitch Co., Des Moines, Ia.	Shampoo	Wendal Hall	Sunday, 7:45-8:00 P.M.	41	.....	Aug. '34—	L. W. Ramsey Co., Des Moines, Ia.
* J. A. Folger Co., Kansas City	Coffee	Judy & Jane Comedy Team	Mon.-Fri., 2:45-3:00 P.M.	9	Oct. '32	Feb. '33—	Blackett-Sample-Hummel, Inc., Chicago
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons	69	Jan. '26	Oct. '34—7 days	N. W. Ayer & Son, Inc., New York
Frigidaire Sales Corp., Dayton, O.	Refrigeration	Seth Parker Cruise	Tuesday, 10:00-10:30 P.M.	52	Dec. '33	Dec. '33-Mar. '34	The Geyer Co., Dayton, O.
General Foods Corp., New York	Certo	Showboat Matinee	Friday, 3:00-4:00 P.M.	22	Jan. '27	May '34-Oct. '34	Benton & Bowles, Inc., New York
General Foods Corp., New York	Jello	Wizard of Oz	Mon., Wed., Fri., 5:45-6:00 P.M.	19	.....	Sept. '33-Mar. '34	.....
General Foods Corp., New York	All food products	Frances Barton Cooking School	Thursday, 11:15-11:30 A.M.	21	.....	Jan. '34—	Young & Rubicam, Inc., New York
General Foods Corp., New York	La France Flakes	Beatrice Fairfax	Sunday, 7:00-7:30 P.M.	20	.....	March '34	Young & Rubicam, Inc., New York
General Foods Corp., New York	Maxwell House Coffee	Show Boat Hour	Thursday, 9:00-10:00 P.M.	52	.....	Oct. '32—	Benton & Bowles, Inc., New York
General Mills, Inc., Minneapolis	Gold Medal Flour	Betty Crocker	Wed. & Fri., 10:45-11:00 A.M.	30	Sept. '25	Jan. '31—	McCord Co., Minneapolis
General Tire & Rubber Co., Akron O.	Tires	Jack Benny & Orchestra	Friday, 10:30-11:00 P.M.	54	Apr. '33	April '34-Sept. '34	D'Arcy Advertising Co., St. Louis
A. C. Gilbert Co., New Haven, Conn.	Toys, etc.	Thrills of Tomorrow Drama	Friday, 6:00-6:15 P.M.	6	Nov. '28	Oct. '34—	Charles W. Hoyt Co., New York
Gillette Safety Razor Co., Boston	Gillette Blue Blades	Gene & Glenn Comedy Act	Mon.-Fri., 7:15-7:30 P.M.	53	Apr. '34	Apr. '34-Dec. '34	Ruthrauff & Ryan, Inc., New York
Great Atlantic & Pacific Tea Co., New York	Foods	A. & P. Gypsies	Monday, 9:00-9:30 P.M.	17	Mar. '24	Mar. '24—	Paris & Peart, New York
Hitze Ambrosia, Inc., New York	Ambrosia	"Your Lover" Sketch	Tues., Fri., 4:00-4:15 P.M. Thur., 11:00-11:15 P.M.	2	July '34	July '34—	Cowan & Dangler, Inc., New York
Hoover Co., Canton, O.	Vacuum Cleaners	Hoover Sentinels	Sunday, 5:00-5:30 P.M.	37	Oct. '27	Oct. '33—	Erwin, Wasey & Co., Chicago
Hudson Motor Car Co., Detroit	Motor Cars	Lennie Hayton's Orchestra	Saturday, 10:00-10:30 P.M.	39	Jan. '29	Feb. '33-June '34	The Blackman Co., New York

\* Use only Split Networks.

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# Advertisers Using NBC -WEAF (Red) Network During 1934...

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Agency	Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
Chicago	Walt's Homeopathic Medicine, New York	Medicines	The Morning Circle	Sunday, 12:15-12:30 P.M. Mon., Wed., Fri., 10:15-10:30 A.M.	9	Nov. '33	Nov. '33-Mar. '34	The Biow Co., Inc., New York
Chicago	Walt's Homeopathic Medicine	Medicines	Sweethearts of the Air	Sun., Mon., Wed., Fri., 10:35-10:45 A.M.	10	Nov. '33	Dec. '34—	The Biow Co., Inc., New York
Chicago	United American Meat Packers, Chicago	Meat Promotion	Romance of Meat Talk	Sunday, 4:00-4:15 P.M.	17	Apr. '34	Apr. '34-June '34	None
Chicago	W. H. Manville, Inc., New York	Building Supplies	Floyd Gibbons	Saturday, 8:30-9:00 P.M.	47	Sept. '33	May '34-June '34	J. Walter Thompson Co., New York
Chicago	W. H. Manville, Inc., New York	Building Supplies	Floyd Gibbons	Saturday, 7:45-8:00 P.M.	39	.....	Sept. '34—	J. Walter Thompson Co., New York
Chicago	Johnson & Son, Inc., Racine,	Floor Wax	Dramatic Sketch	Sunday, 4:30-5:00 P.M.	52	July '31	Sept. '34—	Needham, Louis & Broby, Inc., Chicago
Chicago	Phenix Cheese Corp., Chicago	Cheese & Salad Dressing	Paul Whiteman	Thursday, 10:00-11:00 P.M.	56	Mar. '29	June '33—	J. Walter Thompson Co., New York
Chicago	Ether Co., Chicago	Cosmetics	Wayne King's Orchestra	Tues. & Wed., 8:30-9:00 P.M.	30	Sept. '31	Sept. '31—	Stack-Goble Advertising Agency, Chicago
Chicago	W. H. Lambert Pharmacal Co., St. Louis	Listerine	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	62	Jan. '28	Dec. '34—	Lambert & Feasley, Inc., New York
Chicago	W. H. Lamont & Co., New York	Pond's Cosmetics	Victor Young Pond's Players	Friday, 9:30-10:00 P.M.	21	Sept. '30	Sept. '30-Mar. '34	J. Walter Thompson Co., New York
Chicago	W. H. Bros. Co., Inc., Richmond,	Edgeworth Tobacco	Corn Cob Pipe Club	Wednesday, 10:00-10:30 P.M.	35	Apr. '31	June '33-June '34	Batton, Barton, Durstine & Osborn, Inc., New York
Chicago	W. H. Fink, Inc., New York	Hinds Cream	Hall of Fame	Sunday, 10:30-11:00 P.M.	41	Nov. '28	Jan. '34-Dec. '34	Lennen & Mitchell, Inc., New York
Chicago	W. H. G. Co., New York	Briggs Tobacco	Thorton Fisher Football Resume	Saturday, 6:45-7:00 P.M.	17	Sept. '27	Oct. '34—	Lennen & Mitchell, Inc., New York
Chicago	W. H. G. Co., Chicago	Face Powder	Talkie Picture Time	Sunday, 3:00-3:30 P.M.	24	Oct. '33	Nov. '33—	Lord & Thomas, Chicago
Chicago	W. H. G. Cereals Co., Burlington, Vt.	Maltex	Narrator & Orchestra	Sunday, 1:00-1:30 P.M.	14	Sept. '31	Aug. '33-Mar. '34	Samuel C. Croot Co., Inc., New York
Chicago	W. H. G. Soap Co., Inc., New	Sweetheart Soap	De Marco Sisters	Wednesday, 11:15-11:30 A.M.	6	May '31	April '34-July '34	Peck Advertising Agency, Inc., New York
Chicago	W. H. G. Co., Chicago	Eye Beautifier	Variety Show	Sunday, 3:30-4:00 P.M.	26	Sept. '34	Sept. '34—	Cramer-Krasselt Co., Milwaukee
Chicago	W. H. G. Life Insurance Co., New York	Insurance	Setting-up Exercises	Mon.-Sat., 6:45-7:00 A.M.	8	Jan. '23	Mar. '25—	None
Chicago	W. H. G. Laboratories, Inc., New York	Alka-Seltzer	Uncle Ezra	Mon., Wed., & Fri., 7:30-7:45 P.M.	15	Apr. '32	Oct. '34—	Wade Advertising Agency, Chicago
Chicago	W. H. G. Carpet Mills, Inc., New York	Carpets	Orchestra & Vocalist	Thursday, 12:00-12:15 P.M. Sunday, 2:00-2:30 P.M.	27	Mar. '34	March '34-June '34 Sept. '34-Dec. '34	Batten, Barten, Durstine & Osborn, Inc., New York
Chicago	W. H. G. Co., Bedford, Ohio	Shaving Cream	Molle Show	Mon. & Thurs., 7:30-7:45 P.M. (off Monday Dec. '34)	17	Sept. '33	Sept. '33—	Stack-Goble Advertising
Chicago	W. H. G. Moore & Co., New York	Paints	Betty More Talks	Wednesday, 11:30-11:45 A.M.	24	Jan. '31	Feb. '33—	None
Chicago	W. H. G. Morris & Co., Ltd., Inc., New York	Cigarettes	Leo Reisman's Orchestra	Tuesday, 8:00-8:30 P.M.	32	Apr. '33	April '33—	The Biow Co., Inc., New York
Chicago	W. H. G. Biscuit Co., New York	Uneeda Biscuits	Let's Dance	Saturday 10:30 P.M.-1:30 A.M.	57	Aug. '32	Dec. '34	McCann-Erickson, Inc., New York
Chicago	W. H. G. Tobacco Co., Wilkes-Barre,	Kentucky Winner	One Man's Family	Wednesday, 10:30-11:00 P.M.	43	Nov. '34	Nov. '34—	Ruthrauff & Ryan, Inc., New York
Chicago	W. H. G. Co., Chicago	Pepsodent	Frank Buck	Mon.-Fri., 7:45-8:00 P.M.	18	Aug. '29	Sept. '34-Nov. '34	Lord & Thomas, Chicago
Chicago	W. H. G. Co., Chicago	Mouth Wash	The Goldbergs	Mon.-Fri., 7:45-8:00 P.M.	18	.....	July '31-July '34	Lord & Thomas, Chicago
Chicago	W. H. G. Inc., Memphis	St. Joseph Aspirin	Vincent Lopez Orchestra	Wednesday, 10:00-10:30 P.M.	27	Nov. '33	Nov. '33-July '34	Lake-Spiro-Cohn, Inc., Memphis
Chicago	W. H. G. Inc., Memphis	St. Joseph Aspirin	Guy Lombardo Orchestra	Wednesday, 10:00-10:30 P.M.	41	.....	July '34—	Lake-Spiro-Cohn, Inc., Memphis
Chicago	W. H. G. Motor Co.	Motor Cars	Frank Black's Orchestra and Chorus	Sunday 10:30-11:00 P.M.	Jan. '32	.....	Sept. '34—	McManus, John Adams, Inc., Detroit
Chicago	W. H. G. Palm Sales Co., Chicago	Blue Ribbin Beer	Ben Bernie Orchestra	Tuesday, 9:00-9:30 P.M.	34	Sept. '32	Sept. '32-July '34	Matteson-Fogarty-Jordan Co., Inc., Chicago
Chicago	W. H. G. & Gamble Co., Cincinnati	Camay	Dreams Come True	Mon., Wed., Thurs., 3:15-3:30 P.M.	42	Apr. '24	July '34—	Pedlar & Ryan, Inc., New York
Chicago	W. H. G. & Gamble, Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 2:45-3:00 P.M.	26	Apr. '21	Nov. '34—	The Blackman Co., New York
Chicago	W. H. G. & Gamble, Cincinnati	Dreft	Song of the City	Tues., Wed., Thurs., 3:30-3:45 P.M.	7	.....	Oct. '34—	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Chicago	W. H. G. & Gamble Co., Cincinnati	Dreft	Rainbow Court Drama	Tues., Wed., Thurs., 3:30-3:45 P.M.	7	.....	Aug. '34-Sept. '34	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Chicago	W. H. G. & Gamble Co., Cincinnati	Ivory Soap	Stamp Club Drama	Mon., Wed., Fri., 5:45-6:00 P.M.	.....	.....	Oct. '34—	The Blackman Co., New York
Chicago	W. H. G. & Gamble Co., Cincinnati	Ivory Soap	The Gibson Family	Saturday, 9:30-10:30 P.M.	32	.....	Sept. '34—	The Blackman Co., New York
Chicago	W. H. G. & Gamble Co., Cincinnati	Oxydol	Ma Perkins Drama	Mon.-Fri., 3:00-3:15 P.M.	44	.....	Dec. '33—	Blackett-Sample-Hummert, Inc., Chicago
Chicago	W. H. G. Parina Co., Inc., St. Louis	Cereals	Tom Mix Stories	Mon., Wed., Fri., 5:15-5:30 P.M.	24	Oct. '32	Sept. '33-Mar. '34 Oct. '34—	Gardner Advertising Co., New York
Chicago	W. H. G. Yeast & Products Co., Chicago	Yeast	Variety Show	Tues., Thurs., Sat., 11:00-11:15 A.M.	17	Oct. '33	Oct. '33—	N. W. Ayer & Son, Inc., Chicago
Chicago	W. H. G. Co., Inc., New York	Venida Shampoo	Waves of Romance	Sunday, 5:15-5:30 P.M.	14	Feb. '34	Feb. '34-May '34	Donahue & Coe, New York
Chicago	W. H. G. Insecto-Rapid-Notox	Insecto-Rapid-Notox	Romance in Science	Sunday, 5:15-5:30 P.M.	17	Nov. '33	Nov. '33-Feb. '34	The Biow Co., Inc., New York
Chicago	W. H. G. Vacuum Corp., New York	Motor Oil	Dramatic Sketches	Tuesday, 9:30-10:00 P.M.	8	May '27	April '34—	J. Stirling Getchell, Inc., New York
Chicago	W. H. G. Brands, Inc., New York	Chase & Sanborn Coffee	Chase & Sanborn Opera Guild	Sunday 8:00-9:00 P.M.	51	Jan. '28	Dec. '34—	J. Walter Thompson Co., New York
Chicago	W. H. G. Brands, Inc., New York	Chase & Sanborn Coffee	Cantor-Durante-Rubinoff	Sunday, 8:00-9:00 P.M.	55	Jan. '28	Jan. '31-Dec. '34	J. Walter Thompson Co., New York
Chicago	W. H. G. Brands, Inc., New York	Chase & Sanborn Tea	Jack Pearl	Wednesday, 8:00-8:30 P.M.	57	.....	Jan. '33-Oct. '34	J. Walter Thompson Co., New York
Chicago	W. H. G. Brands, Inc., New York	Fleischman's Yeast	Rudy Vallee	Thursday, 8:00-9:00 P.M.	54	.....	Sept. '29—	J. Walter Thompson Co., New York
Chicago	W. H. G. Brands, Inc., New York	Royal Gelatin	Mary Pickford	Wednesday, 8:00-8:30 P.M.	57	.....	Oct. '34—	J. Walter Thompson Co., New York
Chicago	W. H. G. Products, Inc., New York	Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	47	Oct. '31	Oct. '31—	Blackett-Sample-Hummert, Inc., New York
Chicago	W. H. G. Products, Inc., New York	Dr. Lyons Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	28	Nov. '32	Nov. '32—	Blackett-Sample-Hummert, Inc., New York
Chicago	W. H. G. Phillips Milk of Magnesia	Phillips Milk of Magnesia	Abe Lyman's Orchestra	Friday, 9:00-9:30 P.M.	18	Oct. '31	Sept. '33—	Blackett-Sample-Hummert, Inc., New York
Chicago	W. H. G. Sales Corp. of America, New York	Motor Cars	Richard Himber's Orchestra	Monday, 8:00-8:30 P.M.	34	Mar. '27	July '34—	Roche, Williams & Cunnyham, Chicago

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# Advertisers Using NBC-WEAF (Red) Network During 1934

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Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
Swift & Co., Chicago	Meats	Bonelli & Orchestra	Saturday, 8:00-9:00 P.M.	35	Feb. '31	Oct. '34—	J. Walter Thompson Co., Chicago
Swift & Co., Chicago	Vigoro	Garden Party	Sunday 3:30-4:00 P.M.	20	.....	Jan. '33-April '34	J. Walter Thompson Co., Chicago
Tastyeast, Inc., Trenton, N. J.	Tastyeast	Johnny Russell & Carolyn Rich	Tuesday, 7:30-7:45 P.M.	10	May '30	Feb. '34-July '34	Stack-Goble Advertising Agency, New York
Tennessee Corp., New York	Loma	Talk on Gardening	Sunday, 10:30-11:00 A.M.	12	Feb. '34	Feb. '34-May '34	Samuel C. Croot Co., New York
Texas Co., New York	Gas & Oil	Ed Wynn & Orchestra	Tuesday, 9:30-10:00 P.M.	48	June, '28	April '32-May '34	Hanf-Metzgar, Inc., New York
True Story Publishing Co., New York	Magazine	Court of Human Relations	Sunday, 7:00-7:45 P.M.	22	Jan. '34	Jan. '34-Mar. '34	Erwin, Wasey & Co., New York
United Drug Co., Boston	Liggett & Rexall Stores	Kansas City Philharmonic Orch.	Sunday 4:00-4:30 P.M.	45	Feb. '32	Oct. '34—	Street & Finney, Inc., New York
U. S. Tobacco Co., New York	Dills Tobacco	Pick & Pat—One Night Stands	Friday, 9:30-10:00 P.M.	19	Nov. '33	March '34—	McCann-Erickson, Inc., New York
G. Washington Coffee Refining Co., Morris Plains, N. J.	Coffee	Sherlock Holmes Drama	Wednesday, 8:30-9:00 P.M.	30	Oct. '30	Oct. '30-Mar. '34	Cecil, Warwick & Cecil, New York
Western Co., Chicago	Dr. West Tooth Paste	Frank Merriwell	Mon., Wed., Fri., 5:30-5:45 P.M.	13	Mar. '34	Mar. '34-June '34	J. Walter Thompson Co., Chicago
Western Clock Co., La Salle, Ill.	Alarm Clocks	Dramatic Sketch	Sunday, 4:45-5:00 P.M.	17	Jan. '32	Sept. '32-Mar. '34	Batten, Barton, Durstine & Osborn, Inc., New York
Wheatena Corp., Rahway, N. J.	Wheatena	Billy Batchelor Drama	Mon.-Fri., 6:45-7:00 P.M.	14	Mar. '31	Sept. '33-Apr. '34	McCree & Albright, Inc., Philadelphia
Wildroot Co., Inc., Buffalo	Hair Tonic	Vee & Johnny	Sunday, 4:15-4:30 P.M.	24	Oct. '29	Jan. '32-Mar. '34	Batten, Barton, Durstine & Osborn, Inc., New York
Wrigley Pharmaceutical Co., Atlantic City, N. J.	Spearmint Toothpaste	Harry Reiser's Orchestra	Sunday, 4:30-4:45 P.M.	25	Dec. '34	Dec. '34—	The Jerome B. Gray Co., New York

# Advertisers Using NBC-WJZ (Blue) Network During 1934

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used NBC	Duration of Contract	Agency
The American Rolling Mills Co., Middletown, O.	Sheet Steel	Iron Master Narrator	Friday, 10:00-10:30 P.M.	16	Nov. '33	Nov. '33-Feb. '34	Batten, Barton, Durstine & Osborn, Inc., Chicago
American Tobacco Co., Inc., New York	Lucky Strikes	Metropolitan Opera	Saturday, 1:00-4:30 P.M.	62	July '23	Dec. '33-Mar. '34	Lord & Thomas, New York
Armour & Co., Chicago	Meat Packers	Phil Baker & Orchestra	Friday, 9:30-10:00 P.M.	39	Aug. '29	Sept. '33-Sept. '34	Lord & Thomas, Chicago
Armour & Co., Chicago	Meat Packers	Floyd Gibbons	Friday, 9:30-10:00 P.M.	39	.....	Sept. '34—	Lord & Thomas, Chicago
Beech-Nut Packing Co., Canajoharie, N. Y.	Candy & Gum	Red Davis Drama	Mon., Wed., Fri., 7:30-7:45 P.M.	8	Apr. '27	Oct. '33-Mar. '34	McCann-Erickson, Inc., New York
Beech Nut Packing Co., New York	Candy & Gum	Red Davis Drama	Mon., Wed., Fri., 7:30-7:45 P.M.	8	Apr. '27	Oct. '33-Oct. '34	McCann-Erickson, Inc., New York
Boyer Chemical Lab. Co., Chicago	Cosmetics	Boyer Rendezvous	Sunday, 5:45-6:00 P.M.	19	May '34	May '34-July '34	Frederick & Mitchell, Chicago
M. J. Breitenbach Co., New York	Gude's Pepto Mangan	Anthony Frome, Poet Prince	Sunday, 2:00-2:15 P.M.	16	Oct. '34	Oct. '34	McCann-Erickson, Inc., New York
Cadillac Motor Car Co., Detroit	Motor Cars	Symphony Orchestra	Sunday, 8:00-9:00 P.M.	17	Mar. '27	Dec. '33-Mar. '34	Campbell-Ewald Co., Detroit
Campana Corp., Batavia, Ill.	DDD Ointment	Grand Hotel	Sunday, 6:30-7:00 P.M.	26	Dec. '30	Sept. '34—	Aubrey, Moore & Wall, Inc., Chicago
Campana Corp., Batavia, Ill.	DDD Ointment	Don Ameche Show	Thursday, 7:30-8:00 P.M.	22	.....	Feb. '34-May '34	Aubrey, Moore & Wall, Inc., Chicago
Carleton & Hovey Co., Lowell, Mass.	Father John's Medicine	Gems of Melody	Thursday, 7:15-7:45	16	Oct. '33	Oct. '34	John W. Queen, Boston
Carlsbad Products Co., New York	Sprudel Salts	Land of Beginning Again	Sunday, 4:30-5:00 P.M.	13	Oct. '34	Oct. '34	H. M. Kieswetter Adv., New York
Continental Oil Co., New York	Conoco Oils	Jack Denny Orchestra	Wednesday, 10:30-11:00 P.M.	25	Jan. '30	Feb. '34—	Tracey-Locke-Dawson, New York
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	"Carefree Carnival"	Monday, 8:30-9:00 P.M.	24	June '33	Dec. '34—	Luckey Bowman, Inc., New York
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Maple City Four	Mon., Wed., Fri., 8:30-8:45 P.M.	13	June '33	May '34-July '34	Bowman & Crane, Inc., New York
R. B. Davis Co., Hoboken, N. J.	Baking Powder	Mystery Chef	Wed., & Fri., 9:00-9:15 A.M.	9	Sept. '31	Jan. '34-June '34	Ruthrauff & Ryan, Inc., New York
Dunn & McCarthy, Inc., Auburn, N. Y.	Enna Jettick Shoes	Dennis King & Orchestra	Wednesday, 10:00-10:15 P.M.	30	Oct. '28	Aug. '34—	The Grey Advertising Co., New York
Emerson Drug Co., Baltimore	Bromo Seltzer	"The Intimate Revue"	Friday, 8:30-9:00 P.M.	24	Oct. '34	October '34—	J. M. Mathes, Inc., New York
Enoz Chemical Co., Chicago	Insecticide	Wooley the Moth	Saturday, 12:45-1:00 P.M.	8	May '34	May '34-June '34	McJunkin Advertising Co., Chicago
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons	17	Oct. '34	Oct. '34—7 days	N. W. Ayer & Son, Inc., New York
Funk & Wagnalls Co., New York	Literary Digest	Roosevelt Poll	Wednesday, 7:15-7:30 P.M.	12	Feb. '30	May '34-June '34	Badger & Browning, Boston
General Foods Corp., New York	Diamond & Crystal Salt	Drama	Thursday, 8:30-8:45 P.M.	14	Jan. '27	Oct. '32-Mar. '34	Benton & Bowles, Inc., New York
General Foods Corp., New York	Log Cabin Syrup	Lanny Ross & Orchestra	Wednesday, 8:30-9:00 P.M.	19	.....	Oct. '34—	Benton & Bowles, Inc., New York
General Food Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.	41	Sept. '25	Oct. '34—	Young & Rubicam, Inc., New York
General Mills, Inc., Minneapolis	Bisquick	Betty & Bob Drama	Mon.-Fri., 4:00-4:15 P.M.	25	.....	Oct. '32—	Blackett-Sample-Hunt, Inc., Chicago
General Motors Corp., Detroit	Motor Cars	Symphony Concert	Sunday, 8:00-9:00 P.M.	17	Mar. '27	Oct. '34—	Campbell-Ewald Co., Detroit
Gerber Products Co., Fremont, Mich.	Canned Vegetables	Mme. Schumann-Heink	Sunday, 10:00-10:30 P.M.	28	Apr. '34	Apr. '34—	Erwin, Wasey & Co., Chicago
The B. F. Goodrich Rubber Co., Akron, O.	Tires	Max Baer in "Taxi"	Mon., Wed., Fri., 7:45-8:00 P.M.	51	Dec. '23	May '34-June '34	Ruthrauff & Ryan, Inc., New York
Gulf Refining Co., Pittsburgh	Gulf Oils	Gulf Headliners	Sunday, 9:00-9:30 P.M.	28	Apr. '33	Apr. '33—	Cecil, Warwick & Cecil, New York
The Health Products Corp., Newark, N. J.	Aspergum	Bar X Days & Nights	Sunday, 3:00-3:30 P.M.	16	Aug. '31	Nov. '33-July '34	William Esty & Co., New York
The Health Products Corp., Newark, N. J.	Feenamint	George Gershwin Music	Mon. & Fri., 7:30-7:45 P.M.	16	.....	Feb. '34-Mar. '34	William Esty & Co., New York
The Health Products Corp., Newark, N. J.	White Cod-Liv X	Bar X Days & Nights	Sunday, 2:00-2:30 P.M.	17	.....	Dec. '33-Oct. '34	William Esty & Co., New York

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# Advertisers Using NBC-WJZ (Blue) Network During 1934...

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Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
Helms Co., Pittsburgh	Foods	Josephine Gibson Recipes	Mon., Wed., Fri., 10:00-10:15 A.M. Thursday, 10:00-10:15 P.M., 12:15-12:30 P.M.	40	Dec. '29	Oct. '33-April '34 Oct. 34-Dec. '34	Maxon, Inc., Detroit
Malted Milk Corp., Linds, Wis.	Malted Milk	Adventures in Health	Tues., & Thurs., 8:30-8:45 P.M.	24	June '32	Aug. '32-June '34	Lord & Thomas, Chicago
Windsor Finance Corp., Chicago	Loan Service	Koestners Orchestra	Tuesday, 9:00-9:30 P.M. After 9/18/34 7:30-8:00 P.M.	15	Jan. '31	Jan. '31—	Chas. Daniel Frey Co., Chicago
Meat of American Meat Processors, Chicago	Meat Promotion	Romance of Meat	Sunday, 4:15-4:30 P.M.	5	Apr. '34	Apr. '34—	None
Highland Coal Co., Jeddo,	Coal	Drama	Thurs., Fri., Sat., 7:15-7:30 P.M.	8	Oct. '27	Sept. '33-Mar. '34	N. W. Ayer & Son, Inc., New York
Andrew Jergens Co., Cincinnati	Jergens Lotion	Walter Winchell	Sunday, 9:30-9:45 P.M.	40	Dec. '31	Sept. '33-May '34, Sept. '34—	J. Walter Thompson Co., New York
Co., Battle Creek, Mich.	Cereals	Singing Lady	Mon.-Fri., 5:30-5:45 P.M.	9	Sept. '30	Jan. '32— Except Each Aug. Dec. '34—	N. W. Ayer & Son, Inc., New York
Pharmaceutical Co., St. Louis	Listerine	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	17	Jan. '28		Lambert & Feasley, Inc., New York
Lamont & Co., New York	Nestle's Chocolate	Walter O'Keefe	Friday, 8:00-8:30 P.M.	13	Sept. '30	Aug. '33-Aug. '34	J. Walter Thompson Co., New York
Bros. Co., Cambridge, Mass.	Lux Soap	Drama	Sunday, 2:30-3:30 P.M.	38	May '30	Oct. '34—	J. Walter Thompson Co., New York
Inc., Reading, Pa.	Cough Drops	Music Hall Review	Friday, 8:15-8:30 P.M.	15	Nov. '30	Nov. '34—	J. M. Mathes, Inc., New York
Publications, Inc., New York	Liberty Magazine	Editor of Liberty	Friday, 10:00-10:15 P.M.	19	June '31	Apr. '34-Oct. '34	Stack-Goble Advertising Agency, New York
Soap Co., Inc., New York	Sweetheart Soap	Harriett Lee, etc.	Thursday, 11:30-11:45 A.M.	12	May '31	Jan. '34-May '34	Peck Advertising Agency, Inc., New York
Miles Laboratories, Inc., Cahart, Ind.	Alka Seltzer	National Barn Dance	Saturday, 9:30-10:30 P.M.	30	Apr. '32	July '33—	Wade Advertising Agency, Chicago
Co., Bedford, O.	Shaving Cream	Minstrel Show	Friday, 10:00-10:30 P.M.	14	Sept. '33	Oct. '34-Dec. '34	Stack-Goble Advertising Agency, Chicago
Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Talk on Dogs	Sunday, 2:15-2:30 P.M.	15	Sept. '34	Sept. '34—	Henri, Hurst & McDonald, Inc., Chicago
National Sugar Refining Co., New York	Jack Frost Sugar	Melody Moments	Monday, 9:30-10:00 A.M.	8	Sept. '29	July '31-June '34	Gotham Advertising Co., New York
Warren Corp., New York	Cutex & Odorono	Phil Harris Orchestra	Friday, 9:00-9:30 P.M.	30	Nov. '29	June '33-Dec. '34	J. Walter Thompson Co., New York
Western Yeast Co., Chicago	Magic Yeast	Northwestern Chronicle	Sunday, 2:30-3:00 P.M.	52	Mar. '29	Mar. '33-Mar. '34	Hays MacFarland & Co., Chicago
Western Yeast Co., Chicago	Yeast Foams Tablets	Jan Garber's Orchestra	Monday 8:00-8:30 P.M.	25	.....	Mar. '34—	Hays MacFarland & Co., Chicago
Coast Borax Co., New York	20 Mule Team Borax	Death Valley Days	Thursday, 9:00-9:30 P.M.	22	Sept. '30	Sept. '32—	McCann Erickson, Inc., New York
Motor Car Co., Detroit	Motor Cars	Lawrence Tibbett	Tuesday, 8:30-9:15 P.M.	17	Sept. '24	Sept. '34—	Young & Rubicam, Inc., New York
Motor Car Co., Detroit	Motor Cars	Walter Damrosch	Monday, 10:00-10:45 P.M.	18	.....	April '34-July '34	Cecil, Warwick & Cecil, Inc., New York
Palmer House Co., Chicago	Hotel	Palmer House Program	Tuesday, 10:00-10:30 P.M.	16	May '33	Mar. '34-Aug. '34	Lord & Thomas, Chicago
Co., Chicago	Pepsodent	Amos 'n Andy	Mon.-Fri., 7:00-7:15 P.M.	39	Aug. '29	Aug. '29—	Lord & Thomas, Chicago
Co., Chicago	Toothpaste & Anti-	Frank Buck	Daily except Saturday & Sunday, 7:45-8:00 P.M.	39	Aug. '29	July '31-Sept. '34	Lord & Thomas, Chicago
Co., Chicago	Junis Cream	Eddie Duchin's Orchestra	Thurs. & Sat., 7:30-8:00 P.M.	14	.....	Dec. '33-June '34	Lord & Thomas, Chicago
Perfect Circle Co., Hagerstown, Md.	Piston Rings	Rings of Melody	Sunday, 2:30-3:00 P.M.	46	Feb. '34	Feb. '34-April '34	Sidener Van Riper & Keeling, Inc., Indianapolis
Flour Mills Co., Minne- sota	Flour	Today's Children	Mon.-Fri., 10:30-10:45 A.M.	28	Sept. '33	Sept. '33—	Hutchinson Advertising Co., Minneapolis
Pat, Ltd., Chicago	Cosmetics	Princess Pat Players	Monday, 9:30-10:00 P.M.	17	July '33	July '33—	McJunkin Advertising Co., Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri. 1:30-1:45 P.M.	5	Apr. '24	Oct. '34—	The Blackman Co., New York
Mutual Life Insurance Co., Philadelphia	Insurance	Story Behind the Claim	Tuesday, 9:15-9:30 P.M.	21	Oct. '34	Oct. '34—	Samuel Lewis & Co., Phila- delphia
Quaker Oats Co., Chicago	Cereals	Babe Ruth	Mon., Wed., Fri., 8:45-9:00 P.M.	20	Jan. '29	Mar. '34-July '34	Fletcher & Ellis, Inc., Chicago
Radiotron Co., Inc., Camden, N. J.	Radios & Tubes	Radio City Party	Saturday, 9:00-9:30 P.M.	24	Nov. '30	Sept. '34—	Lord & Thomas, New York
Purina Co., Inc., St. Louis	Ry Krisp	Madame Sylvia	Wednesday, 10:15-10:30 P.M.	26	Oct. '32	March '34-- Oct. 34--	Gardner Advertising Co., New York
Silk Hosiery Mills, Inc., Indianapolis, Ind.	Hosiery	Real Silk Program	Sunday, 9:00-9:30 P.M.	49	Feb. '33	Feb. '33—	Erwin, Wasey & Co., Inc., Chicago
F. Ritchie Co., New York	Eno Salts	Crime Club Clues	Tues. & Wed., 8:00-8:30 P.M.	16	Feb. '26	Jan. '33-- Except each Aug.	N. W. Ayer & Son, Inc., New York
F. Ritchie Co., New York	Scott's Emulsion	"Circus Day", drama	Friday & Saturday, 7:30-7:45 P.M.	12	2/19/26	Oct. '33-Feb. '34	N. W. Ayer & Son, Inc.
Power Corp., Muskegon, Mich.	Piston Rings	Sealed Power Side Show	Monday, 8:00-8:30 P.M.	46	Jan. '33	Jan. '33-Mar. '34	Grace & Holliday, Detroit
Co., Chicago	Mattresses	Mrs. Roosevelt	Tuesday, 9:30-10:00 P.M.	17	Sept. '34	Sept. '34—	Fletcher & Ellis, Inc., New York
Refining Co., New York	Sinclair Oils	Minstrels	Monday, 9:00-9:30 P.M.	43	Feb. '32	Feb. '32—	Federal Advertising Agency, Inc., New York
Bros., Poughkeepsie, N. Y.	Cough Drops	Songs You Love	Sunday, 9:45-10:00 P.M.	17	May '27	Oct. '31-Mar. '34	Hommann, Tarcher & Sheldon Inc., New York
The Sparks-Withington Co., Jackson, Mich.	Sparton Radios	Jolly's Orchestra	Sunday, 6:15-6:30 P.M.	13	Dec. '33	Dec. '33-Apr. '34 Oct. 34--	Erwin, Wasey & Co., Inc., Chicago
Patent, Ltd., Newark, N. J.	Dog Food	Dog Stories	Sunday, 5:45-6:00 P.M.	21	Mar. '31	Jan. '33-Apr. '34 Sept. 34--	Paris & Peart, New York
Brands, Inc., New York	Fleischmann's Yeast	Joe Penner	Sunday, 7:30-8:00 P.M.	47	Jan. '28	Oct. '33-July '34 Oct. '34--	J. Walter Thompson Co., New York
The Sun Oil Co., Philadelphia	Sun Oils	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	17	Feb. '30	June '32--	Roche, Williams & Cunning- ham, Chicago
Inc., Trenton, N. J.	Tastyeast	Drama	Sunday, 9:45-10:00 P.M.	17	May '30	June '34-Dec. '34	Dorland International, Inc., New York
Inc., Trenton, N. J.	Tastyeast	Gigantic Pictures	Sunday, 12:00-12:30 P.M.	9	May '30	Dec. '34--	Dorland International, Inc., New York
Central Life Insurance Co., Cincinnati	Insurance	Roses & Drums	Sunday, 5:00-5:30 P.M.	22	Sept. '34	Sept. '34--	J. Walter Thompson Co., New York

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# Advertisers Using NBC-WJZ (Blue) Network During 1934

(Continued from Page 135)

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
United American Bosch Corp., Springfield, Mass.	Radios & Auto Horns	Radio Explorers Program	Sunday, 5:30-5:45 P.M.	38	Aug. '34	Aug. '34-Dec. '34	E. T. Howard Co., Inc., New York
Vadaco Sales Corp., New York	Djer Kiss Perfume	Recital	Monday, 8:30-8:45 P.M.	17	Sept. '33	Sept. '33-Mar. '34	L. H. Hartman Co., Inc., New York
Vick Chemical Co., New York	Vapo-Rub	Mildred Bailey & Orchestra	Mon., Wed., Fri., 7:15-7:30 P.M.	15	Nov. '32	Oct. '34—	Cecil, Warwick & Cecil, New York
The Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Sat., 5:45-6:00 P.M.	5	May '30	Apr. '31—	Blackett-Sample-Hummel, Inc., Chicago
Wm. R. Warner & Co., Inc., New York	Sloan's Liniment	20,000 Years in Sing Sing	Wednesday, 9:00-9:30 P.M.	38	Jan. '33	Jan. '34-Mar. '34	Cecil, Warwick & Cecil, New York
Wm. R. Warner & Co., Inc., New York	Vince	John McCormack John Charles Thomas	Wednesday, 9:00-9:30 P.M.	24	.....	Oct. '33-May '34 Sept. '34—	Cecil, Warwick & Cecil, New York
Wm. R. Warner & Co., Inc., New York	Non-Spi	Love Story Program	Wednesday, 9:30-10:00 P.M.	23	.....	May '34-July '34 Sept. '34—	Cecil, Warwick & Cecil, New York
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Adventures of Sherlock Holmes	Sunday, 4:00-4:30 P.M.	12	Oct. '30	Oct. '34—	Cecil, Warwick & Cecil, New York
Welch Grape Juice Co., Chicago	Grape Juice	Irene Rich Drama	Friday, 8:00-8:15 P.M.	17	Oct. '33	Oct. '33—	H. W. Kastor & Sons Advertising Co., Inc., Chicago
John H. Woodbury, Inc., Cincinnati	Soaps	Dangerous Paradise	Mon., Wed., Fri., 7:45-8:00 P.M.	20	Oct. '33	Oct. '33-Apr. '34 Sept. '34—	Lennen & Mitchell, Inc., New York

# Advertisers Using NBC-Pacific Coast Network During 1934

Sponsor	Product	Talent	Time (P.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
Associated Oil Co., San Francisco	Gas & Oil	Football Games	Saturday, 2:00-5:00 P.M.	5	Feb. '28	Sept. '34-Dec. '34	Lord & Thomas, San Francisco
California Packing Corp., San Francisco	Del Monte Foods	Happy Times	Thursday, 8:00-8:30 A.M.	10	Apr. '30	Dec. '33-June '34	McCann-Erickson, Inc., San Francisco
Cardinet Candy Co., Oakland, Calif.	Candy	"The Night Editor"	Tuesdays, 8:15-8:30 P.M.	7	.....	Dec. '34—	Tomaschke-Elliott, Inc., Oakland, Calif.
Geo. W. Caswell & Co., San Francisco	Coffee	Musical Concert	Friday, 9:00-9:15 P.M.	5	Mar. '31	March '33—	Emil Birsacher & Staff, San Francisco
Geo. W. Caswell & Co., San Francisco	Coffee	Household Talks	Monday, 10:50-11:10 A.M.	5	.....	May '33—	Emil Birsacher & Staff, San Francisco
Cereal Products Corp., San Francisco	Acme Beer	Stars of the West	Wed., 8:15-8:45 P.M. Mon., 8:30-9:00 P.M.	7	Oct. '33	Oct. '33-Jan. '34	Emil Birsacher & Staff, San Francisco
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Crystals	Carefree Carnival	Monday, 5:30-6:00 P.M.	6	Dec. '34	Dec. '34—	Luckey Bowman, Inc., New York
The Crowell Publishing Co., New York	Women's Home Companion	Jean Abby Talk	Wednesday, 9:45-10:00 A.M.	3	Feb. '27	Feb. '33-Jan. '34	The Geyer Co., New York
Durkee Famous Foods, Inc., Berkeley, Calif.	Mayonnaise	Al Pearce's Gang	Friday, 2:45-3:00 P.M.	9	June '32	Aug. '33-Jan. '34	Leon Livingston, Advertising Agency, San Francisco
Dwight-Edwards Co., San Francisco	Airway Coffee	Argentine Trio	Friday, 8:45-9:00 P.M. Monday, 9:00-9:15 P.M.	8	May '34	May '34-July '34	Ernest R. Ham, San Francisco
Easy Washing Machine Corp., Syracuse, N. Y.	Washing Machines	Women's Magazine of the Air	Monday, 11:10-11:30 A.M.	6	Jan. '34	Jan. '34-April '34	Henri, Hurst & McDougall, Inc., Chicago
J. A. Folger & Co., San Francisco	Coffee	Lee Roberts Orchestra	Tues., Thurs., Sat., Sun., 7:45-8:00 A.M.	5	Oct. '32	Jan. '34—	Botsford, Constantine & Gardner, San Francisco
General Mills, Inc., Minneapolis	Cereals	Dramatic Sketch "Sunday Morning Special"	Sunday, 9:00-9:30 A.M.	5	Sept. '25	Oct. '34—	Westco Advertising Agency, San Francisco
General Mills, Inc., Minneapolis	Cereals	Al Pearce & His Gang	Mon., Tues., Thurs., 2:45-3:00 P.M., Fri., 2:15-2:30 P.M.	6	Sept. '25	Nov. '33—	Westco Advertising Agency, San Francisco
General Petroleum Corp. of Calif., Los Angeles	Gas & Oil	Dramatic Sketch	Monday, 7:30-8:00 P.M.	7	Dec. '32	Dec. '32—	Smith & Drum, Inc., Los Angeles
D. Ghirardelle Co., San Francisco	Chocolate	Women's Magazine of the Air	Tuesday, 10:50-11:00 A.M.	6	Sept. '31	Mar. '32-Mar. '34	Erwin, Wasey & Co., San Francisco
House of Seager, Inc., Los Angeles	Cosmetics	Song of Araby	Tuesday, 9:30-10:00 P.M.	5	Feb. '34	Feb. '34-May '34	John W. Hunt, Los Angeles
Langendorf United Bakeries, Inc., San Francisco	Bread	News Broadcast	Mon.-Fri., 3:00-3:15 P.M.	3	Jan. '33—	Jan. '33—	J. Walter Thompson Co., San Francisco
M. J. B. Co., San Francisco	Coffee	Demi-Tasse Revue	Monday, 7:30-8:00 P.M.	12	Sept. '31	Sept. '31-Oct. '34	Lord & Thomas, San Francisco
J. W. Marrow Mfg. Co., Chicago	Mar-O-Oil Shampoo	Beauty Talk	Tues. & Fri., 1:45-2:00 P.M.	7	Nov. '33	Nov. '33—	Hughes & Morton Co., Los Angeles
Nestles Milk Products, Inc., San Francisco	Alpine Milk	Will Aubrey's Band	Tues. & Fri., 3:15-3:30 P.M.	4	Dec. '28	May '34-Nov. '34	Ruthrauff & Ryan, Inc., New York
New World Life Insurance Co., Seattle	Insurance	Narrator	Sunday, 2:45-3:00 P.M.	5	Jan. '30	Mar. '34-June '34	None
Occidental Life Insurance Co., San Francisco	Insurance	Winning the West Drama	Thursday, 7:30-8:00 P.M.	5	Oct. '33	Oct. '33—	Charles R. Stuart, Inc., San Francisco
Pacific Coast Borax, New York	20 Mule Team Borax	Women's Magazine of the Air	Friday, 11:10-11:30 A.M.	5	Sept. '30	Oct. '34	McCann-Erickson, Inc., San Francisco
Packard Motor Car Co., Detroit	Motor Cars	Spanish Fiesta	Sunday, 10:15-10:45 P.M.	5	Sept. '24	Oct. '34—	Young & Rubicam, Inc., New York
Dr. Painless Parker, San Francisco	Dentist	The Philistine Talk	Friday, 9:45-10:00 P.M.	3	July '33	July '34	Emil Birsacher & Staff, San Francisco
The Paraffine Co's., Inc., San Francisco	Paints	Women's Magazine of the Air	Thursday, 10:40-11:00 A.M.	7	Sept. '32	Sept. '32—	Emil Birsacher & Staff, San Francisco
Pet Milks Sales Corp., St. Louis	Evaporated Milk	Household Talk	Tuesday, 11:10-11:30 A.M.	7	Feb. '31	Nov. '33	Gardner Advertising Co., St. Louis
Pioneer Packing Co., Seattle	Meats	Women's Magazine of the Air	Thursday, 10:00-10:20 A.M.	6	Feb. '33	Sept. '33-Mar. '34	Milne & Co., Inc., Seattle
Richfield Oil Co. of Calif., Los Angeles	Richfield Oils	News Flashes	Tues.-Sun., 10:00-10:15 A.M.	6	Jan. '29	Apr. '31	H. C. Bernsten Agency, Los Angeles
Safeway Stores, Inc., Oakland, Cal.	Foods	Household Talks	Friday, 10:30-10:50 A.M.	7	Nov. '30	Sept. '31—	Botsford, Constantine & Gardner, San Francisco

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# Advertisers Using NBC-Pacific Coast Network During 1934...

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Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used N.B.C.	Duration of Contract	Agency
Phillips & Co., San Francisco	Tea & Baking Powder	Al Pearce's Gang	Thursday, 2:45-3:00 P.M.	7	Apr. '34	Apr. '34—	M. E. Harlan Advertising Agency, San Francisco
Paper Co., Chester, Pa.	Paper	Al Pearce's Gang	Mon., Wed., 2:15-2:30 P.M.	5	Nov. '34	Nov. '34—	J. Walter Thompson Co., Los Angeles
Oil Co., San Francisco	Shell Oils	The Variety Show	Monday, 9:00-10:00 A.M.	8	May '34	May '34—	J. Walter Thompson Co., San Francisco
W.S. Company, Chicago	Aluminum Cleanser	Women's Magazine of the Air	Wednesday, 10:30-10:50 P.M.	5	Oct. '33	Oct. '33-May '34	Henri, Hurst & McDonald, Inc., Chicago
Flour Co., San Francisco	Flour	Household Talks	Tues. & Thurs., 9:30-9:45 A.M.	7	Sept. '28	June '30	Westco Advertising Agency, San Francisco
Flour Co., San Francisco	Flour	Sunday Morning Special	Sunday, 9:00-9:30 A.M.	5	Mar. '33	Oct. '34	Westco Advertising Agency, San Francisco
Wormser & Co., San Francisco	Coffee	Do You Believe In Ghosts	Thurs., 7:15-7:30 P.M. Sun., 9:00-9:15 P.M.	4	Oct. '30	Sept. '33-Mar. '34	W. Vincent Leahy, Advertising Agency, San Francisco
Oil Co., of Calif., San Francisco	Gas & Oil	Symphony Concert	Thursday, 8:15-9:15 P.M.	5		Sept. '32—	McCann-Erickson, Inc., San Francisco
Wormser & Co., San Francisco	Coffee	Do You Believe In Ghosts	Thurs., 7:15-7:30 P.M. Sun., 9:00-9:15 P.M.	4	Oct. '30	Sept. '33-Mar. '34	W. Vincent Leahy, San Francisco
Co., Chicago	Formay Shortening	Al Pearce's Gang	Tues. & Thurs., 2:00-2:15 P.M.	5	Feb. '31	Mar. '33—	J. Walter Thompson Co., San Francisco
Mineral Water Co., Hollywood	Mineral Water	Al Pearce's Gang	Mon. & Wed., 2:30-2:45 P.M.	5	Apr. '33	Apr. '33-Apr. '34	J. Walter Thompson Co., San Francisco
County Creamery, Inc.	Cheese	Women's Magazine of the Air	Friday, 10:30-10:50 A.M.	5	Jan. '33	Jan. '33-Mar. '34, Sept. '34	Botsford, Constantine & Gardner, Portland
Camp Sea Food Co., Inc., San Francisco	White Star Tuna	Women's Magazine of the Air	Wednesday, 11:10-11:30 A.M.	6	Mar. '34	Mar. '34-June '34	Emil Brisacher & Staff, San Francisco
Co., Salt Lake City	Hand Cream	Household Talk	Wednesday, 10:30-10:50 A.M.	5	Aug. '34	Aug. '34-Oct. '34	Harold W. Pickering, Inc., Salt Lake City
Oil Sales Co., San Francisco	Wesson Oil	One Man's Family	Friday, 7:30-8:00 P.M.	14	Jan. '31	Nov. '32-Nov. '34	Fitzgerald Advertising Agency, Inc., New Orleans
States Grocery Co., Oakland, Calif.	Brown Derby Beer	Tim & Irene	Mon. & Fri., 9:45-10:00 P.M.	2	Sept. '33	Sept. '33-Feb. '34	Botsford, Constantine & Gardner, San Francisco

## WJAY

*Increased a Business*

**From 25c to \$25,000!**

THAT'S THE RESULT of one announcement per day for ten weeks by a Cleveland advertiser using WJAY exclusively.

IT SOUNDS UNBELIEVABLE—but we can send the advertiser's own statement to you!

**WE HAVE COVERAGE**

**WE DREW** mail orders for this advertiser from **EIGHT STATES!**

**IN CLEVELAND—WE GET THE BUSINESS**

**FOR**

**WE GET RESULTS**

*WRITE FOR RATES*

**WJAY**  
CLEVELAND, OHIO

## WSYR

**AGAIN LEADS THE EAST**

- Advertising gains greater than other Eastern Stations in 1933 and 1934.
- Leads in total of local advertisers 1934.
- Leads the Syracuse radio field in advertising of:
  - Department Stores
  - Chain Stores
  - Food Markets
  - Gas and Oil
  - Clothing
  - Transportation
  - Coal
  - Theatres
  - Jewelry, etc.
- Just five to six minutes weekly for Philip Morris produced their local sensational sales success—see trade papers.
- Only weekly Radio Cooking School in Central New York with live talent and large audience.
- First in showmanship, according to "Variety."
- Four hundred customers (not just letters) from one Saturday evening quarter hour.
- One of the ablest merchandising departments in radio.

**Syracuse is Fifth** IN RETAIL SALES PER CAPITA

*"NOT HOW BIG, BUT HOW GOOD"*

**WSYR**  
SYRACUSE • NEW YORK

# Standard Conditions Governing Contracts and Orders for Spot Broadcasting

(Adopted 1933 by National Association of Broadcasters in Cooperation with American Association of Advertising Agencies)

## 1. PAYMENT

(a) The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

(b) The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

(c) In all cases date of payment is material, and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d) Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

(e) Invoices should be rendered not less often than monthly.

(f) The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

## 2. TERMINATION

(a) This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement, it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

## 3. INABILITY TO BROADCAST

(a) Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State, or Municipal authorities, or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

(b) If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50 per cent of the total program time, the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency, or legal restriction.

## 4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

(a) The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy

announcement as to the reason for cancellation or postponement and as to any substitute time agreed upon. In the event of such replacement, when the station is the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

## 5. RATES

(a) It is agreed that the rate named in this order is the lowest rate made available for like services, and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such rate from that date.

(b) All rates shall be published. There shall be no secret rates, rebates, or discounts affecting rates. All rates shall be furnished agencies if requested.

(c) If this order is continued without interruption beyond the time specified, additional broadcasts shall be considered part of this order, and the same rate shall apply until any power rate prevailing at the time this agreement is made shall have been replaced and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

## 6. PROGRAMS

(a) The order for station includes the services of the talent staff and of a regular staff announcer. Other talent and services are to be provided by the program charge in this order which is subject to change by the agency with the consent of the station.

(b) Should the station fail to receive program material seven days in advance of the broadcast, it shall notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the program is transcriptions, the station shall, following first broadcast, make a previous program unless otherwise instructed, or unless program is part of a series, in which case the station shall have the right to announce the name, address, and business location of the advertiser, produce a creditable program, and make a charge for station time and talent charge to the agency. If the programs are produced locally, the station shall, following first broadcast, make the commercial announcement preceding broadcast, using the talent unit.

(c) Except as otherwise provided, the station will save the station harmless against all liability for libel, slander, defamation, competition or trade practice infringement of trade marks, names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights in the programs herein provided in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, unrestricted right to perform, is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submit to the station in writing in duplicate the correct list of the titles of music, composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said program. The station agrees, however, that the agency is harmless against all liability where the programs are prepared and produced both as to content and program content by the station, excepting only such liability as result from the broadcasting of

commercial credits and other material as furnished or approved by the agency.

(d) Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

## 7. GENERAL

(a) This order is subject to the terms of licenses held by the parties hereto and also subject to all Federal, State, and Municipal laws and regulations now in force which may be enacted in the future.

(b) The rights under this order shall not be transferable to another advertiser unless one specified in this order unless the consent of the station has been obtained.

(c) In dealing with agencies, the station shall follow a uniform policy to discrimination.

(d) The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(e) The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be considered as a general relinquishment or waiver under this agreement, and the same shall nevertheless be and remain in full force and effect.

## Facsimile of Standard Order Blank

STANDARD ORDER BLANK FOR SPOT BROADCASTING  
(STANDARD CONDITIONS, 1933)

(Member of A.A.A.A.)

NAME OF ADVERTISING AGENCY  
ADDRESS  
CITY

---

TO MANAGEMENT OF STATION  
CITY AND STATE

ORDER NO.  
DATE

PLEASE FURNISH BROADCASTING FACILITIES TO (ENTIRE)  
FOR (PARTIAL)

NAME OF PROGRAM

LENGTH OF BROADCAST \_\_\_\_\_ HOUR \_\_\_\_\_ DAYS \_\_\_\_\_ TIMES PER WEEK \_\_\_\_\_ TOTAL NO. TIMES \_\_\_\_\_

COMMENCEMENT DATE \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

PROGRAM MATERIAL ARRANGEMENTS \_\_\_\_\_

COMMERCIAL ANNOUNCEMENTS \_\_\_\_\_

CONTINUITY \_\_\_\_\_ CUT SHEETS \_\_\_\_\_ TRANSCRIPTIONS \_\_\_\_\_

ADDITIONAL INSTRUCTIONS \_\_\_\_\_

RATES	Station Charge	Talent	Director	Chief Clerk	File
Per Broadcast	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Per Program	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

LESS TIMES DISCOUNT \_\_\_\_\_ LESS AGENCY COMMISSION (10% of Gross Station Charge) \_\_\_\_\_ LESS CASH DISCOUNT (10% of net discharge) \_\_\_\_\_

NET STATION CHARGE \_\_\_\_\_ NET AGENCY CHARGE \_\_\_\_\_

STATION TOTAL (20% DISCOUNT) \_\_\_\_\_ NAME OF ADVERTISING AGENCY, PER \_\_\_\_\_

Member of  
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Standard Order Blank for Spot Broadcasting "A.A.A.A. Form" Reg. U.S. Pat. Off. Copyright 1933, American Association of Advertising Agencies. (3-30-33)

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WEAF NEW YORK  
WJZ NEW YORK  
WRC WASHINGTON, D. C.  
WMAL WASHINGTON, D. C.  
WGY SCHENECTADY  
WBZ BOSTON  
WBZA SPRINGFIELD  
KDKA PITTSBURGH  
WMAQ CHICAGO  
WENR CHICAGO  
WTAM CLEVELAND  
KOA DENVER  
KPO SAN FRANCISCO  
KGO SAN FRANCISCO

NBC  
MANAGED AND OPERATED  
STATIONS  
in  
9 MAJOR MARKETS

A SIGNIFICANT REVIEW OF THEIR  
MARKED LEADERSHIP IN SELLING FOR  
LOCAL AND SPOT BROADCASTERS

# P RESTIGE

In reviewing the fourteen NBC managed and operated stations, we have laid particular emphasis on one of the most outstanding advantages they offer local and spot broadcasters... **PRESTIGE.**

Prestige is so definitely an all-powerful salesman. It reduces sales resistance to a minimum. It quickly

# SELLING

## in 9 Major Markets

opens new markets which ordinarily take time and consistent sales pressure to open.

*To radio-merchandise a product, or a line of products, through the facilities of NBC stations, is to know and to benefit by such prestige.*

In each of the following nine major

markets there is one, or more than one, popular NBC station which enjoys an exceptionally large audience, and established local preeminence, because it carries famous NBC commercial and sustaining network programs.

Use any one of them to capitalize on *prestige* in its fullest selling power.

THE NATIONAL BROADCASTING COMPANY, INC.

*A Radio Corporation of America Subsidiary*

NEW YORK \* WASHINGTON \* CHICAGO \* SAN FRANCISCO

# Key Stations

**Dominating The Wealthiest Retail  
Buying Market In The World**

**WJZ**

50,000 WATTS

**NEW YORK**

Local and spot broadcasters using either WEAF or WJZ to sell this wealthy market have discovered that the enviable prestige of these famous stations is a selling asset of immeasurable value.

Every listener knows that both WEAF and WJZ offer the very finest in radio entertainment; that coast-to-coast commercial and sustaining shows emanate from their studios at Radio City; that headlining talent is presented before their

microphones every hour of the day. Consequently, vast audiences tune in and stay tuned in, because they are certain to enjoy a continual parade of preeminent programs.

For their power to thoroughly reach this wealthiest market in the world . . . for their power to interest, and hold the attention of, the maximum audience in their primary areas . . . for the added prestige they give to your product or products . . . choose either WEAF or WJZ.

# of the Great Networks



Pictured at the left is the RCA Building, home of NBC; also of WEAF and WJZ, key stations of the great NBC Red and Blue networks. Local broadcasters using these two stations have full use of the world's most modern studios and equipment to help them sell the rich New York market.

**WEAF**

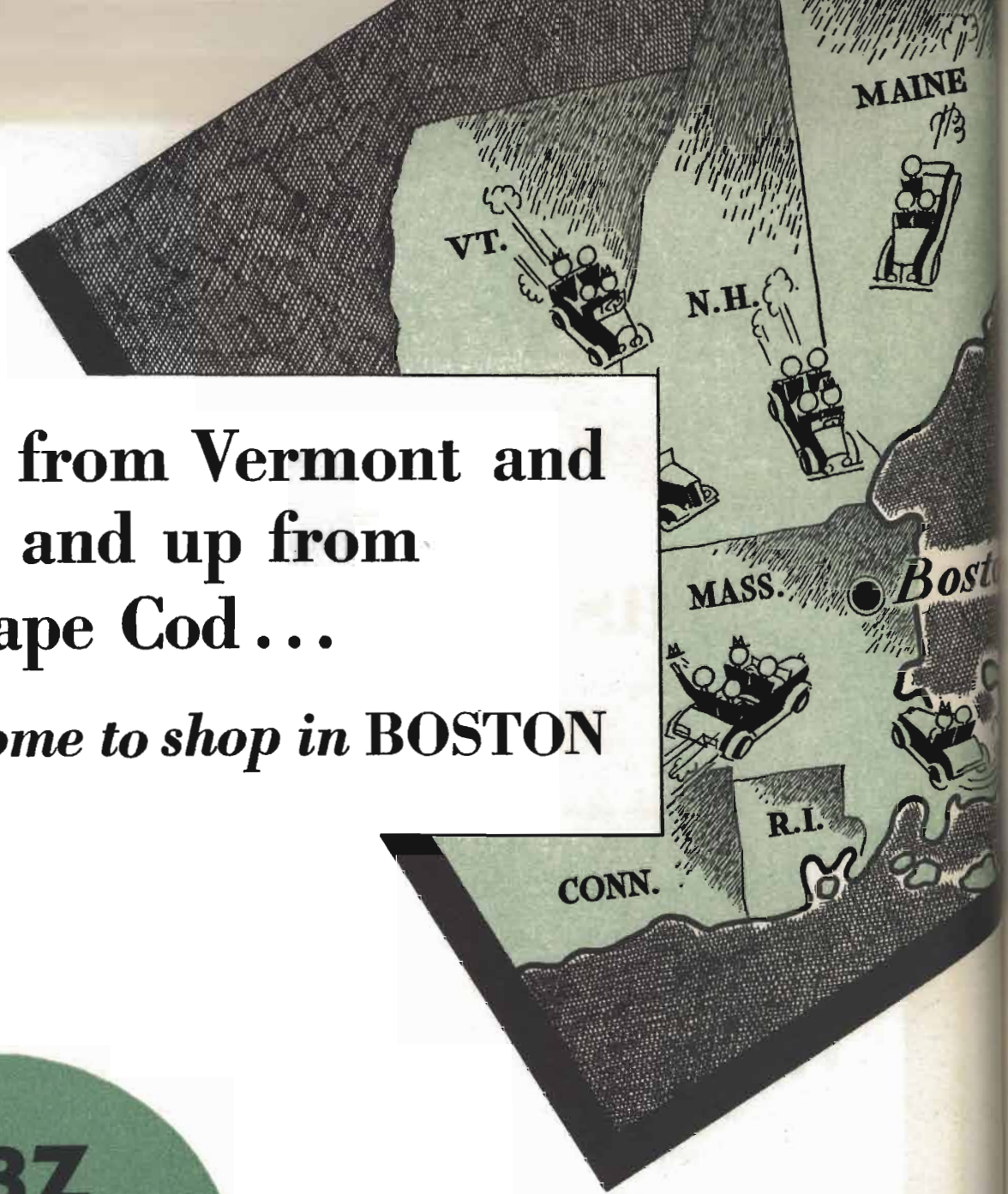
50,000 WATTS

**NEW YORK**

**WEAF AND WJZ STUDIOS:**

30 Rockefeller Plaza

New York, N.Y.



**Down from Vermont and  
Maine and up from  
Old Cape Cod...**

*they come to shop in* **BOSTON**

**WBZ**

50,000 WATTS

**BOSTON**

**WBZA**

1,000 WATTS

**SPRINGFIELD**

To sell Boston you must sell *all* New England. ¶ For generations, New Englanders for miles around have made Boston their shopping center. They come from Maine, Vermont, from Rhode Island and old Cape Cod on shopping trips. Too, when they shop *locally*, they look to *Boston for advice on what to buy*. ¶ Using WBZ and WBZA only, you can reach four-fifths of the retail buying power of New England for less than half the cost of using a complete network. New Englanders listen to these synchronously-operated stations every day in the week. They have power, prestige and popularity. And added prestige because they offer their audience nationally famous NBC Blue network entertainment. Consult any NBC office for details.

WBZ STUDIOS: Hotel Bradford, Boston, Mass.  
WBZA STUDIOS: Hotel Kimball, Springfield,  
Mass.



**WGY**

50,000 WATTS

**SCHENECTADY**

# Master Showman of the Great Northeast

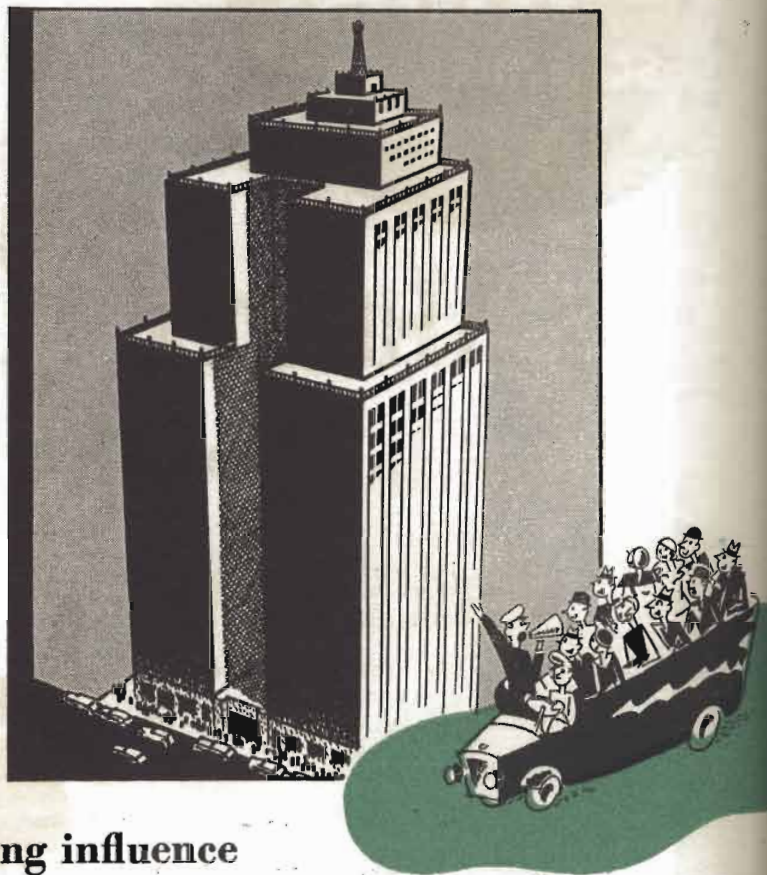
One of the early pioneers of broadcasting, WGY has built up an enviable reputation for master showmanship. For years it has painstakingly arranged local programs to suit every whim and fancy of its vast audience. Many of its local stars, discovered and skillfully trained, have later become great stars of the NBC networks and familiar to radio listeners from coast to coast. And, as a result of its prestige as a program builder, WGY is a daily favorite with the people of the wide area it serves.

WGY, on the NBC Red Network, is a 50,000 watt station with no major competition. It reaches far into the wealthy markets of Eastern and Central New York State and Western New England. All of which resolves itself into the facts that WGY power reaches a vast and rich market, and WGY showmanship has set the stage for the advertiser, thereby making it easier to sell this great northeast audience. ¶ For full information of sales results consult your nearest NBC office.

WGY STUDIOS: 1 River Road  
Schenectady, N. Y.



# The Pioneer Broadcasting Station of the World



and a powerful selling influence  
in the rich Tri-State area

**KDKA**

50,000 WATTS

**PITTSBURGH**

Nationally, KDKA's call letters have been famous for years, symbolizing the best in radio entertainment. Locally, it enjoys even greater prestige among its own listeners who are justifiably proud of its prominence as the pioneer station of the world and as a pioneer of many new radio broadcasting improvements.

For example, the recent creation of new broadcasting studios, which are thoroughly modern, both acoustically and technically, indicates how KDKA continues to keep steady pace with the rapidly developing industry.

It is for these reasons of prestige, power, modern broadcasting facilities, that your one *must* in selling the rich Tri-State area is KDKA—an NBC Blue Network Station.

KDKA STUDIOS: Grant Building, Pittsburgh, Pa.



As the  
**WASHINGTON Merchants**  
Decide . . .

so should the **SPOT BROADCASTER**



That Washington merchants prefer to use the facilities of either WRC or WMAL is reason enough for the spot broadcaster to do likewise.

Here are two NBC owned and operated stations of sufficient power and prestige to reach and sell a market which lies entirely within a small, concentrated area. They cover Washington with fine-tooth-comb thoroughness,

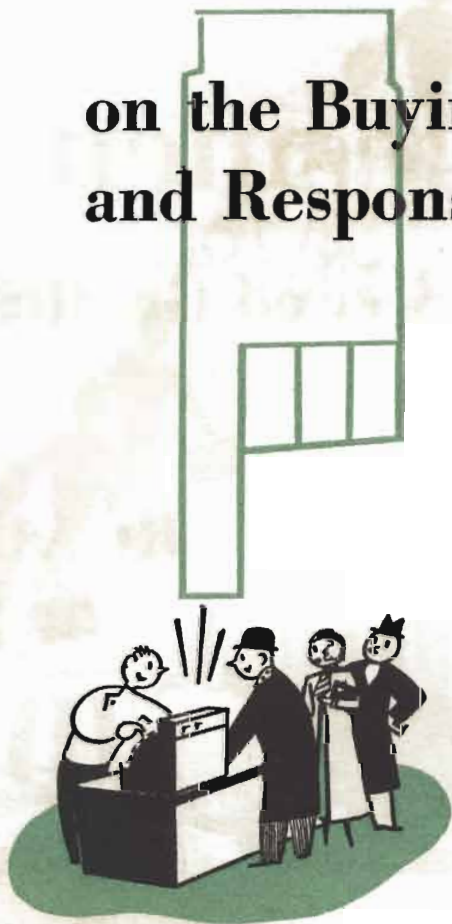
**WRC AND WMAL STUDIOS:**  
National Press Building  
Washington, D. C.

eliminating all waste coverage and reaching the most important buying sections of this territory.

For these reasons, plus the added popularity they enjoy as stations offering feature programs of the NBC Red or Blue Network, use WRC or WMAL, or both . . . just as the Washington merchants do.

# A Daily Influence

on the Buying Habits of a Wide  
and Responsive Audience



**WTAM**

50,000 WATTS

**CLEVELAND**

WTAM ranks with the many other pioneer, *prestige* stations of the NBC Networks. For years its call letters have been synonymous with the best in radio programs. Throughout the rich Northern Ohio market it has always been the favorite station of radio listeners, being the only clear channel, high power station in that section of the state.

Veteran media buyers will tell you from experience that the combination of WTAM circulation, WTAM popularity, and the added prestige it enjoys by offering NBC Red Network programs to its listeners, are the reasons why they are getting the most out of the Northern Ohio market. Contact the nearest NBC office for details.

WTAM STUDIOS: 1367 East Sixth Street  
Cleveland, Ohio

# A Daily Influence

on the Buying Habits of a Wide  
and Responsive Audience



**WTAM**

50,000 WATTS

**CLEVELAND**

WTAM ranks with the many other pioneer, *prestige* stations of the NBC Networks. For years its call letters have been synonymous with the best in radio programs. Throughout the rich Northern Ohio market it has always been the favorite station of radio listeners, being the only clear channel, high power station in that section of the state.

Veteran media buyers will tell you from experience that the combination of WTAM circulation, WTAM popularity, and the added prestige it enjoys by offering NBC Red Network programs to its listeners, are the reasons why they are getting the most out of the Northern Ohio market. Contact the nearest NBC office for details.

WTAM STUDIOS: 1367 East Sixth Street  
Cleveland, Ohio



# Super Salesmen

## of America's Second Greatest Market

The tremendous buying power of the wealthy Chicago market . . . the second greatest in the country . . . can be directed toward your products if you put either of these two super-salesmen to work for you.

WMAQ, outlet for the NBC *Red* Network and WENR outlet for the NBC *Blue* Network, are producing excellent results for their clients because of their wide popularity and power. Favorites in the Chicago area for years, they offer the very best in NBC Network entertainment, which is, in itself, a definite magnet for attracting and holding listener interest.

WENR AND WMAQ STUDIOS:  
Merchandise Mart  
Chicago, Ill.



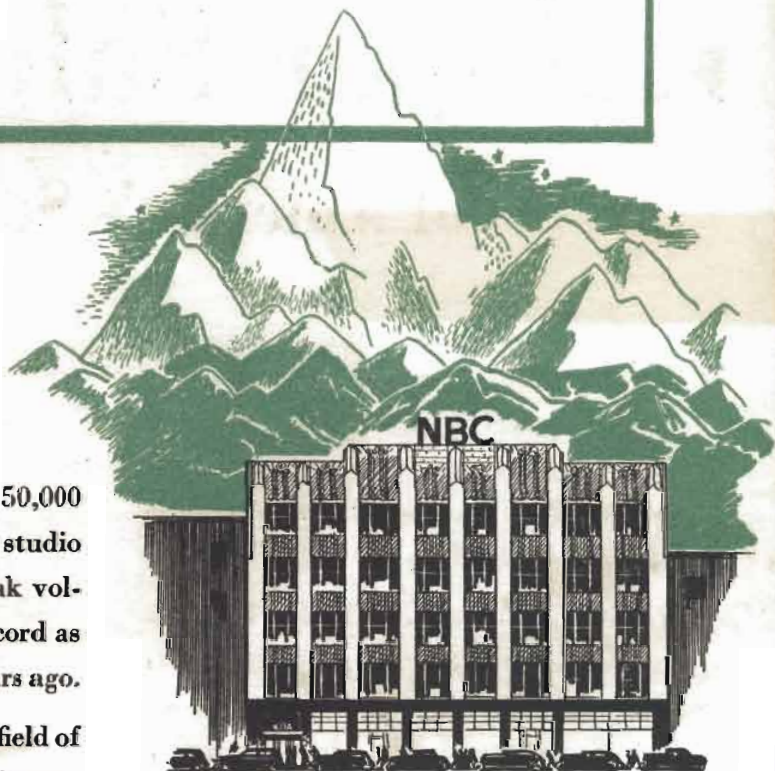
# Out where **SELLING** **THE WEST** begins

The recent increase in KOA's power to 50,000 watts . . . the construction of the finest studio facilities west of the Mississippi . . . speak volumes for KOA's popularity, and for its record as a selling medium since its inception ten years ago.

For KOA has gone steadily forward in the field of broadcast advertising, increasing its audiences, improving its own excellent programs, and serving a host of local and spot broadcasters with repeated and splendid results.

With its studios known throughout this great area as "Denver's Own Radio City," KOA is a tremendously popular station of which its thousands of listeners are justifiably proud. Without question, it is your one best bet to sell "out where selling the West begins."

KOA STUDIOS: 1625 California Street  
Denver, Colorado



Denver's Own Radio City

**KOA**

50,000 WATTS

**DENVER**

# Favorite Stations

of a People More Than  
Ordinarily Responsive to  
**BROADCAST ADVERTISING**

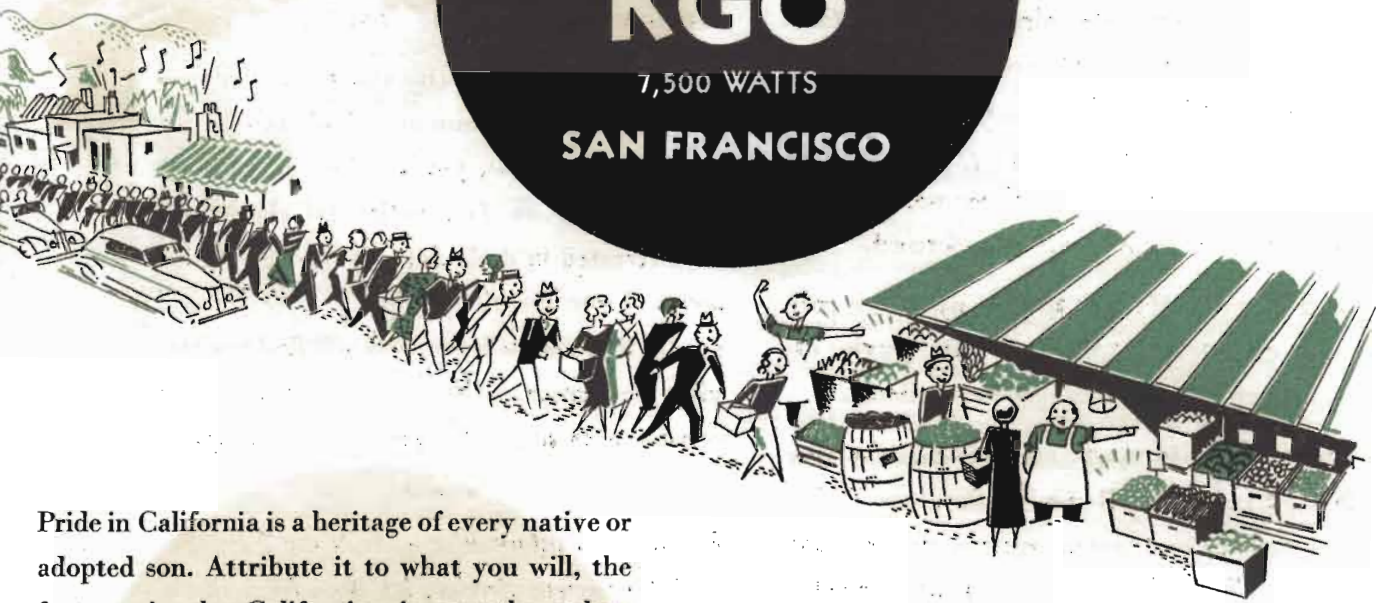
**KPO**

50,000 WATTS

**KGO**

7,500 WATTS

**SAN FRANCISCO**



Pride in California is a heritage of every native or adopted son. Attribute it to what you will, the fact remains that Californians interest themselves in life, and in the art of living, more intensely and enthusiastically than do most Americans.

By the same token, they are more than ordinarily responsive to broadcast advertising, being exceptionally interested in knowing what to buy to make their social and home life more enjoyable.\*

Favorite stations of Northern Californians are

KPO, key station of the NBC Pacific Coast Network, and KGO, the most powerful local station in the area. Choose either one and you choose wisely. Carrying the famous programs of NBC to their listeners, they offer the prestige and circulation you need to sell this great market.

\*(Send for a copy of "The Woman's Magazine Of The Air." You will find it packed with pertinent facts which show the amazing responsiveness of Californians to broadcast advertising.)

**KPO AND KGO STUDIOS:**

111 Sutter Street  
San Francisco, California



# A New NBC Recorded Program Service For Local and Spot Broadcasters

For the purpose of serving advertisers with restricted product distribution, or who find it advisable to concentrate sales promotion efforts in a particular market, recorded radio programs came into being. And because of the crying need for recorded programs equal in quality to the finest network shows, the NBC Recorded Program Service was formed.

With a wealth of talent to draw upon, it is only to be expected that this new NBC service offers exceptional advantages to its clients.

On the following page are a few of the new NBC Syndicated Recorded Program Series, designed and cast to compare in every respect to the great "live" broadcasts for which the NBC networks have long been famous. Each one is a

*prestige* program, certain to attract extraordinary listener interest. Each one features radio artists whose names are known to everyone.

Additional recorded programs are under production and will be announced whenever they are available. Too, you are invited to draw upon the services of our entire staff should you be interested in designing your own recorded series. From creation of idea, to mechanical production and delivery, you will find our services for program building economical and considerably above the average in quality.

\*\*\*

*For detailed information consult the NBC Recorded Program Service, 30 Rockefeller Plaza, New York City, or your nearest NBC office.*

SR No. 1

### MOMENTS OF MELODY

Light, classical melodies of Antoine Dvorak, Johann Sebastian Bach, Felix Mendelssohn and Debussy. Selections from the operettas of Herbert, DeKoven and Romberg. Specially arranged by an eminent NBC Director.

A dignified and distinctive series of musical programs, appealing to a large audience of all classes of listeners.

SR No. 2

### ROMANCE AND MELODY

A romantic, dramatic series with the lovely music of Jules Lande's "Singing Violin" and his NBC orchestra lending a background of delightful melodies to an intriguing love story. Youthful banter of the adorable boy and girl characters lead to introduction of musical numbers . . . an innovation in program announcing. Designed, arranged and cast to compare with any headlining network program.

SR No. 3

### MAX DOLIN AND HIS GRENADIERS

A dance program series of musical favorites. Dance tunes from fox trot to rumba, of the truly danceable kind, played by a celebrated NBC "maestro" and his popular orchestra. A type of program which always draws tremendous listener attention.

SR No. 4

### RADIO REVELS

A variety show series of popular music, comedy, action and song, featuring Max Dolin and his orchestra, Irving Kaufman, Peggy La Centra, Cameron Andrews, Kent and Kittell and N. Elouise Dawson . . . all famous NBC artists. An unusual, fast moving show of the type that pleases all listeners.

SR No. 5

### NBC DAILY REVIEW OF MUSIC AND COMMENT

Specially designed and provided for announcement periods, or program series, variously known as "The Musical Clock," "The Tatler," etc., in which commercial credits are given in conversational fashion during gossip, musical entertainment and comedy. An increasingly popular and effective type of program.

(For complete information consult your local NBC station. Available for single, or participating sponsorship.)

SR No. 6

### PAUL WING, THE STORY MAN

The most extraordinary series of children's programs ever produced. From the Magical Typewriter of lovable, whimsical Paul Wing, The Story Man. Adventures of his two little friends, Peter and Patsy, in such fascinating places as The United States of Merriment, Silly Islands, Comical Sea and Happy Harbor. Delightful entertainment for both young and old. Exciting and imaginative, it is presented in a child's own language. Offers the broadcaster an opportunity for endless publicity and a huge following.

★ ★ ★

Your local NBC station will gladly arrange a private audition of any one of this new series of NBC Recorded Programs.



**WEAF** NEW YORK  
**WJZ** NEW YORK  
**WRC** WASHINGTON, D. C.  
**WMAL** WASHINGTON, D. C.  
**WGY** SCHENECTADY  
**WBZ** BOSTON  
**WBZA** SPRINGFIELD  
**KDKA** PITTSBURGH  
**WMAQ** CHICAGO  
**WENR** CHICAGO  
**WTAM** CLEVELAND  
**KOA** DENVER  
**KPO** SAN FRANCISCO  
**KGO** SAN FRANCISCO

*A*

**N B C**

**MANAGED AND OPERATED  
STATIONS**

in

*9* **MAJOR MARKETS**

**A SIGNIFICANT REVIEW OF THEIR  
MARKED LEADERSHIP IN SELLING FOR  
LOCAL AND SPOT BROADCASTERS**

# STATIONS ACCEPTING AND REFUSING LIQUOR ACCOUNTS

(Based on responses to questionnaires as of January 1, 1935)

City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising	Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising
<b>ALABAMA†</b>				<b>ILLINOIS—(Continued)</b>					<b>MISSISSIPPI†</b>					<b>OHIO—(Continued)</b>				
Birmingham	No	No	No	WGES	Chicago	Yes	Yes	Yes	WGCM	Gulfport	Yes	Yes	Yes	WLW	Cincinnati	Yes	Yes	No
"	No	No	No	WGN	"	Yes	No	No	WJDX	Jackson	Yes	Yes*	No	WSAI	"	Yes	Yes	No
"	Yes	Yes	No	WJJD	"	Yes	Yes	Yes	WHEF	Kosciusko	Yes	Yes	No	WGAR	Cleveland	Yes	Yes	Yes*
Dothan	No	No	No	WLS	"	No	No	No	WAML	Laurel	Yes	No	No	WHK	"	Yes	Yes	Yes*
Mobile	No	No	No	WMAQ	Harrisburg	Yes	No	No	WQBC	Vicksburg	Yes	Yes	No	WJAY	"	Yes	Yes	Yes*
Montgomery	No	No	No	WBBQ	Pooria	Yes	Yes	No	<b>MISSOURI</b>					WTAM	"	Yes	No	No
<b>ARIZONA</b>				WBD	Quincy	Yes	Yes	Yes	KFRU	Columbia	Yes*	Yes*	Yes*	WAJU	Columbus	Yes	Yes	Yes
Lowell	Yes	Yes	Yes	WMD	Rockford	Yes	Yes	Yes	WMBH	Joplin	Yes	No	No	WBNS	"	Yes	No	No
Phoenix	Yes	No	Yes	WTD	Rock Island	Yes	Yes	Yes*	KMBC	Kansas City	Yes	Yes	No	WCOL	"	Yes	Yes	Yes*
"	Yes	No	No	WRKQ	Springfield	Yes	Yes	Yes*	WDAF	"	No	No	No	WSMK	Dayton	Yes	Yes	Yes*
Prescott	Yes	Yes	Yes	WHBF	Tuscola	Yes	Yes	Yes	WHB	"	Yes	Yes	Yes	WSPD	Toledo	Yes	Yes	Yes*
Tucson	Yes	Yes	Yes	WTAX	Waukegan	Yes	Yes	Yes	W9XBY	"	Yes	Yes	Yes*	WKBW	Youngstown	Yes	Yes	Yes*
<b>ARKANSAS</b>				WDBD	<b>INDIANA</b>				KFEQ	St. Joseph	No	No	No	<b>OKLAHOMA†</b>				
Fayetteville	Yes	Yes	No	WHBU	Anderson	Yes	Yes	Yes	KMOX	St. Louis	Yes	Yes	No	KADA	Ada	No	No	No
Fort Smith	Yes	Yes	No	WTRC	Elkhart	Yes	No	No	KSD	"	Yes	Yes	Yes	KASA	Elk City	Yes	Yes	No
Hot Springs	Yes	Yes	No	WGBF	Evansville	No	No	No	KWK	"	Yes	Yes	Yes*	KFXX	Oklahoma City	Yes	Yes	Yes*
Little Rock	Yes*	Yes*	Yes*	WGL	Fort Wayne	Yes	Yes	Yes*	WIL	"	Yes	Yes	Yes	KCFG	"	No	No	No
Paragould	Yes	No	No	WOWO	"	Yes	Yes	Yes	<b>MONTANA†</b>					KOMA	"	Yes	No	No
Pine Bluff	Yes	Yes	No	WIND	Gary	Yes	Yes	Yes	KGHL	Billings	Yes	No	No	WKY	"	Yes	No	No
<b>CALIFORNIA</b>				WPBM	Indianapolis	Yes	No	No	KGR	Butte	Yes	Yes*	Yes*	KGFF	Shawnee	Yes	No	No
Bakersfield	Yes	Yes	No	WKBF	"	Yes	No	Yes*	KGEZ	Kalispell	Yes	No	No	KTUL	Tulsa	Yes	Yes	No
Berkeley	No	No	No	WFAM	South Bend	Yes	No	No	KGVO	Missoula	Yes	Yes	No	KVOO	"	Yes	Yes	No
Beverly Hills	No	Yes	Yes	WSBT	"	Yes	No	No	KGCX	Wolf Point	Yes	No	No	<b>OREGON†</b>				
Fresno	Yes	Yes	No	WBOW	Terre Haute	Yes	Yes	Yes*	KMMT	Clay Center	Yes	No	No	KORE	Eugene	Yes	Yes	Yes
Glendale	Yes	Yes	Yes	<b>IOWA</b>				KMPW	Kearney	Yes	Yes	Yes	KFJI	Klamath Falls	Yes	Yes	Yes	
Long Beach	Yes*	Yes*	No	KWCR	Cedar Rapids	Yes	Yes	No	WJAG	Norfolk	Yes	No	No	KOOS	Marshfield	Yes	Yes	Yes
"	No	No	No	KGCA	Decorah	Yes	No	No	KGNF	North Platte	Yes	Yes	Yes*	KMED	Medford	Yes	Yes	Yes
Los Angeles	Yes*	Yes*	Yes*	KSO	Des Moines	Yes	No	No	WAAW	"	Yes	Yes	No	KALE	Portland	Yes	Yes	No
"	Yes*	Yes*	Yes*	WHO	"	Yes	No	No	WOW	"	Yes	No	No	KEX	"	Yes	Yes	No
"	Yes	Yes	Yes*	KFJB	Marshalltown	Yes	No	No	WOW	"	Yes	No	No	KFJR	"	No	No	No
"	Yes	Yes	Yes*	KFNF	Shenandoah	No	No	No	WOW	"	Yes	No	No	KGW	"	Yes	Yes	No
"	Yes	Yes	No	KMA	"	No	No	No	KGKY	Scottsbluff	Yes	Yes	Yes	KOIN	"	Yes*	Yes*	No
"	Yes	Yes	Yes	KSCJ	Sioux City	Yes	No	No	<b>NEVADA</b>					KWJJ	"	Yes	Yes	No
"	Yes	Yes	Yes*	WMT	Waterloo	Yes	No	No	KOH	Reno	Yes	Yes	No	KXL	"	Yes	Yes	No
"	Yes	Yes	Yes	<b>KANSAS†</b>				WFEA	Manchester	Yes	Yes	Yes	<b>PENNSYLVANIA</b>					
Oakland	Yes	Yes	No	KGGE	Coffeyville	No	No	No	WHER	Portsmouth	No	No	No	WIBG	Glenside	Yes	Yes	Yes
"	Yes	Yes	No	WLB	Kansas City	No	No	No	<b>NEW HAMPSHIRE</b>					WJB	Greensburg	Yes	No	No
Sacramento	Yes	Yes	No	WREN	Lawrence	Yes	No	No	WPG	Atlantic City	Yes	No	No	WKBO	Harrisburg	Yes	Yes	No
San Bernardino	Yes	Yes	Yes	WIBW	Topeka	No	No	No	WAAAT	Jersey City	Yes	Yes	Yes	WKJC	Lancaster	Yes	Yes	Yes
San Diego	Yes	Yes	No	KPH	Wichita	No	No	No	WHOM	"	Yes	Yes	Yes	KYW	Philadelphia	Yes	Yes	Yes*
"	Yes	Yes	No	<b>KENTUCKY</b>				WAM	Camden	Yes	Yes	Yes	WCAU	"	Yes	Yes	Yes	
San Francisco	Yes	Yes	Yes*	WCKY	Covington	Yes	Yes	No	WAAT	Jersey City	Yes	Yes	Yes	WDAS	"	Yes	Yes	Yes
"	Yes	No	No	WVAP	Lexington	Yes	Yes	Yes	WHOM	"	Yes	Yes	Yes	WFIL	"	No	No	No
"	Yes	Yes	Yes*	WAVE	Louisville	Yes	Yes	Yes*	WNEW	Newark	Yes	Yes	Yes	WHAT	"	Yes	Yes	Yes
"	Yes	No	No	WHAS	"	Yes	Yes	No	WOR	Trenton	Yes	Yes	Yes	WIP	"	Yes	Yes	Yes
"	No	No	No	<b>LOUISIANA</b>				WTNJ	Trenton	Yes	Yes	Yes	WPEN	"	Yes	No	No	
"	Yes	Yes	Yes	WJBO	Baton Rouge	Yes	No	No	<b>NEW MEXICO</b>					WRAX	"	Yes	No	No
San Jose	Yes	Yes	Yes	KMLB	Monroe	Yes	Yes	Yes*	KOB	Albuquerque	Yes	Yes*	Yes*	KDKA	Pittsburgh	Yes	No	No
Santa Ana	No	No	No	WNO	New Orleans	Yes	No	No	KGFL	Roswell	Yes	Yes	Yes*	KQV	"	Yes	Yes	Yes*
Santa Barbara	Yes	Yes	No	WDSU	"	Yes	Yes	Yes	<b>NEW YORK</b>					WCAE	"	Yes	Yes	Yes*
Stockton	Yes	Yes	Yes	WJWB	"	Yes	Yes	Yes	WABY	Albany	Yes	Yes	Yes	WJAS	"	Yes	Yes	Yes*
"	Yes	Yes	No	WSMR	"	Yes	Yes	Yes	WOKO	"	Yes	Yes	No	WWSW	Reading	Yes	Yes	Yes*
<b>COLORADO</b>				WVL	Shreveport	Yes	Yes	Yes	WONO	Brooklyn	Yes	Yes	Yes	WWEU	"	Yes	Yes	No
Colorado Spgs.	Yes	Yes	Yes	KRMB	"	Yes	Yes	Yes*	WCNW	"	Yes	Yes	Yes	WRAW	Scranton	Yes	Yes	Yes
Denver	Yes	Yes	Yes*	KTBS	"	Yes	Yes	Yes	WMBQ	Buffalo	No	No	No	WGBI	Sunbury	Yes	Yes	Yes
"	Yes	No	No	KWKH	"	Yes*	Yes*	No	WBEN	"	Yes	No	No	WKOK	Sunbury	Yes	Yes	Yes
"	Yes	Yes	No	<b>MAINE†</b>				WBR	"	Yes	Yes	Yes*	WBRX	Wilkes-Barre	Yes	Yes	Yes	
Grand Junction	Yes	Yes	Yes	WRDO	Augusta	Yes	Yes	No	WCBW	"	Yes	Yes	Yes*	WBRE	"	Yes	Yes	Yes
Greely	Yes	Yes	Yes	WCSH	Portland	Yes	Yes	No	WCAD	Canton	No	No	No	<b>RHODE ISLAND</b>				
Lamar	Yes*	No	No	WAGM	Presque Isle	Yes	Yes	Yes*	WESG	Elmira	No	No	No	WEAN	Providence	Yes	Yes	Yes
Pueblo	Yes	Yes	Yes	<b>MARYLAND</b>				WOCL	Jamestown	Yes	Yes	Yes	WJAR	"	Yes	Yes	No	
<b>CONNECTICUT</b>				WBAI	Baltimore	Yes	Yes	Yes	W2XR	Long Isl'd City	No	No	No	WPRO	"	Yes	Yes	Yes
Bridgeport	Yes	Yes	Yes	WCAO	"	Yes	Yes	Yes	WABC	New York	Yes	No	No	<b>SOUTH CAROLINA†</b>				
Hartford	Yes	Yes	No	WCBM	"	Yes	No	No	WBNX	"	Yes	Yes	Yes	WCSC	Charleston	Yes	Yes	No
"	Yes	Yes	No	WFBP	"	Yes	Yes	Yes	WBNZ	"	Yes	No	No	WIS	Columbia	Yes	Yes	No
Waterbury	Yes	Yes	Yes	WJEJ	Hagerstown	Yes	Yes	Yes	WEAF	"	Yes	No	No	WFBC	Greenville	Yes	Yes	No
"	Yes	Yes	Yes	<b>MASSACHUSETTS</b>				WEVD	"	Yes	Yes	Yes	<b>SOUTH DAKOTA†</b>					
<b>DELAWARE</b>				WAAB	Boston	Yes	No	Yes*	WFBP	"	Yes	Yes	Yes	KABR	Aberdeen	Yes	No	No
Wilmington	No	No	No	WBZ	"	Yes	No	No	WHN	"	Yes	Yes	Yes*	KWTN	Watertown	Yes	No	No
"	No	No	No	WBZA	"	Yes	No	No	WHSY	"	Yes	No	No	WNAX	Yankton	Yes	No	No
<b>DISTRICT OF COLUMBIA</b>				WEEI	"	Yes	Yes	No	WJZ	"	Yes	No	No	<b>TENNESSEE†</b>				
Washington	Yes	Yes	No	WNAC	Chelsea	Yes	Yes	Yes	WMCA	"	Yes	Yes	Yes	WOPR	Bristol	Yes	Yes	No
"	Yes	No	No	WMEX	Fall River	Yes	Yes	Yes	WOR	"	Yes	Yes	Yes	WDOD	Chattanooga	Yes	No	No
"	Yes	Yes	Yes	WLLH	Lowell	Yes	Yes	Yes	WOV	"	Yes	Yes	No	WDOS	Jackson	Yes	No	No
"	Yes	No	No	WBSO	Needham	No	No	No	WMFF	Plattsburg	Yes	Yes	Yes	WTJS	Knoxville	Yes	No	No
<b>FLORIDA†</b>				WMAS	Springfield	Yes	Yes	Yes*	WHAM	Rochester	No	No	No	WNOX	"	Yes	No	No
Clearwater	Yes	Yes	Yes*	WORC	Worcester	Yes	Yes	Yes	WHEC	"	No	No	No	WROL	"	Yes	No	No
"	Yes	Yes	Yes*	WTAG	"	Yes	Yes	No	WGY	Schenectady	Yes	No	No	WHBQ	Memphis	Yes	Yes	No
Gainesville	Yes	No	No	<b>MICHIGAN</b>				WFBP	Syracuse	Yes	Yes	Yes*	WMC	"	Yes	Yes	No	
Jacksonville	Yes	Yes	Yes*	WBCM	Bay City	Yes	Yes	Yes	WSYR	"	Yes	Yes	No	WNBR	"	Yes	Yes	No
"	Yes	Yes	No	WHD	Calumet	No	No	No	WHAZ	Troy	No	No	No	WLAC	Nashville	Yes	No	No
Miami	Yes	Yes	No	WJBK	Detroit	Yes	Yes	No	WBX	Utica	Yes	Yes	Yes*	WWSM	"	Yes	Yes	No
"	Yes	No	No	WJRC	"	Yes	Yes	Yes*	WFAS	White Plains	Yes	Yes	Yes	<b>TEXAS†</b>				
Orlando	Yes	Yes	No	WJWB	"	Yes	Yes	Yes*	WWRL	Woodside	Yes	Yes	No	KGRS	Amarillo	Yes	No	No
Pensacola	Yes	Yes	No	WMBC	"	Yes	Yes	Yes*	<b>NORTH CAROLINA†</b>					KNOW	Austin	Yes	No	No
Tampa	Yes	Yes	Yes*	WVJ	"	Yes	Yes	No	WBT	Charlotte	Yes	No	No	KFDM	Beaumont	Yes	Yes	Yes
<b>GEORGIA†</b>				WXYZ	"	Yes	Yes	Yes*	WSOC	"	Yes	Yes	No	KGFI	Corpus Christi	Yes	Yes	No
Athens	Yes	No	No	CKLW	"	No	No	No	WDNC	Durham	Yes	Yes	No	KRLD	Dallas	Yes	Yes*	No
Augusta	Yes	Yes	No	WDFD	Flint	Yes	Yes	No	WPTT	Raleigh	No	No	No	WFAA	"	Yes	No	No

# Advertisers Using CBS Networks During 1934.....

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used CBS	Duration of Contract	Agency
White Lead & Color Works, Detroit	Lin-X & Paints	Smiling Ed McConnell	Wed. & Fri., 12:30-12:45 P.M. Sunday, 6:30-6:45 P.M. Thursday, 12:30-12:45 P.M.	50*	9/20/32 40*	1/10/34-6/22/34 9/10/33-6/17/34; 9/9/34— 9/13/34—	Henri, Hurst & McDonald, Inc., Chicago
Edna Wallace Hopper	Facial Cream	Dramatic, with Virginia Clark	Mon.-Fri., 2:15-2:30 P.M.	16	7/22/31	10/30/33-7/13/34; 10/15/34—	Blackett-Sample-Hummert, Inc., Chicago
Louis Philippe	Facial Cream	Dramatic, with Ruth Yorke & James Meighan	Mon.-Fri., 2:00-2:15 P.M.	17	3/7/33	9/5/33-4/27/34; 10/15/34—	Blackett-Sample-Hummert, Inc., Chicago
Amoco Oils	Amoco Oils	Groucho & Chico Marx	Sunday, 7:00-7:30 P.M.	21	9/22/32	10/22/33-2/25/34; 3/4/34-4/22/34	Joseph Katz Co., Baltimore
Freddy Martin's Orchestra	Cosmetics	Maurly H. B. Paul	Tuesday, 9:00-9:30 P.M. Rebroadcast 12:30 A.M.	38*	4/24/34	4/24/34-6/12/34	Blaker Advertising Agency, Inc., New York
Singin' Sam	Atlas Beer	Opera & Concert Singers	Monday, 10:30-10:45 P.M.	17	3/6/32	5/28/34-8/20/34	Erwin, Wasey & Co., Inc., Chicago
Edwin C. Hill	Shaving Cream	Edwin C. Hill	Mon.-Fri. 8:15-8:30 P.M. Rebroadcast Wed., Thurs., Fri., 11:30 P.M. Tues.-Fri., 1:45-2:00 P.M.	38*	1/5/31	9/11/33-7/30/34	Erwin, Wasey & Co., Inc., New York
Dramatic Cast	Health Foods	Dramatic Cast	Tues.-Fri., 1:45-2:00 P.M.	6	10/10/33	10/10/33-2/2/34	Erwin, Wasey & Co., Inc., Chicago
Everett Marshall, Elizabeth Lennox, Victor Arden's Orch. Heidelberg Students	Bi-So-Dol	Everett Marshall, Elizabeth Lennox, Victor Arden's Orch. Heidelberg Students	Sunday, 2:00-2:30 P.M. Wednesday, 8:30-9:00 P.M. Thursday, 10:45-11:00 P.M.	37 49 6	9/24/33 5/2/34 5/10/34	9/24/33-4/22/34; 5/2/34— 5/10/34-11/8/34	Blackett-Sample-Hummert, Inc., Chicago Klaw-Van Pietersom-Dunlap Associates, Inc., Milwaukee
Cadets Quartet, Eleanor Howe & Dramatic Cast	Fish	Cadets Quartet, Eleanor Howe & Dramatic Cast	Wednesday, 11:15-11:30 A.M.	13	9/19/34	9/19/34-12/12/34	Carroll Dean Murphy, Inc., Chicago
Jane Ellison Cooking Talk	Eagle Brand Milk	Jane Ellison Cooking Talk	Wednesday, 1:45-2:00 P.M.	53	1/10/34	1/10/34-12/26/34	Young & Rubicam, Inc., New York
Eton Boys & Cal York Mark Warnow's Orch.	Cheese	Eton Boys & Cal York Mark Warnow's Orch.	Thursday, 10:00-10:45 P.M.	39	1/27/34	1/27/34-12/27/34	Young & Rubicam, Inc., New York
Nat Shilkret's Orchestra & Guest Stars	Cosmetics	Nat Shilkret's Orchestra & Guest Stars	Sunday, 8:00-8:30 P.M.	40*	10/7/29	11/5/33-4/22/34	Redfield-Coupe, Inc., New York
Lazy Dan	Floor Wax	Lazy Dan	Sunday, 2:00-2:30 P.M.	49*	3/30/31	9/24/33-6/17/34; 9/30/34—	Blackett-Sample-Hummert, Inc., Chicago
Playboys	Pepto-Magnan	Playboys	Sunday, 10:45-11:00 A.M.	21	1/7/34	1/7/34-4/22/34	McCann-Erickson, Inc., New York
Tito Guizar	Brillo	Tito Guizar	Sunday, 12:30-12:45 P.M.	24	10/1/33	1/14/34-4/29/34; 10/7/34—	Frank Presbrey Co., Inc., New York
Doris Loraine, Cadets Quartet & Clarence Wheelers Orchestra	Terminex	Doris Loraine, Cadets Quartet & Clarence Wheelers Orchestra	Thursday, 10:30-10:45 P.M.	16	4/5/34	4/5/34-6/7/34	O'Callaghan Advertising Agency, Memphis
Mary Eastman, Howard Marsh, Andre Kostlanetz Orchestra	Motor Cars	Mary Eastman, Howard Marsh, Andre Kostlanetz Orchestra	Mon. & Thurs., 9:15-9:30 P.M.	61*	12/25/33	12/25/33-2/22/34	Campbell-Ewald Co., Inc., Detroit
Juvenile Series	Milk	Juvenile Series	Tues., Thurs., Fri., Sat., 5:45-6:00 P.M.	7	10/2/34	10/2/34-12/29/34	N. W. Ayer & Son, Inc., New York
Dick Powell, El Brendel, Louella Parsons, Ted Fio-Rito's Orchestra	Soups	Dick Powell, El Brendel, Louella Parsons, Ted Fio-Rito's Orchestra	Friday, 9:30-10:30 P.M.	87*	10/5/34	10/5/34—	F. Wallis Armstrong Co., Philadelphia
Carborundum Band	Carborundum Abrasive	Carborundum Band	Saturday, 10:00-10:30 P.M.	29*	11/5/29	11/11/33-2/3/34; 10/20/34—	Batten, Barton, Durstine & Osborn, Inc., New York
Conrad Thibault, Albert Spalding Don Vorhees Orchestra Roxy & His Gang	Fletcher's Castoria	Conrad Thibault, Albert Spalding Don Vorhees Orchestra Roxy & His Gang	Wednesday, 8:30-9:00 P.M. Saturday, 8:00-8:45 P.M.	51*	10/4/33	10/4/33-6/27/34; 9/15/34—	Young & Rubicam, Inc., New York
Eddie South's Orchestra	Hand Lotion	Eddie South's Orchestra	Sunday, 7:00-7:15 P.M.	7	1/14/34	1/15/34-4/8/34	Ruthrauff & Ryan, Inc., New York
Rin Tin Tin Drama	Ken-L Ration	Rin Tin Tin Drama	Sunday, 7:45-8:00 P.M.	15	10/15/33	10/15/33-5/20/34	Rogers & Smith Advertising Agency, Chicago
Louella Parsons & Raymond Paige's Orchestra	Foundation Garments	Louella Parsons & Raymond Paige's Orchestra	Wednesday, 1:15-1:30 P.M.	56*	2/24/32	2/28/32-5/23/34	John L. Butler Co., Philadelphia
Phil Spitalny's Orchestra	Cosmetics	Phil Spitalny's Orchestra	Wednesday, 8:00-8:15 P.M.	11	5/18/34	5/18/34-9/26/34	Lawrence C. Gumbinner, Advertising Agency, New York
Isham Jones Orchestra	Motor Cars	Isham Jones Orchestra	Tuesday, 9:30-10:00 P.M.	87*	Dec. '28	10/9/34—	Campbell-Ewald Co., Inc., Detroit
Lyda Roberti, Helen Morgan, Five Orchestras	Motor Cars	Lyda Roberti, Helen Morgan, Five Orchestras	Sunday, 8:00-9:00 P.M.	66*	4/3/32	1/7/34 (one time)	Lee Anderson Advertising Co., Detroit
Chrysler Choir	Motor Cars	Chrysler Choir	Tuesday, 10:30-10:45 P.M.	80*	5/1/34	5/1/34 (one time)	J. Stirling Getchell, Inc., New York
Little Jack Little Orchestra	Hostess Cakes	Little Jack Little Orchestra	Friday, 9:15-9:30 P.M.	21	2/13/34	2/13/34-6/29/34	Batten, Barton, Durstine & Osborn, Inc., New York
Phil Duey, Walter Donaldson and Orchestra	Wonder Bread	Phil Duey, Walter Donaldson and Orchestra	Mon., Wed., Fri., 8:00-8:15 P.M.	24	5/8/33	8/7/33-5/4/34	Batten, Barton, Durstine & Osborn, Inc., New York
Nino Martini, Jane Froman, Erno Rapee & Orchestra	Linit	Nino Martini, Jane Froman, Erno Rapee & Orchestra	Sunday, 9:00-10:00 P.M.	54*	6/5/31	10/1/33-4/1/34	E. W. Hellwig Co., New York
Pedro de Cordoba & Will Osborne's Orchestra	Kre-mel, Mazola	Pedro de Cordoba & Will Osborne's Orchestra	Mon., Wed., Fri., 11:15-11:30 A.M.	18	11/9/31	4/10/33-7/6/34	E. W. Hellwig Co., New York
The Gumps Drama	Karo, Linit, etc.	The Gumps Drama	Mon.-Fri., 12:15-12:30 P.M.	47*	.....	11/5/34—	E. W. Hellwig Co., New York
Carson Robison	Crystals	Carson Robison	Sun., Tues., Thurs., Fri., 10:30-10:45 A.M.	17	10/10/33	10/10/33-1/7/34	Cowan & Dengler, Inc., New York
Angelo Patri	Cream of Wheat	Angelo Patri	Sunday, 9:00-9:30 P.M.	33	8/31/31	10/8/33-4/29/34	J. Walter Thompson Co., New York
Alexander Woolcott	Cream of Wheat	Alexander Woolcott	Sunday, 9:00-9:30 P.M.	32	.....	10/7/34—	J. Walter Thompson Co., New York
The Mystery Chef	Baking Powder	The Mystery Chef	Tues., Thurs., 9:45-10:00 A.M.	9	1/6/32	10/3/33-6/28/34	Ruthrauff & Ryan, Inc., New York
Buck Rogers Drama	Cocomalt	Buck Rogers Drama	Mon.-Thurs., 6:00-6:15 P.M.	27	10/2/33	10/2/33-6/29/34; 9/3/34—	Ruthrauff & Ryan, Inc., New York
Little Italy Drama	Blue Coal	Little Italy Drama	Tues., Thurs., 6:45-7:00 P.M.	11	9/6/31	10/3/33-3/29/34	Ruthrauff & Ryan, Inc., New York
The Shadow Drama	Blue Coal	The Shadow Drama	Mon., Wed., 6:30-6:55 P.M.	12	.....	10/1/34—	Ruthrauff & Ryan, Inc., New York
Harold Sherman Talk	Bromo-Seltzer	Harold Sherman Talk	Mon., Wed., Fri., 10:30-10:45 A.M.	7	9/18/27	9/5/34-11/2/34	J. M. Mathes, Inc., New York

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# Advertisers Using CBS Networks During 1934 . . . . .

(Continued from Page 156)

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used CBS	Duration of Contract	Agency
Inc., Brooklyn	Ex-Lax	Gertrude Neisen, Block & Sully, Gluskings Orchestra	Monday, 9:30-10:00 P.M. Coast used during Jan.-March	32	11/15/32	9/25/33—	Joseph Katz Co., New York
Body Corp., Detroit	Fisher Bodies	Dinner Talks	Wednesday, 9:30-10:00 P.M.	58*	8/22/34	8/22/34 (one time)	Erwin, Wasey & Co., Inc., New York
Motor Co., Detroit	Ford Cars	Fred Warings Orchestra	Sunday, 8:30-9:00 P.M.	86*	2/4/34	2/4/34-9/30/34	N. W. Ayer & Son, Inc., New York
Motor Co., Detroit	Ford Cars	Fred Warings Orchestra	Thursday, 9:30-10:00 P.M.	92*	.....	2/8/34-6/28/34; 9/13/34—	N. W. Ayer & Son, Inc., New York
Motor Co., Detroit	Ford Cars	Detroit Symphony	Sunday, 8:00-9:00 P.M.	93*	.....	10/7/34—	N. W. Ayer & Son, Inc., New York
Motor Co., Detroit	Ford Cars	Mickey Cockrane	Wednesday, 9:00-9:15 P.M.	22	.....	8/15/34-10/2/34	N. W. Ayer & Son, Inc., New York
Motor Co., Detroit	Ford Cars	World Series	Afternoons	Entire	.....	10/3/34-10/9/34	N. W. Ayer & Son, Inc., New York
Baking Co., New York	Bond Bread	Frank Crummit, Julia Sanderson	Sunday, 5:30-6:00 P.M.	29	1/11/31	1/7/34—	Batten, Barton, Durstine & Osborn, Inc., New York
Cigar Co., New York	White Owl Cigars	Burns & Allen	Wednesday, 9:30-10:00 P.M.	48*	Feb. '29	12/30/33-6/13/34; 9/19/34—	J. Walter Thompson Co., New York
Foods Corp., New York	Grape Nuts	Byrd Expedition	Wednesday, 10:00-10:30 P.M.	59*	10/16/31	11/18/33—	Young & Rubicam, Inc., New York
Household Utilities Co., Chicago	Grunow Refrigerators	Minneapolis Symphony	Tuesday, 9:30-10:00 P.M.	50*	3/6/34	3/6/34-5/29/34	Hays, MacFarland & Co., Chicago
Mills, Inc., Minneapolis	Wheaties	Jack Armstrong Drama	Mon.-Sat., 6:30-6:45 P.M.	19	7/11/32	1/15/34—	Blackett-Sample-Hummert, Inc., Chicago
Mills, Inc., Minneapolis	Bakers Campaign	Musical Show Stars	Saturday, 10:45-11:45 P.M.	76*	1/15/30	3/24/34 (one time)	Blackett-Sample-Hummert, Inc., Chicago
Mills, Inc., Minneapolis	Bakers Campaign	Abe Lyman's Orchestra Sports Celebrities	Saturday, 8:00-9:00 P.M.	70*	.....	5/19/34 (one-time)	Blackett-Sample-Hummert, Inc., Chicago
Dust Corp., New York	Silver Dust	Thelma Goodwin, Paul Keast & Rollo Hudson's Orchestra	Mon., Wed., Fri., 7:30-7:45 P.M.	14	12/5/32	1/2/34—	Batten, Barton, Dustine & Osborn, Inc., New York
Laboratories, Inc., St. Louis	Bromo Quinine	Pat Kennedy, Tenor	Sun., Mon., Thurs., 1:45-2:00 P.M.	38*	5/25/31	9/30/34—	Stack-Goble Advertising Agency, New York
Laboratories, Inc., St. Louis	Nose Drops	Art Kassel's Orchestra	Tuesday & Friday, 1:45-2:00 P.M.	38	.....	9/30/34—	Stack-Goble Advertising Agency, New York
Refining Co., New York	Gulf Oils	Will Rogers, Stoopnagle & Budd	Sunday, 9:30-10:00 P.M.	46	5/3/33	10/7/34—	Cecil, Warwick & Cecil, Inc., New York
Health Products Corp., New York	Aspergum	Carson Robison	Monday, 8:00-8:15 P.M.	36*	7/26/34	10/1/34-12/24/34	Wm. Esty & Co., Inc., New York
Health Products Corp., New York	Feenamint	George Gershwin	Sunday, 6:00-6:30 P.M.	42*	.....	7/26/34—	Wm. Esty & Co., New York
H-O Co., Inc., Buffalo	Force & H-O Oats	H-O Bar Rangers	Mon.-Fri., 6:15-6:30 P.M.	9	9/17/31	9/18/33—	Erwin, Wasey & Co., Inc., New York
Hardart, New York	Bakery Products	Children's Variety Show	Sunday, 11:00-12:00 Noon	2	4/9/31	9/24/33-10/7/34; 10/14/34—	Clements Co., Philadelphia
Sales Co., Inc., New York	Cosmetics	Jack Whiting, Jeannie Long, Jack Denny's Orchestra	Friday, 9:30-10:00 P.M.	59*	5/26/29	2/9/34-5/1/34	Batten, Barton, Durstine & Osborn, Inc., New York
Motor Car Co.	Detroit	Kate Smith	Monday, 8:30-9:00 P.M. Rebroadcast 11:30-12:00 P.M.	74*	12/24/34	12/24/34—	Brooke, Smith & French, Inc., Detroit
Meat Co., Chicago	Meats	Radio Gossip Club	Mon.-Fri., 1:15-1:30 P.M.	7	11/19/34	11/19/34—	J. L. Sudgen Advertising Co., Chicago
Drinking Cup Co., Inc., Pa.	Dixie Cups	Dixie Circus	Monday, 6:45-7:15 P.M.	10	5/14/34	5/14/34-9/10/34	Young & Rubicam, Inc., New York
Yeast Co., Atlanta, Ga.	Ironized Yeast	Jack Smith's Orchestra	Tues., Thurs., Sat., 7:30-7:45 A.M.	12	9/11/34	9/11/34-12/1/34	Ruthrauff & Ryan, Inc., New York
Johnson & Son, Inc., Racine	Floor Wax	Peggy Keenan & Sandra Phillips Piano Team	Tues. & Thurs., 1:45-2:00 P.M. Sunday, 5:15-5:30 P.M.	53* 23	8/20/33	10/9/33-7/5/34; 5/6/34-7/8/34	Needham, Louis & Brorby, Inc., Chicago
Chicago Ahead Committee, Chicago	Political	All Star Cast	Friday, 10:30-11:00 P.M.	82*	5/25/34	5/25/34 (one time)	Hays, MacFarland & Co., Chicago
Co., Inc., Chicago	Dentifrice	Just Plain Bill	Mon.-Fri., 1:00-1:15 P.M.	18*	7/6/31	10/16/33-7/13/34; 9/24/34-12/21/34	Blackett-Sample-Hummert, Inc., Chicago
Co., Inc., Chicago	Dentifrice	Just Plain Bill	Mon.-Fri., 7:15-7:30	10	.....	9/25/33-7/6/34; 9/24/34—	Blackett-Sample-Hummert, Inc., Chicago
Co., Chicago	Cosmetics	Wayne King's Orchestra	Monday, 10:00-10:30 P.M.	39*	10/9/33	10/9/33-4/8/34;	Stack-Goble Advertising Agency
Co., Chicago	Cosmetics	Wayne King's Orchestra	Sun. & Mon., 10:00-10:30 P.M.	41*	.....	4/15/34—	Stack-Goble Advertising Agency, Chicago
Chemical Co., Minneapolis	Lavoris	Jean Merrill	Tues. & Thurs., 11:15-11:30 A.M.	10	3/1/32	1/9/34-4/5/34	Hutchinson Advertising Co., Minneapolis
McNeill & Libby, Chicago	Food Products	Children's Series	Mon., Wed., Fri., 5:00-5:15 P.M.	16	10/1/34	10/1/34—	J. Walter Thompson Co., New York
McNeill & Libby, Chicago	Evaporated Milk	Children's Series	Mon., Wed., Fri., 5:00-5:15 P.M. Rebroadcast 6:00-6:15 P.M.	16	10/1/34	10/1/34—	J. Walter Thompson Co., New York
& Myers Tobacco Co., New York	Chesterfields	Philadelphia Symphony	Mon.-Sat., 9:00-9:15 P.M.	67*	1/4/32	11/28/33-3/24/34	Newell-Emmett Co., Inc., New York
& Myers Tobacco Co., New York	Chesterfields	Nino Martini, Rosa Ponsell, Kostelanetz Orchestra	Mon., Wed., Sat., 9:00-9:30 P.M.	90*	.....	4/2/34-7/14/34; 10/1/34—	Newell-Emmett Co., Inc., New York
Card Co., New York	Old Golds	Ted Fio-Rito's Orchestra	Wednesday, 10:00-10:30 P.M.	82*	2/5/29	2/8/33-1/31/34; 2/7/34-5/2/34	Lennen & Mitchell, Inc., New York
Packing Co., Terre Haute,	Doggie Dinner	Stamp Series	Thursday, 5:45-6:00 P.M. Rebroadcast 6:45-7:00 P.M.	25	5/5/33	9/28/33-5/10/34	Matteson-Fogarty-Jordan Co., Inc., Chicago
Inc., Reading, Pa.	Cough Drops	Robt. Armbruster's Orchestra	Saturday, 8:45-9:00 A.M.	40*	10/18/31	10/27/34—	J. M. Mathes, Inc., New York
Publications, Inc., New York	True Story	Drama of Human Problems	Friday, 8:30-9:15 P.M.	36*	6/29/28	5/4/34-7/27/34; 8/3/34—	Erwin, Wasey & Co., Inc., New York
Publications, Inc., New York	Liberty	Edwin C. Hill	Thursday, 8:30-9:00 P.M.	22	7/3/31	10/18/34—	Erwin, Wasey & Co., Inc., New York
Publications, Inc., New York	True Detective	Crime Drama	Wednesday, 10:30-11:00 P.M.	6	5/16/29	9/5/34-9/26/34	Ruthrauff & Ryan, Inc., New York
Marrow Mfg. Co., Chicago	Mar-O-Oil Shampoo	Mary Lee, Beautician	Wed. & Fri., 1:45-2:00 P.M.	10	1/9/34	1/9/34—	Heath-Seehof, Inc., Chicago
Moore Paint Co., New	Paints & Varnishes	Betty Moore Talks	Wednesday, 11:30-11:45 A.M.	24	5/8/29	10/24/34—	None
Mueller Co., Jersey City,	Macaroni	Comedy Skits	Mon.-Fri., 10:15-10:30 A.M.	11	6/14/33	10/16/33—	E. W. Hellwig Co., New York
Motors Co., Kenosha, Wis.	Motor Cars	Special Talent	Tuesday, 2:30-5:15 P.M.	88*	12/25/34	12/25/34 (one time)	J. Walter Thompson Co., Chicago
Modes, Inc., New York	Carolyn Fashions	Gertrude Bailey, Stylist	Tuesday, 3:30-4:00 P.M.	27	9/18/34	9/18/34 (one time)	The Grey Advertising Service Inc., New York

uses CBS-Don Lee Network of 12 Stations.

(Continued on Page 158)

# Advertisers Using CBS Networks During 1934.....

(Continued from Page 157)

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used CBS	Duration of Contract	Agency
National Oil Products Co., Inc., Harrison, N. J.	Admiracion Shampoo	Freddie Miller, Baritone	Friday, 11:15-11:30 A.M.	27	10/3/33	10/3/33-1/26/34	Chas. Dallas Reach, Advertising, Newark, N. J.
The Norsec Co., Jersey City, N. J.	Dentrice	Wallace Butterworth	Mon., Wed., Fri., 12:30-12:45 P.M.	9	12/3/34	12/3/34--	Stack-Goble Advertising Agency, Chicago
Olds Motor Works, Detroit	Motor Cars	Ruth Etting, Ted Husung, John Green's Orchestra	Tues. & Fri., 9:15-9:30 P.M.	61*	8/1/33	2/13/34-5/11/34	Campbell-Ewald Co., Inc., Detroit
Pet Milk Sales Corp., St. Louis	Pet Milk	Mary Lee Taylor	Tues. & Thurs., 11:00-11:15 A.M.	36	11/7/33	11/7/33 --	Batten, Barton, Durstine & Osborn, Inc., New York
Philco Radio & Television Corp., Philadelphia	Philco Radios	Boake Carter	Mon.-Fri., 7:45-8:00 P.M.	15	1/9/30	1/2/33 --	Gardner Advertising Co., St. Louis
Pillsbury Flour Mills Co., Minneapolis	Pillsbury Flour	Cooking Close-Ups	Mon., Wed., Fri., 11:00-11:15 A.M.	20	1/22/29	9/11/33-6/11/34; 6/13/34 --	Hutchinson Advertising Co., Minneapolis
Pinaud, Inc., New York	Hair Tonic	Earl Oxford, Arthur Murray, Leith Stevens Orchestra	Saturday, 6:00-6:30 P.M.	15	12/1/34	12/1/34 --	Blaker Advertising Agency, Inc., New York
Pinx Co., Fort Wayne, Ind.	Medicine	Little Jack Little	Sun., Wed., Fri., 1:30-1:45 P.M.	19	10/21/34	10/21/34--	Russell M. Seeds Co., Indianapolis
Pontiac Motor Co., Pontiac, Mich	Motor Cars	Surprise Party	Saturday, 9:30-10:00 P.M.	63*	12/28/32	12/16/33-3/10/34	Campbell-Ewald Co., Inc., Detroit
J. L. Prescott Co., New York	Oxol	The Oxol Feature	Mon. & Wed., 5:45-6:00 P.M.	12	2/27/31	2/24/33-2/21/34	Batten, Barton, Durstine & Osborn, Inc., New York
Remington Rand, Inc., New York	Typewriters	March of Time Drama	Friday, 8:30-9:00 P.M.	38*	12/11/32	2/26/34-11/21/34	Batten, Barton, Durstine & Osborn, Inc., New York
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camels	Walter O'Keefe, Annette Hanshaw, Casa Loma Orch.	Tuesday, 10:00-10:30 P.M. Thursday, 9:00-9:30 P.M.	85*	6/1/31	12/7/33-6/5/34; 10/2/34--	William Esty & Co., Inc., New York
The Rieser Co., Inc., New York	Venida Shampoo	Voice of Romance	Saturday, 6:15-6:30 P.M.	20	11/15/31	2/10/34-5/5/34	Donahue & Coe., New York
Roquefort Assn., Roquefort, France	Cheese	The Story Behind the Song	Mon. & Thurs., 1:30-1:45 P.M.	10	11/9/34	11/9/34--	Morris, Windmuller & Ingler, Inc., Chicago
Schlitz Brewing Co., Milwaukee	Beer	Program of the Week	Friday, 10:00-10:45 P.M.	49*	4/13/34	4/13/34-9/7/34	Batten, Barton, Durstine & Osborn, Inc., New York
Shell Eastern Petroleum Products Co., New York	Shell Oil	Eddie Dooley, Sports Reporter	Thurs., Fri., Sat., 6:30-6:45 P.M.	24	9/29/32	9/13/34-12/8/34	J. Walter Thompson Co., New York
Shell Eastern Petroleum Products Co., New York	Shell Oil	Eddie Dooley	Saturday, 6:30-6:45 P.M.	23	.....	9/29/32-12/15/31	J. Walter Thompson Co., New York
Shell Petroleum Corp., St. Louis	Shell Oil	Red Grange	Thurs., Fri., Sat., 6:30-6:45 P.M.	20	9/27/31	9/27/34-12/1/34	J. Walter Thompson Co., New York
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Trade & Mark	Saturday, 8:45-9:00 P.M.	34*	11/28/31	1/6/34-3/31/34	Hommann, Tarcher & Co., Inc., New York
Socony-Vacuum Corp., New York	Socony Products	Arthur Allen, Park Fennelly Drama	Saturday, 7:00-7:30 P.M.	10	1/27/33	10/6/34--	J. Stirling Getchell, Inc., New York
Sprague Warner & Co., Chicago	Richelleu Products	Eleanor Howe, "Betty Thomas"	Friday, 4:00-4:30 P.M.	9	1/27/33	10/13/33-1/5/34	Blackett-Sample-Hummel, Inc., Chicago
Standard Oil Co., of N. J., New York	Gas & Oil	"The O'Flynn"	Friday, 10:30-11:00 P.M.	32	11/29/32	12/7/34--	McCann-Erickson, Inc., New York
Sterling Products, Inc., New York	Bayer's Aspirin	Lavender & Old Lace	Tuesday, 8:00-8:30 P.M.	25	6/19/34	6/19/34--	Blackett-Sample-Hummel, Inc., Chicago
Sterling Products, Inc., New York	Phillips Magnesia	"Skippy"	Mon.-Fri., 5:15-5:30 P.M.	22	7/31/33	7/31/33-7/30/34; 10/1/34--	Blackett-Sample-Hummel, Inc., Chicago
Sterling Products, Inc., New York	Phillips Magnesia	Abe Lyman's Orchestra	Tuesday, 8:30-9:00 P.M.	20	9/1/31	9/24/34--	Blackett-Sample-Hummel, Inc., Chicago
Studebaker Sales Corp. of America, South Bend, Ind.	Motor Cars	Richard Himber's Orchestra	Tuesday, 9:00-9:30 P.M. Rebroadcast 11:00-11:30 P.M.	42*	12/27/28	5/12/34--	Roche, Williams & Curham, Chicago
Swift & Co., Chicago	Butter & Meat	Olsen & Johnson	Friday, 10:00-10:30 P.M.	48*	7/5/32	10/6/33-3/30/34	J. Walter Thompson Co., Chicago
Tide Water Oil Co., New York	Tydol, Veedol	Music of the Air	Mon., Wed., Fri., 7:30-7:45 P.M.	15	2/15/29	10/16/33-6/29/34	Lenzen & Mitchell, Inc., New York
Time, Inc., New York	Time Magazine	"The March of Time"	Friday, 9:00-9:30 P.M.	40*	3/6/31	10/5/34--	Batten, Barton, Durstine & Osborn, Inc., New York
Tobe, Inc., New York	Fashions	Fashion Show	Wednesday, 4:00-4:30 P.M.	13	3/7/34	3/7/34 (one time)	No Agency
Typewriter Educational Research Bureau, New York	.....	Mrs. Franklin D. Roosevelt	Sunday, 7:45-8:00 P.M.	36*	11/11/34	11/11/34-12/16/34	Batten, Barton, Durstine & Osborn, Inc., New York
Underwood, Elliott, Fisher Co., New York	Office Equipment	William Lyon Phelps Voice of America	Thursday, 8:30-9:00 P.M.	22	11/16/33	11/16/35-5/10/34	Marshall & Pratt, Inc., New York
Union Central Life Insurance Co., Cincinnati	Insurance	Roses & Drums Drama	Sunday, 5:00-5:30 P.M.	26	4/24/32	10/15/33-6/3/34	J. Walter Thompson Co., New York
Vick Chemical Co., Greensboro, N. C.	Vaporub	Guest Stars & Freddy Martin's Orchestra	Sunday, 5:00-5:30 P.M.	60*	1/4/33	10/7/34--	Young & Rubicam, Inc., New York
Ely Walker & Co., St. Louis	Fabrics	"Fleur de Lis"	Thursday, 10:30-11:00 A.M.	8	2/1/34	2/1/34-4/26/34	Mortimer W. Mears, Inc., St. Louis
Ward Baking Co., New York	Bread & Cake	Ward's Family Theatre	Sunday, 9:00-9:30 P.M.	26	1/9/30	2/11/34-11/4/34	Fletcher & Ellis, Inc., New York
Wasey Products, Inc., Cincinnati	Drugs	Voice of Experience	Sunday, 6:45-7:00 P.M. Mon.-Fri., 12:00-12:15 P.M. Rebroadcast Wed., 11:30-11:45 P.M.	29	4/24/33	9/11/33-7/13/34; 9/10/34	Erwin, Wasey & Co., Inc., New York
Wasey Products, Inc., Cincinnati (See also Barbasol)	Barbasol & Bost	Edwin C. Hill	Mon., Wed., Fri., 8:15-8:30 P.M.	36*	.....	9/17/34--	Erwin, Wasey & Co., Inc., New York
Wheatena Corp., Rahway, N. J.	Wheatena	Ye Happy Minstrel	Tues. & Thurs., 4:45-5:00 P.M. Mon., Wed., Sat., 6:45-7:00 P.M.	1	10/22/33	1/1/34-4/21/31	McKee & Albright, Inc., Philadelphia
Wheatena Corp., Rahway, N. J.	Wheatena	Wheatenaville Sketches	Mon.-Fri., 5:15-5:30 P.M. (PST)	12*	.....	8/27/34--	McKee & Albright, Inc., Philadelphia
John H. Woodbury Co., Cincinnati	Woodbury Soap	Bing Crosby & Boswell Sisters	Tuesday, 9:00-9:30 P.M.	42*	1/1/32	10/16/33-5/28/34; 9/18/34--	Lenzen & Mitchell, Inc., New York
Worcester Salt Co., New York	Toothpaste	Zoel Parenteau's Orchestra	Friday, 8:00-8:15 P.M.	15	12/8/33	12/8/33-6/1/34	Fuller & Smith & Ross, New York
Wm. Wrigley, Jr. Co., Chicago	Chewing Gum	Myrt & Marge Drama	Mon.-Fri., 7:00-7:15 P.M. Rebroadcast 11:00-11:15 P.M.	55*	12/25/28	9/25/33-4/27/34; 10/1/34--	Francis Hooper Advertising Agency, Chicago
Wm. Wrigley, Jr. Co., Chicago	Chewing Gum	Beauty Program	Thurs., Fri., Sat., 6:45-6:55 P.M.	7	.....	10/4/34--	Francis Hooper Advertising Agency, Chicago
Wyeth Chemical Co., New York	Hills Cascara	Muriel Wilson, Oliver Smith, Jacques Renard's Orchestra	Sunday, 6:00-6:30 P.M.	15	.....	9/24/33-3/25/34	Blackett-Sample-Hummel, Inc., Chicago
Wyeth Chemical Co., New York	Hills Nose Drops	Hawaiian Band	Sunday, 2:30-3:00 P.M.	48*	.....	9/30/34--	Blackett-Sample-Hummel, Inc., Chicago
Wyeth Chemical Co., New York	Jad Salts	Jane & Goodman Ace	Tues, Wed., Thurs., Fri., 1:30-1:45 P.M. Wed., Thurs., Fri., 8:00-8:15 P.M.	29*	11/24/31	10/10/33-1/27/34; 12/11/34--	Blackett-Sample-Hummel, Inc., Chicago

\*Includes CBS-Don Lee Network of 12 Stations.

# Advertisers Using Don Lee Network During 1934 . . .

Sponsor	Product	Talent	Time (P.S.T.)	Number of Stations	Agency
United Oil Co., San Francisco	Oil & Gas	Pacific Coast Football Games	Saturday Afternoons	12	Lord & Thomas, San Francisco
Bank of America, San Francisco	Banking	"Treasure of Time"	Wednesday, 8:45-9:15 P.M.	8	Chas. R. Stuart, Inc., San Francisco
Maple Sales Co., New York	Bordens Products	Jane Ellison	Wednesday, 8:45-9:00 A.M.	8	Young & Rubicam, Inc., New York
Maple Sales Co., Inc., New York	Bordens Products	"Borden's Friday Frolic"	Friday, 7:30-8:00 P.M.	8	McCann-Erickson, Inc., New York
General Motor Car Co., Detroit	Motor Cars	"Gallery of Favorites"	Monday, 9:00-9:30 P.M.	12	Campbell-Ewald Co., Inc., Detroit
Genia Independent Bakeries, San Francisco	Bakery Products	"Sunday Night Hi Jinks"	Sunday, 9:00-10:00 P.M.	8	Erwin, Wasey & Co., Los Angeles
Maple Sugar Co., St. Johnsbury, Vt.	Highland Maple Syrup	.....	Thursday, 7:30-7:45 P.M.	8	Fuller & Smith & Ross, Inc., Cleveland
Missional Dames Co.	Cosmetics	Colonial Minuets	Sunday, 10:45-11:00 A.M.	12	Glasser Advertising Agency, Los Angeles
General Brothers Corp., Detroit	Motor Cars	Drama	Tues. & Thurs., 5:30-5:45 P.M.	12	Ruthrauff & Ryan, Inc., Los Angeles
General Mills, Inc., Minneapolis	Wheathearts	Feminine Fancies	Thursday, 3:15-3:30 P.M.	12	Westco Advertising Co., San Francisco
General Mills, Inc., Minneapolis	Sperry Flour	Betty Crocker	Wed.-Fri., 9:30-9:45 A.M.	14	Westco Advertising Co., San Francisco
General Paint Corp., San Francisco	Flex Finish	Feminine Fancies	Tuesday, 3:20-3:30 P.M.	12	Richard C. Walter, San Francisco
General Petroleum Corp. of Calif., Los Angeles	Oil & Gas	Variety Shows	All Day Broadcast	12	Smith & Drum, Inc., Los Angeles
Grain & Milling Co., Los Angeles	Globe—A1 Flour	Home Economics Program	Tues. & Thurs., 9:30-9:45 A.M.	8	Dan B. Miner Co., Los Angeles
Rock Oil Co. of Calif., Los Angeles	Oil & Gas	"Barnyard Serenade"	Thursday, 7:00-7:30 P.M.	8	Chas. H. Mayne Co., Los Angeles
Har H-O Co., Inc., Buffalo	H. O. Oats	H-Bar-O Rangers	Mon. & Fri., 5:15-5:30 P.M.	12	Erwin, Wasey & Co., Inc., New York
Knox Co., Kansas City	Cystex	"Newspaper Adventures"	Sunday, 3:45-4:00 P.M.	8	Dillon & Kirk Advertising Agency, Kansas City
Thomas J. Lipton, Inc., Hoboken, N. J.	Lipton's Tea	"Lipton's Tea (Blue Monday) Jamboree"	Monday, 8:30-9:30 P.M.	14	Frank Presbrey Co., Inc., New York
Millan Oil Co.	Oil & Gas	Col. Roscoe Turner	Mon., Thurs. & Sat., 7:00-7:30 P.M.	8	Erwin Wasey Co., Los Angeles
Mayo Laboratories, Los Angeles	Medicinal	Gene Austin	Wednesday, 7:45-8:00 P.M.	8	Wallace Advertising Co., Hollywood, Calif.
Electric Co., San Francisco	Stewart-Warren Radios	Cap't. Dobbsie	Mon., Wed. & Fri., 8:00-8:15 A.M.	5	Vincent W. Leahy Advertising Agency, San Francisco
Mission Laboratories, Pasadena, Calif.	O. M. Tablets	Musician Quarter Hour	Sunday, 2:30-2:45 P.M.	8	Sterling Advertising Co., Los Angeles
Chemical Co., Detroit	Parko Polish	"Parko Pals"	Thursday, 8:15-8:30 P.M.	8	The Fred M. Randall Co., Detroit
Grande Oil Co., Los Angeles	Oil & Gas	"Calling All Cars"	Tuesday, 8:30-9:00 P.M.	8	Hixson-O'Donnell-Seymour, Inc., Los Angeles
First Gasoline Co., Los Angeles	Oil & Gas	"Moon Rocket Mystery"	Mon., Tues. & Wed., 7:45-8:00 P.M.	12	Beaumont & Hohman, Los Angeles
First Gasoline Co., Los Angeles	Oil & Gas	"Unsolved Mysteries"	Monday, 7:45-8:00 P.M.	12	Beaumont & Hohman, Los Angeles
Oil Co. of Calif., Los Angeles	Oil & Gas	"The Shell Show"	Monday, 8:00-9:00 P.M.	14	J. Walter Thompson Co., San Francisco
		Shell Sportcast	Thurs., Fri., & Sat., 3:45-6:00 P.M.	12	J. Walter Thompson Co., San Francisco
Sperry Flour Co., San Francisco	Sperry Flour	Feminine Fancies	Tues. & Thurs., 3:20-3:30 P.M.	12	Westco Advertising Agency, San Francisco
Man, Wormser & Co., San Francisco	S & W Fine Food Products	"S & W Merrymakers"	Sunday, 7:30-8:30 P.M.	12	Vincent W. Leahy Advertising Agency, San Francisco
Oil Co. of Calif., Los Angeles	Oil & Gas	"All Star Revue"	Saturday, 6:30-7:00 P.M.	12	Lord & Thomas, Los Angeles
Wheatena Corp., Rahway, N. J.	Wheatena	"Wheatenaville"	Mon.-Fri., 5:15-5:30 P.M.	12	McKee & Albright, Inc., Philadelphia

# Advertisers Using Mutual Network During 1934 . . .

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	Duration of Contract	Agency
Horlick's Malted Milk Corp., Racine, Wis.	Horlick's Malted Milk	"Lum and Abner"	Mon.-Fri., 9:30-9:45 P.M. (over 3 stations)	4 rebroadcast WLW	52 weeks	Lord & Thomas, Chicago
Thomas Leeming & Co., Inc., New York	Baume Bengue	Norman Cordon, Baritone, Lucille Peterson, Mezzo-Contralto, Louis Katzman's Band	Friday, 8:30-9:00 P.M.	4 plus WCAE	26 weeks	Wm. Esty & Co., Inc., New York
Maple Products, Inc., New York	Primrose House Cosmetics & Dr. Edward's Olive Tablets	Jacob Tarshish—"The Lamp-lighter"	Sunday, 11:30 A.M.-Noon	3	26 weeks	Erwin, Wasey & Co., Inc., New York
Aspirin Corp., Chicago	Aspirin	The Life of Mary Sothorn	Mon.-Fri., 4:45-5:00 P.M.	7	.....	The McCord Co., Minneapolis

**Synchronization Equipment Design**  
**Field Strength and Station Location Surveys**  
**Antenna Design • Wire Line Problems**

**GLENN D. GILLETT**  
**Consulting Radio Engineer**  
 National Press Bldg. Washington, D. C.  
 New York Office: Englewood, N. J.



# Advertisers Using Yankee Network During 1934 . . . . .

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used Yankee	Duration of Contract	Agency
The White Lead & Color Works, Detroit	Lin-X & Paints	Merry Go Round	Mon., 7:30-7:45 P.M. Fri., 7:45-8:00 P.M.	5	1932	11/2/34—	Henri, Hurst & McDonald, Inc., Chicago
Associated Pharmacists of Mass., Salem	Chaulmex	Participation in News Flashes	Tues., Thurs., Sat., 1:30-1:40 P.M.	8	1934	4/2/34-11/20/34	C. Brewer Smith Advertising Agency, Boston
Physicians, Inc., Boston	Beauty Parlors	Two Pianos & Tenor Soloist	Wed., 10:45-10:50 P.M. Thurs., 5:45-6:00 P.M.	3 3	1934	10/10/34-10/24/34 7/26/34-9/20/34	Chambers & Wiswell, Inc., Boston
W. B. King Drug Co., Boston	Omega Oil	New Flash	Daily, 6:00-6:15 P.M.	9	1933	12/3/34—	Ingalls Advertising, Boston
Seal Co., Ltd., Cambridge, Mass.	Liquor Distributors	Jack Ingersoll Sport Page	Daily 10:45-10:50 P.M.	4	1934	1/8/34-8/11/34	.....
Glens Sales Co., New York	Evaporated Milk	Melody Sweethearts	Mon. & Fri., 11:45-12:00 A.M.	3	1933	11/12/34—	Young & Rubicam, Inc., New York
Radio American, Boston	American Weekly	Dramatized Stories	7:45-8:00 P.M. Daily	2	1934	1/13/34—	.....
Radio Molasses Co., Boston	Grandma's Molasses	Gretchen McMullen Food Hour	Tues., 10:00 to 10:30 A.M. Thurs., 10:00 to 10:30 A.M.	2 8	1933	6/10/34-10/10/34 10/10/34—	Franklin P. Shumway Co., Boston
Radio Beverages, Inc., Canton, Minn.	Ginger Ale	Baseball Scores	6:00-6:05 P.M. Daily	5	1934	4/21/34—10/1/34	Ingalls Advertising, Boston
W. B. Lamb & Co., Inc., Boston	Meat Products	Gretchen McMullen Food Hour	Tuesday, 10:00-10:30 A.M.	2	1932	9/1/34—	Charles W. Hoyt Co., Inc., Boston
W. B. Lamb Conserve Co., Indianapolis	Canned Foods	Norman Haggood	Tuesday, 7:45-8:00 P.M.	4	1933	11/14/33-2/6/34	Gundlach Advertising Agency, Chicago
W. B. Lamb Brewing Co., Boston	Croft Ale	Participation News Flashes	Daily 6:00-6:15 P.M.	7	1934	7/31/34-8/31/34	McCann-Erickson, Inc., New York
W. B. Lamb Famous Foods, Inc., Elm-street, N. Y.	Dunhams Coconut	Gretchen McMullen Hour	Thursday, 10:00-10:30 A.M.	8	1933	10/1/34-2/1/34	Paris & Peart, New York
W. B. Lamb Mower, Inc., Lynn, Mass.	Marshmallow Fluff	Gretchen McMullen Hour	Tuesday, 10:00-10:30 A.M.	2	1929	10/1/34—	Harry M. Frost Co., Inc., Boston
W. B. Lamb Edwards Co., Boston	Waxrite Polish	20th Century Ensemble	Thursday, 4:00-4:15 P.M.	3	1934	10/11/34—	Kenyon Advertising, Inc., Boston
W. B. Lamb Importing Co., Boston	Oleo Simonini	Italian Orchestra Melodies	Thursday, 7:30-8:00 P.M.	3	1933	11/11/34—	Harry M. Frost Co., Inc., Boston
W. B. Lamb Stone Tire and Rubber Co., Akron, O.	Firestone Tires	Mixed Quartet—Organ	Sunday, 6:15-6:30 P.M.	3	1934	2/11/34-5/21/34	Harry M. Frost Co., Inc., Boston
W. B. Lamb Graham Corp., Boston	Morticians	Male Quartet	Sunday, 9:00-9:30 A.M.	4	1930	12/26/33-4/1/34	Harry M. Frost Co., Inc., Boston
W. B. Lamb Kimball Co., Boston	Hudson-Essex	News Flashes Participation	Mon., Wed., Fri., 11:00-11:15 P.M.	8	.....	10/4/34-10/24/34	Scott Advertising Agency, Boston
W. B. Lamb and Butter Co., Boston	Butter & Eggs	Gretchen McMullen Food Hour	Tuesday, 10:00-10:30 A.M. Thursday, 10:00-10:30 A.M.	2 8	1932	9/1/34— 9/1/34—	.....
W. B. Lamb Irving Co., Hartford, Conn.	Retail Women's Shoe Stores	Joe Rines Orchestra	Wed., Fri., 7:00-7:15 P.M.	5	1932	8/24/34-10/16/34	Bresnick & Solomant, Boston
W. B. Lamb Furniture Co., Boston	Retail Store	Nick Parkyakakas	Friday, 10:30-10:45 P.M.	2	1930	10/12/34—	Sallinger & Publicover, Boston
W. B. Lamb Lek Lab, Inc., Dorchester, Mass.	Katro-Lek	Polish Orchestra-Drama	Daily 12:45-1:00 P.M.	3	1930	11/1/34—	Chambers & Wiswell, Inc., Boston
W. B. Lamb Jewelry Co., Boston	Jewelry Store	Nick Parkyakakas	Mon., 10:30-10:45 P.M.	.....	1930	10/6/33-7/25/34	Sallinger & Publicover, Boston
W. B. Lamb Knight & Son, Charlestown	Kni-cest Ice Cream	Gretchen McMullen Food Hour	Thursday, 10:00-10:30 A.M.	8	1934	5/1/34-6/7/34 7/1/34-8/1/34 9/15/34—	Dowd & Ostreicher, Boston
W. B. Lamb La Rosa Co., Brooklyn, N. Y.	Macaroni	Italian Melodies Orchestra	Daily 12:00-12:30-1:00-1:30	3	1933	.....	Commercial Radio, New York
W. B. Lamb Leeming & Co., Inc., New York	Baume Bengue	Don Ross—Ben Gay Seran	Tues., Wed., Thurs., 9:30-9:45 A.M.	4	1933	10/31/33-1/18/34	Wm. Esty & Co., Inc., New York
W. B. Lamb Lopez, Brooklyn, N. Y.	Giglio Cosmetics	Italian Melodies	Mon., Wed., Fri., 10:45-11:00 A.M.	3	1933	6/25/34—	Bess & Schillen, New York
W. B. Lamb Menderth, Inc., Boston	Menderth Soil Rectifier	Menderth Master Gardner	Sunday, 5:55-6:00 P.M.	5	1932	2/18/34-6/21/34	Chambers & Wiswell, Inc., Boston
W. B. Lamb Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Gretchen McMullen Food Hour	Thursday, 10:00-10:30 A.M.	8	1934	1/4/34-4/26/34	Henri, Hurst & McDonald, Inc., Chicago
W. B. Lamb Pension Association, Washington, D. C.	.....	Talk	Wednesday, 7:45-8:00 P.M.	9	1933	2/7/33-3/1/34	.....
W. B. Lamb Tobacco Co., Wilkes-Barre,	Kentucky Winner Cigarettes	Baseball Games	Daily 3:00-3:15 P.M.	8	1934	3/21/34-9/29/34	Ruthrauff & Ryan, Inc., New York
W. B. Lamb Tobacco Co., Wilkes-Barre,	Kentucky Club Tobacco	Football Games	Saturday, 3:00-5:00 P.M.	8	1934	Specified College Games	Ruthrauff & Ryan, Inc., New York
W. B. Lamb Wray Flour Mills Co., Minneapolis	Minit-Mix	.....	Tues., Wed., Thurs., Fri., 9:15-9:20 A.M.	9	1932	4/24/34-6/6/34	Hutchinson Advertising Agency, Minneapolis
W. B. Lamb League of the Little Flower, Detroit	Religious	Rev. Chas. E. Coughlin	Sunday, 4:00-5:00 P.M.	8 9	1932	10/22/33-4/15/34 10/28/34—	E. W. Hellwig Co., New York
W. B. Lamb Taylor & Wood Co., Boston	King Arthur Flour	Gretchen McMullen Food Hour	Thursday, 10:00-10:30 A.M.	8	1932	1/1/33-9/1/34	.....
W. B. Lamb Furriers, Boston	Retail Furriers	Different Orchestras	Sunday, 10:00-11:00 P.M.	3	1927	6/9/34—	Aaron Bloom, Boston
W. B. Lamb F. Schrafft & Sons Corp., Boston	Chocolates	Andrew Jacobsen's Grand Orchestra with Mixed Quartet	Saturday, 10:00-10:30 P.M.	7	1934	9/29/34—	Doremous & Co., Inc., Boston
W. B. Lamb Tissue Paper Corp., New York	Tissue	Coconut Grove Orchestra	Friday, 9:30-9:45 A.M.	2	1934	2/2/34-7/27/34	Radio Broadcast Co., Boston
W. B. Lamb Slade Co., Boston	Spices, Condiments	Gretchen McMullen Food Hour	Thursday, 10:00-10:30 A.M.	8	1932	9/1/34—	Churchill-Hall, Inc., New York
W. B. Lamb Varnish Co., Boston	Varnish	Dance Band	Thursday, 5:45-6:00 P.M.	3	1934	11/8/34—	Aaron Bloom, Boston
W. B. Lamb Kaiser & Co., Boston	Pippin Cigars	News Flashes	Daily 7:15-7:30 A.M.	8	1934	6/6/34-6/23/34	Doremous & Co., Inc., Boston
W. B. Lamb Drug Co., Boston	Retail Stores	Dance Band	Tues., Wed., Thurs., Fri., 9:30-9:45 A.M.	2	1933	10/17/34-10/20/34	Street & Finney, Inc., New York
W. B. Lamb Chemical Co., St. Louis	Waxrite	Mrs. (Gov.) J. B. Ely	Thursday, 4:00-4:15 P.M.	3	1934	10/11/34—	Kenyon Advertising, Inc., Boston
W. B. Lamb Cereal Co., Millis, Mass.	Vita B Cereal	Walter Kidder & Organ	Mon., Tues., Fri., 7:45-8:00 A.M.	6	1934	9/17/34—	Chambers & Wiswell, Inc., Boston
W. B. Lamb Con Co., Lowell, Mass.	Vitacon Tablets	F. Sevitisky Concert Orchestra	Mon., Tues., Thurs., 10:00-10:30 P.M.	2	1933	10/3/33-1/16/34	Dowd & Ostreicher, Boston
W. B. Lamb Tower Society, Brooklyn	Religious	Judge Rutherford	Sunday, 10:00-10:15 A.M.	3	1934	11/12/34—	.....
W. B. Lamb Oil & Snowdrift Sales Co., New York	Italian Oil	Italian Orchestra	Sunday, 1:00-1:30 P.M.	4	1932	12/10/33-9/30/34	.....

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# Advertisers Using Southwest Broadcasting System During 1934

Sponsor	Product	Talent	Time (E.S.T.)	No. Stations	First Used S. B. S.	Duration of Contract	Agency
American Airlines, Inc., Chicago	American Airlines	Earl Burnett Orchestra Deacon Moore Eddie Neibour Ed Lally	Friday, 7:15-7:30 P.M.	5	July '33	1/1/34-12/31/34	None
Flour Mill & Elevator Co., Ft. Worth, Tex.	Light Crust Flour	Light Crust Dough boys 7:00 P.M.	Daily—except Sunday, 6:45-	2	6/15/33	6/5/34-6/5/35	None
Violet Motor Co., Detroit	Motor Cars	Eight S. W. Conference Football Games	Saturday, 2:30-5:00 P.M. (approx.)	9	10/13/34	10/13/34-11/29/34	Campbell-Ewald Co., Inc., Detroit, Mich.
Felix Series, Pilot Grove, Mo.	Religious	Rev. Father Richard Felix	Sunday, 5:45-6:15 P.M.	6	11/25/34	11/25/34-6/1/35	Dillon & Kirk, Kansas City, Mo.
Confectionery Co., Dallas, Tex.	Velvet Smooth Hand Lotion	Hal Hoffer and Carson Trio	Thursday, 9:00-9:30 P.M.	5	4/20/33	4/20/33-4/20/34	None
Hamlin Wizard Oil Co., 230 W. Huron, Chicago	Wizard Oil	Blue Grass Roy "The Hamlin Corn Cracker"	Tues., Thurs., Sat., 7:00-7:30 P.M.	6	Oct. '33	1/13/34-3/13/34	None
Hammer, Dan B., Ft. Worth, Tex.	Educational Feature	Hosmer	8:30-9:00 P.M. Daily	5	4/30/33	4/30/33-4/30/34	None
Hamman, P. T., c/o K.F.S.A., San Antonio, Tex.	Koran Radio Club	Koran	Daily—except Sat. 7:30-8:00 P.M.	6	3/25/34	3/25/34-6/30/34	None
Independent Oil Operators c/o Tyler Broadcast Co., Tyler, Tex.	Testimonial Banquet	Banquet	Thursday, 7:15-8:45 P.M.	4	11/8/34	11/8/34—	None
Old Age Pension Association, Washington, D. C.	Old Age Pension	Various speakers from Washington, D. C.	Sunday, 6:45-7:00 P.M.	9	1/10/34	1/10/34-3/14/34	None
Plaza Hotel, San Antonio, Tex.	Plaza Hotel	Don Amado's Gauchos Jimmie Garrigan Orch. Milton Brown & "Brownies"	Tues., Thurs., & Sat., 9:30-10:00 P.M. Daily 7:45-8:00 P.M.	5	July '32	9/30/34-12/31/34	None
Pro-Dent Laboratories, St. Louis	Salomint Tooth Paste	Talks by Ray Lang	Daily 6:15-6:30 P.M.	4	7/7/34	7/7/34-10/7/34	None
Wart, Camp, Kerr County, Tex.	Camp Stewart	J. O. Loftin	Monday, 7:45-8:00 P.M.	5	7/6/34	7/16 & 28/34	None
Texas State Teachers Association, Ft. Worth, Tex.	Educational Talk	Miss Laura Allison	Tuesday, 7:00-7:15 P.M.	6	7/16/34	10/30/34, 11/30/34	None
Texas State Teachers Association, Ft. Worth, Tex.	Educational Talk	Hyman Maurice Orchestra	Thursday, 8:15-8:30 P.M.	5	1/16/33	2/16/33-2/8/34	None
Trinity Life Insurance Co., Ft. Worth, Tex.	Trinity Life Insurance	Readings from Books	Daily—except Sat. 9:45-10:00 P.M.	5	4/23/33	4/23/33-4/23/34	None

# Advertisers Using New England Network During 1934 . . .

Sponsor	Product	Talent	Time (EST.)	No. Stations	First Used N.E.N.	Duration of Contract	Agency
Beck's Coal Co., Boston	Coal	Trio & Orchestra	Sunday, 7:00-7:30 P.M.	4	9/33	9/16/34—	Harry M. Frost Co., Boston
Beck's Brewing Co., Boston	Ale	Neal O'Hara	Tues., Thurs., Sat., 7:00-7:15 P.M.	4	10/34	10/2/34-12/8/34	McCann-Erickson, Inc., New York
Beck's Mower Co., Boston	Marshmallow Fluff	The Collegians	Sunday, 6:45-7:00 P.M.	5	9/33	9/30/34—	Harry M. Frost Co., Boston
Bread Makers' Council of the Air	Foods	Marjorie Mills	Tues. & Thurs., 9:30-9:45 A.M.	4	12/34	10/16/34—	Radio Broadcasting Co., Boston
New England Pure Food Institute	.....	Prof. Lewis B. Allyn Sylvia Winters "Big Freddy Miller"	Tues. & Thurs., 2:00-2:15 P.M.	5	11/33	11/13/34—	Broadcast Advertising, Inc., Boston
Procter & Gamble Co.	Ivory Shaving Cream	Buddy and Blake	Tues. & Thurs., 7:45-8:00 P.M.	4	7/34	7/24/34—	The Blackman Co., New York
Radio Products Corp., New York	Yeasties		Tues. & Thurs., 5:45-6:00 P.M.	5	10/34	10/2/34-12/27/34	Hanff-Metzgar, Inc., New York

## ELECTRICAL TRANSCRIPTIONS

(Rules of FCC Governing Their Announcement and Performance)

176. A mechanical reproduction shall be announced as such except when its use is merely incidental, as for identification or background. The exact form of announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

- "This is a phonograph record."
- "This is a player-piano record."

In all cases where electrical transcriptions made exclusively for broadcast purposes are so constructed as to record a single continuous program upon more than one mechanical reproduction, rather than a recordation of the entire program upon a single mechanical reproduction, the announcement required hereby shall be made at the commencement of each such program and in no event less than every 15 minutes. All other announcements required hereby shall immediately precede the use of each separate mechanical reproduction.

## REBROADCASTING OF PROGRAMS

(From Official Rules and Regulations of FCC)

177. The licensee of any broadcast station, may without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided*, That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Commission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station.

## POLITICAL BROADCASTS

(From Official Rules and Regulations of FCC)

178. Attention is directed to section 18 of the Radio Act of 1927, which reads as follows:  
 "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."  
 Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license.

## RULE GOVERNING SOS BROADCASTS

(From Official Rules and Regulations of FCC)

179. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

180. No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

# Advertisers Using WBS Transcriptions During 1934 . . .

## One-Minute Announcements

Sponsor	Product	Agency
Beaumont Laboratories, St. Louis.	B. 4-Way Cold Tablets	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Brown & Williamson Tobacco Corp., Louisville	Raleigh Cigarettes	Batten, Barton, Durstine & Osborn, Inc., New York
Capudine Chemical Co., Raleigh, N. C.	Medicine	Jacobs-Dillard Co., Atlanta, Ga.
Chieftain Mfg. Co., Baltimore	Color Shine	Van Sant, Dugdale & Co., Inc., Baltimore
Coco Cod Corp., Evanston, Ill.	Cod Liver Oil	.....
Coleman Lamp & Stove Co., Wichita, Kan.	Stoves	Potts-Turnbull Co., Kansas City
Dodge Brothers Corp., Detroit	Motor Cars	Ruthrauff & Ryan, Inc., New York
French Lick Springs Hotel Corp., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Fruit Dispatch Co., New York	Unifruit Bananas	Batten, Barton, Durstine & Osborn, Inc., New York
General Baking Co., New York	Bond Bread	Batten, Barton, Durstine & Osborn, Inc., New York
General Mills, Inc., Minneapolis	Bisquick & Wheaties	McCord Co., Minneapolis
Gillette Rubber Co., Eau Claire, Wis.	Rubber Goods	Cramer-Krasselt Co., Milwaukee
Gillette Safety Razor Co., Boston	Razors	Ruthrauff & Ryan, Inc., New York
B. Kuppenheimer & Co., Inc., Chicago	Men's Clothing	.....
McCormick & Co., Baltimore	Tea	Van Sant, Dugdale & Co., Inc., Baltimore
Olds Motor Works, Lansing, Mich.	Motor Cars	D. P. Brothers & Associates, Detroit
Phillips Petroleum Co., Bartlesville, Okla.	Petroleum Products	Lambert & Feasley, Inc., New York
Pontiac Motor Co., Pontiac, Mich.	Motor Cars	Campbell-Ewald Co., Inc., Detroit
Procter & Gamble Co., Cincinnati	Dreft	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Procter & Gamble Co., Cincinnati	Drene	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Quaker State Oil Refining Corp., Oil City, Pa.	Gas & Oil	Kenyon & Eckhardt, Inc., New York
Reliance Mfg. Co., Chicago	Shirts	Carroll Dean Murphy, Inc., Chicago
Skelly Oil Co., Kansas City	Gas & Oil	Ferry-Hanly Advertising Co., New York
Standard Oil Co. (Indiana), Chicago	Gas & Oil	McCann-Erickson, Inc., Cleveland
The Studebaker Sales Corp of America, South Bend, Ind.	Motor Cars	Roche, Williams & Cunningham, Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	H. W. Kastor & Sons Advertising Co., Inc., Chicago

## Two-Minute Announcements

Nehi Bottling Co., Columbus, Ga.	Ginger Ale	James H. Greene Agency, Atlanta, Ga.
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## Five-Minute Programs

Affiliated Products, Inc., Chicago	Cosmetics	Blackett-Sample & Hummert, Inc., New York
Capudine Chemical Co., Raleigh, N. C.	Aspirin	Jacobs-Dillard Agency, Atlanta, Ga.
Chesapeake & Ohio Railroad, Cleveland	Rail Travel	Campbell-Ewald Co., Detroit
Conti Products Corp., New York	Castile Soap	Henry S. Howland Agency, New York
Drezma, Inc., New York	Cosmetics	.....
P. Duff & Sons, Inc., Pittsburgh	Ginger Bread Mix	Batten, Barton, Durstine & Osborn, Inc., New York
French Lick Springs Hotel Corp., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Dr. J. W. Haines Co., Cincinnati	Liquor Cure	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Hudson Motor Car Co., Detroit	Motor Cars	The Blackman Co., New York

## Five-Minute Announcements

(Continued)

Sponsor	Product	Agency
La Gerardine, Inc., New York	Wave Lotion	.....
Lur-Eye Products, Inc.	Eye Preparation	.....
Perfection Stove Co., Cleveland	Stoves	McCann-Erickson, Inc., Cleveland
Remsen Corp.	Aspirin-Plus	.....
Rose Laird, Inc., New York	Cosmetics	Kelly, Mason & Roosevelt, New York

## Fifteen-Minute Programs

Armand Co., Des Moines	Cosmetics	N. W. Ayer & Sons, Inc., New York
Associated Mfrs. of Steel Beer Barrels, New York	Steel Barrels	Fisher, Zealand & Co., New York
Barbey's, Inc., Reading, Pa.	Sunshine Beer	.....
Beech-Nut Packing Co., Canajoharie, N. Y.	Coffee	McCann-Erickson, Inc., New York
Best Foods Co., New York	Nucoa	Benton & Bowles, Inc., New York
Bristol-Myers Co., New York	Cosmetics	Thompson-Koch Co., Chicago
Capudine Chemical Co., Raleigh, N. C.	Aspirin	Jacobs-Dillard Agency, Atlanta, Ga.
Clark Bros. Chewing Gum Co., Pittsburgh	Teaberry Gum	H. W. Kastor & Sons Advertising Co., Inc., New York
F. W. Clements Products Co., Rochester, N. Y.	Krushen Salts	Redfield-Coupe, Inc., New York
Eastman Kodak Co., Rochester, N. Y.	Kodaks	J. Walter Thompson Co., New York
Frozen Dessert, Inc., Chicago	Ice Cream Mix	Roche, Williams & Cunningham, Chicago
General Mills, Inc., Minneapolis	Wheaties	Blackett-Sample-Hummert, Chicago
Golden Peacock, Inc., Paris, Tenn.	Cosmetics	Ruthrauff & Ryan, Inc., New York
Charles Gulden, Inc., New York	Mustard	Charles W. Hoyt Co., Inc., New York
Hickok Oil Co., Kansas City	Petroleum Products	Russell C. Comer Advertising Agency, Kansas City
Thos. E. McElroy Co.	Furs	Schimmer & Scott, Chicago
National Association of Manufacturers, Washington	Sustaining Institutional	.....
New York State Fair Commission, Albany, N. Y.	.....	Onondaga Radio Broadcast Corp., Syracuse, N. Y.
Niagara Hudson Power Corp., Albany, N. Y.	Electric Service	Batten, Barton, Durstine & Osborn, Inc., New York
Paramount Pictures Distributing Corp., New York	Motion Pictures	.....
Philco Radio & Television Corp., Philadelphia	Radio Receivers	Hutchins Advertising Co., Rochester, N. Y.
Procter & Gamble Co., Cincinnati	Soap	The Blackman Co., New York
Provident Mutual Life Insurance Co., Philadelphia	Insurance	Samuel Lewis Agency, Philadelphia
Raladam Co., Detroit	Marmola	H. W. Kastor & Sons Advertising Co., Inc., Chicago
Richfield Oil Co., New York	Gas & Oil	Lambert & Feasley, Inc., New York
Richfield Oil Co. (Western Division), Los Angeles	Gas & Oil	H. C. Bernsten Agency, Los Angeles
Scott Furriers, Inc., Boston	Furs	Aaron S. Blum Co., Boston
Skelly Oil Co., Kansas City	Gas & Oil	Russell C. Comer Advertising Agency, Kansas City, Mo.
The Studebaker Sales Corp. of America, South Bend, Ind.	Motor Cars	Roche, Williams & Cunningham, Chicago

## Thirty-Minute Programs

Bayer Aspirin Co., New York	Aspirin	Blackett-Sample-Hummert, Chicago
Ford Motor Co., Detroit	Motor Cars	N. W. Ayer & Sons, Inc., New York
Studebaker Sales Corp of America, South Bend, Ind.	Cars	Roche, Williams & Cunningham, Chicago
R. L. Watkins Co., New York	Dr. Lyons Toothpowder	Blackett-Sample-Hummert, Inc., New York

# THE TEXAS QUALITY GROUP

Each Station Affiliated with the National Broadcasting Co.

**WBAP—**  
Fort Worth  
50,000 Watts  
800 k.c.

**—WFAA**  
Dallas  
50,000 Watts  
800 k.c.

## Linking 4 Great Markets

The  
**ONLY Network in the Southwest Using Quality Telephone Lines!**



**Five Times as Much Power As Any Other Group of Stations in This Area!**

**WOAI**  
San Antonio  
50,000 Watts  
1190 k.c.

**KPRC**  
Houston  
5,000 Watts (D)  
1,000 Watts (N)  
920 k.c.

Full Coverage With  
**ONE PROGRAM—ONE PRICE**

Tell your sales story in four great markets simultaneously and watch your sales curve soar! The lucrative Southwest trade area, with its 12½ million people and its wealth of natural resources, is almost a nation in itself. The average wealth produced here annually is approximately six billions of dollars, and over five billions of that is spendable income! Texas alone is capable of sustaining a population of fifty millions—so great is its

productivity. Advertisers who today build the strongholds of commercial leadership in this great Southwestern Empire are investing in a developing section and a rapidly increasing market. . . . And business forecasters of recognized standing are pointing to the Southwest as the sector with the greatest immediate potentialities! Complete coverage of the Southwest is now available with a single program. Emanat-

ing from any one of these leading stations, your program is transmitted with utmost fidelity over telephone lines to the rest of the chain. . . . And for proof that you're reaching the ears of the Southwest's vast buying audience, consult any recognized survey. Thorough coverage, quality production, and low cost per listener—that's what The Texas Quality Group offers you!

**EDWARD PETRY & CO., INC.—National Representatives**

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

# 1934 National-Regional Radio Advertisers and Their Agencies

## A

**A-C Spark Plug Co., Flint, Mich.** *n*  
Agency: D. P. Brother & Associates, Detroit.

**Acme White Lead & Color Works, Detroit** (Acme Quality paints). *n*  
Agency: Henri, Hurst & McDonald, Inc., Chicago.

**Adams Hat Stores, New York** (chain hat stores). *sp,n*  
Agency: Maxon, Inc., New York.

**Adell Chemical Co., Holyoke, Mass.** (stain remover). *sp*

**Adlerika Co., St. Paul (Adlerika).** *n,sa,t,ta*  
Agency: St. Paul Advertising Co., St. Paul.

**Adson Chemical Co., Inc., Gwynedd Valley, Pa.** (Ozomist for colds).  
Agency: Charles Blum Advertising Corp., Philadelphia.

**Affiliated Products Inc., Chicago** (Kissproof, Louis Philippe, Edna Wallace Hopper cosmetics). *n,sp,t*  
Agency: Blackett-Sample-Hummert, Inc., Chicago.

**Agfa Anso Corp., Binghamton, N. Y.** (Agfa films).  
Agency: Boyle, Zipprodt Corp., New York.

**James A. Aicardi & Son Co., Boston** (I-Car-De mayonnaise).  
Agency: Mitchell Co., Boston.

**Akron Lamp Co., Akron** (reading lamps). *sp*  
Agency: Fred M. Randall Co., Detroit.

**Alabama-Georgia Syrup Co., Montgomery, Ala.** (Sunnygold syrups).  
Agency: Fitzgerald Advertising Agency, Inc., New Orleans.

**Alaska Packing Association, San Francisco** (salmon). *t*

**Albers Bros. Milling Co., Seattle** (Albers Flapjack flour). *t*  
Agency: Erwin, Wasey & Co., Inc., Seattle.

**Allen-A Company, Kenosha, Wis.** (hosiery).  
Agency: Burnet-Kuhn Advertising Co., Chicago.

**Allen-Edmonds Shoe Corp., Belgium, Wis.** (men's shoes).  
Agency: Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

**Mark W. Allen & Co., Detroit** (2 Drop hand lotion). *sa*  
Agency: Holmes, Inc., Detroit.

**Allied Mills, Inc., Chicago** (O-Brand flour).

**Allied Quality Paint Group, Chicago** (Acme, Lowe Brothers paints). *n*  
Agency: Henri, Hurst & McDonald, Inc., Chicago.

**Alligator Co., St. Louis** (clothing).  
Agency: Critchfield & Co., Chicago.

**Allis-Chalmers Mfg. Co., Milwaukee** (agricultural machinery).  
Agency: Freeze - Vogel - Crawford, Inc., Milwaukee.

**All State Insurance Co., Chicago.** *sp*

**American Airways, Chicago** (air travel). *sp*  
Agency: P. P. Willis Corp., Chicago.

**American Bird Products, Inc., Chicago** (bird food).  
Agency: Weston-Barnett, Inc., Chicago.

**American Chain Co., Bridgeport, Conn.** (Weed auto chains). *sp*  
Agency: Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

**American Chicle Co., Long Island City, N. Y.** (chewing gum).  
Agency: Badger, Browning & Hersey, Inc., New York.

**American Cigar Co., New York** (Chancellor & Crema cigars).  
Agency: Lord & Thomas, New York.

**American Cosmeticians Association, New York** (convention announcement).

**American Cranberry Exchange, New York** (Eatmoor cranberries). *sa*  
Agency: Gotham Advertising Co., New York.

**American Drug Corp., St. Louis** (Sinaspice wash).  
Agency: Lewis-Waetjen Agency, New York.

**American Fruit Growers, Inc., Pittsburgh** (Blue Goose fruits).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

**American Gold Buying Company, New York.** *t*

**American Home Products Co., New York** (Dr. Lyons tooth powder). *n*  
Agency: Blackett-Sample-Hummert, Inc., New York.

**American Household Institute, Chicago.** *sp*

**American Licorice Co., Chicago** (Wins confection).

**American Meat Packers, Chicago.** *sp*

**American Molasses Co., New York** (Grandma's molasses). *sp*  
Agency: Charles W. Hoyt Co., Inc., New York.

**American Oak Leather Co., Cincinnati** (shoe leather). *sp*

**American Oil Co., Baltimore** (Amoco gas). *n,rn,sa*  
Agency: Joseph Katz Co., Baltimore.

**American Pop Corn Co., Sioux City, Ia.** (Jolly Time pop corn).  
Agency: Coolidge Advertising Co., Des Moines.

**American Protestant Defense League, New York.** *sp,ta*

**American Perfume Co., Seattle** (Lady Blondell perfume). *sa*

**American Radiator & Standard Sanitary Corp., New York** (heating apparatus). *n*  
Agency: Blaker Advertising Agency, Inc., New York.

**American Research Chemical Co., Columbus, O.** (Rug Nu). *sp*

**American Rolling Mills Co., Middletown, O.** (Armco sheet steel). *n*  
Agency: Batten, Barton, Durstine & Osborn, Inc., Chicago.

**American Safety Razor Corp., Brooklyn** (Ever Ready & Gem razors).  
Agency: Federal Advertising Agency, Inc., New York.

**American Stores Co., Philadelphia** (chain grocers). *sp*

**American Sugar Refining Co., New York** (Domino sugar).  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

**American Tobacco Co., New York** (Lucky Strike cigarettes). *n*  
Agency: Lord & Thomas, New York.

**American Weekly Magazine, New York** (publication). *t*

**Andresen-Ryan Coffee Co., Duluth** (Arco coffee).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

**Angels-Campfire Co., Chicago** (marshmallows).  
Agencies: Geo. J. Kirkgasser & Co., Chicago; John H. Dunham Co., Chicago.

**Angostura - Wuperman Corp., New York** (Angostura bitters). *sp*  
Agency: Cowan & Dengler, Inc., New York.

**Benjamin Ansell, St. Louis** (tooth powder). *sp*  
Agency: O'Callaghan Advertising Agency, Memphis.

**Appen-D-Yorn Sales Co., Garrett, Ind.** (cold remedy).  
Agency: Ross Advertising, Inc., Fort Wayne, Ind.

**K. Arakalian, Inc., New York** (Madera wines). *sp,ta*  
Agency: Hudson Advertising Co., New York.

**Arcturus Radio Tube Co., Newark** (A C radio tubes).  
Agency: United States Advertising Corp., New York.

**Elizabeth Arden, New York** (cosmetics). *n,sp*  
Agency: Blaker Advertising Agency, Inc., New York.

**Armand Co., Des Moines** (cosmetics). *t*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

**Armco Culvert Mfg. Association, Middletown, O.**

**Armour & Co., Chicago** (Star hams, etc.). *n,sp*  
Agency: Lord & Thomas, Chicago.

**Armour Soap Works, Chicago** (soaps).  
Agency: Lord & Thomas, Chicago.

**Armstrong Cork Co., Lancaster Pa.** (Armstrong linoleum).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

**Charles Arnaco Co., Minneapolis** (Arno scalp treatment).  
Agency: Campbell-Mithun, Inc., Minneapolis.

**Arnold Drug Co., Los Angeles** (Arnolax capsules).  
Agency: Evans Advertising Co., Los Angeles.

**Artraft Industries, Fort Worth** (Won't Run). *sp*

**Associated Oil Co., San Francisco** (Cycol motor oil). *sp,sa*  
Agency: Lord & Thomas, San Francisco.

**Associated Pharmacists of Massachusetts, Salem, Mass.** (Chaulmex ointment). *n*

**Associated Serum Products, Inc., Kansas City.** *sa*

**Association of American Soap & Glycerine Producers, New York** (GPA glycerine). *sa*  
Agency: Newell-Emmett Co., Inc., New York.

**Atlantic Pharmaceutical Co., Boston** (Apo fly killer).  
Agency: David Malkiel Advertising Agency, Boston.

**Atlantic Refining Co., Philadelphia** (White Flash gasoline). *sa*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

**Atlas Brewing Co., Chicago** (Atlas Special brew). *n*  
Agency: Erwin, Wasey & Co., Inc., Chicago.

**Atmore & Son, Inc., Philadelphia** (mincemeat).  
Agency: John L. Butler Co., Philadelphia.

**Atwater-Kent Mfg. Co., Philadelphia** (radios). *n*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

**Nichols Austin & Co., Brooklyn** (Long John whiskey).  
Agency: Albert Frank-Guenther-Law, Inc., New York.

**Automatic Burner Corp., Chicago** (A B C oil burners).

**Avacado Soap Co., Omaha** (soaps). *t*

**The Ayer Co., Lowell, Mass.** (Cherry Pectoral). *sa*  
Agency: Hanft-Metzger, Inc., New York.

## B

**B. T. Babbitt, Inc., New York** (Bab-O cleanser). *n*  
Agency: Peck Advertising Agency, Inc., New York.

**Alexander Balart Co., San Francisco** (Million Dollar coffee). *sp*

**Baldwin Perfumery Co., Chicago** (fume).  
Agency: M. Glen Miller, Chic

**Baldwin Piano Co., Cincinnati.** *n*

**Ball Brothers Co., Muncie, Ind.** (Jars). *sp*  
Agency: Applegate Advertising Agency, Muncie, Ind.

**L. Bamberger & Co., Newark** (department store).  
Agency: Frederick N. Sommer Advertising Agency, Newark.

**Bank of America, San Francisco.**

**Barbey's, Inc., Reading, Pa.** (Suns beer). *t*

**The Barbasol Company, Indianapolis** (shaving cream). *n*  
Agency: Erwin, Wasey & Co., New York.

**Barnsdall Refineries, Inc., Tulsa** (petroleum products). *n,sp*  
Agency: Arthur Towell, Inc., Madison, Wis.

**F. E. Barr & Co., Chicago** (Bo-tine remedy). *sp*  
Agency: Gale & Pietsch, Inc., Chicago.

**Barrie Laboratories, Newton, Mass.** (plant food).  
Agency: Wood, Putnam & Wood Co., Boston.

**Bartles-Shepherd Co., Waterloo** (Northland motor oil).  
Agency: Weston-Barnett, Inc., Waterloo, Ia.

**Basic Foods, Inc., Chicago** (bulk foods). *sp*

**Battle Creek Drugs, Inc., Battle Creek, Mich.** (Bunkura treatment).  
Agency: Erwin, Wasey & Co., Chicago.

**The Battle Creek Food Co., Battle Creek, Mich.** (Zig & Peg). *n,sa*  
Agency: Erwin, Wasey & Co., Chicago.

**Bauer & Black, Chicago** (Blue corn plaster). *n*  
Agency: Needham, Louis & Bledsoe, Inc., Chicago.

**Bayer Co., Inc., New York** (Bayer aspirin). *n,sp,t*  
Agency: Blackett-Sample-Hummert, Inc., New York.

**Bay State Fishing Co., Boston** (fathom fish). *sa,t*  
Agency: Street & Finney, Inc., Boston.

**Bayuk Cigars, Inc., Philadelphia** (Vania Ribbon cigars).  
Agency: McKee & Albright, Philadelphia.

**B. C. Remedy Co., Durham, N. C.** (headache powders). *sp*  
Agency: Harvey-Massengale Atlanta.

**Baumont Laboratories, St. Louis** (4-Way cold tablets). *sa*  
Agency: H. W. Kastor & Sons Advertising Co., Inc., Chicago.

**Dr. Beaumont Co., Los Angeles** (pilotory). *sp*

**J. W. Beardley's Sons, Newark** (fish).  
Agency: Frank Presbrey Co., New York.

**Beauticians, Inc., Boston** (beauty parlors). *n*

**Beech-Nut Packing Co., Canajoharie, N. Y.** (Beech Nut foods). *n,sp*  
Agencies: Fletcher & Ellis, New York; McCann-Brickson, New York.

**P. Beiersdorf & Co., Long Island** (Nivea face cream).  
Agency: Federal Advertising Agency, Inc., New York.

**Bell Co., Inc., Chicago** (chemical products).  
Agency: Rogers & Smith Advertising Agency, Chicago.

**Berrous Watch Co., New York** (watches).  
Agency: Leon & Held, Inc., New York.

**Bertley-Begle, Inc., Montgomery** (Air-O-Mixer).

## Code of Symbols

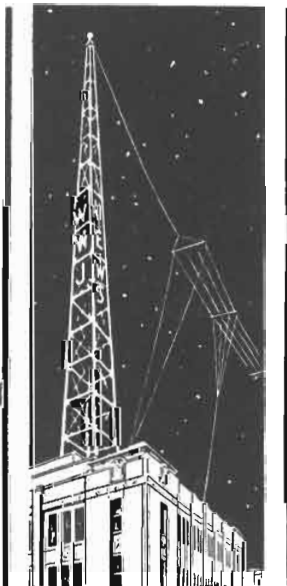
*n.* Network programs.  
*rn.* Regional Networks programs.  
*t.* Transcriptions.

*sp.* Local Studio programs.  
*sa.* Local Spot Announcements.  
*ta.* Transcription Announcement.

# Directory of 1934 National and Regional Radio Advertisers (Con't) . . .

- Perfumers, St. Louis. *sa*  
 Agency: Hilmer V. Swenson Co., St. Louis.
- Brothers, Inc., Detroit (various).  
 Agency: Maxon, Inc., Detroit.
- oods, Inc., New York (Hell-mayonnaise, Nucoa, etc.).  
 Agency: Benton & Bowles, Inc., New York.
- Homes & Gardens Magazine, Moines (publication). *sp*  
 Agency: Homer McKee, Inc., Chicago.
- Speech Institute of America, go (school). *sp*  
 Agency: Beyer, New York (Mankind food). *sp*
- stein Products Inc., Chicago (cine).  
 Agency: Mitchell-Faust Advertising Chicago.
- Ed Packing Co., New York (ed foods). *rn*  
 Agency: Wolcott & Holcomb, Boston.
- Electric Co., Chicago (Bee-cleaners).  
 Agency: Roche, Williams & Cunnam, Chicago.
- Hotel, Chicago.  
 Agency: Brandt Advertising Co., Chicago.
- So-Dol Co., New Haven, Conn. (Dol). *n*  
 Agency: Blackett-Sample-Hummert, Chicago.
- Carpet Sweeper Co., Grand Rapids, Mich. (sweepers).  
 Agency: Young & Rubicam, Inc., Chicago.
- Tag Co., Baltimore (insecticides).  
 Agency: Fletcher & Ellis, Inc., New York.
- Black Hawk Coffee & Spice Co., Waterloo, Ia. *t*
- Blackstone Products Co., New York (Tasty-Lax).  
 Agency: Aldin & Austin Advertising Agency, New York.
- Black Seed Co., Racine, Wis. (seeds). *sa*
- C. F. Blanke Tea & Coffee Co., St. Louis (Faust coffee). *sa*  
 Agency: Budke-Connell Advertising Agency, St. Louis.
- Blatz Brewing Co., Milwaukee (Blatz Old Heidelberg beer). *n,sp,sa*  
 Agency: Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee.
- Block Drug Co., New York (Omega oil). *t*  
 Agency: Redfield-Coupe, Inc., New York.
- Blodgett-Beckley Co., Toledo (Old Master coffee).  
 Agency: The Powers-House Co., Cleveland.
- Blue Ging-am Studio, Minneapolis (cosmetics). *sp*
- Blue Seal Co., Cambridge, Mass. (liquors). *rn*
- Blue Valley Creamery Co., Chicago (Blue Valley butter).  
 Agency: Maxon, Inc., Chicago.
- Boncilla Laboratories, Indianapolis (Boncilla preparations). *t*  
 Agency: Archer Advertising Co., Cincinnati.
- Bond Clothing Co., New York. *sp*
- Bond Electric Corp., Jersey City, N. J. (flashlights). *t*  
 Agency: O. S. Tyson & Co., Inc., New York.
- Bonded Crystal Co., Milwaukee (mineral water). *sa*
- Bookhouse for Children, Chicago (publication).
- Booth Fisheries Co., Chicago (fish). *sp*  
 Agency: Carol Dean Murphy, Inc., Chicago.
- Borden Co., Chicago (ice cream). *sp*
- Borden Co., San Francisco (milk). *rn*
- Borden Farm Products, New York (milk). *sp*  
 Agencies: McCann-Erickson, Inc., New York; H. E. Lesan Advertising Agency, New York.
- The Borden Sales Co., New York (cheese & condensed milk). *n,rn,sp*  
 Agency: Young & Rubicam, Inc., New York.
- Borden's Ice Cream Co., New York. *sp*  
 Agency: Young & Rubicam, Inc., New York.
- Boston Advertiser, Boston (American weekly). *rn*
- Boston Globe, Boston (newspaper). *rn*
- Boston Molasses Co., Boston (Grandma's molasses). *rn,sp*  
 Agency: F. P. Shumway Co., Boston.
- Boston Varnish Co., Everett, Mass. (Kyanize varnish).  
 Agency: Ingalls Advertising, Boston.
- Bost Tooth Paste, New York (tooth paste). *sa*  
 Agency: Erwin, Wasey & Co., Inc., New York.
- Bourjois Sales Co., New York (face powders & perfumes). *n*  
 Agencies: Lord & Thomas, New York; Redfield-Coupe, Inc., New York.
- Bowen Air Lines, Fort Worth (air travel). *sa*
- Bowey's, Inc., Chicago (Darl-Rich chocolate drink). *sp,sa,t*  
 Agency: C. Wendell Muench & Co., Chicago.
- Frank Bownes & Co., Lynn, Mass. (Modine paints). *sa*
- Boyer International Laboratories, Chicago (toilet preparations). *n*  
 Agency: Frederick & Mitchell, Inc., Chicago.
- The A. S. Boyle Co., Cincinnati (Old English floor wax). *n*  
 Agency: Blackett-Sample-Hummert, Inc., Chicago.
- Braniff Airways, Oklahoma City (air travel). *sa*
- M. J. Breitenbach Co., New York (Pepto Mangan). *n*  
 Agency: McCann-Erickson, Inc., New York.
- Brewing Corp. of America, Cleveland (Carling's beer).  
 Agency: Meldrum & Fewsmith, Inc., Cleveland.
- Breyer Ice Cream Co., Philadelphia (Breyer's ice cream).  
 Agency: McKee & Albright, Inc., Philadelphia.
- Brillo Mfg. Co., Inc., Brooklyn (Brillo cleaner). *n*  
 Agency: Frank Presbrey Co., Inc., New York.
- Bristol-Myers Co., New York (Sal Hepatica, Ipana, etc.). *n,sp,t*  
 Agencies: Benton & Bowles, Inc., New York; Pedlar & Ryan, Inc., New York; Thompson-Koch Co., Cincinnati.
- Broadcast Foods Co., Inc., Chicago (Broadcast corned beef hash). *n*  
 Agency: Neisser-Meyerhoff, Inc., Chicago.
- Brook Hill Farms, Genesee Depot, Wis. (milk).
- Brosig Laboratories, Chicago (Turlene facial cream).  
 Agency: Earle Ludgen, Inc., Chicago.

. . . . . *The First Radio Station in the World to Broadcast Regular Daily Programs, Beginning August, 1920*



## Covers Detroit Market Best

There are several reasons why WWJ is the preferred radio station among listeners of the great Detroit market of 1,800,000; 1—WWJ was the first radio station in the world to broadcast regular daily programs; 2—It is owned and operated by The Detroit News, the HOME newspaper; 3—In addition to its NBC affiliation, it has created and consistently broadcasts more programs of merit and distinction than any other station in Michigan.



Member of  
Red Network of  
NBC

Regional Representatives, GREIG, BLAIR & SPIGHT, Inc., New York, Chicago, San Francisco, Los Angeles.

# RESULTS OF WHBF

## Advertisers Definite Proof of Program Popularity

### TIRES

Sponsorship of daily baseball scores and night games of the Western League over WHBF brought a nationally-known tire company a 100% increase in their business last summer. To be more specific radio broadcasts on WHBF accounted for one-third of their gross volume at a cost of less than one-fourth of their total advertising expenditure. (Name on request.)

### DEPARTMENT STORE

Davenport, Iowa's largest popular-priced department store after running a twice weekly half-hour organ broadcast during eleven months of 1934 stepped up to a daily half-hour for the Christmas season. (Name on request.)

### WALL PAPER

When a thirty-three-year-old Davenport wall paper and gift goods store started a quitting business sale, they scheduled both newspapers and radio time. After the first week of the sale over 75% of the appropriation was diverted to radio on WHBF because of its instantaneous results. (Name on request.)

### WHY THESE RESULTS?

Because WHBF presents in its daily program every conceivable type of entertainment. Intense study of local listening habits has built for WHBF one of the most responsive audiences in all radio... an audience that buys the sponsors products, in fact even thanks him for telling what he has to sell.

Basic Member

AMERICAN BROADCASTING SYSTEM

"The Quad-City Station"  
ROCK ISLAND, ILLINOIS

**WHBF**  
DAVENPORT, IOWA  
Affiliate of  
THE ROCK ISLAND ARGUS

## Directory of 1934 Radio Advertisers (Continued)

- Brown Shoe Co., St. Louis (Buster Brown shoes).  
Agency: Gardner Advertising Co., St. Louis.
- Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes). †  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- E. L. Bruce Co., Memphis (Terminex). †  
Agency: O'Callaghan Advertising Agency, Memphis.
- Buick Motor Co., Flint, Mich. (motor cars). sa  
Agency: Campbell-Ewald Co., Inc., Detroit.
- Bulova Watch Co., New York (Bulova timepieces). sa  
Agency: The Biow Co., Inc., New York.
- Bunte Brothers, Chicago (tango bars and Maltesers). sp,sa,t  
Agency: Fred A. Robbins, Inc., Chicago.
- Bureau of Milk Publicity, Albany, N. Y. (milk health drive). n,rn  
Agency: N. W. Ayer & Son, Inc., New York.
- Burnham & Morrill Co., Portland, Me. (B & M canned foods).  
Agency: Lavin & Co., Inc., Boston.
- Ben Burke, Inc., Boston (Old Mr. Boston gin). rn,sa,t  
Agency: Badger & Browning, Inc., Boston.
- Burlington Drug Co., Burlington, Vt. (Greene's syrup of tar).  
Agency: Dow & Peterson, Inc., Burlington, Vt.
- Joseph Burnett Co., Boston (vanilla). sp,sa,t  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Burnham Products Co., Inc., Chicago (toilet preparations).  
Agency: Blackett-Sample-Hummert, Inc., Chicago.
- Calonite Co., New York (Chiroponine). †
- Cal-so-dent Co., Inc., New York (mouth wash). n,sp  
Agency: J. Walter Thompson Co., New York.
- Campana Corp., Batavia, Ill. (Italian balm). †  
Agency: Aubrey, Moore & Wallace, Inc., Chicago.
- Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal). sp,t  
Agency: Mitchell-Faust Advertising Co., Chicago.
- Campbell Soup Co., Camden, N. J. (Campbell soups). †  
Agency: F. Wallis Armstrong Co., Philadelphia.
- Canada Dry Ginger Ale, Inc., New York (Canada Dry).  
Agency: J. M. Mathes, Inc., New York.
- John B. Canepa Co., Chicago (Red Cross macaroni).  
Agency: J. Edward Long, Chicago.
- Canfield Oil Co., Cleveland (home dry cleaning machine).  
Agency: Frank Wulf Advertising Agency, Cleveland.
- Canton Beverages, Canton, Conn. (ginger ale). rn
- Capital City Products Co., Columbus (Dixie mayonnaise).  
Agency: J. Horace Lyttle Co., Columbus, O.
- Cape Cod Shirt Co., Fall River, Mass. (men's shirts). sp  
Agency: Lanpher & Schonfarber, Inc., Providence, R. I.
- Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy). sp  
Agency: Wade Advertising Agency, Chicago.
- Capudine Chemical Co., Raleigh, N. C. (medicinals). †  
Agency: Dillard Jacobs Co., Atlanta, Ga.
- Carbola Chemical Co., Natural Bridge, N. Y. (insecticide). sa
- Carbona Products Co., New York (Carbona cleaning fluid). sp  
Agency: E. T. Howard Co., New York.
- The Carborundum Co., Niagara Falls, N. Y. (carborundum abrasives).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Carey Maple Sugar Co., New York (Highland maple syrup). sp
- Carey Salt Co., Hutchinson, Kan. (salt). sa  
Agency: Ruthrauff & Ryan, Chicago.
- Carhart, Hamilton Cotton Mills, Detroit (work garments).  
Agency: Brotherton, Inc., Detroit.
- Carleton & Hovey Co., Lowell, Mass. (Father John's medicine). n,sa  
Agency: John W. Queen, Boston.
- Carlsbad Crystal Sales Co., New York (Carlsbad crystals). n,sp  
Agency: I. M. Kieseewetter Advertising Agency, Inc., New York.
- Carlyle Laboratories, Inc., New York (Phantom Red lipstick).  
Agency: Charles J. Cutajar Advertising, New York.
- Carnation Co., Milwaukee (canned milk). n,sp,sa  
Agency: Erwin, Wasey & Co., Chicago.
- Carpenter-Morton Co., Boston (mote paints). sp,sa  
Agency: Edmund S. Whitten, Boston.
- Carson, Pirie Scott & Co., Chicago (dry goods).  
Agency: Gale & Pietsch, Inc., Chicago.
- Carsten Packing Co., Seattle (meat packers). sp

### C

- Cadillac Motor Car Co., Detroit. †  
Agency: Campbell-Ewald Co., Inc., Detroit.
- M. R. Cady & Co., Inc., Grand Rapids, Mich. (chemists).  
Agency: Matteson-Fogarty-Jordan Co., Inc., Chicago.
- John E. Cain Co., Cambridge, Mass. (mayonnaise). sa  
Agency: Chambers & Wiswell, Inc., Boston.
- Cal-Aspirin Corp., Chicago (aspirin). n,sp  
Agency: The McCord Co., Minneapolis.
- Calcium Chloride Assn., of New York, New York (disinfectant). sp,sa  
Agency: N. W. Ayer & Son, Inc., New York.
- California Animal Products Co., Oakland (Calo dog food).  
Agency: Emil Brisacher & Staff, San Francisco.
- California Figo Co., Los Angeles (beverages). sp
- California Fruit Exchange, Sacramento (Blue Anchor fruits).  
Agency: Lord & Thomas, San Francisco.
- California Hotel, San Francisco. †
- California Packing Corp., San Francisco (Del Monte canned fruits). n,rn,sp,t  
Agency: McCann-Erickson, Inc., San Francisco.
- California Perfume Co., New York. †
- California Prune & Apricot Growers Assn., San Jose (Sunsweet dried prunes).  
Agency: Long Advertising Service, San Jose, Calif.
- California Redwood Assn., San Francisco (building material). sp  
Agency: Gerth-Knollin Advertising Agency, San Francisco.
- California Walnut Growers Assn., Los Angeles (walnuts).  
Agency: McCann-Erickson, Inc., Los Angeles.

**K**  
5000 WATTS  
**U**  
CLEAR CHANNEL  
**R**

N. B. C.  
NETWORK  
SEATTLE  
WASHINGTON

A dependable station—one that dominates its market and consistently produces.

Since 1922 KJR has been a leader -- an example for the others to follow.

Guaranteed time

Highest power in Washington.

Fisher's Blend Stations, Inc. operating KOMO-KJR, Seattle, Washington.

For information consult  
Edward Petry & Co., Inc.  
New York Chicago  
Detroit San Francisco

- er Medicine Co., New York (Car-  
er's little liver pills). *sa,t,ta*
- Agency: Street & Finney, Inc., New  
York.
- er's Ink Co., Cambridge, Mass.  
(ink).
- Agency: J. Walter Thompson Co.,  
New York.
- W. Caswell & Co., San Francisco  
(coffee & tea). *n*
- Agency: Emil Brisacher & Staff,  
San Francisco.
- erpillar Tractor Co., Peoria, Ill.  
(tractors).
- Agency: N. W. Ayer & Son, Inc.,  
Philadelphia.
- Centaur Company, New York  
(Fletcher's Castoria). *n*
- Agencies: Young & Rubicam, Inc.,  
New York; Thompson-Koch Co.,  
Cincinnati.
- entral Shoe Co., St. Louis (Robin  
Hood shoes). *t*
- Agency: Jimm Daugherty, Inc.,  
St. Louis.
- entury Laboratories, New York (foot  
powder). *t*
- real Products Corp., San Francisco  
(Acme beer).
- umberlain & Co., Inc., Boston  
(meat products). *rn*
- Agency: Chas. W. Hoyt Co., New  
York.
- umberlain Laboratories, Inc., Des  
Moines (hand lotion). *n,sa,t,ta*
- Agencies: Coolidge Advertising Co.,  
Des Moines; Ruthrauff & Ryan,  
Inc., New York.
- appel Bros., Inc., Rockford, Ill.  
(Ken-I-Ration dog food). *n,sp*
- Agency: Rogers & Smith Advertis-  
ing Agency, Chicago.
- ris Corp., Allentown, Pa. (Charis  
foundation garments). *n*
- Agency: John L. Butler Co., Phila-  
delphia.
- ase Candy Co., St. Joseph, Mo.  
(candy).
- Agency: Russell C. Comer Advertis-  
ing Co., Kansas City.
- of Boiardi Food Products Co.,  
Cleveland (Spaghetee dinner).
- Agency: H. W. Kastor & Sons Ad-  
vertising Co., Inc., Chicago.
- eramy, Inc., New York (cosmetics).
- Agency: Lawrence C. Gumbinner  
Advertising Agency, New York.
- asapeake & Ohio Railroad, Wash-  
ington, D. C. (rail transportation).  
*sa,t*
- Agency: Campbell-Ewald Co., Inc.,  
Detroit.
- asebrough Mfg. Co., New York  
(Vaseline petroleum jelly).
- Agency: McCann-Erickson, Inc.,  
New York.
- estnut Hatchery, Chestnut, Ill.  
(baby chicks). *sa*
- vrolet Motor Co., Detroit (motor  
cars). *n,sp,sa,t*
- Agency: Campbell-Ewald Co., Inc.,  
Detroit.
- icago Board of Trade, Chicago  
(Grain reports). *n*
- icago Engineering Works, Chicago  
(television apparatus). *t*
- icago Flexible Shaft Co., Chicago  
(Sunbeam mixmaster). *sp,sa*
- Agency: Perrin-Paus Co., Chicago.
- icago Mail Order Economy Outlet,  
Chicago (dry goods). *sp*
- Agency: H. W. Kastor & Sons Ad-  
vertising Co., Inc., Chicago.
- icago, Milwaukee, St. Paul & Pac-  
ific Railway, Chicago. *sa*
- Agency: Roche, Williams & Cun-  
nyngnam, Inc., Chicago.
- icago & Northwestern R. R., St.  
Paul (transportation). *sa*
- Agency: David, Inc., St. Paul.
- ieftain Mfg. Co., Baltimore (Color  
Shine shoe polish). *sp,sa,t,ta*
- Agency: Van Sant, Dugdale & Co.,  
Inc., Baltimore.
- Chocco Yeast, Inc., Springfield, Mass.  
(Chocco yeast).
- Chocolate Products Co., Chicago  
(Kayo bottled drink).
- Agency: J. L. Sugden Advertising  
Co., Chicago.
- Christian Science Publication Com-  
mittee, Boston. *sp*
- Chrysler Sales Corp., Detroit (motor  
cars). *n,sp,sa,t*
- Agencies: Lee Anderson Advertis-  
ing Co., Detroit; Ruthrauff & Ryan,  
Inc., New York.
- Cities Service Co., New York (pe-  
troleum products). *n*
- Agency: Lord & Thomas, New York.
- Citrus Soap Co., San Diego, Calif.  
(soap). *sp,t*
- Agency: Norman W. Tolle, San  
Diego, Calif.
- Clara Belle Atkins Co., Minneapolis  
(hair restorer).
- Agency: Kraff Advertising Agency,  
Minneapolis.
- Clark Brothers Gum Co., Chicago  
(teaberry gum). *t,sp*
- Agency: Edward M. Power Co.,  
Pittsburgh.
- Clark Hotel, San Francisco. *t*
- Class & Nachod Brewing Co., Phila-  
delphia (Black Eagle beer).
- Agency: James G. Lamb Co., Phila-  
delphia.
- Cleercoal Co., Boston (coal). *rn*
- Agency: Harry M. Frost Co., Inc.,  
Boston.
- M. C. Clein & Co., Atlanta, Ga. (Men-  
tho-Mulsion). *sp,sa,t*
- Agency: Mabel Loeb Advertising  
Agency, Atlanta.
- F. W. Clements Products Co., Roches-  
ter, N. Y. (Dare's Mentha Pepsin). *t*
- Agency: Wylie B. Jones Advertis-  
ing Agency, Inc., New York.
- Cleveland Steel Products Corp.,  
Cleveland (Torridheat oil burners).
- Agency: Foster & Davies, Inc.,  
Cleveland.
- Clicquot Club Co., Millis, Mass. (gin-  
ger ale).
- Agency: Danielson & Son, Provi-  
dence, R. I.
- Climalene Co., Canton, O. (water  
softener). *n,sp,t*
- Agency: W. S. Hill Co., Inc., Pitts-  
burgh.
- Climax Cleaner Mfg. Co., Cleveland  
(wall paper cleaner).
- Agency: Krichbaum-Liggett Co.,  
Cleveland.
- Clinton Carpet Co., Chicago (Ozite  
carpet cushions). *t*
- Agency: Earle Ludgin, Inc., Chi-  
cago.
- Closset & Devers, Portland, Ore.  
(Golden West coffee).
- Agency: MacWilkins & Cole, Inc.,  
Portland, Ore.
- Club Aluminum Co., Chicago (cooking  
utensils).
- Agency: Willard E. Stevens Adver-  
tising Agency, Chicago.
- Coast Fishing Co., Wilmington, Calif.  
(Balto dog food).
- Agency: J. Walter Thompson Co.,  
Los Angeles.
- Coca-Cola Co., Atlanta (beverage).  
*n,sp*
- Agency: D'Arcy Advertising Co.,  
St. Louis.
- Coco Cod Corp., Evanston, Ill. (Coco  
cod liver oil). *ta*
- Agency: H. W. Kastor & Sons Ad-  
vertising Co., Inc., Chicago.
- Cocomalt Co., Hoboken, N. J. (Coco-  
malt). *n*
- Coffee Products of America, Inc., Ltd.,  
Los Angeles (coffee).
- Agency: T. C. Creamer Advertising  
Agency, Los Angeles.
- Coleman Lamp & Stove Co., Wichita,  
Kan. (house appliances). *sa,t,ta*
- Agency: Potts-Turnbull Co., Inc.,  
Kansas City.
- Colgate-Palmolive-Peet Co., Jersey  
City, N. J. (soaps, etc.). *n*
- Agency: Benton & Bowles, Inc.,  
New York.

# COAL MINES

are not the only thing in  
NORTHEASTERN  
PENNSYLVANIA—the  
17th LARGEST METRO-  
POLITAN AREA in the  
U. S.—the 3rd IN PENN-  
SYLVANIA—you can't af-  
ford to miss this area—THE  
ONLY STATION SERV-  
ING THIS VAST AUDI-  
ENCE IS WGBI—500 watts  
880 kc.—WGBI features  
many outstanding local and  
national programs including  
Betty and Bob—Jack Arm-  
strong—Growin' Up—Red  
Ink Boys—The Judge—Old  
Timer—Air Adventures of  
Jimmy Allen and World  
Broadcasting System Daily  
Program Service—WGBI is  
breaking all records as it starts  
it's eleventh year on the air.



**SCRANTON BROADCASTERS**  
INCORPORATED  
SCRANTON, PENNSYLVANIA



In a recent advertisement in Broadcasting we stated, "WE WILL TAKE YOU TO THEIR HOMES AND INTRODUCE YOU DURING THE HOUR WHEN THEY ARE IN THE MOST RECEPTIVE MOOD, AND THEY WILL LISTEN TO YOUR STORY THROUGH

**W BIG**

An Advertising Agency asked, "How Do You Know?" . . . Here is our answer:

1. We are a full time regional radio station, affiliated with the Columbia Broadcasting System, serving the central Piedmont of North Carolina, since 1926.
2. We carry the best local programs obtainable in this rich, thickly populated section of the South. A region filled with the best schools and colleges in the entire southern territory.
3. We cooperate fully with the civic clubs, educational institutions, law-enforcement authorities, religious organizations and trade bodies, not only in our home city, Greensboro, but in the cities in the surrounding towns for fifty miles. We cooperate with municipal, county and state departments. We have served, and are serving, the United States Department of Interior, the Department of Agriculture, the United States Marine Corps, the United States Treasury, the United States Reemployment Service, and the NRA.
4. In a recent week we received 2,081 letters, from 26 surrounding counties, from our listeners. These letters were unsolicited.
5. We truly believe in operating this station for the public interest, convenience and necessity.

**WE REPEAT**

That in the richest and most populous section of the South, the central Piedmont, of North Carolina, if you are interested, "WE WILL TAKE YOU INTO THEIR HOMES AND INTRODUCE YOU DURING THE HOUR WHEN THEY ARE IN THE MOST RECEPTIVE MOOD. . . .

AND THEY WILL LISTEN TO YOUR STORY THROUGH

**W BIG**

WHERE BUSINESS IS GOOD

Studios and Offices:  
O. Henry Hotel Bldg.  
GREENSBORO, N. C.

College Inn Food Products Co., Chicago (College Inn canned foods). *sp*  
Agency: Blackett-Sample-Hummert, Inc., Chicago.

Collingbourne Mills, Elgin, Ill. (threads & silks).  
Agency: Rogers & Smith Advertising Agency, Chicago.

Tom Collins, Jr., Co., Cincinnati (beverages).  
Agency: Lord & Thomas, New York.

Colonial Beacon Oil Co., Boston (Esso & Colonial gasoline).  
Agency: McCann-Erickson, Inc., New York.

Colonial Dames Co., Los Angeles (cosmetics). *sp, rn*  
Agency: Glasser Advertising Agency, Los Angeles.

Columbia Alkali Corp., Barberton, O. (dustless coal treatment). *sa*

Columbia Conserve Co., Indianapolis (foods). *rn, sp, sa*  
Agency: Gundlach Advertising Agency, Chicago.

Columbia Pictures Corp., New York (Man's Castle movie). *sa, t*  
Agency: The Biow Co., Inc., New York.

Columbia Rope Co., New York (tire chains). *sa*

Comfort Mfg. Co., New York (Milk of Magnesia toothpaste). *sa, t, ta*  
Agency: Street & Finney, Inc., New York.

Comfort Paper Corp., San Francisco (Zalo toilet tissue).  
Agency: Emil Brisacher & Staff, San Francisco.

Commercial Brewing Co., Charlestown, Mass. (Millionaires Club beer).  
Agency: Harry M. Frost Co., Inc., Boston.

Commonwealth Loan Co., Indianapolis, Ind. (loans). *t*

Commercial Milling Co., Detroit (Henkel's cake flour). *sp*  
Agency: Karl G. Behr Agency, Detroit.

Congoin Co., Los Angeles (health beverages). *sp, t*  
Agency: Lockwood-Schackelford Co., Los Angeles.

Consolidated By-Products Co., Philadelphia (dog food). *sa*

Consolidated Cigar Corp., New York (Dutch Masters).  
Agency: The Aitken-Kynett Co., Philadelphia.

Consumers Credit Co., of Calif., Los Angeles (loan service).  
Agency: Erwin, Wasey & Co., Inc., Los Angeles.

Conti Products Corp., New York (soap). *t*  
Agency: Henry S. Howland, Inc., New York.

Continental Auto Co., Detroit (motor cars).  
Agency: Grace & Holliday, Detroit.

Continental Baking Corp., New York (Wonder bread & Hostess cake). *n, sp, sa, t*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Continental Oil Co., Ponca City, Okla. *n*  
Agency: Tracy-Locke-Dawson, Inc., New York.

Cook Paint and Varnish Co., Kansas City (paints). *sp*  
Agency: Perry-Hanly Advertising Co., Kansas City.

Thomas Cook & Son-Wagon-Lits, Inc., New York (tourist agents). *n*  
Agency: L. D. Wertheimer Advertising Co., Inc., New York.

Copeland Products, Inc., Mt. Clemens, Mich. (Copeland refrigerators).  
Agency: Halliday-Mason, Detroit.

Copinol Co., Los Angeles (hay remedy). *sa*

Corn Products Refining Co., York (Karo, Mazola, Linit, *n*  
Agency: E. W. Hellwig Co., York.

Cortland Baking Co., Cortland, N. Y. (Cobaka bread). *t*

Coryell Oil Co., New York. *sa*

Cotton Baking Co., Alexandria, Va. *sp*

Coty, Inc., New York (perfume powder).  
Agency: Percival K. Frowest, Inc., New York.

Country Club Soda Co., Springfield, Mass. (Country Club beverage). *sa*  
Agency: Wm. B. Remington, Springfield, Mass.

Coward Shoe, Inc., New York (shoes). *sa, t*

Cracker Jack Co., Chicago (Cracker Jack confection).  
Agency: Batten, Barton, Durstine & Osborn, Inc., Chicago.

Craddock Terry Co., Lynchburg, Va. (Lion Brand shoes).  
Agency: Hanft-Metzger, Inc., York.

Cranberry Cannery, Inc., South Boston, Mass. (Ocean Spray cranberry sauce). *sp, sa*  
Agency: Ingalls Advertising Agency, Boston.

Crazy Water Hotel Co., Mineral Wells, Tex. (Crazy Water confection). *n, rn, sp, sa, t*  
Agencies: Bowman & Crane, New York; Cowan & Dengler, New York.

Creamette Co., Minneapolis (noodles).  
Agency: Addison Lewis & Associates, Minneapolis.

The Cream of Wheat Corp., Minneapolis (Cream of Wheat). *n*  
Agency: J. Walter Thompson Co., Chicago.

Crescent Macaroni & Cracker Davenport, Ia. (food products).

Crete Mills, Crete, Nebr. (flour).  
Agency: R. A. Moritz Co., Davenport, Ia.

Croft Brewing Co., Boston (ale). *rn*  
Agency: McCann-Erickson, New York.

Crosley Radio Corp., Cincinnati (radios and refrigerators).  
Agency: The Procter & Collier Cincinnati.

Crosse & Blackwell Co., Baltimore (Plus Four scotch whiskey).  
Agency: Van Sant, Dugdale & Co., Baltimore.

Crowell Publishing Co., New York (American Colliers). *sp*  
Agencies: Wm. Esty & Co., New York; Geyer-Gornell Co., New York.

Crusader Co., Detroit (insecticide).

Cuban Products Co., New York (Cuban rum). *sa*

Cubbison Cracker Co., Los Angeles *sp*

Cudahy Packing Co., Chicago (Ham, Old Dutch cleanser).  
Agency: Roche, Williams & Cunningham, Chicago.

Cuhn & Lubow, New York (Dunsmart clothes). *sa*

E. P. Cunningham, Inc., Harrison, N. J. (radio tubes).  
Agency: L. H. Waldron Advertising Agency, New York.

Curtime Brothers Co., Rochester (Label canned foods).  
Agency: N. W. Ayer & Son, Inc., New York.

Curtiss Candy Company, Chicago (Baby Ruth confection). *t*  
Agency: McJunkin Advertising Co., Chicago.



**"SPOT" PUZZLE**

Find the third piece in this puzzle and you have solved the question of what Los Angeles Station to use for effective, economical "spot" coverage of the nation's 4th largest market. And when we say economical we mean rates that are 50% to 60% under any of the other major Los Angeles outlets. For further "spot" facts write to...



Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood Calif. Free Ed Steinger Inc. Exclusive Representatives.

# Directory of 1934 National and Regional Radio Advertisers (Con't) . . .

## D

- ton's, Inc., Los Angeles (auto loans). *sa*  
 undee Pretzel & Potato Chip Co., Cleveland.  
 Agency: Edward Howard Agency, Cleveland.  
 Davidson Biscuit Co., Mt. Vernon, Ill. (crackers). *sp*  
 B. Davis Co., Hoboken, N. J. (Davis baking powder). *n,sp,t*  
 Agency: Ruthrauff & Ryan, Inc., New York.  
 Dayton Racquet Co., Dayton, O. (steel tennis racquets).  
 Agency: J. Horace Lytle Co., Columbus, O.  
 Dayton Spice Mills Co., Dayton, O. (Old Reliable coffee).  
 Agency: Hugo Wagenseil & Associates, Dayton, O.  
 Dean Milk Co., Chicago (Vitamin D milk).  
 Agency: Howard H. Monk Advertising Agency, Rockford, Ill.  
 Debarb Chemical Co., Chicago (Plumite water softener). *sa*  
 Agency: Ruthrauff & Ryan, Inc., Chicago.  
 Decker, Alfred & Cohn, Chicago (Society Brand clothes).  
 Agency: Henri, Hurst & McDonald, Inc., Chicago.  
 Deob E. Decker & Sons, Mason City, Ia. (bacon and ham).  
 Agency: Critchfield-Graves Co., Minneapolis.  
 Deerfoot Farms Co., Southborough, Mass. (dairy products). *sp*  
 Agency: N. W. Ayer & Son, Inc., Boston.  
 Deisel-Wemmer-Gilbert Corp., Detroit (El Verso cigars).  
 Agency: Thos. M. Bowers Advertising Agency, Chicago.
- Delaware, Lackawanna & Western Coal Co., New York (Blue coal). *n*  
 Agency: Ruthrauff & Ryan, Inc., New York.  
 Delco Appliance Corp., Rochester, N. Y. (oil burners).  
 Agency: The Geyer Co., Dayton, O.  
 Del Ray Corp., San Francisco (mushroom sauce).  
 Agency: J. Walter Thompson Co., San Francisco.  
 Deo Corp., Berkeley, Calif. (Dennis ointment).  
 Agency: Atlee F. Hunt Co., Oakland, Calif.  
 De Sota Chemical Co., Arcadia, Fla., (Gator roach exterminator).  
 Agency: Lake-Spiro-Cohn, Inc., Memphis.  
 De Soto Motor Corp., Detroit (motor cars). *rn*  
 Agency: J. Stirling Getchell, Inc., Detroit.  
 Detroit & Cleveland Navigation Co., Detroit (lake transportation). *sa*  
 Agency: J. F. Walsh Advertising Agency, Detroit.  
 Detroit Creamery Co., Detroit (Arctic dairy products).  
 Agency: N. W. Ayer & Son, Inc., Detroit.  
 Detroit White Lead Works, Detroit (Rogers brushing laquer). *sp,t*  
 Agency: Erwin, Wasey & Co., Inc., Chicago.  
 Dextdale Hosiery Mills, Lansdale, Pa. (women's hosiery).  
 Agency: Hirshon-Garfield, Inc., New York.  
 Diamond Beverage Corp., Waterbury, Conn. (beverages).  
 Agency: Chas. W. Hoyt Co., Inc., New York.  
 E. E. Dickson Co., New Haven, Conn. (face cream and witch hazel). *sp,t*  
 Agency: Wilson H. Lee Advertising Agency, New Haven, Conn.
- Dictograph Products Corp., New York (Acoustion heating pads). *t*  
 Dietary Foods Co., Minneapolis (Dietene). *sa*  
 Dill Publishing Co., New York (Radio Stars magazine). *sa*  
 Diplomat Products, Inc., New York (canned chicken).  
 Agency: Al Paul Lefton, Co., Inc., Philadelphia.  
 Dobbs Co., New York (Tomex). *sa*  
 Dodge Brothers Corp., Detroit (motor cars). *rn,sp,sa,t,ta*  
 Agency: Ruthrauff & Ryan, Inc., New York.  
 J. G. Dodson, Atlanta (Mentodene). *sa*  
 Dollar Crystal Co., Omaha (Texas crystals). *sp*  
 Domestic Sewing Machine Co., Cleveland. *t*  
 Don Leon Coffee Co., Lincoln, Neb. (coffee & spices). *sa*  
 Don Parmalee, Des Moines (Buick contest). *t*  
 Dorlo Co., Chicago (beauty products).  
 Agency: Phelps-Engel-Phelps, Inc., Chicago.  
 D'Or Products Co., Cleveland (egg shampoo).  
 Agency: Ralph W. Sharp, Cleveland.  
 Drake Hotel, Chicago.  
 Agency: Harry Atkinson, Inc., Chicago.  
 Drenn & McCarthy, Inc., Auburn, N. Y. (Enna Jettick shoes).  
 Drewrys, Ltd., Chicago (Drewrys Ale). *sp*  
 Agency: J. R. Hamilton Advertising Agency, Chicago.  
 Drewry & Sons Co., St. Paul (Red Cross beverages).  
 Agency: Harman-McGuines, Inc., St. Paul.
- Drezma, Inc., New York (cosmetics). *t*  
 Agency: Small, Kleppner & Seiffer, Inc., New York.  
 P. Duff & Sons, Inc., Pittsburgh (ginger bread mix). *sp,t*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., Pittsburgh.  
 Duncan Coffee Co., Houston (Admiral coffee). *sp,t*  
 Agency: Jay H. Skinner, Houston.  
 Dunn & McCarthy, Inc., Auburn, New York (Enna Jettick shoes). *n,sa*  
 Agencies: The Grey Advertising Service, Inc., New York; Amos Parish & Co., New York.  
 Adele Dupont Co., Boston (Adele Dupont facial cream). *sp*  
 E. I. Du Pont de Nemours & Co., Wilmington, Del. (Boston branch) (Zerone radiator fluid). *sa*  
 Agency: Harry M. Frost Co., Inc., Boston.  
 Duquesne Brewing Co., Pittsburgh (Silvertop beer). *sp*  
 Durkee Famous Foods, New York (Dunhams cocoanut). *rn*  
 Agency: Federal Advertising Agency, Inc., New York.  
 Durkee Atwood Co., Minneapolis (auto accessories). *\**  
 Durkee-Mower, Inc., Lynn, Mass. (marshmallow fluff dessert). *rn,t,sa*  
 Agency: Harry M. Frost Co., Boston.  
 Dwarfies Corp., Council Bluffs, Ia. (breakfast cereal). *sp*  
 Agency: Bozell & Jacobs, Inc., Omaha.  
 Dwindle-Wright Co., Boston (White House coffee).

## E

- Early & Daniel, Cincinnati (Tuxedo feeds). *sp*  
 Agency: Keelor & Stites Co., Cincinnati.

# House of Gurney, Inc.

## Yankton, South Dakota

### 2500 Watts Power

### 570 Kilocycles

### CBS

The key to a rural audience which does NOT have ready access to metropolitan newspapers and similar national advertising media. 2,000,000 rural and urban listeners depend largely upon this FULL-TIME Station to tell them how to spend \$717,230,000 annually in retail purchases. The LONG REACH for the advertising-dollar.

# KVOO

## TULSA

... in a certified mail count, received 18,242 letters from 1,073 towns in 27 states, in response to a daytime program that ran thirty minutes daily for 60 days. 17,536 replies were received from 922 towns in five states... Kansas, Missouri, Arkansas, Texas and Oklahoma. Oklahoma supplied 12,739 replies, Tulsa alone, 5,222.

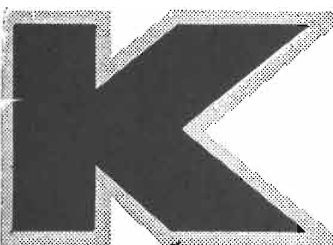
The survey, town by town and state by state, shows that KVOO offers a blanket coverage of the State of Oklahoma and a very effective coverage of Kansas, Missouri, Arkansas and Texas within a radius of 200 miles, not to mention the incidental coverage in 27 states.

Exclusive National Representatives

EDWARD PETRY & CO., Inc.

Offices in

New York, Chicago, Detroit and San Francisco



COMPLETE N. B. C. SERVICE



**25,000  
WATTS  
TULSA, OKLA.**



**The Most Powerful  
Station between  
St. Louis,  
Dallas and Denver**

# Directory of 1934 Radio Advertisers (Continued)

Earnshaw Knitting Co., Newton, Mass. (Vanta baby garments). Agency: Ingalls, Advertising, Boston.

Eastern Nu-Enamel Co., New York (paints). *sp*

Eastman Kodak Co., Rochester (Kodaks). *t*  
Agency: J. Walter Thompson Co., New York.

Easy-Shift Mfg. Co., Des Moines, Ia. (Antifreeze). *ta*  
Agency: Battenfield & Ball, Des Moines, Ia.

Easy Washing Machine Corp., Syracuse, N. Y. (washers). *n,sa*  
Agency: Henri, Hurst & McDonald, Inc., Chicago.

Eaton Paper Co., Pittsfield, Mass. *tsu*  
Agency: Dowd & Ostreicher, Boston.

Edison General Electric & Appliances Co., Chicago (Hot Point). Agency: Maxon, Inc., Chicago.

Thomas A. Edison, Inc., Orange, N. J. (radios, etc.).  
Agencies: Hanff-Metzger, Inc., New York; Federal Advertising Agency, Inc., New York.

Edros Natural Products, Inc., New York (Edrolax laxative). Agency: J. M. Mathes, Inc., New York.

Educator Biscuit Co., Chicago. *n,sa*  
Agency: Blackett-Sample-Hummert, Inc., Chicago.

Educator Mfg. Co., Onkand City, Ind. (Educator fountain pens).

Edward Tailoring Co., Inc., Philadelphia (men's clothing). Agency: Al Paul Lefton Co., Inc., Philadelphia.

Ela Singer Ice Pack Co., Chicago (cosmetics). *sp*

Electrolux Co., New York (refrigerators). *sa*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Elgin National Watch Co., Chicago (Elgin watches). Agency: J. Walter Thompson Co., Chicago.

Emerson Drug Co., Baltimore (Bromo Seltzer). *n,sp*  
Agency: J. M. Mathes, Inc., New York.

Thomas W. Emerson Co., Boston (seeds). *sa*

Empire Gold Buying Co., New York *sp*

Encyclopaedia Britannica, Inc., New York (publishers). *t*  
Agency: N. W. Ayer & Son, Inc., Chicago.

Englander Spring Bed Co., New York (Englander day beds). Agency: Peck Advertising Agency, Inc., New York.

J. C. Eno, Ltd., Inc., Buffalo (Eno's salts). *n,sp,t*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

Enoz Chemical Co., Chicago (moth liquid). *n,sp*  
Agency: McJunkin Advertising Co., Chicago.

Eopa Co., San Francisco (home remedies). Agency: Whiteley Advertising, San Francisco.

Esbencott Laboratories, Portland, Ore. (Santiseptic). *sp,t*  
Agency: W. S. Kirkpatrick Advertising Service, Portland, Ore.

Esslingers, Inc., Philadelphia (brewers). Agency: Clements Co., Philadelphia.

Euclid Candy Co., of Calif., San Francisco (Red Cap candy). Agency: Emil Brisacher & Staff, San Francisco.

George B. Evans Laboratories, Inc., Philadelphia (Elderflower eye lotion). Agency: E. A. Clarke Co., Philadelphia.

David G. Evans Coffee Co., St. Louis (Old Judge coffee). *sp*  
Agency: Mortimer W. Mears, Inc., St. Louis.

Ever-Dry Laboratories, Inc., Los Angeles (deodorant). Agency: Production Service Co., Los Angeles.

Eveready Prestone Co., New York (anti-freeze). *sa*

Ex-Lax, Inc., Brooklyn (laxative). *n,sa,ta*  
Agency: Joseph Katz Co., Baltimore.

Ey' Tine Distributing Corp., New York (eyelash dye).

## F

Max Factor Corp., Hollywood (cosmetics). *sp*

Falstaff Brewing Corp., St. Louis (Falstaff beer). *sp,sa*  
Agency: Gardner Advertising Co., St. Louis.

Farmers' Seed & Nursery Co., Fairbault, Minn. (seeds).

Farmers' Wholesale Co., Minneapolis (flour and feed products). Agency: Addison Lewis & Associates, Minneapolis.

Fasteeth, Inc., Binghamton, N. Y. (Denture Powder). *sp*  
Agency: Wylie B. Jones Agency, Inc., Binghamton, N. Y.

Faultless Starch Co., Kansas City (Faultless starch). *sp,t*  
Agency: Ferry-Hanly Advertising Co., Kansas City.

Favorite Stove & Range Co., Piqua, O.

Fawcett Publications, Minneapolis (True Confession magazine). Agencies: Ruthrauff & Ryan, Inc., Chicago; Critchfield-Graves Co., Minneapolis.

Fred Fear & Co., Brooklyn (Chick and Magic Wand Easter dye). *sa,t*  
Agency: Menkin Advertising, Inc., New York.

Federal Clothing Stores, New York (chain clothiers). *sp*

Federal Tobacco Co., Pittsburg (Gold Flower stogies). Agency: W. S. Hill Co., Pittsburg.

Fehr Baking Co., Houston, Tex. (cookies and cakes). *sa*

John J. Felin & Co., Inc., Philadelphia (pork packers). Agency: Al Paul Lefton Co., Inc., Philadelphia.

Fels & Company, Philadelphia (Fels Naptha soap). *n,sp*  
Agency: Young & Rubicam, Inc., New York.

Feltman & Curme Shoe Stores, Chicago. *sp,sa*

H. Fendrich, Inc., Evansville, Ind. (Charles Denby cigars). Agency: Ruthrauff & Ryan, Inc., Chicago.

Fenley's Model Dairy Co., Chicago.

Earl Ferris Nursery Co., Hampton, Ia. (nurseries). Agency: Lessing Advertising Co., Inc., Des Moines.

F. & F. Laboratories, Omaha (F. F. cough drops).

Marshall Field & Co., Chicago (goods). Agencies: N. W. Ayer & Son, Inc., Chicago; Charles Daniel Frey Co., Chicago.

**ARE YOU LOOKING FOR Concentrated Southern Markets?**

**NEW ORLEANS**

Then let's look first at the South's largest city—NEW ORLEANS, with its half-million people who represent approximately 90% of the retail purchasing power of this trade area.

This big, concentrated audience is half the answer—WSMB is the other half.

Here are three good reasons why WSMB can offer you blanket coverage of these worth-while homes.

1. On the NBC Red and Blue Supplementary Network. 2. Best Local Programs. 3. \*Best Signal Strength.

Also consider the fact that: 93 satisfied, National, Territorial, and Local Advertisers are now getting results through use of WSMB. (List supplied on request.)

\*Our transmitter is located in Algiers—only two miles from the center of New Orleans homes and trade—and uses the U. S. Naval Station Antenna, with a % Wave.

**WSMB**  
NEW ORLEANS

1934 Radio Advertisers (Continued)

Chicago Co., Dallas (meat cure). *sa*  
 Agency: Carpenter-Rogers Co., Dal-  
 las, Tex.  
 Intex, Inc., Cleveland (suits and  
 overcoats). *t*  
 Prestone Tire & Rubber Co., Akron  
 (tires & tubes). *n,rn*  
 Agency: Sweeney & James Co.,  
 Cleveland.  
 Fisher Body Corp., Detroit. *n*  
 Agency: Erwin, Wasey & Co., Inc.,  
 New York.  
 Nathaniel Fisher & Co., New York  
 (Polly Preston shoes).  
 W. Fitch Company, Des Moines  
 (shampoo). *n,sa*  
 Agency: L. W. Ramsey Co., Daven-  
 port, Ia.  
 Fitzgerald Mfg. Co., Torrington,  
 Conn. (Star-Rite electrical appli-  
 ances).  
 Agency: John O. Powers Co., New  
 York.  
 Fitzpatrick Bros., Inc., Chicago  
 (Kitchen Kleanser, etc.). *sp*  
 Agency: Neisser-Meyerhoff, Inc.,  
 Chicago.  
 Fleet Wing Oil Corp., Cleveland. *sp*  
 Agency: McCann-Erickson, Inc.,  
 Cleveland.  
 Frost Plentje, Cambridge, Mass.  
 (shock absorbers).  
 Florence Stove Co., Florence, Mass.  
 (Florence oil stoves). *sp*  
 Agency: Wm. B. Remington, Inc.,  
 Springfield, Mass.  
 Florida Citrus Advertisers Ass'n.,  
 Winterhaven, Fla. (grapefruit). *sa*  
 Foley & Co., Chicago (Foley's Honey  
 & Tar).  
 Agency: White-Lowell Co., Inc.,  
 New York.  
 A. Folger & Co., Kansas City (cof-  
 fee). *n,rn,sa*  
 Agency: Blackett-Sample-Hummert,  
 Inc., Chicago.  
 Montana Food Products, San Fran-  
 cisco (macaroni and noodles). *sa*  
 Agency: Brewer-Weeks Co., San  
 Francisco.  
 Food Display Machine Corp., Chi-  
 cago (Brown Bobby doughnut ma-  
 chine).  
 Agency: Matteson-Fogarty-Jordan  
 Co., Inc., Chicago.  
 B. Ford Sales Co., Wyandotte,  
 Mich. (Wyandotte cleanser).  
 Agency: N. W. Ayer & Son, Inc.,  
 Philadelphia.  
 Ford Dealers of America, Detroit.  
 Agency: N. W. Ayer & Son, Inc.,  
 Philadelphia.  
 Ford Motor Co., Detroit (motor  
 cars). *n,sp,sa,t*  
 Agency: N. W. Ayer & Son, Inc.,  
 Philadelphia and New York.  
 Formfit Corset Co., Chicago (Thrill  
 brassieres and corsets). *t*  
 Agency: Morris, Windmuller &  
 Enzinger, Chicago.  
 D. Foss & Co., Cambridge, Mass.  
 (confectionery).  
 Agency: Louis Glasser, Inc., Boston.  
 Foster-Milburn Co., Buffalo, N. Y.  
 (Dian's pills). *sa*  
 Fougera & Co., New York (Vapex,  
 etc.). *sa,t*  
 Agency: Small, Kleppner & Seiffer,  
 Inc., New York.  
 Fur Co., St. Louis (sealskins).  
 Agency: Ehlinger & Higgs, Inc.,  
 Tulsa.  
 J. Fox, Inc., New York (furs). *n*  
 Franco-American Baking Co., Los  
 Angeles (bread). *n*  
 Frankfurt Distillers, Inc., Louisville,  
 Ky. (Four Roses, etc.). *sp*  
 Agency: Young & Rubicam, Inc.,  
 New York.  
 Freedom Oil Works Co., Freedom,  
 Pa. (gas and oil). *sa*  
 Agency: Albert P. Hill Co., Pitts-  
 burgh.  
 Geman Shoe Corp., Beloit, Wis.  
 Agency: Stark-Goble Advertising  
 Agency, Chicago.

French Lick Springs Hotel Co.,  
 French Lick, Ind. (Pluto water).  
*sp,t,ta*  
 Agencies: McJunkin Advertising  
 Co., Chicago; H. W. Kastor &  
 Sons Advertising Co., Inc., Chicago.  
 French Sardine Co., Inc., Terminal  
 Island, Calif. (Belle Isle sardines).  
 Agency: Dan B. Miner Co., Los  
 Angeles.  
 Friend's Brothers, Inc., Boston (Brick  
 Oven baked beans). *sa*  
 Agency: Ingalls, Advertising, Bos-  
 ton.  
 Frigidaire Sales Corp., Dayton (elec-  
 trical refrigeration). *n*  
 Agency: The Geyer Co., Dayton, O.  
 Frigid-Mix Co., Kansas City (ice  
 cream powder). *sa*  
 Frito Co., San Antonio, Texas  
 (Fritos confections). *sa*  
 Frozen Desserts, Inc., Chicago (Ice-  
 Cre-Mix). *sa,t*  
 Fruit Belt Preserving Co., East Wil-  
 liams, N. Y., (Pixie baby food). *t*  
 Fruit Dispatch Co., New York (bana-  
 nas). *sa,t*  
 Agency: Batten, Barton, Durstine  
 & Osborn, Inc., New York.  
 Fruit Industries, Ltd., Los Angeles  
 (Guasti wines).  
 Agency: Fletcher & Ellis, Inc., New  
 York.  
 George C. Frye Co., Portland, Me.  
 (Pancreobismuth). *sa*  
 Agency: John W. Queen Co., Bos-  
 ton.  
 Fuller Brush Co., Hartford, Conn.  
 (brushes).  
 Agency: Batten, Barton, Durstine  
 & Osborn, Inc., New York.  
 W. P. Fuller & Co., San Francisco  
 (paints). *sa*  
 Agency: McCann-Erickson, Inc.,  
 San Francisco.  
 Funk & Wagnalls Co., New York  
 (Literary Digest). *n*  
 Agencies: Badger, Browning &  
 Hersey, Inc., New York; N. W.  
 Ayer & Son, Inc., Philadelphia; S.  
 C. Croot Co., Inc., New York.

G

Gardner Nursery Co., Osage, Iowa  
 (plants). *sp,t,ta*  
 Agency: Evans Associates, Chicago.  
 Garfield Tea Company, Brooklyn  
 (proprietary remedy). *sp*  
 Agency: H. W. Kastor & Sons Ad-  
 vertising Co., Inc., New York.  
 Garry & Co., Inc., New York (Styl-  
 set).  
 Agency: Wylie B. Jones, Inc., New  
 York.  
 Gebhardt Chili Powder Co., San An-  
 tonio (chili). *sp*  
 Agency: Tracy-Locke-Dawson, Inc.,  
 San Antonio.  
 Gem Products Sales Co., Camden,  
 N. J. (laundry soap). *sp,sa,t*  
 General Baking Co., New York  
 (Bond bread). *n,sp,sa,t*  
 Agency: Batten, Barton, Durstine  
 & Osborn, Inc., New York.  
 General Cigar Co., New York (White  
 Owl cigars). *n,sa*  
 Agencies: J. Walter Thompson Co.,  
 New York; Federal Advertising  
 Agency, Inc., New York.  
 General Coal Co., Philadelphia (Jed-  
 do Highland coal). *sa, n*  
 General Electric Co., Cleveland (elec-  
 trical refrigeration).  
 General Electric Co., Bridgeport,  
 Conn. (electrical appliances).  
 General Electric Co., Schenectady  
 (electrical refrigeration). *t*  
 Agencies: Batten, Barton, Durstine  
 & Osborn, Inc., New York; Foster  
 & Davies, Inc., Cleveland; Maxon,  
 Inc., Detroit.

IF YOU KNEW WHERE  
 A TREASURE  
 WAS HIDDEN  
 WOULD YOU GO  
 DIG IT UP?

TREASURE—millions of it in good  
 American coin—is spent every day in the  
 rich Tidewater Virginia market.

The bulk of it, of course, comes from our  
 many varied industries—our great port with  
 its 50 steamship lines loaded with the barter  
 of the Seven Seas—our huge Navy Yard  
 and Naval Base—our rich farming country  
 with its bumper crops—and last, our many  
 famed summer resorts which make treasure  
 hunting profitable in Tidewater Virginia *all*  
*year round.*

WTAR can dig up your  
 share of this treasure

It's the only station that can. No other  
 station can be heard here dependably, and  
 50,000 prosperous, radio equipped homes  
 in our primary area *depend solely on* WTAR  
 for satisfactory reception.

One sixth of the retail sales of the entire  
 state of Virginia are made *within a dozen*  
*miles* of WTAR's transmitter.

And just to give you the ultimate in service  
 we have gone *high fidelity* and installed an  
 ultra modern RCA transmitter and doubled  
 our daytime power.

Your sales message is the pick. WTAR is  
 the shovel. COME ON—LET'S DIG!

W T A R

NORFOLK, VIRGINIA  
 VIRGINIA'S PIONEER STATION

Affiliated with the  
 NATIONAL BROADCASTING COMPANY

National Representative  
 EDWARD PETRY & COMPANY  
 New York • Chicago • Detroit • San Francisco

# WIBW

RADIO STATION  
The Copper Publications  
TOPEKA KANSAS

DON SEARLE  
GENERAL MANAGER

## Put Your Story Across

By using a radio station that has your personal and sales interest at heart, and able selling voices to tell that story. This is evidenced by a 1400% mail increase over the corresponding months a year ago. A billing increase of 200% over last year proves that local and spot advertisers are satisfied and are re-discovering the value of WIBW.

## To Increased Farm Buying Power

Latest figures from Washington indicate that the WIBW audience has over \$200,000,000.00 more money to spend this year than last.

## By Widespread Coverage

WIBW is the only station giving the advertiser coverage over all of Kansas and 90% of Missouri, as well as daily response from Nebraska, Iowa, Oklahoma and Colorado. With one of the most favorable positions on the dial, 580 kilocycles, WIBW is now operating on 2,500 watts daytime power, 1,000 watts at night. A new transmitter, vertical radiator, and ground system gives unsurpassed coverage in this territory.

## With Unequaled Publicity Backing

Over \$30,000.00 worth of space was used in 1934 to publicize WIBW's advertisers in  
The Topeka Daily Capital (Circulation 44,830)  
The Kansas City Kansan (Circulation 17,583)  
Copper's Weekly (Circulation 374,000)  
Copper's Farmer (Circulation 966,000)  
The Household Magazine (Circulation 1,811,000)  
Missouri Ruralist (Circulation 112,000)  
Kansas Farmer (Circulation 110,000)

## And Experienced Merchandising

A tailor-made service to fit every account. WIBW's merchandising department acts as the advertiser's personal representative in this territory, looking after their best interests in every merchandising way. WIBW's merchandising service puts that something different into radio campaigns over WIBW.

# RADIO STATION WIBW TOPEKA, KANSAS

## 1934 Radio Advertisers (Continued)

- General Foods Corp., New York (Maxwell House coffee, Grape Nuts, etc.). *n,t*  
Agencies: Young & Rubicam, Inc., New York, Grape Nuts, Jell-O, Calumet Baking Powder, La France, Postum; Benton & Bowles, Inc., New York, Certo, Diamond Crystal Salt, Maxwell House Coffee.
- General Household Utilities Co., Chicago (Grunow products). *n,sp*  
Agency: Hays MacFarland & Co., Chicago.
- General Ice Cream Co., Schenectady (Fro-Joy ice cream). *sp*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.
- General Mills, Minneapolis (Bisquick). *n,sp,sa,t*  
Agency: McCord Co., Minneapolis.
- General Mills, Minneapolis (Gold Medal Flour & Wheaties). *n,t*  
Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Inc., Chicago.
- General Mills, Minneapolis (Sperry pancake flour). *t*  
Agency: McCord Co., Minneapolis.
- General Mills, San Francisco (Bisquick). *rn,t*
- General Motors Corp., Detroit (motor cars). *n,sp,sa,t*  
Agency: Campbell-Ewald Co., Inc., Detroit.
- General Office Equipment Corp., New York (Elliott-Fisher bookkeeping machines).  
Agency: Marschalk & Pratt, Inc., New York.
- General Paint Corp., San Francisco. *n*  
Agency: N. W. Ayer & Son, Inc., San Francisco.
- General Petroleum Corp., of Calif., Los Angeles (Violet Ray gasoline). *n*  
Agency: Smith & Drum, Inc., Los Angeles.
- General Tire & Rubber Co., Akron (General tires). *n*  
Agency: D'Arcy Advertising Co., Inc., St. Louis.
- General Utility Product Co., Chicago (Breakfast Club toaster).  
Agency: Reincke-Ellis-Younggreen & Finn, Inc., Chicago.
- Georgie Porgie Co., Council Bluff, Ia. (cereals).  
Agency: Haynes Advertising Co., Omaha.
- George Washington Hotel, New York.  
Agency: Edwin Bird Wilson, New York.
- Geppert Studios, Des Moines, Ia. (photo enlarging). *sp,t*  
Agency: Northwest Radio Advertising Co., Seattle.
- Gerber Products Co., Fremont, Mich. (strained vegetables, etc.). *n*  
Agency: Erwin, Wasey & Co., Inc., Chicago.
- Germania Tea Co., Minneapolis (Germania herb tea). *sp*  
Agency: Heath-Seehof, Inc., Chicago.
- Germicide Products Corp., Buffalo (D. A. G., Dak-N-Sol).  
Agency: Addison Vars, Inc., Buffalo.
- Gest Beaumont, Milwaukee (Medi-Spra). *sa*
- D. Ghirardelli Co., San Francisco (chocolates). *n*  
Agency: Erwin, Wasey & Co., Inc., San Francisco.
- Floyd Gibbons School of Broadcasting, Washington, D. C. (radio instructor)  
Agency: Van Sant, Dugdale & Co., Baltimore.
- A. C. Gilbert Co., New Haven, Conn. ( Erector toys). *n,sp,t*  
Agency: Charles W. Hoyt Co., Inc., New York.
- Gilbert & Barker Mfg. Co., Springfield, Mass. (Flexible Flame oil burners). *sa*  
Agency: McCann-Erickson, Inc., New York.
- Gillette Rubber Co., Eau Claire, Wis. (Gillette tires). *sp,sa,t*  
Agency: Cramer-Krasselt Co., Milwaukee.
- Gillette Safety Razor Co., Boston (razor blades). *n,sp,sa,t*  
Agency: Ruthrauff & Ryan, Inc., New York.
- Gilmore Oil Co., Los Angeles (Lion gasoline). *n,sa,t*  
Agency: Botsford, Constantine Gardner, Los Angeles.
- Henry Glass & Co., New York (Pan fabrics).  
Agency: The Biow Co., New York.
- Glembly Co., Inc., New York (Regal & Jean hair nets). *sa*  
Agency: The Biow Co., Inc., New York.
- Giessner Co., Findlay, O. (Kiss shaving cream).  
Agency: United States Advertising Corp., Toledo.
- Glidden-Hyde Co., Boston (Triple Toe hosiery).  
Agency: Chambers & Wiswell, Inc., Boston.
- Globe Brewing Co., Baltimore (Arrow Special beer). *sp*  
Agency: Joseph Katz Co., Baltimore.
- Globe-Union Mfg. Co., Milwaukee (storage batteries).  
Agency: Klau-Van Pieteron-Du-lap Associates, Inc., Milwaukee.
- Gluek Brewing Co., Minneapolis (beer).  
Agency: Hutchinson Advertising Co., Minneapolis.
- Adolf Gobel, Inc., New York (sage).  
Agency: Fletcher & Ellis, Inc., New York.
- Godchaux Sugars, Inc., New Orleans (Golden Star syrup).  
Agency: Fitzgerald Advertising Agency, Inc., New Orleans.
- Goldban Pharmaceutical Co., Camden, N. J. (cough syrup).  
Agency: Harry Feigenbaum Advertising Service, Philadelphia.
- Gold Dust Corp., New York (Silk Dust, etc.). *n,sp,t*  
Agency: Batten, Barton, Durst & Osborn, Inc., New York.
- Golden Peacock, Inc., Paris, Tex. (toilet goods). *sp*  
Agency: Ruthrauff & Ryan, Inc., Chicago.
- Golden Specific Co., Cincinnati (medicine). *sa*  
Agency: H. W. Kaster & Son Advertising Co., Inc., Chicago.
- Golden State Co., Ltd., San Francisco (powdered milk). *sp,sa*  
Agency: N. W. Ayer & Son, Inc., San Francisco.
- Charles Goldstein, Juneau, Ala. (furs). *sa*
- Goodall Worsted Co., Sanford, Fla. (Palm Beach cloth).  
Agency: Lawrence C. Gumbin Advertising Agency, New York.
- Gooderham & Worts, Ltd., Toronto (G. & W. whiskey). *sp*
- Good Humor Ice Cream Co., Brooklyn-Chicago (ice cream bars). *sa,t*
- Good Luck Food Co., Inc., Rochester, N. Y. (prepared desserts). *sp*  
Agency: Hughes, Wolff & Co., Inc., Rochester.
- Goodrich-Gamble Co., St. Paul (M. Tox, Hoff's liniment). *sa*  
Agency: McCord Co., Minneapolis.
- B. F. Goodrich Rubber Co., Akron (tires). *n,sp*  
Agency: Ruthrauff & Ryan, Inc., New York.
- Goodyear Tire & Rubber Co., Akron, O. (tires).  
Agency: Erwin, Wasey & Co., Inc., New York.
- Gordon Baking Co., Detroit (Sis-Cup bread). *sp*
- Gordon Mfg. Co., Framingham, Mass. (clothing). *sp*

# Directory of 1934 National and Regional Radio Advertisers (Con't)

- Wis. J. J. Grass Noodle Co., Inc., Chicago (egg noodles). *sp*  
 Agencies: Fred A. Robbins, Inc., Chicago; Charles A. Silver & Co., Chicago.
- W. H. Graham, Boston (morticians) *rn*
- Red Graham-Paige Motors Corp., Detroit (motor cars). *sp*  
 Agency: United States Advertising Corp., Toledo.
- H. H. Graupner & Co., Harrisburg, Pa. (Jolly Scot ale). *sa*  
 Agency: Foltz-Wessinger, Inc., Lancaster, Pa.
- Grayban, Inc., New York (toilet preparations).  
 Agency: H. E. Lesan Advertising Agency, Inc., New York.
- Dorothy Gray, New York (cosmetics).  
 Agency: Kenyon & Eckhardt, Inc., New York.
- Great Atlantic & Pacific Tea Co., New York (A&P stores). *n, rn, sp, sa, t*  
 Agency: Paris & Peart, New York.
- Great Northern Railway, Co., St. Paul (rail transportation). *sa*  
 Agencies: Reincke-Ellis-Younggreen & Finn, Inc., Chicago; David, Inc., St. Paul.
- Great Seal Products Co., Newark, O. (Great Seal vanilla). *sa*
- Greyhound Management, Inc., Cleveland (bus transportation). *sa*  
 Agency: Beaumont & Hohman, Cleveland.
- Griesdieck-Western Brewery Co., Belleville, Ill. (Stag beer). *sp, sa*  
 Agency: Budke-Connell Advertising Agency, St. Louis.
- Griffin Grocery Co., Muskogee, Okla. (Wonder baking powder). *sp, sa*  
 Agency: Rogers-Gano Advertising Agency, Tulsa.
- Grigsby-Grunow Co., Chicago (Majestic radios). *sp*  
 Agency: H. W. Kastor & Sons Advertising Co., Inc., Chicago.
- Grocery Store Products, Inc., New York (Fould's macaroni, etc.).  
 Agency: Gotham Advertising Co., New York.
- Grove Laboratories, Inc., St. Louis (Bromo Quinine). *n*  
 Agency: Stack-Goble Advertising Agency, New York.
- Gruen Watch Maker's Guild, Cincinnati (watches).  
 Agency: Ralph H. Jones Co., Cincinnati.
- Charles Gulden, Inc., New York (Gulden's mustard). *t*  
 Agency: Charles W. Hoyt Co., Inc., New York.
- Gulf Refining Co., Pittsburgh (gasoline & oil). *n*  
 Agencies: Cecil, Wazwick & Cecil, Inc., New York; Young & Rubicam, Inc., New York.
- S. Gumpert Co., Inc., Brooklyn (dessert). *sp*
- Gunther Brewing Co., Baltimore (beer). *sa*  
 Agency: I. A. Goldman Co., Baltimore.
- H**
- Haley M-O Co., Inc., Geneva, N. Y. (magnesia oil).  
 Agency: Erwin, Wasey & Co., Inc., New York.
- G. P. Halferty & Co., Inc., Seattle (Smart Set salmon steak).  
 Agency: Milne & Co., Inc., Seattle.
- Halitose Co., St. Louis (Halitose mouth wash). *sp, sa*  
 Agency: Jimin Daugherty, Inc., St. Louis.
- Halsey Stuart Co., Chicago (bonds, securities).  
 Agency: Gamble & Co., Ltd., Chicago.
- Hamilton-Beach Mfg. Co., Racine, Wis. (electric motors).  
 Agency: Western Advertising Agency, Inc., Racine, Wis.
- Hamilton Watch Co., Lancaster, Pa. (watches).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Hamlin's Wizard Oil Co., Chicago (Wizaroyal). *sp, sa, t*  
 Agency: Ruthrauff & Ryan, Inc., Chicago.
- Hamm Brewing Co., St. Paul (beer). *t, sa*  
 Agency: McCord Co., Minneapolis.
- Hancock Oil Co., Los Angeles. *rn*  
 Agency: Emil Brisacher & Staff, Los Angeles.
- Hand Medicine Co., Philadelphia (Dr. Hand's Worm Elixir). *sa*  
 Agency: John L. Butler Co., Philadelphia.
- Chr. Hansen's Laboratory, Little Falls, N. Y. (Junket dessert). *sp, sa, t*  
 Agency: Mitchell-Faust Advertising Co., Chicago.
- Happy Water Co., Chicago (crystals). *sp*
- John P. Harding, Inc., Chicago (meat producers).  
 Agency: C. Wendell Muench & Co., Chicago.
- Hart Schaffner & Marx, Chicago (men's clothing).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., Chicago.
- Harvard Brewing Co., Lowell, Mass. (Green Label beer).  
 Agency: Charles W. Hoyt Co., Inc., New York.
- Haskins Bros. & Co., Omaha (soa).  
 Agency: D'Arcy Advertising Co., Inc., St. Louis.
- Hawaiian Avocado Mayonnaise, Angeles. *t*
- Hawaiian Pineapple Co., San Francisco (Dole pineapple).  
 Agency: N. W. Ayer & Son, Inc., New York.
- James Hawley Co., Millis, Mass. (cereal). *sp*
- Hazel Atlas Glass Co., Wheeling, W. Va. (Atlas fruit jars). *sa*
- Health Products Corp., Newark, J. (Feen-A-Mint Gum, & Dillar Aspergum). *n, sp, sa*  
 Agency: Wm. Esty & Co., Inc., New York.
- Hecker H-O Co., Buffalo (Grandm pancake flour & Farina). *n, sa, t*  
 Agency: Erwin, Wasey & Co., Inc., New York.
- James Heddon's Sons, Dowag Mich. (fishing tackle).  
 Agency: Rogers & Smith Advertising Agency, Chicago.
- Heger Products Co., St. Paul (Vit Song bird seed).  
 Agency: Allan L. Firestone Advertising Agency, St. Paul.
- Heil Company, Milwaukee (st dump bodies).
- H. J. Heinz Co., Pittsburgh (food). *n*  
 Agency: Maxon, Inc., Detroit.
- William Helbein & Co., New York (Helbros watches).
- Helwig & Leitch Corp., Baltimore (Majestic food products). *sa, t*  
 Agency: Emery Advertising Co., Inc., Baltimore.
- Hennafoam Corp., New York (Hennafoam shampoo). *t*  
 Agency: Riegel & Leffingwell, New York.

# KTUL

"Growing  
with  
Tulsa"

Member Columbia Net Work

- **Only** Full Time Station in Northeastern Oklahoma.
- Complete Merchandising Service.
- **Only** Station in Oklahoma with Staff Band.
- Southwest's Most Beautiful Studios.
- **Only** High Fidelity (throughout) Station in Oklahoma.
- 127 Local Advertisers; 46 National Advertisers.
- **Only** "Blaw-Knox" Vertical Radiator Tower in Oklahoma.
- Largest Staff of Any Studio in Oklahoma.
- **Only** Complete Unionized Staff in Oklahoma.

## 500 WATTS

SEND FOR RATE CARD

# TULSA BROADCASTING COMPANY

WM. C. GILLESPIE, Vice-Pres. and Genl. Mgr.

National Bank of Tulsa Bldg. . . . Tulsa, Oklahoma

# FIRST

—high fidelity transmission on the Pacific Coast

# KOIN

PORTLAND, OREGON

2,500 Watts Day  
1,000 Watts Night

# KALE

PORTLAND, OREGON

500 Watts Day and Night

# BOTH

—latest high level, class B, 100% modulation, high fidelity transmission

## KOIN OFFERS

Columbia Network Affiliation

Complete Production Facilities

Excellent Merchandising Service

Extremely Low Flat Rate Schedules

Represented by

**FREE & SLEININGER Inc.**

New York • Detroit  
Chicago

San Francisco • Los Angeles

Dr. Hess & Clark, Inc., Ashland, O. (poultry food).  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

E. E. Hess Co., Brook, Ind. (witch hazel cream). *sp,sa*  
Agency: Rogers & Smith Advertising Agency, Chicago.

Hexin, Inc., Chicago (cold tablets). *sa*  
Agency: Sellers Service, Inc., Chicago.

High Rock Ginger Ale Co., Baltimore. *sp*  
Agency: J. A. Helprin Advertising Co., Baltimore.

Hill Bros. Co., New York (Dromedary dates & gingerbread mix). *sp*  
Agency: Cecil, Warwick & Cecil, Inc., New York.

Hills Brothers, San Francisco (Red Can coffee). *sp,t*  
Agency: N. W. Ayer & Son, Inc., San Francisco.

D. Hill Nursery Co., Dundee, Ill. (seeds). *sp*  
Agency: Cramer-Krasselt Co., Milwaukee.

Hill Food Products Co., Los Angeles (mayonnaise).  
Agency: Emil Brisacher & Staff, Los Angeles.

Hinkley & Schmidt, Chicago (Corinnia water). *sp*

Hinze-Ambrosia, Inc., New York (Ambrosia preparations). *n,sp*  
Agency: Luckey Bowman, Inc., New York.

Hipolite Co., St. Louis (marshmallow creme). *sp,sa*  
Agency: Ralph Moore, Inc., St. Louis.

Histeon Corp., Chicago (Histeon hay fever remedy). *sa,t*  
Agency: Ruthrauff & Ryan, Inc., Chicago.

Hoffman Beverage Co., Inc., Newark, N. J. (pure fruit beverages).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Hoffman-Hayman Coffee Co., San Antonio (H & H coffee).  
Agency: Pitluk Advertising Co., San Antonio.

Holford Inhaler Co., Minneapolis (inhalers).  
Agency: Kraff Advertising Agency, Minneapolis.

Holland Butter Co., Boston (butter & eggs). *rn*

R. M. Hollingshead Co., Camden, N. J. (Whiz auto polish).  
Agency: Badger, Browning & Hershey, Inc., New York.

Hollywood Dry Corp., Los Angeles (beverages).  
Agency: Hammel Advertising Corp., Los Angeles.

Home Makers Council of the Air, Boston (foods). *rn*  
Agency: Radio Broadcasting Co., Boston.

Hood Rubber Co., Watertown, Mass. (rubber & canvas footwear).  
Agency: McCann-Erickson, Inc., New York.

The Hoover Co., Canton, O. (Hoover vacuum cleaners). *n*  
Agency: Erwin, Wasey & Co., Inc., Chicago.

Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment). *sa*

Edna Wallace Hopper, Inc., Chicago (facial cream).  
Agency: Blackett-Sample-Hummert, Inc., Chicago.

Horlick's Malted Milk Corp., Racine, Wis. (malted milk). *n,sp,t*  
Agency: Lord & Thomas, Chicago.

Geo. A. Hormel & Co., Austin, Minn. (Hormel canned foods). *sa*  
Agency: Batten, Barton, Durstine & Osborn, Inc., Minneapolis.

Horn & Hardart Baking Co., Philadelphia (restaurants).  
Agency: Clements Co., Philadelphia.

Horse & Mule Association of America, Dallas. *sa*

Hotel Astor, New York.  
Agency: Donahue & Coe, New York.

Hotel Gov. Clinton, New York. *sa*  
Agency: Rose-Martin, Inc., New York.

Hotel Great Northern, New York. *n,sp*

Hotel Jefferson, St. Louis. *sa*

Hotels Management & Securities Corp., Washington, D. C. (hotel management).  
Agency: Needham & Grohmann, Inc., New York.

Houbigant, Inc., New York (perfumes).  
Agency: Lawrence C. Gumbinner Advertising Agency, New York.

Household Finance Corp., Chicago (family finance service). *n,rrn,sa,t*  
Agency: Charles Daniel Frey Co., Chicago.

House of Seager, Inc., Los Angeles (cosmetics). *n*

Howell Co., New Orleans (remedies, extracts). *t*

Geo. W. Hoyland, Inc., Kansas City (Smax cereal).  
Agency: Russell C. Comer Advertising Co., Kansas City.

Hubinger Co., Keokuk, Iowa (Elastic starch). *sp*  
Agency: Ralph Moore, Inc., St. Louis.

Hudnut Sales Co., Inc., New York (perfumes & powders). *n,rrn,sp*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Hudson Motor Car Co., Detroit (motor cars). *n,t*  
Agencies: Brooke, Smith & French, Inc., Detroit; The Blackman Co., New York.

E. Griffiths Hughes, Rochester, N. Y. (Kruschen salts). *t*  
Agency: Wylie B. Jones, Inc., Binghamton, N. Y.

K. A. Hughes Co., Boston (Thalassopyrosan, remedies). *sa*  
Agency: Ingalls, Advertising, Inc., Boston.

Humble Oil Co., Houston (oil and gasoline). *sa*  
Agency: McCann-Erickson, Inc., New York.

Humboldt Malt & Brewing Co., Eureka, Calif. (Brown Derby beer).  
Agency: Leon Livingston Advertising Agency, San Francisco.

Humphrey's Homeopathic Medicine Co., New York (dog remedies). *n,sp*  
Agencies: The Biow Co., Inc., New York; Phillips, Lennon & Co., New York.

Hupp Motor Co., Detroit (motor cars). *sa*  
Agency: Lennen & Mitchell, Inc., New York.

Hurley Machine Co., Chicago (Eag washing machines). *sa*  
Agency: Chas. Daniel Frey Co., Chicago.

Thomas A. Hutchinson Co., New York (Du-Pak nail polish). *t*

Hydrox Corp., Chicago (Hydrox cream).  
Agency: J. R. Hamilton Advertising Agency, Chicago.

Hygeia Nursing Bottle Co., Buffalo (strained vegetables).  
Agency: Batten, Barton, Durstine & Osborn, Inc., Buffalo.

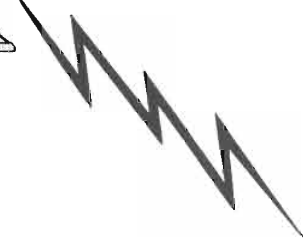
Hygrade-Sylvania Corp., Clifton, N. J. (radio tubes). *sa*  
Agency: Cecil, Warwick & Cecil, Inc., New York.

Hyal Co., Fort Worth, Tex. (dentifrice). *sa*

# KTHS

CHAMBER OF COMMERCE  
HOT SPRINGS NATIONAL PARK  
ARKANSAS

10,000 Watts    Nationally Cleared Channel    1060 kilocycles



THE ONLY STATION IN ARKANSAS AND  
WITHIN A RADIUS OF 200 MILES

THAT operates on a nationally cleared channel.  
THAT is an NBC affiliated station.  
THAT operates with 10,000 watts power.  
THAT has a potential audience of 1,943,315 persons.  
THAT has been in continuous operation ten years.

• National Representatives

THE EDWARD PETRY & COMPANY, INC.

NEW YORK    CHICAGO    DETROIT    SAN FRANCISCO

I

Illinois Bottled Gas Co., Chicago (Drigas). *sp*  
 Illinois Central Railroad, Chicago (rail transportation). *sa*  
 Agency: The Caples Co., Chicago.  
 Illinois Meat Co., Chicago. *n*  
 Agency: J. L. Sudgen Advertising Co., Chicago.  
 Imperial Sugar Co., Sugarland, Texas. *sp*  
 Agency: Tracy-Locke-Dawson, Inc., Dallas.  
 Independent Grocers Alliance, Chicago (IGA brands).  
 Agency: Hilmer V. Swenson Co., Chicago.  
 Independent Silo Co., St. Paul (silos).  
 Agency: Harman-McGinnis, Inc., St. Paul.  
 Indiana Safeway Bus Lines, Indianapolis (transportation). *sp*  
 Individual Drinking Cup Co., Easton, Pa. (Dixie cups). *n*  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.  
 Inecto, Inc., New York (Inecto-Rapid Notox). *n,t*  
 Agency: The Biow Co., Inc., New York.  
 Infant Supply Co., Lynn, Mass. (Pyrless diapers).  
 Agency: Northeastern Advertising Agency, Lynn, Mass.  
 Inland Consolidated Coal Corp., Chicago (Great Eagle coal). *sa*  
 Institute of American Meat Packers, Chicago (meat talks). *n*  
 Agency: McCann-Erickson, Inc., Chicago.  
 International Bedding Co., Baltimore (White Cloud mattresses). *t*  
 International Laboratories, Omaha (hair remedy).  
 Agency: Buchanan-Thomas Advertising Co., Omaha.  
 International Mate Co., New York (Joyz Yerba Mate tea).  
 Agency: Mark O'Dea & Co., Inc., New York.  
 International Oil Heating Co., St. Louis (oil burners). *sp,sa*  
 Agency: Phil Gordon Agency, Chicago.  
 International Salt Co., Scranton, Pa. (salt). *sa*  
 Agency: Paris & Peart, New York.  
 International Shoe Co., St. Louis (Red Goose shoes).  
 Agency: D'Arcy Advertising Co., Inc., St. Louis.  
 International Silver Co., Meriden, Conn. (silverware).  
 Agencies: N. W. Ayer & Son, Inc., Philadelphia; Benton & Bowles, Inc., New York; Ralph H. Jones Co., New York; Young & Rubicam, Inc., New York.  
 International Vitamin Corp., New York (IVC pearls). *sp*  
 Agency: Zinn & Meyer, Inc., New York.  
 Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's shortening).  
 Agency: Crook Advertising Agency, Dallas.  
 Interstate Department Stores, New York (chain stores). *sa*  
 Interstate Life Association, Hollywood (insurance). *t*  
 Interwoven Stocking Co., New Brunswick, N. J. (Interwoven hosiery). *sp*  
 Agency: United Advertising Agency, Inc., New York.  
 Investors Syndicate, Minneapolis.  
 Agency: Erwin, Wasey & Co., Inc., Chicago.  
 I. O. Products Co., Inc., New York (I-O Tabs). *sa*  
 Iodent Chemical Co., Detroit (tooth paste). *sp,t*  
 Agency: Maxon, Inc., Detroit.  
 Iokelp Company, San Diego (health tonic). *sp,t*  
 Agency: Heintz, Pickering & Co., Ltd., Los Angeles.

Iowa Pearl Button Co., Muscatine, Ia. (Blue Bird pearl buttons). *sa*  
 Iowa Soap Co., Burlington, Ia. (Magic Washer soap and Pynaseptic). *sp,t,ta*  
 Agency: R. J. Potts & Co., Kansas City.  
 The Ironized Yeast Co., Atlanta, Ga. (yeast tablets). *n,sp,sa,t*  
 Agency: Ruthrauff & Ryan, Inc., New York.  
 ITS Company, Elyria, O. (rubber soles & heels).  
 Agency: Carr Liggett, Inc., Cleveland.  
 Ivanhoe Foods, Inc., Auburn, N. Y. (Salanaise salad dressing).  
 Agency: Moser & Cotins, Inc., Utica, N. Y.

J

Walter Janvier, Inc., New York (Kellogg's Tasteless castor oil).  
 Agency: Churchill-Hall, Inc., New York.  
 Dr. D. Jayne & Son, Inc., Philadelphia (vitamin wine).  
 Agency: Carter-Thomson Co., Philadelphia.  
 Jean Jordean, Inc., South Orange, N. J. (Zip and depilatory cream). *t*  
 Agency: James R. Flanagan Advertising Agency, New York.  
 Jeddo-Highland Coal Co., Jeddo, Pa. (coal producers). *n*  
 Agency: N. W. Ayer & Son, Inc., New York.  
 John F. Jelke Co., Chicago (Good Luck margarine).  
 Agency: Blackett-Sample-Hummert, Inc., Chicago.  
 Jell-Well Dessert Co., Inc., Los Angeles. *t*  
 Agency: Mayers Co., Los Angeles.  
 Jel-Sert Co., Chicago (Flavorade). *sp*  
 Agency: Rogers & Smith Advertising Agency, Chicago.  
 Jenny Wren Co., Lawrence, Kan. (Jenny Wren flour). *sp,sa*  
 Agency: R. J. Potts & Co., Kansas City.  
 Andrew Jergens Co., Cincinnati (Woodbury's soap and lotion). *n*  
 Agencies: J. Walter Thompson Co., New York; Lennen & Mitchell, Inc., New York.  
 J. F. G. Coffee Co., Knoxville, Tenn. *sp*  
 John Irving Shoe Co., Boston. *rn*  
 Johns-Manville, Inc., New York (household repair material). *n*  
 Agency: J. Walter Thompson Co., New York.  
 Johnson Educator Food Co., Cambridge, Mass. (Educator crackers). *rn,sa,t*  
 Agency: John W. Queen Advertising Agency, Boston.  
 Johnson & Johnson, New Brunswick, N. J. (surgical dressing).  
 Agencies: Perry-Hanly Advertising Co., New York; J. P. Muller & Co., New York; Frank Presbrey Co., Inc., New York; Young & Rubicam, Inc., New York.  
 Oliver J. Johnson, Inc., Chicago (seeds).  
 Agency: McJunkin Advertising Co., Chicago.  
 Johnson Products Co., Boston (oil burners). *sa*  
 Johnson-Stephens & Shinkle Shoe Co., St. Louis (Fashion Plate shoes).  
 Agency: Anfenger Advertising Agency, Inc., St. Louis.  
 S. C. Johnson & Son, Inc., Racine, Wis. (Johnson's floor wax). *n*  
 Agency: Needham, Louis & Brorby, Inc., Chicago.  
 Walter H. Johnson Candy Co., Chicago (Long John candy bars). *sa*  
 Agency: Geo. J. Kirkgasser & Co., Chicago.  
 Robt. A. Johnston Co., Milwaukee (chocolates).  
 Agencies: N. W. Ayer & Son, Inc., Philadelphia; Klau-Van Pietersom-Dunlap Associates, Inc., Milwaukee.

ON THE AIR



18 1/2 HOURS DAILY



# NOW

## You Can Blanket Ohio's Rich Miami Valley at A Lower Cost!

Engineering tests show 1,118,501 potential listeners in the primary zone of WHIO, Dayton's new station. For years this has been recognized by advertisers as Ohio's best test field, developed by the newspaper coverage of the Dayton Daily News and its promotion department. In the major cities are industries engaged in domestic and international trade. Its manufacturing activities are very diversified. It includes an agricultural region with prosperous farms and populous villages. It can easily mean as much to radio advertisers as it has to newspaper advertisers as a trial area.

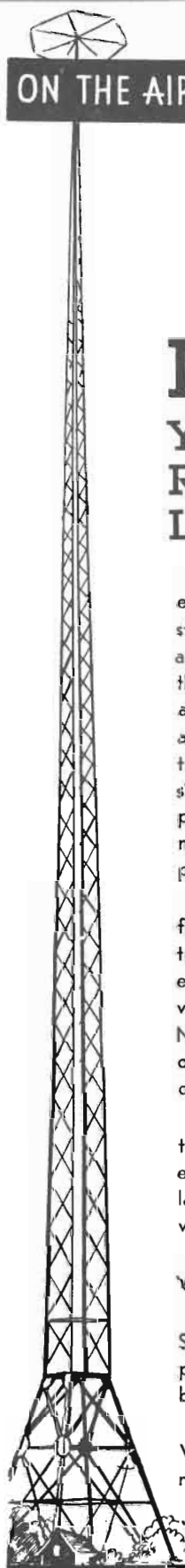
The latest 1,000 watt (day and night) RCA high fidelity transmitter was located after exhaustive tests. A plant entirely new was designed by RCA engineers and includes the very latest antennas developed after extensive experimentation at Raleigh, N. C. This insures dependable reception at all times of NBC red network programs heretofore heard but occasionally by Miami Valley listeners.

A five story building includes four acoustically treated studios, each with a separate control booth, equipped with RCA high fidelity microphones. The latest RCA turn tables provide for both lateral and vertical cut 33-1/3 and 78 r.p.m. transcriptions.

Space in a modern display window is furnished to WHIO advertisers without cost.

Affiliation with the Dayton Daily News and Springfield News and Sun assure ample program publicity and ready acceptance of commercial broadcasts.

Reach Miami Valley listeners at a lower cost—Write today to WHIO, Dayton, for program and market data.



**MIAMI VALLEY BROADCASTING CORP.**  
 39 S. LUDLOW ST · DAYTON OHIO  
 J. M. COX, JR., PRESIDENT  
 E. K. STEINER, GEN. MGR. J. L. REINSCH, COM. MGR.



# Directory of 1934 National and Regional Radio Advertisers (Con't)

Julian, Inc., Dallas (hand lotion). *sa*  
 Jung Seed Co., Randolph, Wis. (seeds and bulbs). *sp,sa*  
 Agency: Frizzel Advertising Agency, Minneapolis.  
 Justrite Co., Milwaukee (bird seed). *sp,sa*  
 Agency: Gustav Marx Advertising Agency, Milwaukee.

## K

Kaempfer's, Chicago (bird food). *t*  
 Agency: C. Wendell Muench Co., Chicago.  
 Kal Products, Inc., St. Paul (X-Y-Z ointment). *sa*  
 Agency: McCord Co., Minneapolis.  
 Karnasek Ambrosia Co., Scranton, Pa. (Lekatoria). *sa*  
 A. J. Kasper Co., Chicago (Sip of Gold coffee). *sp*  
 Agency: James H. Turner, Chicago.  
 Katterman & Mitchell Sales Corp., New York (Gloria Gay silks).  
 Kay Jewelry Co., Boston (jewelry stores). *rn*  
 Keeley Institute, Dwight, Ill (liquor cure). *sa*  
 Agency: Fred A. Robbins, Inc., Chicago.  
 Keep Chicago Ahead Committee, Chicago (promotional). *n*  
 Agency: Hays MacFarland & Co., Chicago.  
 The Kellogg Co., Battle Creek, Mich. (corn flakes, Pep, etc.). *n,sp,sa,t,ta*  
 Agency: N. W. Ayer & Son, Inc., New York.  
 Kelly-Springfield Tire Co., New York (tires & tubes).  
 Agency: N. W. Ayer & Son, Inc., New York.  
 Kemp Bros. Packing Co., Frankfort, Ind. (Sun Rayed tomato juice).  
 Agency: The Caldwell-Baker Co., Indianapolis.  
 Kendall Refining Co., Bradford, Pa. (Pennbest motor oil). *sp*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., Pittsburgh.  
 D. D. Kenny Co., Baltimore (Norwood coffee). *sp*  
 Kenton Pharmacal Co., Covington, Ky. (Brownatone hair dye).  
 Agency: Proctor & Collier Co., Cincinnati.  
 Kenwood Mills, Albany, N. Y. (wool blankets). *t*  
 Agency: G. Lynn Sumner Co., New York.  
 Kerr Glass Co., Sand Springs, Okla. (mason jars). *sp,sa,t*  
 Agencies: Rogers-Gano Advertising Agency, Tulsa; Kingshall Advertising Agency, Pasadena, Calif.  
 Kester Solder Co., Chicago (metal mender). *sp,sa*  
 Agency: Aubrey, Moore & Wallace, Inc., Chicago.  
 Keystone Steel & Wire Co., Peoria, Ill. (Red Brand wire fences).  
 Agency: Rogers & Smith Advertising Agency, Chicago.  
 Kildall Co., Minneapolis (cod liver oil).  
 Agency: Greve Advertising Agency, St. Paul.  
 M. Kimball Co., Everett, Mass. (Red Cap polishes).  
 Agency: Wood, Putnam & Wood Co., Boston.  
 Kings Brewing, Inc., Brooklyn (King's beer). *sp*  
 Agency: Charles Austin Bates, Inc., New York.  
 A. King Co., Somerville, Mass. (Statler tissue). *sa,t*  
 Agency: Louis M. Glaser, Inc., Boston.  
 King Razor Co., Providence, R. I. (safety razor).  
 Agency: Lanpher & Schonfarber, Inc., Providence, R. I.

Kinox Co., Rutland, Vt. (Callouse-East). *sp*  
 Agency: Hays Advertising Agency, Burlington, Vt.  
 Kip Corp., Ltd., Los Angeles (Pyrol).  
 Agency: Philip J. Meany Co., Los Angeles.  
 Walter R. Kirk, Inc., Chicago (soaps).  
 Agency: C. Wendell Muench & Co., Chicago.  
 Kirsch Company, Sturgis, Mich. (drapery hardware).  
 Agency: Brooke, Smith & French, Inc., Detroit.  
 Kitchen Art Foods, Inc., Chicago (Two Minute dessert). *sp*  
 Agency: Rogers & Smith Advertising Agency, Chicago.  
 Kleistone Rubber Co., Inc., Warren, R. I. (Lynco arch support).  
 Agency: Lanpher & Schonfarber, Inc., Providence, R. I.  
 E. A. Kline & Co., New York (Medallist cigars).  
 Agency: Wm. Irving Hamilton Agency, New York.  
 A. A. Knight Corp., Charlestown, Mass. (Kni-cust ice cream mix). *rn*  
 E. L. Knowles, Inc., Springfield, Mass. (Rubine liniment). *sa*  
 Agency: DeForest Merchandising Bureau, Springfield, Mass.  
 Knox Company, Kansas City, Mo. (Cystex). *sp,t*  
 Agency: Dillon & Kirk, Kansas City.  
 Knox Gelatine Co., Johnstown, N. Y. (Knox Sparkling gelatin). *sa,t*  
 Agency: Federal Advertising Agency, Inc., New York.  
 Kolynos Co., Chicago (toothpaste). *n*  
 Agencies: John F. Murray Advertising Agency, Inc., New York; Blackett-Sample-Hummert, Inc., Chicago.  
 Kondon Mfg. Co., Minneapolis (Kondon's Catarthal jelly). *sa*  
 Agency: Erwin, Wasey & Co., Inc., Minneapolis.  
 Konjola, Inc., Portchester, N. Y. (Konjola cold compound and laxative). *t*  
 Agency: Silverman Advertising Co., Chicago.  
 Koppers Seaboard Coal, Brooklyn, N. Y. *sp*  
 Agency: Erwin, Wasey & Co., Inc., New York.  
 Kopps Brothers, Inc., New York (corsets and brassieres). *sp*  
 Agency: J. Walter Thompson Co., New York.  
 Kosto Co., Chicago (10-cent dessert). *sa,t*  
 Agency: Ruthrauff & Ryan, Inc., Chicago.  
 Kraft-Phenix Cheese Corp., Chicago (cheese, etc.). *n,sp,sa*  
 Agency: J. Walter Thompson Co., Chicago.  
 A. J. Krank Co., St. Paul (toilet preparations). *sp*  
 Agency: Keinke-Ellis-Younggreen & Finn, Inc., Chicago.  
 Krementz & Co., Newark, N. J. (jewelry).  
 Agency: Samuel C. Croot Co., Inc., New York.  
 Kremola Co., Chicago (Kremola toilet preparation).  
 Agency: Guenther-Bradford & Co., Inc., Chicago.  
 S. S. Kresge Co., Detroit (chain stores).  
 Kreuger Brewing Co., Newark, N. J. (beer). *sa*  
 Agency: The Biow Co., Inc., New York.  
 Krey Packing So., St. Louis. *sp*  
 Kroger Grocery & Baking Co., Cincinnati (grocers). *t*  
 Agency: Ralph H. Jones Co., Cincinnati.

Kurlash Co., Rochester (eyelash beautifiers).  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.  
 B. Kuppenheimer & Co., Chicago (men's clothing). *t*

## L

La Choy Food Products, Inc., Detroit (Chinese food products). *sa*  
 Lady Baltimore Co., Baltimore (Lady Baltimore facial cream). *sa*  
 Lady Esther Co., Evanston, Ill. (powder, etc.). *n*  
 Agency: Stack-Goble Advertising Agency, Chicago.  
 Lady Margaret Co., Fort Worth, Tex. (cosmetics). *sa*  
 Lambert Pharmaceutical Co., St. Louis (Listerine). *n*  
 Agency: Lambert & Feasley, Inc., New York.  
 Corliss Lamont & Co., New York (Nestle's). *n*  
 Agency: J. Walter Thompson Co., New York.  
 Lancaster County Seed Co., Paradise, Pa. (seeds). *sp,t*  
 Agency: C. F. Kern Advertising Agency, Philadelphia.  
 Land O'Lakes Creameries, Inc., Minneapolis (butter). *sp*  
 Agency: Campbell-Mithun, Inc., Minneapolis.  
 Land O'Nod Co., Minneapolis (mattresses). *sa*  
 Lane Co., Altavista, Va. (cedar chests).  
 Agency: Henri, Hurst & McDonald, Inc., Chicago.  
 Langendorf United Bakeries, Inc., San Francisco (Royal bread). *n*  
 Agency: J. Walter Thompson Co., San Francisco.  
 La Gerardine, Inc., New York (wave set lotion). *t,ta*  
 Agency: H. E. Lesan Advertising Agency, New York.  
 La Rosa Co., New York (macaroni). *rn,t*  
 Larowe Milling Co., Detroit (stock feed). *sp*  
 Agency: Zimmer-Keller, Inc., Detroit.  
 Larsen Co., Green Bay, Wisc. (strained vegetables for babies). *sp*  
 Agency: Neisser-Meyerhoff, Inc., Chicago.  
 Larus & Bro. Co., Richmond, Va. (Edgeworth tobacco). *n,rn*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 Lavena Corp., Chicago (bath powder). *sp,t*  
 Agency: Lord & Thomas, Chicago.  
 Lavior Chemical Co., Minneapolis (mouth wash). *n*  
 Agencies: Blackett-Sample-Hummert, Inc., Chicago; Hutchinson Advertising Co., Minneapolis.  
 Thomas Leeming & Co., Inc., New York (Baume Bengue).  
 Agency: Wm. Estey & Co., Inc., New York.  
 Lees James & Sons Co., Bridgeport, Pa. (Minerva yarns).  
 Agency: Wm. Jenkins Advertising Agency, Philadelphia.  
 Lehn & Pink Products Co., New York (Lysol, Hinds, Pebecco, etc.). *n,sp*  
 Agencies: The Blackman Co., New York, Hinds Cream; Kenyon & Eckhardt, Inc., New York, Dorothy Gray Products; Kimball, Hubbard & Fowel, Inc., New York, Lesquendieu & Tussy Cosmetics; Lennen & Mitchell, Inc., New York, Lysol & Pebecco.  
 Leisy Brewing Co., Cleveland.  
 Agency: Fuller & Smith & Ross, Inc., Cleveland.  
 Lenthalie, Inc., New York (perfumes). *sp*  
 Agency: Geyer-Cornell Co., Inc., New York.

Len-Zol Products, Inc., Syracuse, N. Y.  
 Lever Bros Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). *n,sp,t*  
 Agencies: Ruthrauff & Ryan, Inc., New York; J. Walter Thompson Co., New York.  
 A. H. Lewis Medicine Co., St. Louis (Tums). *sa,t*  
 Agency: Ruthrauff & Ryan, Inc., Chicago.  
 Lewis Hotel Training School, Washington, D. C. *t*  
 Agency: Rose-Martin, Inc., New York.  
 Lewis I Cigar Co., Newark, N. J. (John Rubkin & Melba cigars).  
 Agency: Scheck Advertising Agency, Inc., Newark, N. J.  
 Lewis Knitting Co., Janesville, Wis. (underwear).  
 Agency: Schwimmer & Scott, Chicago.  
 Libbey-Owens-Ford Glass Co., Toledo (safety glass). *sp,sa*  
 Agency: United States Advertising Corp., Toledo.  
 Libby, McNeill & Libby, Chicago (food products). *n*  
 Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brody, Inc., Chicago.  
 Liberty Foods, Covington, Ky. (Red Spread, Pate-de-Foie). *sp*  
 Agency: W. I. Tracey, Inc., New York.  
 Liberty Magazine, New York. *sa*  
 Agency: Lord & Thomas, New York.  
 Liberty Mutual Insurance Co., Boston. *sa*  
 Agency: Street & Finney, Inc., New York.  
 Liebmans Breweries, Inc., Brooklyn (Rheingold beer).  
 Agency: Newell-Emmett Co., Inc., New York.  
 Life Savers, Inc., Port Chester, N. Y. (candy). *n*  
 Agency: Topping & Lloyd, Inc., New York.  
 Liggitt & Myers Tobacco Co., New York (Chesterfield). *n*  
 Agency: Newell-Emmett Co., Inc., New York.  
 Louis K. Liggitt & Co., New York (Stores). *sa*  
 Agency: Spot Broadcasting, Inc., New York.  
 Lince Products, Chicago (Lince wash). *sa*  
 Lionel Corp., New York (toy trains).  
 Agency: Al Paul Lefton Co., Inc., Philadelphia.  
 Thomas J. Lipton, Inc., Hoboken, N. J. (teas). *rn,sp,sa*  
 Agency: Frank Presbrey Co., Inc., New York.  
 Lite Soap Co., Aurora, Ill. (Lite minerals). *sa,t*  
 Little Crow Milling Co., Warsaw, Ind. (pancake flour).  
 Agency: Rogers & Smith Advertising Agency, Chicago.  
 Little Tree Farms, Framingham, Mass. (shrubs and trees).  
 Agency: Harry M. Frost Co., Boston.  
 Lone Wolf Co., Fort Worth, Texas (hair tonic). *sa*  
 Longino & Collins, New Orleans (Tasty preserves).  
 Agency: Stone, Stevens & Lill, New Orleans.  
 Loose-Wiles Biscuit Co., Long Island City, N. Y. (Krispy Krackens, etc.). *rn,sa,t,ta*  
 Agency: Newell-Emmett Co., Inc., New York.  
 Frank Lopez, Brooklyn, N. Y. (cosmetics). *rn*  
 P. Lorillard Co., New York (Old Gold cigarettes). *n,t*  
 Agency: Lennen & Mitchell, Inc., New York.  
 Los Angeles Soap Co., Los Angeles (White King Soap).  
 Agency: Barnes-Campbell Co., Los Angeles.

nden Packing Co., Terre Haute, Ind. (Doggie Dinner).  
 Agency: Matteson-Fogarty-Jordan Co., Inc., Chicago.  
 ne Charm, Inc., St. Louis (perumes). *sp*  
 Agency: Hilmer V. Swenson Co., Chicago.  
 ve Bros. Co., Dayton (paints).  
 Agency: The Geyer Co., Dayton.  
 rite Refining Corp., St. Louis (Mobiloil & Mobilgas). *sp,t*  
 Agency: J. Stirling Getchell, Inc., New York.  
 rge W. Luft Co., Inc., Long Island City, N. Y. (Tangee preparations).  
 Agency: Cecil, Warwick & Cecil, Inc., New York.  
 hn Lucas & Co., Philadelphia (paints).  
 Agency: Jerome B. Gray & Co., Philadelphia.  
 ky Tiger Remedy Co., Kansas City (hair tonic). *sp*  
 Agency: Loomis-Clapham-Whalen Co., Kansas City.  
 ns, Inc., Reading, Pa. (cough drops). *n*  
 Agency: J. M. Mathes, Inc., New York.  
 r-Eye Products, Inc., New York (eye preparation). *t*  
 rite Silk Products Co., Milwaukee (hosiery and lingerie). *t*  
 Agency: Neisser & Meyerhoff, Inc., Milwaukee.  
 ror, Ltd., Chicago (cosmetics). *n*  
 Agency: Lord & Thomas, Chicago.  
 nn Products Co., Lynn, Mass. (oil burners). *sa*  
 Agency: Church-Green Co., Boston.  
 kolene Co., Kansas City (Lyko & Lykolene).  
 Agency: Perry-Hanly Advertising Co., Kansas City.

M

MacFadden Publications, Inc., New York (True Story and Detective Stories magazines). *n,sa*  
 Agencies: Lord & Thomas, New York; Stack-Goble Advertising Agency, New York; Erwin, Wasey & Co., Inc., New York; Ruthrauff & Ryan, Inc., New York.  
 MacMillan Petroleum Co., Los Angeles (Ring Free motor oil).  
 Agency: Erwin, Wasey & Co., Inc., Los Angeles.  
 R. H. Macy & Company, New York (department store).  
 Mador, Inc., Chicago (cosmetics).  
 Agency: McJunkin Advertising Co., Chicago.  
 Magnesia Products Co., Milwaukee (West's bird foods).  
 Agency: Freeze-Vogel-Crawford, Inc., Milwaukee.  
 Magnolia Petroleum Co., Dallas (Mobiloil & Mobilgas). *sa*  
 Agency: Johnston Printing & Advertising Co.  
 Magnolia Seed Co., Dallas (chigger chaser). *sa*  
 Mail Pouch Tobacco Co., Wheeling, W. Va. (Mail Pouch tobacco).  
 Mallory Hat Co., Danbury, Conn. (men's hats).  
 Agency: Trades Advertising Agency, New York.  
 Malted Cereals Co., Burlington, Vt. (Maltex). *n*  
 Agency: Samuel C. Croot Co., Inc., New York.  
 Maltine Co., New York (cod liver oil).  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.  
 Malt-O-Meal Co., Fort Worth, Tex. (cereal). *sa,sp*

A Rich Market  
**ROCHESTER**  
 NEW YORK

**17**TH CITY IN THE NATION among 162 cities selected as ideal test cities by 129 Leading Agencies and Advertisers in a survey made by Sales Management.

A Business-Getting Medium  
**W H E C**

Station of  
**THE GANNETT NEWSPAPERS**

PREFERRED by Rochester Merchants and Distributors.

REMARKABLE GROWTH due to Aggressive and Progressive Policies.

INCREASED AUDIENCE shown by Columbia Survey—Returns nearly three times previous year.

NEWSPAPER ADVERTISING—Program Highlights advertised every day in two affiliated newspapers.

REAL PROGRESS made during 1934—New air conditioned organ studio and Wurlitzer Organ.

RATES—Coverage of a half million persons with extremely low per listener cost.

COMMUNITY ACCEPTANCE—Mayor makes frequent use of station facilities. Community events are broadcast.

AFFILIATED WITH  
**COLUMBIA BROADCASTING SYSTEM**  
 NATIONAL REPRESENTATIVE  
**GREIG, BLAIR & SPIGHT, INC.**  
 New York Chicago Detroit San Francisco Los Angeles

Your Appropriation for the

**CHICAGO**

Market Need Not Knock  
 the Spots Out of Your Budget

When you choose WAAF for your Chicago sales job you are assured of effective coverage of America's second largest market at a cost much less than you would expect.

WAAF at 920 kilocycles is well within the popular tuning range on Chicago's radio dial.

More than four and a half million people live within only 35 miles of the WAAF transmitter. Here is a large responsive audience concentrated in one of the world's most densely populated areas. You can reach it without paying a penalty for coverage in the wide open spaces.

**WAAF**  
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IN - THE - CENTER - OF - THE - DIAL

Malva Medicine Co., Cincinnati (remedy).  
 Agency: Chester C. Moreland Co., Cincinnati.

Mangels Herold Co., Baltimore (King's Syrup). *sp,t*  
 Agency: Emery Advertising Co., Inc., Baltimore.

Manhattan Soap Co., Inc., New York (Micky Mouse soap). *n*  
 Agency: Peck Advertising Agency, Inc., New York.

B. Manischewitz Co., Cincinnati (Matzos). *sp*

Mantou Water Co., Denver (mineral water). *sa*  
 Agency: Shaw-Betts, Inc., Denver.

Mankind Dog & Cat Food Co., Philadelphia. *sa*

Mantle Lamp Co. of America, Chicago (Aladdin lamps). *sp,sa,t*  
 Agency: Philip O. Palmer & Co., Inc., Chicago.

Charles Marchand Co., New York (Golden hair wash). *t*

Marco Products Co., Los Angeles (dog food). *sp*

Marcus-Le Soine, Inc., San Francisco (Lovalon hair rinse).  
 Agency: Snall, Kleppner & Seiffer, Inc., New York.

Marlin Mineral Water Co., Marlin, Tex. (Marlin crystals). *sp,sa*  
 Agency: Rogers-Gano Advertising Agency, Houston, Tex.

Marinesia Laboratories, South San Francisco, Calif. (Marine Magnesia toothpaste). *sa*  
 Agency: Long Advertising Service, San Jose, Calif.

Marion Products Co., Marion, O. (beverages). *sp*

Marly Distributors, Inc., New York (Marly beauty preparations).  
 Agency: John Thomas Miller Agency, New York.

Marmola Co., Chicago (remedy). *t*

J. W. Marrow Co., Los Angeles & Chicago (Mar-O-Oil shampoo). *n,sa,t*  
 Agencies: Heath-Seehof, Inc., Chicago; Hughes-Morten, Los Angeles.

Marshall Canning Co., Marshalltown, Ia. (Brown beauty beans). *sp*  
 Agency: Erwin, Wasey & Co., Inc., Chicago.

Martin-Senour Co., Chicago (varnishes).  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.

Joseph Martinson, Inc., New York (Jomar coffee & chocolate malted). *sp*  
 Agency: Albert Frank-Guenther-Law, Inc., New York.

Maryland Pharmaceutical Co., Baltimore (Rem). *sa,la*  
 Agency: Joseph Katz Co., Baltimore.

Master Builders Co., Cleveland (flooring). *sa*  
 Agency: United States Advertising Corp., Toledo.

Mamme Collieries, Terre Haute, Ind. (coal). *sp*

Maury-Cole Co., Memphis (Canova coffee).  
 Agency: O'Callaghan Advertising Agency, Memphis.

Maxine Products Co., Detroit (perfume). *sa*  
 Agency: Lee Anderson Advertising Co., Detroit.

Maybelline Co., Chicago (eyelash dye). *n,rn,sa,t*  
 Agency: Cramer-Krasselt Co., Milwaukee.

Oscar Mayer & Co., Chicago (Old Style farm sausage). *sp*

Dr. W. B. Mayo Laboratories, Los Angeles (medical products). *n*  
 Agency: Tom Wallace Agency, Los Angeles.

Earl E. May Seed Co., Shenandoah, Ia. (seeds).  
 Agency: L. W. Ramsey Co., Davenport, Ia.

Maytag Co., Newton, Ia. (washing machines).  
 Agency: Cramer-Krasselt Co., Milwaukee.

Mazer Cressman Cigar Co., Detroit (Manuel cigars).  
 Agency: Harold Aarons, Inc., Detroit.

Alfred W. McCann Laboratories, Inc., New York (special foods). *sp*

McCleary Sanitarium, Excelsior Springs, Mo. *t*  
 Agency: R. J. Potts Co., Kansas City.

McCormick & Co., Baltimore (Bee brand spices & Banquet tea). *sa,t*  
 Agency: Van Sant, Dugdale & Co., Baltimore.

McCoy's Laboratories, Inc., New York (cod liver oil tablets). *sa,sp,t*  
 Agency: Peck Advertising Agency, Inc., New York.

Thomas McElroy Co., Chicago (furs). *t*  
 Agency: Schimmer & Scott, Inc., Chicago.

McKenzie Milling Co., Quincy, Mich. (pancake flour). *sp*  
 Agency: Rogers & Smith Advertising Agency, Chicago.

McKesson & Robbins, Inc., Bridgeport, Conn. (Albolene, Anafax).  
 Agency: N. W. Ayer & Son, Inc., New York.

McLaughlin-Gormley-King Co., Minneapolis (insecticide). *t*  
 Agency: Campbell-Mithun, Inc., Minneapolis.

J. T. McMillan Co., St. Paul (pork packers).  
 Agency: Harmon-McGiannis, Inc., St. Paul.

McMurtry Mfg. Co., Denver (Gloss Cote paint).  
 Agency: Cloyd F. Woolley, Inc., Denver.

Meadows Mfg. Co., Bloomington, Ill. (washing machines).

Medicolum Corp., Ltd., Los Angeles (Melodine iodine).

Mello-Glo Co., Boston (toilet preparations). *sp,sa,t*  
 Agency: Mark O'Dea & Co., New York.

Melville Shoe Corp., New York (John Ward shoes).  
 Agency: Friend Advertising Agency, New York.

Menderth, Inc., Boston (fertilizer). *rn,t*

Mennen Co., Newark, N. J. (Mennen toilet preparations). *sp*  
 Agency: Scheck Advertising Agency, Inc., Newark, N. J.

Mentho-Kreamo Co., Clinton, Ill. (M-K cough remedy). *sa*

Merckens Chocolate Co., Inc., Buffalo (cocoa).  
 Agency: L. H. Waldron Advertising Agency, New York.

Wm. S. Merrell Co., Cincinnati (Detoxol toothpaste).  
 Agency: The Geyer Co., Dayton.

Metropolitan Life Insurance Co., New York. *n*  
 Agency: Hawley Advertising Co., Inc., New York.

Mexican Government, Mexico City, Mexico (travel talks). *t*

Miami-Biltmore Hotel, Miami Beach, Fla. *sa*  
 Agency: Loomis & Hall, Inc., Miami, Fla.

John C. Michail Co., Chicago (Mickey quilt patches). *sp*

Michigan Tourist & Resort Commission, Detroit (vacation campaign). *sa*

Mickelberry's Food Products Co., Chicago (sausage). *t*  
 Agency: Schl Advertising Agency, Chicago (sausage). *t,sp*

Mid-Continent Petroleum Corp., Tulsa, Okla. (DX gasoline). *sa,t*  
 Agency: R. J. Potts Co., Kansas City.

Midland Flour Milling Co., Kansas City (Town Crier flour). *sp*  
 Agency: Potts-Turnbull Co., Inc., Kansas City.

Midwest Drug, Inc., Chicago (Chapin's Muscletone).  
 Agency: C. Wendell Muench & Co., Inc., Chicago.

Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer). *n,sp*  
 Agency: Wade Advertising Agency, Chicago.

Milky-Way Co., Chicago (cosmetics).  
 Agency: Root Advertising Agency, Chicago.

Fred Miller Brewing Co., Milwaukee (High Life beer).  
 Agency: Cramer-Krasselt Co., Milwaukee.

I. Miller & Sons, Long Island City, N. Y. (women's shoes).

Miller Milling Co., Minneapolis (incident flour). *t*

Minwater, Inc., Dallas (crystals). *t*

Miller Pork Products Corp., Richmond, Va. (Sargeant's dandruff remedy).  
 Agency: Cecil, Warwick & Co., Inc., New York.

Miller Rubber Co., Akron (rubber sundries).  
 Agency: Ruthrauff & Ryan, Inc., New York.

Russell Miller Co., Minneapolis (flour). *t*

Milton Oil Co., Sedalia, Mo. (Dino gasoline). *sp*  
 Agency: Anfenger Advertising Agency, Inc., St. Louis.

Minard Co., Framingham, Mass. (halant & mouth wash). *sa*

Minneapolis Brewing Co., Minneapolis (Golden Grain Belt beer).  
 Agency: Ruthrauff & Ryan, Inc., Chicago.

Minneapolis Honeywell Regulator Co., Minneapolis (heat control). *sa*  
 Agency: United States Advertising Corp., Chicago.

Minnesota Valley Canning Co., LaSueur, Minn. (Del Marz canned vegetables).  
 Agency: Erwin, Wasey & Co., Inc., Chicago.

Minute Washer Co., Newton, Ia. *n*

Miracle Diamond Corp., Salt Lake City (diamonds). *sa,t*

Miracul Wax Co., St. Louis (Brite wax).  
 Agency: Anfenger Advertising Agency, Inc., St. Louis.

M. J. B. Co., San Francisco (MJB coffee). *n,t*  
 Agency: Lord & Thomas, San Francisco.

Modern Food Process Co., Philadelphia (Thrivo dog food). *n,sp*  
 Agency: Clements Co., Philadelphia.

Modern Medical Associates, New York (medical supplies). *sp*

Mohawk Carpet Mills, Inc., New York (rugs). *n*  
 Agency: Blackett-Sample-Hummer, Inc., New York.

Mojaze Indian Trading Co., Los Angeles (Mojaze Indian tea). *sp*  
 Agency: Fred Wesley, Inc., Los Angeles.

The Mollie Co., Bedford, O. (shaving cream). *n*  
 Agency: Stack-Goble Advertising Agency, Chicago.

Monarch Brewing Co., Chicago (Molvaz malt tonic).  
 Agency: Maggart Corp., Chicago.

Monnigs Wholesale Co., Fort Worth, Tex. (Bershire hosiery). *sa*

Monroe Sander Corp., Long Island City, N. Y. (Salore nail polish).

Montgomery Mills, Jersey City, N. J. (Italian Roast Saporito coffee).  
 Agency: Zinn & Meyer, Inc., New York.

**YOU**

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**ADEQUATE COVERAGE**

*in the*

**Nation's**

**13th Retail Market**

**WITHOUT**

**WKBF**

**Indiana's Only NBC Outlet**

**D. E. "Plug" Kendrick, Vice President and General Manager**

# CRACKING A TOUGH NUT!

The Georgie Porgie Cereal Company of Council Bluffs, Iowa, had the audacity to step across the Mississippi River and invade the Eastern market, already crowded to the bulging point with competing breakfast foods. Now mind you, Georgie Porgie Cereal was a total stranger in the Eastern market, but it's a good product, bossed by an owner with unlimited faith and experience in radio advertising.

To make a long story short, said "boss" picked WWVA and went to work with a fine gang of entertainers. Result: As usual, WWVA listeners listened, responded, and in four weeks' time mailed in 12,217 trademarks from the Georgie Porgie package in exchange for which they received a picture of the Georgie Porgie gang.

And that, we claim, is getting where you intend to go in a hurry—and do you know of a tougher nut to crack than a new breakfast cereal?

Investigate WWVA's Popular, Powerful and Productive service in Eastern Ohio, Western Pennsylvania and West Virginia.

5,000 WATTS  
**WWVA**  
1160 KILOCYCLES

West Virginia  
Broadcasting Corp.

Hawley Building  
WHEELING, W. VA.

Columbia Station

Representatives  
J. H. MCGILLVRA  
485 Madison Ave. New York City  
JOHN K. KETTLEWELL  
230 N. Michigan Ave., Chicago, Ill.

Montgomery Ward & Co., Chicago (raw fur marketing service). *sp,t*  
Agency: Lord & Thomas, Chicago.

Monticello Drug Co., Jacksonville, Fla. (666 remedy). *sa,t*

Monticello Nursery, Monticello, Fla. (Mahan pecan trees). *sa*

Mount Mills, Housatonic, Mass. (bedspreads). *sa*  
Agency: Wm. B. Remington, Inc., Springfield, Mass.

Mount Pleasant, Inc., Binghamton, N. Y. (ointment).  
Agency: Wylie B. Jons, Binghamton, N. Y.

Mount Pleasant Cosmetics Co., Ltd., Hollywood (manicure items). *sa*  
Agency: Emil Brisacher & Staff, San Francisco.

Mount Pleasant Moore & Co., New York (Muresco wall finish). *n,sp,sa*

Mount Pleasant Milling Co., La Porte, Ind. (Break-O-Wheat food). *sp*

Mount Pleasant Stove Co., Joliet, Ill. *sp*

Mount Pleasant Tonic Co., Los Angeles (gland tonic).  
Agency: Rolf M. Spangler, Los Angeles.

Mount Pleasant Mercantile Co., Denver (Solitaire food products).  
Agency: Ball & Davidson, Inc., Denver.

Mount Pleasant Morgan's Sons Co., New York (Sapolio cleanser).  
Agency: Geyer-Cornell Co., Inc., New York.

Mount Pleasant Milks Co., Salt Lake City (Morning milk). *sp*

Mount Pleasant Morrell & Co., Ottumwa, Ia. (Red Heart dog food). *n,rn,sp,t*  
Agency: Henri, Hurst & McDonald, Inc., Chicago.

Mount Pleasant Morrison Co., Philadelphia (prepared puddings).

Mount Pleasant Morris & Co., Ltd., New York (Philip Morris cigarettes). *n,rn,sp,sa,ta*  
Agency: The Biow Co., Inc., New York.

Mount Pleasant Morton Salt Co., Chicago (Morton salt). *rn,sp,sa*  
Agencies: N. W. Ayer & Son, Inc., San Francisco; Wade Advertising Agency, Chicago.

Mount Pleasant Stocker Corp., New York (automatic stockers).  
Agency: McCann-Erickson, Inc., New York.

Mount Pleasant Clemens Sales Corp. (mineral salts). *sp*

Mount Pleasant Rose Distilling Co. (Mount Rose gin). *sp*

Mount Pleasant Zircon Spring Water Co., Rumford, Me. (ginger ale).  
Agency: S. A. Conover Co., Boston.

Mount Pleasant Slavina Springs Hotel, Kramer, Ind. *sa*  
Agency: Applegate Advertising Agency, Indianapolis.

Mount Pleasant F. Mueller Co., Jersey City, N. J. (Mueller's macaroni). *n*  
Agency: E. W. Hellwig Co., New York.

Mount Pleasant J. Mueller Furnace Co., Milwaukee (furnaces).  
Agency: Klau Van Pietersom-Dunlap Associates, Inc., Milwaukee.

Mount Pleasant Al-So-Lax Laboratories, Inc., Kalamazoo, Mich.  
Agency: Northrop Advertising Agency, Kalamazoo, Mich.

Mount Pleasant Waddingwear Corp., Minneapolis (underwear).  
Agency: Roche, Williams & Cunningham, Chicago.

Mount Pleasant Wasebeck Shoe Co., Danville, Ill. (health sport shoes). *sa,ta*

Mount Pleasant Musterole & Zemo, Cleveland (Musterole & Zemo).  
Agency: Erwin, Wasey & Co., Inc., New York.

Mount Pleasant F. Mutter Co., Chicago (Arlington electric clocks).  
Agency: Hurja-Johnson-Huven, Inc., Chicago.

Myles Salt Co., Ltd., New Orleans (table salt).  
Agency: Fitzgerald Advertising Agency, Inc., New Orleans.

My-T-Fine Corp., Brooklyn, N. Y. (ice cream powder). *t*  
Agency: Wales Advertising Co., New York.

Nacor Medicine Co., Indianapolis (proprietary remedies). *t*  
Agency: Neisser-Meyerhoff, Inc., Chicago.

Nash Coffee Co., Minneapolis (coffee).  
Agency: Erwin, Wasey & Co., Inc., Minneapolis.

Nash Motors Co., Kenosha, Wis. (motor cars). *n,sa,t*  
Agencies: Frederick & Mitchell, Inc., Chicago; J. Walter Thompson Co., New York.

Natex Co., Inc., Baltimore (Natex laxative).

National Association of Mfrs., New York (Institutional). *t*

National Automobile Chamber of Commerce, Detroit (travel talks). *sp*

National Battery Co., St. Paul (Gould batteries).  
Agencies: David, Inc., St. Paul; Batten, Barton, Durstine & Osborn, Inc., Minneapolis.

National Biscuit Co., New York (Shredded Wheat, etc.). *n,sa*  
Agencies: McCann-Erickson, Inc., New York; Federal Advertising Agency, Inc., New York.

National Board of Fire Underwriters, New York.  
Agency: Ralph H. Jones Co., New York.

National Carbon Co., New York (Eveready & Prestone). *sa*  
Agency: J. M. Mathes, Inc., New York.

National Distilling Co., Milwaukee. *sp*

National Magnesia Co., New York (Citrate of Magnesia). *sp*  
Agency: Stanley E. Gunnison, Inc., New York.

National Modes, Inc., New York (fashions). *n*  
Agency: The Grey Advertising Service, Inc., New York.

National Mutual Benefit Co., Madison, Wis. (insurance). *sp*

National Oil Products Co., Inc., Harrison, N. J. (Admiracion soapless shampoo & Vitex). *n,sp,sa*  
Agency: Chas. Dallas Reach Advertising, Newark, N. J.

National Refining Co., Cleveland (White Rose gasoline). *sa*  
Agency: Hubbell Advertising Agency, Cleveland.

National Security Ass'n, Beverly Hills, Calif. (insurance).  
Agency: Hanff-Metzger, Inc., Los Angeles.

National Sugar Refining Co., of N. J., New York (Jack Frost sugar). *n*  
Agency: Gotham Advertising Co., New York.

National Tea Co., Chicago (food stores). *sp*

National Toilet Co., Paris, Tenn. (Nadinola face powder & cream). *sp*  
Agency: Roche, Williams & Cunningham, Inc., Chicago.

Nebraska Consolidated Mills, Omaha (Mother's Best flour). *sp*

Nebi Corp., Columbus, Ga. (Nebi & Chero beverages). *t*  
Agency: James A. Greene & Co., Atlanta, Ga.

Nestle's Milk Products, Inc., New York (Nestle's chocolate). *n*  
Agency: Lord & Thomas, New York.

## We Don't Ask You To Believe This . . .

### GUARANTEE

*If STANDARD RADIO COMPANY transcriptions do not measure up to every specification and claim made for them, or if you are not satisfied in every way with any program that you receive . . . then you may return the records Express Collect within three days without any obligation or cost to you.*

STANDARD RADIO ADVERTISING CO.  
6404 HOLLYWOOD BLVD.

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6404 Hollywood Blvd. • Hollywood, Calif.  
Chicago • New York • Boston  
Universal Radio Productions • Conquest Alliance Co. • Kasper-Gordon Studios  
*Makers of*  
**STANDARD TRANSCRIPTIONS**

# Directory of 1934 National and Regional Radio Advertisers (Cont.)

- Newell Guttradt Co., San Francisco (soap).  
Agency: Leon Livingston Advertising Agency, San Francisco.
- New England Distillers, Clinton, Mass. (Loyd's London Dry gin). *sa*  
Agency: Birmingham Castleman & Pierce, Inc., New York.
- New England Pure Food Institute, Boston. *rn*  
Agency: Broadcast Advertising, Inc., Boston.
- New England Steamship Lines, New York. *ta*  
Agency: Wendell P. Colton Co., Inc., New York.
- New England Vinegar Works, Somerville, Mass. (sweet cider). *sa*  
Agency: Harry M. Frost Co., Inc., Boston.
- New York Life Insurance Co., New York.  
Agency: Frank M. Presbrey Co., Inc., New York.
- New World Life Insurance Co., Seattle, Wash. (insurance). *n*
- N. D. Bee Supply Co., Moorhead, Minn. (baby chicks). *sp*
- Niagara Hudson Power Corp., New York (electric & gas power). *t*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Nisley Co., Columbus (women's shoes). *t,ta*
- Noblesville Milling Co., Noblesville, Ind. (Kismet Diadem flour). *sp*
- Norge Corp., Detroit (Norge refrigerators). *t*  
Agency: Cramer-Krasselt Co., Milwaukee.
- The Norsc Co., Jersey City, N. J. (toothpaste). *n*  
Agency: Stack-Goble Advertising Agency, Chicago.
- North American Radio Corp., New York (Grunow radios & refrigerators). *sp*
- North American Securities Co., San Francisco (investments).  
Agency: D'Evelyn & Wadsworth, Inc., San Francisco.
- Northern Illinois Cereal Co., Lockport, Ill. (New Process oats). *sa*
- Northern Pacific Railway Co., St. Paul (transportation). *sa*  
Agency: Stack-Goble Advertising Agency, Chicago.
- North Star Woolen Mill Co., Minneapolis (blankets).  
Agency: N. W. Ayer & Son, Inc., Philadelphia.
- Northrup, King & Co., Minneapolis (seeds). *t*
- Northwest Air Lines, St. Paul. *sa*
- Northwestern Fuel Co., Minneapolis (Chemicole). *sa,t,ta*  
Agency: Critchfield-Graves Co., Minneapolis.
- Northwestern Yeast Co., Chicago (Yeast Foam tablets). *n,sp*  
Agency: Hays MacFarland & Co., Chicago.
- Norwich Pharmacal Co., Norwich, N. Y. (Unguentine). *sp,sa,t*  
Agency: Lawrence C. Gumbinner Advertising Agency, New York.
- Nourishine Mfg. Co., Los Angeles (hair tonic). *sp,t*  
Agency: Millar Advertising Agency, Los Angeles.
- Noxon, Inc., New York (cleanser). *sp*
- Noxzema Chemical Co., Baltimore (Noxzema cream). *t*  
Agency: Ruthraff & Ryan, Inc., New York.
- Nozol Co., Inc., Sharpsburg, Pa. (Nozol nasal remedy).  
Agency: F. A. Ensign Advertising Agency, Pittsburgh.
- Nu-Enamel Pacific Corp., Los Angeles (heat and acid resisting paints). *sa*
- Numismatic Co., Ft. Worth, Tex. (rare coins). *sp,t*  
Agency: Guenther-Bradford & Co., Inc., Chicago.
- Nunn, Bush & Weldon Shoe Co., Milwaukee (men's shoes). *sp*  
Agency: Gale & Pietsch, Inc., Chicago.
- Nyal Co., Detroit (Ucatone & Nyal). *sp,sa,t*  
Agency: Reincke-Ellis, Younggreen & Finn, Inc., Chicago.
- O**
- Oakite Products, Inc., New York (Oakite cleanser). *rn,sp,sa*  
Agencies: Calkins & Holden, Inc., New York; Rickard & Co., New York.
- O'Brien Varnish Co., South Bend, Ind. (varnish).
- Occidental Life Insurance Co., of Calif., San Francisco. *n*
- Ocean Steamship Co., of Savannah, New York (boat transportation).  
Agency: Sweeney & James Co., New York.
- O-Cedar Corp., Chicago (polish mops).
- Ogilvie Sisters Sales Corp., New York (hair tonic). *sp*
- O. K. Coffee Dispenser Manufacturing Co., Wichita, Kan. (wholesale coffee). *sa*
- Olds & Whipple, Inc., Hartford, Conn. (Lurura plant food). *t*  
Agency: Chas. W. Hoyt Co., Inc., New York.
- Olds Motor Works, Lansing, Mich. (motor cars). *n,t*  
Agencies: D. P. Brother & Associates, Detroit; Campbell-Ewald Co., Inc., Detroit; Batten, Barton, Durstine & Osborn, Inc., New York.
- Old Town Canoe Co., Old Town, Me. (canoes).  
Agency: N. W. Ayer & Son, Inc., New York.
- Old Witch Co., Washington, Pa. (cleaning fluid).
- Oliver Farm Equipment Co., Chicago (farm implements).  
Agency: The Buchen Co., Chicago.
- Olson Rug Co., Chicago (rugs). *sp,sa*  
Agency: Philip O. Palmer & Co., Chicago.
- Olympia Knitting Mills, Inc., Olympia, Wash. (Will Wite swimming suits).  
Agency: J. Wm. Sheets, Seattle.
- Omaha Flour Mills Co., Omaha. (Omar flour). *sp,t*  
Agency: Russell C. Comer Advertising Co., Kansas City.
- Omega Chemical Co., Brooklyn (Omega oil). *sa*  
Agency: Husband & Thomas Co., Inc., New York.
- Oneida Community, Ltd., Oneida, N. Y. (Tudor Plate silverware). *sp,t*  
Agency: Geyer-Cornell Co., New York.
- Charles O'Neill, Bridgeport, Wis. (Silver Dollar crystals). *sp*
- Optimate Cigar Co., Syracuse, N. Y. *sp*
- Orange Crush Co., Chicago (beverages). *sp*  
Agency: J. Walter Thompson Co., Chicago.
- Ormand Hosiery Co., New York. *ta*
- Orthex Products, Inc., Lima, O. (Athlete's foot remedy).  
Agency: Ross Advertising, Inc., Fort Wayne, Ind.
- Ostermoor & Co., New York (mattresses).
- Ovelmo Co., Fort Wayne, Ind. (Nu-way shaving cream). *sp*  
Agency: Ross Advertising, Inc., Fort Wayne, Ind.
- Dr. C. D. Owens, Chicago (tooth powder). *sp*, Phelps-Engels, Inc., Chicago.
- Owensboro Tobacco Co., Owensboro, Ky. (Old Kentucky Homespun).
- P**
- Paas Dye Co., Newark, N. J. (dyes). *t*  
Agency: United Advertising Agency, Newark, N. J.
- Pacific Coast Borax Co., New York (20 Mule Team borax). *n*  
Agency: McCann-Erickson, Inc., New York.
- Pacific Steamship Co., Seattle (Alminal line). *sa*  
Agency: Howard J. Ryan & Associates, Seattle.
- Packard Motor Car Co., Detroit. *sa*  
Agency: Young & Rubicam, Inc., New York.
- Packer Mfg. Co., New York (Packer's Tar soap).  
Agency: The Blackman Co., New York.
- Paquin Laboratories Corp., New York (hand cream).  
Agency: H. C. Lesar Advertising Agency, Inc., New York.
- Palmer House Co., Chicago (hotel).  
Agency: Lord & Thomas, Chicago.
- Palmer Match Co., Akron, O. (Stat-alite matches). *sp,t*  
Agency: Edward M. Power Co., Pittsburgh.
- Pan American Airways System, New York (airplane travel).  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Pan American Petroleum Co., New Orleans. *sp,sa*  
Agency: Fitzgerald Advertising Agency, Inc., New Orleans.
- Pancrust-Plato Co., Houston, Tex. (shortening & cooking oil). *sa*
- Panda Briquet Co., Minneapolis (Panda & A. Briquet). *sa*  
Agency: Erwin, Wasey & Co., Inc., Minneapolis.
- Paraffine Companies, Inc., San Francisco (roofing). *rn*  
Agency: Emil Brisacher & Sons, San Francisco.
- Paramount Pictures Distributing Corp., New York. *t*
- Paris Medicine Co., St. Louis (Grove's Bromo Quinine). *sp,sa*  
Agency: Stack-Goble Advertising Agency, Chicago.
- Park Chemical Co., Detroit (Park Gloss polish). *rn*  
Agency: Fred M. Randall Co., Detroit.
- Philip R. Park, Inc., Chicago (health foods).  
Agency: Rogers & Smith Advertising Agency, Chicago.
- Parkelp Laboratory Co., Chicago.
- Parker Corp., Boston (investments).  
Agency: Cotter Advertising Agency, Boston.
- Dr. Parker, San Francisco (dentist).
- Parker Pen Co., Janesville, Wis. (fountain pens).  
Agency: Blackett-Sample-Hummel, Inc., Chicago.
- Partola Products Co., Chicago (remedy). *sp*  
Agency: Frankel-Rose Co., Chicago.
- P. Pastene & Co., New York (hat brushes).  
Agency: Maxon, Inc., New York.
- Paterson Parchment Paper Co., Bristol, Pa. (Patapar). *t*  
Agency: Platt-Fornes, Inc., New York.
- Pathfinder Magazine, Washington, D. C. *sp,sa*  
Agency: Churchhill-Hall, Inc., New York.
- John G. Paton Co., Inc., New York (Golden Blossom Honey).  
Agency: Al Paul Leiton Co., Philadelphia.

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Omaha, Nebraska

<b>WOW</b> Omaha, Nebr.	<b>KOIL</b> Omaha, Nebr. and Co. Bluffs, Ia.	<b>KFAB</b> Omaha, Nebr. and Lincoln, Nebr.
<b>KFOR</b> Lincoln, Nebr.	<b>WJAG</b> Norfolk, Nebr.	<b>KGBZ</b> York, Nebr.
<b>KMMJ</b> Clay Center, Nebr.	<b>KGKY</b> Scottsbluff, Nebr.	<b>KGNF</b> North Platte, Nebr.

Paxton & Gallagher, Omaha (Butter-Nut coffee). *sp*  
 Agency: Buchanan-Thomas Advertising Co., Omaha.

Peace & Curran, Providence, R. I. (gold redeemers). *sa*

Pecano Mfg. Co., Inc., Manheim, Pa. (Miracle food). *sp*  
 Agency: Stewart-Jordan Co., Inc., Philadelphia.

Peck & Sterba, Inc., New York (Lut-cord antiseptic).

Penick & Ford, Ltd., New York (Brer Rabbit syrup). *ta*  
 Agency: J. Walter Thompson Co., New York.

Penn-Jersey Auto Sales Stores, Inc., Easton, Pa. (auto supplies). *sp*

Pennsylvania Refining Co., Butler Pa. (Penn-Drake oils).

Pennsylvania Salt Mfg. Co., Philadelphia (Pensal & Lewis lye).  
 Agency: L. W. Ramsey Co., Chicago.

Penn Tobacco Co., Wilkes-Barre, Pa. (Pocono cigarettes). *n,m,sp*  
 Agency: Ruthrauff & Ryan, Inc., New York.

Pennzoil Co., Oil City, Pa. (Pennzoil). *sp,sa*  
 Agency: Ruthrauff & Ryan, Inc., New York.

Pennzoil Co., Los Angeles (Pennzoil motor oil). *sa*  
 Agency: Mayers Co., Inc., Los Angeles.

Pepper Bottling Co., Dallas (Dr. Pepper beverages). *sa,t*  
 Agency: Tracy-Loch-Dawson, Inc., Dallas.

Pepsin Syrup Co., Monticello, Ill. (Pepsin Syrup). *t*  
 Agency: Thompson-Koch Co., Cincinnati.

Pepsodent Co., Chicago (Pepsodent toothpaste). *n,t*  
 Agency: Lord & Thomas, Chicago.

Pequot Mills, Salem, Mass. (cotton goods).  
 Agency: Hommann, Tarcher & Sheldon, Inc., New York.

Perfect Circle Co., Hagerstown, Ind. (piston rings). *n*  
 Agency: Sidener Van Riper & Keeling, Inc., Indianapolis.

Perfection Stove Co., Inc., Cleveland (Superfex oil burners). *t*  
 Agency: McCann-Erickson, Inc., Cleveland.

Perkins Co., St. Louis (toilet preparations). *t*  
 Agency: The Ridgway Co., St. Louis.

Perkins & Miller, Clarkesville, Tenn. (Lespedeza). *sp*

Perkins Products Co., Chicago (Kool-Ade and Velvia). *t*  
 Agency: Perrigo, Allegan, Mich. (Edith Abell cosmetics). *sp,ta*

Peruna Corp., Chicago (Peruna remedy). *sp,sa*  
 Agency: Heath-Seehof, Inc., Chicago.

Pet Milk Sales Corp., St. Louis (Pet milk). *n*  
 Agency: Gardner Advertising Co., St. Louis.

Pfunder, H. Pfunder, Inc., Minneapolis (medicinal tablets).  
 Agency: McCord Co., Minneapolis.

Pharma-Craft Corp., Inc., Louisville (deodorants). *sp*  
 Agency: Frederick & Mitchell, Inc., Chicago.

Phileo Radio & Television Corp., Philadelphia (radios). *n,t*  
 Agency: Hutchins Advertising Co., Inc., Rochester, N. Y.

Phillips Chemical Co., New York (milk of magnesia).  
 Agency: Thompson-Koch Co., Cincinnati.

Phillips-Jones Corp., New York (Van Heusen collars). *n,sp,sa,t*  
 Agency: Peck Advertising Agency, Inc., New York.

Phillips Packing Co., Cambridge, Md. (canned goods). *sp,sa*  
 Agency: The Aitken-Kynett Co., Philadelphia.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gas). *sp*  
 Agency: Lambert & Peasley, Inc., New York.

Phoenix Hosiery Co., Milwaukee (hosiery).  
 Agency: J. Walter Thompson Co., Chicago.

Physical Culture Hotel, Dansville, N. Y. (resort). *sp*

Pichel Products, Inc., New York (flavoring extracts).  
 Agency: Grant & Wadsworth & Casmir, Inc., New York.

Pillsbury Flour Mills Co., Minneapolis (Pillsbury Best Flour, etc.) *n,m,sp,sa*  
 Agency: Hutchinson Advertising Co., Minneapolis.

Pinaud, Inc., New York, (hair tonic). *n*  
 Agency: Blaker Advertising Agency, Inc., New York.

The Pinex Co., Fort Wayne, Ind. (Pinex cold remedy). *n,t*  
 Agencies: Russell M. Seeds Co., Inc., Indianapolis; A. T. Sears & Sons, Chicago.

Pioneer Canneries, Seattle (Pioneer clams). *n*

Pioneer Maple Products Co., Minneapolis (Bucket syrup). *sp,t*  
 Agency: McCord Co., Minneapolis.

Piso Company, Warren, Pa. (proprietary remedy). *sa*  
 Agency: Watson Advertising Agency, Chicago.

Pittsburgh Plate Glass Co., Milwaukee (Sun-proof paints).  
 Agency: N. W. Ayer & Sons, Inc., Philadelphia.

Planters Edible Oil Co., Suffolk, Va. (Ali d'Italia Olio). *sp*

Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts).  
 Agencies: Badger, Browning & Hershey, Inc., New York; J. Walter Thompson Co., New York.

Plaza Hotels, San Antonio, Tex. *sa*

Plough, Inc., Memphis (St. Joseph's aspirin). *n,sp,sa,t*  
 Agency: Lake-Spiro-Cohn, Inc., Memphis.

Plymouth Motor Corp., Detroit (motor cars). *sa,t*  
 Agency: J. Stirling Getchell, Inc., Detroit.

Pocahontas Oil Corp., Cleveland (Blue Flash gasoline).  
 Agency: The Powers-House Co., Cleveland.

Polaris Co., Inc., New York (Jiffy toothache drops). *sp*  
 Agency: Wm. Irving Hamilton, Inc., New York.

Pompeian Co., Elmira, N. Y. (Pompeian toilet preparations).  
 Agency: N. W. Ayer & Son, Inc., New York.

Pompeian Olive Oil Co., Baltimore. *sp*  
 Agency: Joseph Katz Co., Baltimore.

Pontiac Motor Co., Pontiac, Mich. (motor cars). *n,t*  
 Agencies: John & Adams MacMannus, Inc., Detroit; Campbell-Ewald Co., Inc., Detroit.

Carl Pool Mfg. Co., San Antonio (pants & shirts). *t*

H. K. Porter, Inc., Everett, Mass. (bolt clipper).  
 Agency: Callaway Associates, Inc., Boston.

Porter Drug Co., Concord, N. C. (Dixie rub liniment). *sa*

Portland Cement Association, Chicago. *n,sp*  
 Agency: Roche, William & Cunningham, Inc., Chicago.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap). *sp*  
 Agency: Atherton & Currier, Inc., New York.



Mr. J. M. Gilliam, President,  
 Sabine Broadcasting Co., Inc.,  
 Beaumont, Texas.

Dear Mr. Gilliam:

We signed our first advertising contract with you November 28, 1932, at \$60.00 per month. Later we increased it to about \$225.00 per month and on June 20th, of this year, we increased our budget, for radio advertising, to approximately \$400.00 per month.

Regardless of the fact that only about 20% of your potential listener audience are potential buyers of our product, the results have far exceeded our expectations.

We take this opportunity of expressing our appreciation to the personnel of your sales promotion department for the wholehearted assistance and co-operation given in the promotion of increasing our distribution through the wholesalers and retailers.

We are convinced that the personal contact, through your sales promotion department, with the wholesaler and retailer, is largely responsible for the results obtained. The retailers in this territory seem to appreciate these personal contacts, which makes them more conscious of the product advertised over your station.

Yours truly,

JOSEY-MILLER COMPANY, INC.

*J. M. Gilliam*  
 Treas. & Gen. Mgr.

WHC:D

**THE ABOVE LETTER**

is from one of the most conservative as well as one of the largest concerns of its kind in the Southwest.

What we have done for Josey-Miller Company we can and will do for you, if you will let us. Whatever it takes to increase or to secure distribution of any product of merit, we have it.

Through the manufacturer, wholesaler and retailer, whatever the case may be, our plan cannot fail to increase distribution.

Just a postcard or letter to us or our representative listed below will bring you details of our plan of cooperation.

*World Broadcasting System  
 Daily Program Service*

**KFDM**

**SABINE BROADCASTING CO., INC.**  
 P. O. BOX 2950 BEAUMONT, TEXAS

National Representative  
**GREIG, BLAIR & SPIGHT, INC.**

New York • Chicago • Detroit  
 San Francisco • Los Angeles

# W-I-N-D

Gary, Indiana

THE ONLY FULL TIME  
REGIONAL  
IN  
NORTHWESTERN INDIANA

1,000 Watts  
Night Time      2,500 Watts  
Day Time

VERTICAL RADIATOR

PRIMARY SERVICE  
AREA

—½ MILLIVOLT LINE—

Includes Over

5,000,000 PEOPLE

—in—

## Illinois

## Indiana

## Wisconsin

and

## Michigan

MIDDLE WEST KEY  
STATION

For

AMERICAN BROADCASTING  
SYSTEM

# W-I-N-D

Gary, Indiana

THE ONLY FULL TIME  
REGIONAL  
IN  
NORTHWESTERN INDIANA

# Directory of 1934 Radio Advertisers (Continued)

Power-Seal Co., Los Angeles (cylinder remedy). *sp*

Practorian Life Insurance Co., Detroit. *t*

Pratt & Lambert, Buffalo (varnish). Agency: The Albert P. Hill Co., Inc., Pittsburgh.

Pratt Food Co., Philadelphia (animal foods). Agency: H. W. Kastor & Sons Advertising Co., Inc., Chicago.

J. Parker Pray, Inc., New York (Diamond nail enamel). *sa*

Premier-Pabst Sales Co., Chicago (Pabst Blue Ribbon beer). *n*  
Agency: Matteson-Fogarty-Jordan Co., Inc., Chicago.

Premier Vacuum Cleaner Co., Cleveland. *sp*  
Agency: Lord & Thomas, New York.

J. L. Prescott Co., Passaic, N. J. (Black Iron & Oxol stove polish). *n*  
Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Prima Company, Chicago (Prima beer). *sp*  
Agencies: Frederick & Mitchell, Inc., Chicago; Lauesen & Salomen, Inc., Chicago.

Primrose House Sales Co., New York (cosmetics). *t*  
Agency: Erwin, Wasey & Co., Inc., New York.

Princess Pat, Ltd., Chicago (powder). *n*  
Agency: Critchfield & Co., Chicago.

E. Pritchard & Co., Bridgeton, N. J. (tomato catsup).  
Agency: John Thomas Miller, New York.

Process Corp., Chicago (greeting cards).  
Agency: Critchfield & Co., Chicago.

Procter & Gamble Co., Cincinnati (Ivory, Camay, Lava soaps, Crisco, Dreff, etc.). *n,sp,t,sa,ta*  
Agency: Benton & Bowles, Inc., New York. The Blackman Co., Cincinnati.

Pro-Phy-Lac-Tic Brush Co., Florence, Mass. (toothbrushes). *sa*  
Agency: Lambert & Feasley, Inc., New York.

Protective Diet League of Calif., Los Angeles (Kelfood, Kel-lax). *sp,t*

Provident Mutual Life Co., Philadelphia (insurance). *n,t*  
Agency: Samuel Lewis & Co., Philadelphia.

Psychiani, Inc., San Francisco (booklets). *sa*  
Agency: The Izzard Co., Inc., Seattle.

PTM Formula Co., Seattle (dental preparation). *t*

Puffles Mfg. Co., Elgin, Ill. (food products).  
Agency: Hurja-Johnson-Ilwien, Inc., Chicago.

John Publ Products Co., Chicago (Little Bo-Peep ammonia). *sa*  
Agency: Chas. Silver Advertising Agency, Chicago.

The Pure Oil Co., Chicago (Parol gasoline). *n,sp*  
Agency: Freitag Advertising Agency, Inc., Chicago.

Puritan Chemical Co., Atlanta, Ga. (Puri-Fume).  
Agency: Johnson-Dallas Co., Atlanta, Ga.

Purity Bakeries Corp., Chicago (Taystee bread, Grennan's cakes). *sp,t*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.

Puroator Co., Newark, N. J. (oil purifiers for autos). *t*

Putinize Laboratories, San Francisco (eye drops). *sp*

PX Products Co., Los Angeles. *sp*  
Agency: Smith & Drum, Inc., Los Angeles.

Q

The Quaker Oats Co., Chicago (Quaker Oats, Puffed Rice). *n,sp*  
Agencies: Erwin, Wasey & Co., Inc., Chicago, Full O' Pep Poultry Feed; Fletcher & Bliss, Inc., New York, Puffed Rice and Puffed Wheat; Lord & Thomas, Chicago, Quaker Oats and Quaker Oatmeal; J. Walter Thompson Co., New York, Aunt Jemima Pancake Flour.

Quaker State Oil Refining Corp., City, Pa. (motor oil). *sa,t*  
Agency: Kenyon & Eckhart, Inc., New York.

W. F. Quarris & Co., Chicago (publishers).  
Agency: Bisberne Advertising Co., Inc., Chicago.

Kathleen Mary Quinn, New York (toilet goods).  
Agency: J. Walter Thompson Co., New York.

W. S. Quinby Co., Boston (La Turaine coffee).  
Agency: Ingalls, Advertising, Boston.

R

Radio & Television Institute, Chicago (courses). *sp*  
Agency: Simmonds & Simmonds, Inc., Chicago.

Radio Cooking Club of America, Baltimore (cooking school). *sp*

Radio League of the Little Flower, Detroit (Father Coughlin). *n*

Raladam Co., Detroit (Marmola proprietary). *sa,t,ta*  
Agency: H. W. Kastor & Sons Advertising Co., Inc., Chicago.

Ralston Purina Co., Inc., St. Louis (cereals & seeds). *n,sa*  
Agency: Gardner Advertising Co., St. Louis.

Ramsey Accessories Mfg. Corp., St. Louis (auto accessories).  
Agency: Beecher Advertising Co., St. Louis.

Rath Packing Co., Waterloo, Ia. (Black Hawk meat products). *sp*  
Agency: Young & Rubicam, Inc., Chicago.

RCA Radiotron Co., Inc., Harrison, N. J. (radio tubes). *n*  
Agency: Lord & Thomas, New York.

RCA Victor Co., Camden, N. J. (Victor radios, etc.). *sp*  
Agency: Lord & Thomas, New York.

Real Silk Hosiery Mills, Inc., Indianapolis (hosiery). *n*  
Agency: Erwin, Wasey & Co., Inc., Chicago.

Red & White Corp., Chicago (chain grocers).

Red Star Yeast & Products Co., Milwaukee (Red Star yeast). *n*  
Agency: N. W. Ayer & Son, Inc., Chicago.

Red Top Brewing Co., Cincinnati (Red Top beer). *sa*  
Agency: Jesse M. Joseph Advertising Agency, Cincinnati.

Reducoids, San Francisco (reducing pills). *t*

Regal Shoe Co., New York (Regal shoes).  
Agency: Frank Presbrey Co., Inc., New York.

Reid, Murdoch & Co., Chicago (March foods). *sp,sa*  
Agency: Philip O. Palmer & Co., Inc., Chicago.

Reliable Packing Co., Chicago (Danish Brand meat products). *n*

Reliance Mfg. Co., Chicago (Blue Yank shirts). *sp,sa*  
Agency: Carroll Dean Murphy, Inc., Chicago.

Remsen Corp., New York (Aspirin Plus). *t*

If you desire  
complete coverage  
and RESULTS in  
the CENTER<sup>s</sup> of  
VIRGINIA

## RICHMOND and VICINITY

\* Most thickly settled section in the State.

### You'll be glad to Know—

More Richmond advertisers select  
and prefer WMBG whose audience  
not only listens attentively—But  
buys the products advertised.

FULL TIME COLUMBIA NETWORK OUTLET  
AT THE GATEWAY TO THE NORTH and SOUTH

Offices:  
914 W. Broad St.  
Richmond, Va.

# WMBG

Representatives:  
RADIO SALES, INC.  
New York City

Remington-Rand Inc., Buffalo (Remington typewriters). *n,sp*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

N. Renault & Sons, Inc., Egg Harbor, N. J. (champagne). *sp*  
 Agency: Al Paul Lefton Co., Inc., Philadelphia.

Ro Motor Car Co., Lansing, Mich. (motor cars). *rn,sp,sa*  
 Agency: Maxon, Inc., Detroit.

Republic Coal Co., Minneapolis. *sa*

J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes). *n*  
 Agency: Wm. Esty & Co., Inc., New York.

Richfield Oil Corp. of New York, New York (Golden gasoline). *t*  
 Agencies: Fletcher & Ellis, Inc., New York; Lambert & Feasley, Inc., New York.

Richfield Oil Co. of California, Los Angeles (Richfield gas). *n,ru,t,ta*  
 Agency: Beaumont & Hohman, Los Angeles.

Rich-Maid Mfg. Co., Richmond, Va. (coffee). *sa*

Richman Brothers, New York (men's clothes). *t*

Rich Products Corp., Chicago (Eveready Dog foods).  
 Agency: Rogers & Smith Advertising Agency, Chicago.

R. Ad. Richter & Co., Brooklyn, N. Y. (Anchor pain expeller). *sp,sa*

Rieser Co., New York (Venida hair nets). *n,sa*  
 Agency: Donahue & Co., New York.

Ring Rout, Inc., New Orleans (Ring remedy). *sa*

Rio Grande Oil Co., Los Angeles (gas & oil). *rn*  
 Agency: Beaumont & Hohman, Los Angeles.

Rit Products Co., Chicago (Koalex shaving cream). *sp,sa*  
 Agency: Earle Ludgin & Co., Inc., Chicago.

Harold F. Ritchie & Co., New York (Euo salts). *n,t*  
 Agency: N. W. Ayer & Son, Inc., New York.

Dr. Ritholz & Sons, Chicago (optical goods). *sp*

Rival Packing Co., Chicago (Rival dog food). *sp,t*  
 Agency: Chas. Silver & Co., Chicago.

Riverdale Products Co., Chicago (Kod-O-Meat). *sa*

RMB Laboratories, Seattle (Davis stomach remedy).  
 Agency: J. Wm. Sheets, Seattle.

Robertson, Inc., East St. Louis (farm implements). *sp*

Rochester Packing Co., Rochester (Arplako meats).  
 Agency: Stewart, Hanford & Frohman, Inc., Rochester.

Rocket Oil Co., Los Angeles. *rn*

Rock Island Brewing Co., Rock Island, Ill. (Cross Country malt syrup).  
 Agency: L. W. Ramsey Co., Davenport, Ia.

Rockne Motors Corp., Detroit (motor cars).  
 Agency: Roche, Williams & Cunningham, Chicago.

Roman Cleanser Mfg. Co., Detroit.  
 Agency: Holmes, Inc., Detroit.

Roman Macaroni Co., Long Island City, N. Y. (5 minute brand spaghetti).  
 Agency: Briggs & Varley, Inc., New York.

Roman Meal Co., Tacoma, Wash. (cereal).  
 Agency: Milne & Co., Seattle, Wash.

Roney Plaza Hotel, Miami, Fla. *sa*  
 Agency: Loomis & Hall, Inc., Miami, Fla.

Rose Claire Laboratories, New York (Alpine Forest-Pine bath).  
 Agency: Thomas H. Reese & Co., New York.

Rose Laird Co., New York (beauty preparations). *t*

Dr. W. J. Ross Co., Los Alamitos, Calif. (dog and cat foods). *t*  
 Agency: Dan B. Miner Co., Los Angeles.

Rounds Chocolate Co., Newton, Mass. (Rounds cocoa).  
 Agency: Ingalls, Advertising, Boston.

Rubber Flax Gloss Co., Philadelphia (furniture polish). *sp*

E. H. Rucker Co., Ottumwa, Ia. (baby chick regulators). *sp,sa*

Rudy-Patrick Seed Co., Kansas City (seeds).

Rumford Chemical Works, Providence, R. I. (baking powder). *sp,sa,t*  
 Agency: Atherton & Currier, Inc., New York.

Runkel Bros., Inc., New York (Runko malted milk). *sp*  
 Agency: John F. Murray Advertising Agency, Inc., New York.

Jacob Ruppert, New York (Knickerbocker beer).  
 Agency: Wm. Esty & Co., Inc., New York.

S

Safeway Stores, Inc., Oakland, Calif. *n*

Salada Tea Co., Boston (Salada Ceylon tea).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Sales Affiliates, Inc., New York (Inecto-Rapid-Notox). *n,t*  
 Agency: The Biow Co., Inc., New York.

Saltesen Packing Co., Providence (clam chowder).  
 Agency: Livermore & Knight Co., Providence.

Sands, Taylor & Wood Co., Somerville, Mass. (King Arthur coffee). *rn*  
 Agency: Eddy-Rucker-Nickeles Co., Inc., Cambridge, Mass.

Sanquait Paper Co., New Hartford, N. Y. (toilet tissue). *sa*

Sargeant & Co., Des Moines (poultry feeds).  
 Agency: Fairall & Co., Des Moines.

C. F. Sauer Co., Richmond, Va. (flavoring extracts). *t*  
 Agency: Staples & Staples, Inc., Richmond, Va.

Saunders Chemical Co., St. Louis (Flight). *sp,sa*

M. W. Savage Factories Inc., Minneapolis (mail order).  
 Agency: McCord Co., Minneapolis.

Savorette Inc., Chicago (cigarette holders). *sa*

Savory Inc., Newark (cooking utensils).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

Adam Scheidt Brewing Co., Norristown, Pa. (Valley Forge Beer).  
 Agency: Richard A. Foley Advertising Agency, Philadelphia.

Schenley Distilling Co., Philadelphia (Silver Wedding gin). *t*  
 Agency: Lord & Thomas, New York.

Schieffelin & Co., New York (3-Star Hennessey brandy).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.

A. Schilling & Co., San Francisco (teas). *rn*  
 Agency: M. E. Harlan Advertising Agency, San Francisco.

Schlitz Brewing Co., Milwaukee (Schlitz beer). *n*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., Chicago.

Schluderberg-Kurdle Co., Baltimore (Esskay meat products). *sp,sa*

Schoenhofen-Edelweiss Co., Chicago (Edelweiss beer).  
 Agency: Thos. M. Bowers Advertising Agency, Chicago.

Scholl Mfg. Co., Chicago (Dr. Scholl's foot pads, etc.).  
 Agency: Donahue & Co., Inc., Chicago.

This marks a market of more than 300,000



which tunes to one station — WOC, for dependable radio service.

WHY was WOC, pioneer station of the midwest, re-established in Davenport on November 11, 1934? Because, in the quad-cities and surrounding Valley Area, listeners needed it for dependable radio service. And when listeners need a station, the advertiser also needs it—and can profit by using it. The quad-cities of Davenport, Rock Island, Moline and East Moline, and the surrounding "valley" area, form one of America's major markets. Here are more than 300,000 people—69,767 families, with 57,179 radio-equipped homes—homes with a loyalty to WOC that dates back to its establishment, in 1922, as the second oldest commercial broadcasting station in the United States.

During the recent period of more than a year, when WOC was consolidated with the WHO transmitter at Des Moines, listeners in the Valley Area missed chain program service from a local transmitter. High-powered transmitters at Chicago, Minneapolis and St. Louis do not deliver a consistently strong signal in the quad-cities. Hence listeners, weary of trying to keep fading programs tuned in, welcomed the return of WOC. In any midwestern radio plans for 1935, WOC's Valley Area deserves special attention. This year, its large urban industrial income, is combined with unusually large suburban income from fortunate farm territory. Lying along the Mississippi, this region escaped the searing drought of 1934. Consequently it gets the double benefit of having plenty of produce and livestock to market at the higher price levels of 1935.

See that WOC is included in your station list for 1935. Your customers will be grateful for the opportunity of hearing your radio show without interference. Your dealers will be grateful for the resulting increase in sales.



A COLUMBIA OUTLET FULL-TIME—1370 KILOCYCLES  
 J. W. CLARK, Manager Phone—Kenwood 5140  
 National Representatives—Free & Steinger, Inc.



Member  
AMERICAN  
BROADCASTING  
SYSTEM

**PARADE  
GROUND  
of the  
MONTHS!**

- January ✓
- February ✓
- March ✓
- April ✓
- May ✓
- June ✓
- July ✓
- August ✓
- September ✓
- October ✓
- November ✓
- December ✓

check them all  
for **WNBR**  
MEMPHIS!

The Memphis Market leads the Mid-South Recovery Parade—employment, farm production, bank clearings—by any yardstick.

**BUSINESS IS GOOD!**

WNBR knows the Mid-South, airs Mid-South matters, pleases Mid-South loyal listeners—thousands on thousands of 'em.

**WNBR IS AWAKE!**

You may be a smart radio or ad man, but you don't know your stuff if you overlook WNBR in making your list for the Mid-South Buying Market.

**RATES ARE LOW!**

**WNBR**  
IS THE  
YEARBOOK  
OF THE  
AIR

Memphis, Mid-South  
Mallory Chamberlin, President

- Schott Brewing Co., St. Louis (beer). *sa*  
Agency: Wesley K. Nash Co., St. Louis.
- The Schwob Co., Columbus, Ga. (clothing). *rn*  
Agency: James A. Greene & Co., Atlanta.
- W. F. Schrafft & Sons Corp., Boston (candies). *rn*
- Paul Schulze Biscuit Co., Chicago. Agency: Blackett-Sample-Hummert, Inc., Chicago.
- Schutter-Johnson Candy Co., Chicago. Scientific Laboratories of America, Oakland, Calif. (Reducoids). *sp,sa*
- Scott Furriers, Boston (retail fur stores). *rn,t*
- Scott & Bowne Inc., Elmira, N. Y. (Scott's Emulsion). *sp,sa,ta*  
Agency: Marschalk & Pratt, Inc., New York.
- Scott Paper Co., Chester, Pa. (Scott's tissue). *rn,sp,sa,ta*  
Agency: J. Walter Thompson Co., New York.
- Wm. S. Scull Co., Camden, N. J. (Boscul coffee). *sa*  
Agencies: F. Wallis Armstrong Co., Philadelphia; (Boeul food drinks) Kenyon & Eckhardt, Inc., New York.
- Sea Breeze Laboratories, Inc., Pittsburgh (antiseptic). *sp*
- Sealed Power Corp., Muskegon, Mich. (piston rings). *n*  
Agency: Grace & Holliday, Detroit.

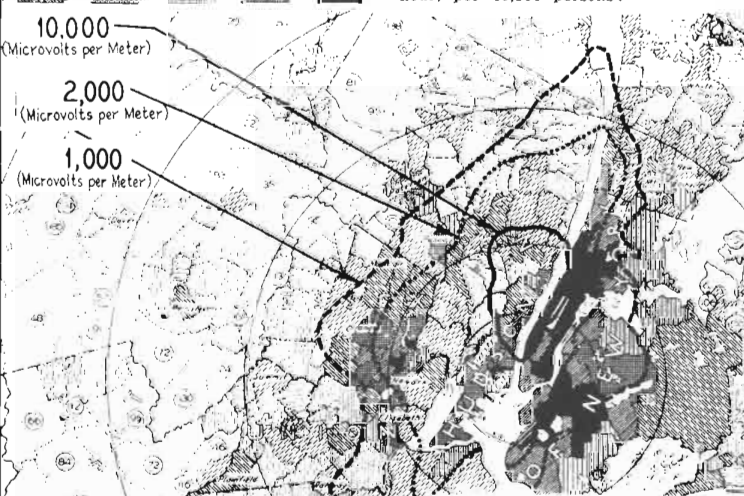
- Sealy Mattress Co., Memphis (Sealyrest mattress). *sa*  
Agency: Mitchell-Faust Advertising Co., Inc., Chicago.
- Sears Roebuck & Co., Chicago (raw fur marketing service). *sp,t*  
Agency: Chas. Daniel Frey Co., Chicago.
- J. B. Sedberry, Inc., Utica, N. Y. (Jay Bee feed mills).  
Agency: Behel & Waldie, Inc., Chicago.
- Seck & Kade, Inc., New York (Pertussin). *sa*  
Agency: J. Walter Thompson Co., New York.
- Sego Milk Products Co., Salt Lake City, Utah (Sego milk). *t*  
Agency: Botsford, Constantine & Gardner, Portland, Ore.
- Seiberling Rubber Co., Akron (tires & tubes).  
Agency: Meldrum & Fewsmith, Inc., Cleveland.
- Seinheimer Paper Co., Cincinnati (Sanitex tissue).  
Agency: Ruthrauff & Ryan, Inc., Chicago.
- Sem Co., Dyersville, Ia. (hog remedy). *sp*
- R. B. Semler Inc., New York (Krem hair tonic, etc.).  
Agency: Erwin, Wasey & Co., Inc., New York.
- Seminole Paper Co., Chicago (toilet tissue). *sp,sa,t*  
Agency: Paris & Peart, New York.

- Sendol Co., Kansas City (Sendol). *sp,sa*  
Agency: Hogan Advertising Co., Kansas City.
- Seneca Coal & Coke Co., Kansas City. *sp*
- Shadowfoam Inc., Battle Creek, Mich. (reducing preparation).  
Agency: Guenther-Bradford & Co., Inc., Chicago.
- Sharp & Dohme, Philadelphia (Hexylresorcinol solution).  
Agency: J. Walter Thompson Co., New York.
- Sheboygan, Wisconsin (sausage). *n*
- Sheffield Farms Co., Inc., New York (dairy products). *t*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.
- Shefford Cheese Co., Inc., Syracuse, N. Y. *sa*
- Shell Eastern Petroleum Products Inc., New York (Shell gasoline).  
Agency: J. Walter Thompson Co., New York.
- Shell Petroleum Corp., St. Louis (Shell gasoline). *n,sp,sa,t*  
Agency: J. Walter Thompson Co., Chicago.
- Shell Oil Co., San Francisco (Shell gasoline). *n*  
Agency: McCann-Erickson, Inc., San Francisco.
- Dr. G. H. Sherman Inc., Detroit (Bl Cream skin mendicant).  
Agency: Harold Aarons, Inc., Detroit.
- Sherwin-Williams Paint Co., Cleveland (paints). *sa*  
Agency: Henri, Harst & McDonald, Inc., Chicago.
- Sherwood Brothers, Baltimore (Betholine). *sa*  
Agency: Van Sant, Dugdale & Co., Inc., Baltimore.
- Shuron Optical Co., Inc., Geneva, N. Y. (eyeglasses).  
Agency: McCann-Erickson, Inc., New York.
- Sidley Co., San Francisco (garters).
- Siko Inc., New York (Norsiko toothpaste).  
Agency: Thomas H. Reese & Co., New York.
- Siminoz Mfg. Co., Chicago (automobile polish). *sp*  
Agency: J. L. Sugden Advertising Co., Chicago.
- The Simmons Co., Chicago (beds & mattresses). *n,t*  
Agency: Fletcher & Ellis, Inc., New York.
- William Simon Brewing Co., Buffalo (Simon pure beer).  
Agency: The Moss Chase Co., Buffalo.
- Simplex Shoe Mfg. Co., Milwaukee (shoes).  
Agency: Klau-Yan Pietersom-Dunlap, Inc., Milwaukee.
- Simplicity Patterns Co., New York (dress patterns). *sp*  
Agency: N. W. Ayer & Son, Inc., Philadelphia.
- Simpson Oil Co., Cape Girardeau, Mo. (motor oil). *sa*
- Simpson Products Co., Terre Haute (Loggie Dinner). *sp*  
Agency: Matteson-Fogarty-Jordan Co., Inc., Chicago.
- Sinclair Refining Co., Inc., New York (H-C gasoline, etc.). *n*  
Agency: Federal Advertising Agency, Inc., New York.
- Singer Sewing Machine Co., New York (sewing machines).  
Agency: G. Lynn Summer Co., Inc., New York.
- Siskrafft Co., Chicago (roofing material). *ta*  
Agency: Russell T. Gray, Inc., Chicago.
- Six O'Clock Co., Norristown, Pa. (Six O'Clock dessert). *sa*  
Agency: Dorsey Advertising Agency, Philadelphia.

**WHAT PRICE WATTAGE!**



WHY pay more when you can carry your sales message to the homes of the metropolitan population at a cost of less than one dollar per hour, per 46,164 persons?



~ AUTHORITIES ~  
DENSITY OF POPULATION MAP  
Regional Plan Association Inc., based on 1930 census.  
FIELD STRENGTH SURVEY  
Herbert Wilson, Consulting Radio Engineer, Survey of Oct. 1934.

LET'S get at bottom of this wattage business! You are interested in wattage only insofar as it applies to a buying market. If less wattage will do it—so much the better.  
This map shows that WBNS actually covers the heart of the world's densest and richest market . . . and dies so at a FRACTION OF THE COST OF OTHER STATIONS WITH GREATER WATTAGE!

STATION

Write For  
Details To

**WBNS**

NEW  
YORK

BA-Rat Corp., Providence (ex-  
minating compound). *sp*  
Agency: Lanpher & Schonfarber,  
Providence, R. I.

ly Oil Co., Kansas City (gasoline  
oil). *t*  
Agency: Ferry-Hanly Advertising  
Co., Kansas City.

mer Mfg. Co., Omaha (Skinner's  
biscuits). *sp,ta,sa*  
Agency: Buchanan-Thomas Adver-  
sizing Co., Omaha.

L Slade & Co., Boston (spices).  
Agency: Churchill-Hall, Inc., New  
York.

py Water Co., Chicago (Sleepy  
water crystals). *sp*  
Agency: United Advertising Co.,  
Chicago.

th Agricultural Chemical Co., Com-  
bus, O. (Sacco & Wedo). *sp,sa*  
Agency: Munim, Romer, Robbins &  
earson, Columbus, O.

th Brothers Co., Poughkeepsie, N. Y.  
(cough drops). *n,sa*  
Agency: Hommann, Tarcher &  
eldon, Inc., New York.

Hungerford Smith Co., Rochester,  
N. Y. (Enerjoy). *sp*  
Agency: Hughes-Wolff & Co., Inc.,  
Rochester, N. Y.

thfield Ham & Products Co.,  
Smithfield, Va. *t*  
Agency: C. Wendell Muench &  
Co., Chicago.

th, Kline & French Laboratory,  
Philadelphia (Dr. Hand's teething  
tablet). *sa*  
Agency: John L. Butler Co., Inc.,  
Philadelphia.

oked Salt Co., Cincinnati (Old  
lickory salt).

ny-Vacuum Corp., New York  
Mobilgas & Mobiloil). *n,rn,sa,t*  
Agency: J. Stirling Getchell, Inc.,  
New York.

phene Co., Kansas City (antiseptic).  
Agency: Loomis-Clapham-Whalen  
Co., Kansas City.

rine Co., Baltimore (Old Sol  
sanser). *sa*  
Agency: Theodore H. Newhoff Ad-  
vertising Agency, Baltimore.

Lo Works, Cincinnati (shoe re-  
pairs).

Agency: E. H. Brown Advertising  
Agency, Chicago.

S Company, Chicago (aluminum  
sanser). *n,rn,sp,t*  
Agency: McCann-Erickson, Inc.,  
San Francisco.

thern California Retail Grocers  
Association, Los Angeles. *sp*  
Agency: Advertising Arts Agency,  
Los Angeles.

thern Pacific Railroad, Los Angeles  
(rail transportation). *sa*  
Agency: The Caples Co., New York.

de Shirt Co., Butler, Pa. (men's  
shirts).

Agency: Albert P. Hill Co., Pitts-  
burgh.

ks-Withington Co., Jackson,  
Mich. (Spartan radios). *n*  
Agency: United States Advertising  
Corp., Toledo.

Dee Products Co., Philadelphia  
(Spee Dee Klean cleaning fluid).  
Agency: E. A. Clarke Co., Phila-  
delphia.

dwriting, Inc., New York (short-  
and courses).

Agency: Churchill-Hall, Inc., New  
York.

ry Flour Co., San Francisco  
(flour, cereals). *rn,sp,t*  
Agency: Westco Advertising Co.,  
San Francisco.

, Inc., Chicago (deodorants).  
Agency: McJunkin Advertising Co.,  
Chicago.

tional Psychic Science Church, Los  
Angeles. *rn,sp*

in Medical Co., Goshen, Ind.  
Agency: Behel & Waldie, Chicago.

Spool Cotton Co., New York (crochet  
cotton).  
Agency: Young & Rubicam, Inc.,  
New York.

Sprague Warner & Co., Chicago  
(Richelieu, Batavia food products).  
*n,sp*  
Agencies: H. W. Kastor & Sons  
Advertising Co., Inc., Chicago;  
Blackett-Sample-Hummert, Inc.,  
Chicago.

Spratt's Patent Ltd., Newark (dog  
biscuits). *n*  
Agency: Paris & Peart, New York.

Square Deal Products, Inc., Detroit  
(cleansers).  
Agency: Reincke-Ellis-Younggreen  
& Finn, Inc., Chicago.

E. R. Squibb & Son, New York (drug  
products).  
Agencies: N. W. Ayer & Son, Inc.,  
Philadelphia, shaving cream, castor  
oil; Geyer-Cornell Co., New York,  
dental cream; Wm. Douglas Mc-  
Adams, Inc., New York, cod liver  
oil, vitamin products.

John P. Squire Co., Boston (fresh  
pork). *n,sp*  
Agency: Goulston Co., Inc., Boston.

Staley Starch Sales Corp., Chicago  
(starch). *sa*

Stanback Medicine Co., Salisbury, N. C.  
(remedy). *rn,sp,sa,t*  
Agency: J. Carson Brantley Adver-  
tising Agency, Salisbury, N. C.

Stanco, Inc., New York (Flit, Nujol,  
etc.). *sp,sa,t*  
Agency: McCann-Erickson, Inc.,  
New York.

Standard Accident Insurance Co.,  
Detroit.  
Agency: C. E. Rickerd Advertising  
Agency, Detroit.

Standard Brands, Inc., New York  
(Fleischman, Chase & Sanborn,  
etc.). *n*  
Agency: J. Walter Thompson Co.,  
New York.

Standard Chemical Mfg., Omaha  
(Clix stock food).  
Agency: Buchanan-Thomas Adver-  
tising Co., Omaha.

Standard Corset Co., Holyoke, Mass.  
(Ammori health belt).  
Agency: The Wesley Associates,  
New York.

Standard Homeopathic Co., Los  
Angeles (medicines). *sp*

Standard Milling Co., New York  
(Cerosota flour). *sa,t*  
Agency: Benton & Bowles, Inc.,  
New York.

Standard Oil Co., of Calif., San Fran-  
cisco. *n*  
Agency: McCann-Erickson, San  
Francisco.

Standard Oil Co. of Indiana, Chicago  
(Red Crown gasoline). *t*  
Agency: McCann-Erickson, Inc.,  
Chicago.

Standard Oil Co. of Louisiana, New  
Orleans. *sp*  
Agency: McCann-Erickson, Inc.,  
New York.

Standard Oil Co. of New Jersey, New  
York. *sp,t*  
Agency: McCann-Erickson, Inc.,  
New York.

Standard Oil Co. of Ohio, Cleveland.  
*sp,sa*  
Agency: McCann-Erickson, Inc.,  
Cleveland.

Stapolite, Inc., Boston (floor finish).  
*sp*

Star Brewing Co., Dubuque, Ia. *sp*

A. Stein & Co., Chicago (Paris  
garters).

Stephano Bros., Philadelphia (Ram-  
ses cigarettes).  
Agency: The Aitken-Kynett Co.,  
Philadelphia.

Sterling Casualty Insurance Co., Chi-  
cago (Penny-A-Day insurance). *sp*  
Agency: Krankel-Rose Co., Inc.,  
Chicago.

Sterling Oil Co., Emleto, Pa.  
Agency: Thompson Advertising  
Agency, Youngstown, O.

# Salt Lake City

## Facts

### ABOUT THIS RICH MARKET



The only city of over 50,000 population between San Francisco and Denver. Better than 62% of the population of the entire state lies within 50 miles of the city which enjoys a retail trade territory of 400,000 people, and a wholesale jobbing area of 1,200,000.



The primary area covered by KDYL contains 60,000 homes with radio sets; combined primary and secondary area, 100,000; per cent of families owning radios, 60%; average number persons per family, 4.1.



For many years Utah has been the leading mineral state of the west. The state ranked second in the production of silver and copper last year, third in lead and fifth in gold and zinc.



Agriculture has been one of the principal industries since the success of the early pioneer projects in irrigation. Principal products are sugar beets, celery, peas, tomatoes, beans, apricots, apples, cherries, peaches, pears and various berries in addition to alfalfa seed.



Salt Lake City is the center of one of the country's most important livestock areas, noted especially for its purebred sheep, a most profitable wool-producing breed.



Salt Lake City has become the manufacturing center of the intermountain region, producing products valued at more than \$22,000,000 last year. The state is also dotted with fruit and vegetable-packing plants and beet sugar refineries.



Salt Lake City is at practically the center of the intermountain territory from a geographical as well as commercial standpoint. The city is the converging point for six railroad lines and is also the hub of the air as well as railroad and highway networks.

# K D Y L

"THE popular STATION"

Salt Lake City  
Utah  
an  
NBC  
Station

Representatives

GREIG BLAIR & SPIGHT, INC.  
New York - Chicago  
San Francisco - Los Angeles  
Detroit

{ Full market data, including retail, wholesale outlets, statistical information, etc., will be supplied upon request. }

MISSISSIPPI'S  
**BASIC  
 CROP  
 PRODUCTION  
 VALUE**  
 (FOR 1934)  
**\$185,000,000**  
 DEPARTMENT  
 OF  
**AGRICULTURE  
 AND  
 COMMERCE,  
 STATE  
 OF  
 MISSISSIPPI**

★  
 Official records show Mississippi one of the "brightest spots" for advertisers in search of profitable markets.

★  
 Greatly increased value of cotton, basic crops and industrial earnings have added many millions to the incomes in this fortunate territory.

★  
 In the WJDX good service area lies the major portion of this additional buying power—70% of Mississippi's purchasing power.

★  
 Fortunately for advertisers, this is an economical market to cover... One Medium, Radio Station WJDX, Does the Job Alone.

**WJDX**  
 The LAMAR LIFE STATION  
 JACKSON, MISSISSIPPI  
 A SOUTH CENTRAL NBC STATION

**Directory of 1934 Radio Advertisers (Continued)** . . . 93

- Sterling Products Co., New York. (Bayer Aspirin). *n,t*  
 Agency: Blackett-Sample-Hummert, Inc., Chicago & New York.
- John B. Stetson Co., Philadelphia (hats). *sa*  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.
- Stickney & Poor Spice Co., Charlestown, Mass. (poultry stuffing). *sa*  
 Agency: Badger & Browning, Inc., Boston.
- The Stockman Farmer Supply Co., Denver (harness goods). *sp*
- Stokely Bros. & Co., Inc., Indianapolis (Bean Hole beans).  
 Agency: Gardner Advertising Co., St. Louis.
- Strasska Laboratories Inc., Los Angeles (tooth paste). *sp*  
 Agency: Smith & Drum, Inc., Los Angeles.
- C. F. Streit Mfg. Co., Cincinnati (Streit slumber chairs).
- Stromberg-Carlson Mfg. Co., Rochester, N. Y. (radios). *sp*  
 Agency: Stewart Hanford & Frohman, Inc., Rochester.
- J. Stromeyer Co., Philadelphia (Penn-Mar golden syrup). *sp*
- The Studebaker Sales Corp. of America, South Bend, Ind. (motor cars). *n,sa,t*  
 Agency: Roche, Williams & Cunningham, Chicago.
- Suds-a-Lot Inc., Joliet, Ill. (soap). *sa*  
 Agency: Gale & Pietsch, Inc., Chicago.
- Sturdivant Packing Co., Brownsville, Tenn. (Old Virginia stew).  
 Agency: Harding-Lake Co., Memphis.
- Sun Maid Raisin Growers Assn., Fresno, Calif (Sun Maid raisins). *sp*  
 Agency: Lord & Thomas, San Francisco.
- Sunny Sol Co., Inc., Leroy, N. Y. (Sunny Sol). *t*
- The Sun Oil Co., Philadelphia (Sunoco motor oils). *n,sa,t*  
 Agency: Roche, Williams & Cunningham, Chicago.
- Sunshine Coal Co., Centerville, Ia. *sa*
- Sun-Rayed Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice). *sp*  
 Agency: Caldwell-Baker Co., Inc., Indianapolis.
- Sussman, Wormser & Co., San Francisco (S & W coffee). *sp*  
 Agency: W. Vincent Leahy Advertising Agency, San Francisco.
- Sweeper Vac Co., Worcester, Mass. (Sweeper Vac vacuum cleaners).  
 Agency: Wm. B. Remington, Inc., Springfield, Mass.
- Swift & Co., Chicago (Premium ham, Brookfield butter). *n,rn,sp*  
 Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Advertising Agency, Chicago.
- T**
- Tablet No. 66 Laboratories, Los Angeles (rheumatism tablets). *sp*
- Tastyest, Inc., Trenton, N. J. (Tastyest). *n*  
 Agencies: Dorland International, Inc., New York; Stack-Goble Advertising Agency, New York.
- F. C. Taylor Fur Co., St. Louis (raw furs).  
 Agency: Budke-Connell Advertising Agency, St. Louis.
- Tennessee Corp., New York (Loma garden product). *n*  
 Agency: Samuel C. Croot Co., Inc., New York.
- Tenex Laboratories, Cedar Rapids, Ia. (proprietary remedy).  
 Agency: L. W. Ramsey Co., Davenport, Ia.
- Henry Tetlow Co., Philadelphia (Swan Down face powder). *t*
- The Texas Co., New York (Texaco gasoline). *n,sp,t*  
 Agency: Hanff-Metzger, Inc., New York.
- The Thomas Co., Chicago (hair restorer). *sa,t*  
 Agency: L. H. Waldron Advertising Agency, New York.
- John R. Thompson Co., Chicago (nataurants). *sp*  
 Agency: Mitchell-Faust Advertising Co., Chicago.
- Thompson Products, Inc., Cleveland (automotive parts).  
 Agency: Griswold-Eshleman Co., Cleveland.
- Thomson & Taylor Co., Chicago (beer extracts).  
 Agency: Mason Warner Co., Chicago.
- Thorobread Co., Cincinnati (animal foods).  
 Agency: Keclor & Stites Co., Cincinnati.
- Threads, Inc., Gastonia, N. C. (sewing thread). *sp*
- Three Minute Cereals Co., Cedar Rapids, Ia. (oat flakes).  
 Agency: Blackett-Sample-Hummert, Inc., Chicago.
- Dr. G. H. Tichenor Antiseptic Co., New Orleans (antiseptic). *t*  
 Agency: Bauerlein, Inc., New Orleans.
- Tide Water Oil Co., New York (Vedol & Tydol). *n,sp*  
 Agency: Lennen & Mitchell, Inc., New York.
- Tiger Coal Co., Kansas City (coal). *sa*
- Tillamook County Creamery Assn., Tallamook, Ore. (dairy products).  
 Agency: Botsford, Constantine & Gardner, Portland, Ore.
- Time, Inc., New York (Time magazine). *n*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.
- Timken Silent Automatic Co., Detroit (oil burners). *sp,t*  
 Agency: Henri, Hurst & McDonald Co., Inc., Chicago.
- Tobey Polish Co., Inc., Geneva, N. Y. (furniture polish).  
 Agency: Erwin, Wasey & Co., Inc., Chicago.
- Toddy, Inc., New York (health drink). *sp*
- Toma, Inc., Ligonier, Pa. (stomach remedy). *sp,sa*  
 Agency: Root-Mandabach Advertising Agency, Chicago.
- Tone Bros. Coffee & Spice Co., Des Moines (Old Golden coffee).  
 Agency: Cole's, Inc., Des Moines.
- Torrinaire Company, Boston (heating pads).  
 Agency: Chambers & Wiswell, Inc., Boston.
- Touraine Co., Boston (Vigor yeast).  
 Agency: Chambers & Wiswell, Inc., Boston.
- Tradehome Shoe Stores, St. Paul (chain shoe stores). *sa*
- Trainer Brewing Co., Philadelphia (brewers).  
 Agency: E. A. Clarke Co., Philadelphia.
- H. Traiser & Co., Boston (Pippin Harvard cigars).  
 Agencies: Doremus & Co., New York; Louis Glaser, Inc., Boston.
- B. F. Trappey's Sons, Inc., New Iberia, La. (canned foods). *sa*
- Triad Mfg. Co., Inc., Pawtucket, R. I. (radio tubes).
- Tricold Refrigerator Corp., Buffalo (household refrigeration).  
 Agency: Landsheft & Bonning, Inc., Buffalo.
- Joseph Triner, Inc., Chicago (wine). *sp*  
 Agency: Ruthrauff & Ryan, Inc., Chicago.

**680 kc. WPTF 5000 watts**

The Dominant Station In Eastern North Carolina

**OPERATING DAILY**

**7:30 AM to 11:00 PM**

(SUNDAY 9:45 A.M. to 11:00 P.M.)

**Dedicated To The Ideal Of**

---

**BETTER BROADCASTING**

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Affiliated With NBC Member NAB      WPTF Radio Company RALEIGH, N. C.

# 34 Radio Advertisers (Continued)

Philadelphia Corp., New York (water heaters).  
 Agency: Alfred S. Hearn Co., Inc., New York.  
 New York.  
 e., New York-Aire, Inc., Minneapolis (auto meter).  
 Agency: Mitchell Advertising Service, Inc., Minneapolis.  
 Advertising Story Publishing Co., New York (magazine).  
 Agency: Erwin, Wasey & Co., New York.  
 to (resale), New York.  
 Advertising Warner Stores, New York (men's hats, etc.).  
 Agency: Donahue & Coe, New York.  
 Cleveland Car Mfg. Co., Dayton (Mayflower electrical refrigerators).  
 n Co. A. Tumbler Laboratories, Baltimore (auto & furniture polish).  
 Agency: The Aitken-Kynett Co., Philadelphia.  
 (roof).  
 Inc. Sol Lamp Works, Newark (miniature lamps, radio tubes).  
 Agency: L. H. Hartman Co., Inc., New York.  
 anima. Inc.ewriter Educational Research Bureau, New York.  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 U  
 Cedar. n, Inc., St. Paul (stomach tablets).  
 Agency: Guenther, Bradford & Co., Chicago.  
 e Co. derwood-Elliott-Fisher Co., New York (office equipment).  
 Agency: Marschalk & Pratt, Inc., New York.  
 (Vee. on Central Life Insurance Co., Cincinnati.  
 Agency: J. Walter Thompson Co., Chicago.  
 coal) on Fork & Hoe Co., Columbus, O. (gardening utensils).  
 Agency: Mumm, Romer, Robbins & Pearson, Inc., Columbus, O.  
 ine & on Oil Co., of Calif., Los Angeles (Aristo oil).  
 Agency: Lord & Thomas, Los Angeles.  
 mag. on Pacific System, Omaha (rail transportation).  
 Agency: The Cuples Co., Chicago.  
 etrol. ited Air Lines, Chicago (air transportation).  
 Agency: J. Walter Thompson Co., Chicago.  
 Donald. ited American Bosch Corp., Springfield, Mass. (auto horns, radios).  
 Agency: E. T. Howard Co., Inc., New York.  
 ink) mached Bakeries, Inc., San Francisco.  
 p. ited Drug Co., Boston (Rexall and Puretest drug products).  
 Agencies: Street & Finney, Inc., New York; Spot Broadcasting, Inc., New York.  
 oines. heat. ited Remedies, Inc., Chicago (Germania tea, Acidine, Kolor-Bak, etc.).  
 Agency: Heath-Seehof, Inc., Chicago.  
 east) Inc. ited States Brewing Co., Chicago (Rheingold beer).  
 Pault. ited States Gutta Percha Paint Co., Providence, R. I. (Barreled sunlight paints).  
 Agency: J. Walter Thompson Co., New York.  
 Phila. ited States Industrial Alcohol Co., New York (Super Pyro).  
 Agencies: J. Walter Thompson Co., New York; United Advertising Agency, Inc., New York.  
 New. ited Playing Card Co., Cincinnati (Congress & Bicycle cards).  
 Agency: The Procter & Collier Co., Cincinnati.  
 R. ited States Rubber Co., New York (tires).  
 Agency: Campbell-Ewald Co., Inc., New York.  
 nes) ited States School of Music, New York (musical instruction).  
 Agency: Ruthrauff & Ryan, Inc., New York.

United States Tobacco Co., New York (Dill's mixture).  
 Agency: McCann-Erickson, Inc., New York.  
 Universal Manufacturers Distributors, Inc., Chicago (bandages).  
 Universal Mills, Inc., Fort Worth (Red Chain feeds).  
 Agency: Tracy-Locke-Dawson, Inc., Dallas.  
 Utah Oil Refining Co., Salt Lake City (New Pep 88 gas).  
 Agency: L. S. Gillham Co., Inc., Salt Lake City.  
 Utility Development Co., San Francisco (Gasair butan mixers).  
 Agency: Gerth-Knollin Advertising Agency, San Francisco.

## V

Vadeco Sales Corp., New York (Tur-rants Seltzer Aperient).  
 Agency: L. H. Hartman Co., Inc., New York.  
 Valentine & Co., New York (Valspar varnish).  
 Agency: Ruthrauff & Ryan, Inc., New York.  
 Valler & Spier Milling Co., St. Louis (Dainty flour).  
 Agency: Gardner Advertising Co., St. Louis.  
 Valvoline Oil Co., Cincinnati.  
 Agency: Keelor & Stites Co., Cincinnati.  
 Vanity Fair Silk Hosiery, Reading, Pa. (hosiery).  
 Agency: The Wesley Associates, New York.  
 Van Camp Sea Food Co., Terminal Island, Calif.  
 Agency: Emil Brisacher & Staff, San Francisco.  
 G. W. & Horton Van Slyke, Albany (Peter Schuyler cigars).  
 Agency: Moser & Cotins, Inc., New York.  
 Angela Varona, New York (toilet preparations).  
 Velogen, Inc., New York (hand lotion).  
 Agency: Peck Advertising Agency, Inc., New York.  
 Velvetina Co., Omaha (cosmetics).  
 Agency: Potts-Turnbull Co., Inc., Kansas City.  
 Venida Co., New York (Venida hair nets).  
 Verkamp Corp., Cincinnati (Philgas).  
 Vick Chemical Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal).  
 Agencies: Morse International, Inc., New York; Young & Rubicam, Inc., New York; Cecil, Warwick & Cecil, Inc., New York.  
 Victor Brewing Co., Jennette, Pa. (beer and ale).  
 Virginia Dare Extract Co., Brooklyn (White Doe wines).  
 Agency: W. I. Tracy, Inc., New York.  
 Vita Con Co., Boston (Vita Centab-lets).  
 Vitrolite Co., Chicago (marble substitute).  
 Agency: Frederick & Mitchell, Inc., Chicago.  
 V. Viviano & Bros. Macaroni Mfg. Co., St. Louis.  
 Agency: Gardner Advertising Co., St. Louis.  
 Vogeler Brothers, Newark (mayonnaise).  
 Wadhams Oil Co., Milwaukee (gas & oil).  
 Agency: Scott-Telander, Inc., Milwaukee.  
 Wagner Electric Corp., St. Louis (electric motors).  
 Agency: An f e n g e r Advertising Agency, Inc., St. Louis.

★ Which Baltimore radio station carries more local accounts than any other station in Maryland?

★ **WCBM**

★ Which Baltimore radio station has more renewed, uninterrupted advertising contracts than any other Maryland radio station?

★ **WCBM**

★ Which Baltimore radio station offers the ideal blend of mass and class listeners?

**WCBM**

★ Which Baltimore radio station offers results at lowest average cost?

★ **WCBM**

MEMBER OF AMERICAN BROADCASTING SYSTEM

Station WCBM  
 JOHN ELMER, President  
 Hearst Tower, Baltimore

HIBBARD AYER  
 National Representative  
 350 Madison Avenue, N.Y.C.

## Are YOU Getting your share of New England Business?

Is a complete presentation of your Station available to New Englanders WHEN THEY REQUIRE THIS INFORMATION?

\* \* \* \* \*

Don't consider this vital, live group of States an annex of New York—to be serviced from that distant point! A New England representative with a thorough knowledge of radio and with an entree to all accounts, will bring you MORE New England business!

\* \* \* \* \*

We would welcome your inquiry about how a New Englander can BEST serve your interests here.

**JAMES F. FAY**  
 507 Statler Building, Boston, Mass.  
 Representative in N. E. for Stations

WOR Newark WOKO Albany WCAU Philadelphia WLW Cincinnati  
 WTIC Hartford WCSH Portland WLBS Bangor WBAL Baltimore  
 WSYR Syracuse WJAR Providence WTAG Worcester  
 WMAS Springfield WDRC Hartford

hl Company, Chicago (Eversharp pencils).  
 Agency: Young & Rubicam, Inc., New York.  
 Pitt & Bond, Newark (Blackstone; Recollection cigars).  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 ldorf-Astoria Hotel, New York.  
 Agency: Kenyon & Eckhardt, Inc., New York.  
 Green Co., Chicago (chain drug stores). *sp,sa*  
 Walker & Co., St. Louis (fabrics). *n*  
 Agency: Mortimer W. Mears, Inc., St. Louis.  
 lker Remedy Co., Waterloo, Iowa (Walko poultry remedy). *sa*  
 Agency: Weston-Barnett, Inc., Waterloo, Ia.  
 Wallace & Sons Mfg. Co., Wallingford, Conn. (silverware).  
 Agency: New Haven, Conn.  
 n Wanamaker, New York (Silver King golf balls). *sp*  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.  
 nder Co., Chicago (Ovaltine). *n,t,sa*  
 Agency: Blackett-Sample-Hummert, Inc., Chicago.  
 rd Baking Corp., New York (Ward baking products). *n*  
 Agency: Fletcher & Ellis, Inc., New York.  
 R. Warner Co., New York (Sloan's Liniment and Vince). *n,t*  
 Agency: Cecil, Warwick & Cecil, Inc., New York.  
 ren Northam Corp., New York (Cutex, Odorono). *n*  
 Agency: J. Walter Thompson Co., New York.

Warshawsky & Co., Chicago (auto accessories).  
 Agency: Charles Silver & Co., Chicago.  
 Wasey Products, Inc., New York (Zemo, Musterole, Barbasol, Kreml, etc.). *n*  
 Agency: Erwin, Wasey & Co., Inc., New York.  
 G. Washington Coffee Refining Co., Morris Plains, N. J. (George Washington coffee). *n,t*  
 Agency: Cecil, Warwick & Cecil, Inc., New York.  
 Washoff Co., Salt Lake City (face cream). *n,sp*  
 Watchtower Bible Society, Brooklyn (Judge Rutherford's talks). *rn,sp,t*  
 Waters-Genter Co., Minneapolis (toastmaster). *sa,t*  
 Agency: Erwin, Wasey & Co., Inc., Minneapolis.  
 R. L. Watkins Co., New York (Dr. Lyons toothpaste). *n,sp,t*  
 Agencies: John F. Murray Advertising Agency, Inc., New York; Blackett-Sample-Hummert, Inc., Chicago.  
 Watson Co., Attelboro, Mass. (silver-smiths). *sp*  
 Agency: Kenyon Advertising, Inc., Boston.  
 Waverly Oil Works Co., Pittsburgh (Penn-Wave oils).  
 Agency: Carlson & Symons, Pittsburgh.  
 Wayne Knitting Mills, Fort Wayne, Ind. *sa*  
 Agency: Aubrey, Moore & Wallace, Inc., Chicago.  
 Webster Eisenlohr, Inc., New York (Girard cigars). *sp*  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.

D. Weeks & Co., Des Moines, Ia. (proprietary remedy).  
 Agency: Fairall & Co., Des Moines, Iowa.  
 Weeping Mineral Crystals Co., Milwaukee. *sa*  
 Weinberg Bros., Chicago (produce). *sa*  
 Weisbrod & Hess Brewery Co., Philadelphia.  
 Agency: The Grey Advertising Service, Inc., New York.  
 Welch Grape Juice Co., Westfield, N. Y. (grape juice). *n,sa,t*  
 Agency: H. W. Kastor & Sons Advertising Co., Inc., Chicago.  
 Wesson Oil & Snowdrift Co., Inc., New Orleans (Wesson salad oil, etc.). *n,rn,sa*  
 Agency: Fitzgerald Advertising Agency, New Orleans.  
 West End Brewing Co., Utica, N. Y. (Utica Club beer).  
 Agency: Moser & Cotins, Inc., Utica, N. Y.  
 Westgate Sea Products Co., San Diego (tuna fish). *sp,sa*  
 Western Cartridge Co., E. Alton, Ill. Agency: D'Arcy Advertising Co., Inc., St. Louis.  
 Western Co., Chicago (Dr. West tooth powder). *n,sa*  
 Agency: J. Walter Thompson Co., Chicago.  
 Western Clock Co., La Salle, Ill. (Westclox, Big Ben). *n,sp,t*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 Western Dairy Products Co., Seattle. *sa*  
 Agency: McCann-Erickson, Inc., Seattle.

Western Grocery Co., Marshalltown, Ia. (Jack Spratt foods). *sp*  
 Agency: Erwin, Wasey & Co., Inc., Chicago.  
 Western States Grocery Co., Oakland, Calif. (Brown Derby beer). *n*  
 Agencies: Botsford, Constantine Gardner, San Francisco; J. Walter Thompson Co., San Francisco.  
 Westinghouse Electric & Mfg. Co., East Pittsburgh (electrical appliances).  
 Agency: Fuller & Smith & Root, Inc., Cleveland.  
 Paul Westphal, New York (harm tonic).  
 The Wheatena Co., Rahway, N. J. (Wheatena cereal). *n*  
 Agency: McKee & Albright, Inc., Philadelphia.  
 Wheeling Corrugating Co., Wheeling, W. Va. (steel products). *sa*  
 Agency: Critchfield & Co., Chicago.  
 White Eagle Oil Corp., Kansas City (gasoline & oil). *sa*  
 Agency: J. Stirling Getchell, Inc., Kansas City.  
 White King Soap Co., Los Angeles.  
 White Seal Laboratories, Inc., Grand Rapids, Mich. (Mint-O-Lene).  
 Agency: John J. Wierengo & Staff, Grand Rapids, Mich.  
 White Star Refining Co., Detroit. *sp*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 Whitestone Management Co., Chicago (Drake & Blackstone Hotels).  
 Agency: Harry Atkinson, Inc., Chicago.  
 Stephen F. Whitman & Son, Philadelphia (Whitman's chocolates).  
 Agency: F. Wallis Armstrong Co., Inc., Philadelphia.

"OLD IN RADIO YEARS" OF  
 CONSISTENT ACHIEVEMENT—

IN representing producers of QUALITY electrical transcription programs for foreign territories.

IN serving PROGRAMS OF DISTINCTION to radio-wise sponsors, agencies, and a select group of enterprising foreign stations.

ASSOCIATED EXPORTERS COMPANY

"A specialized radio transcription and script service abroad"

NEW YORK CITY                      LOS ANGELES  
 1457 Broadway                      2629 So. Hill Street

Cable Address: "Lopreh New York"

**W G N Y**

Voice of the Hudson Valley

Concentrates on 150,000 Homes  
 in the  
 Rich Hudson River Valley

IT taps that rich farming section of Orange, Rockland, Dutchess, Sullivan, Putnam and Ulster Counties, and the Northern part of adjoining New Jersey.

It covers such cities as Newburgh, Middletown, Port Jervis, Peekskill, Poughkeepsie, Kingston. Such towns of 5,000 and under as Goshen, Suffern, Warwick, Newton, Monticello, Liberty, Ellenville and Beacon.

Covers the rich estates along the Hudson. Reaches the wall-to-do farmers in a section known for its prosperity.

Besides all of which there is a certain pride in a so-called "local station" that gets and holds its listeners.

It is just a repetition of the amazing interest people have in their home-town newspaper.

**W G N Y, Chester, New York**

Peter Goelet, Director

Represented Nationally by HIBBARD AYER, New York - Chicago

# Directory of 1934 Radio Advertisers (Continued)

Geo. F. Wiemann Co., New York (Invitation coffee).  
 Wilbert Products Co., New York (Ammonia-Javex). *n,sp*  
 Agency: N. W. Ayer & Son, Inc., Philadelphia.  
 Wildroot Co., Inc., Buffalo (hair tonic). *n,sp*  
 Agency: Batten, Barton, Durstine & Osborn, Inc., New York.  
 Will & Baumer Candles Co., Inc., Syracuse, N. Y. (candles).  
 Agency: Badger & Browning & Hersey, Inc., New York.  
 Willard Tablet Co., Chicago (proprietary). *sp,sa,t*  
 Agency: First United Broadcasters, Inc., Chicago.

J. B. Williams Co., Glastonbury, Conn. (shaving soap & toilet prep.).  
 Agency: Ralph H. Jones Co., Hartford, Conn.  
 Williams & Carleton Co., E. Hartford, Conn. (root beer extract). *sa*  
 Agency: Wm. B. Remington Co., Inc., Springfield, Mass.  
 Williams Oil-O-Matic Heating Corp., Bloomington, Ill. (oil heaters). *sa*  
 Agency: Roche, Williams & Cunninghamham, Chicago.  
 Williamson Candy Co., Chicago (Oh Henry candy bars).  
 Agency: John H. Dunham Co., Chicago.  
 Willys-Overland, Inc., Toledo (motor cars).  
 Wilshire Oil Co., Los Angeles. *sp,t*  
 Wilson Lines, Baltimore (steamship travel). *t*  
 Wilson Oil Co., New Orleans (cooking oil). *n*  
 Wine Trading Co., Los Angeles, *sp*  
 John Winter & Co., Inc., Red Lion, Pa. (cigars).  
 Agency: Foltz-Wessinger, Inc., Lancaster, Pa.

Wojtasinski Drug Co., Boston (Katro-Lek). *rn*  
 Agency: Chambers & Wiswell, Inc., Boston.  
 Wolverine-Empire Refining Co., Oil City, Pa. (Wolf's Head oil). *sp*  
 John H. Woodbury Co., Cincinnati (soap). *n*  
 Agency: Lennen & Mitchell, Inc., New York.  
 Worcester Salt Co., New York (Iodized table salt). *n*  
 Agencies: Charles W. Hoyt Co., Inc., New York; Fuller & Smith & Ross, Inc., New York.  
 Wrigley Pharmaceutical Co., Atlantic City, N. J. (Spearmint toothpaste). *n,t*  
 Agency: Jerome B. Gray & Co., Philadelphia.  
 Wm. Wrigley, Jr., Co., Chicago (Spearmint chewing gum). *n*  
 Agencies: Neisser-Meyerhoff, Inc., Chicago; Francis Hooper Advertising Agency, Chicago.  
 Allen D. Wrisley Distributing Co., Chicago (Oily-o-lio). *sp*, Chicago.  
 Agency: Behel & Waldie, Chicago.  
 Rudolph Wurlitzer Co., Cincinnati (musical instruments). *sa*  
 Agency: Keelor & Stitches Co., Cincinnati.  
 Wyeth Chemical Co., New York (Jad Salts, Bi-So-Dol). *n*  
 Agencies: John F. Murray Advertising Agency, Inc., New York; Blackett-Sample-Hummert, Inc., Chicago.

**Y**  
 Yakima Peach Growers Council, Yakima, Wash.  
 Agency: The Izzard Co., Seattle.  
 Yeast-Caps, Inc., Chicago. *sp*  
 Yeasties Products Corp., Irwin, Pa. (cereal). *rn,sp*  
 Agency: Hanff-Metzger, Inc., New York.  
 Yeast-Vite, Inc., Niagara Falls, N. Y. (yeast tablets). *sa*  
 Agency: Atherton & Currier, Inc., New York.

W. F. Young, Inc., Springfield, Mass. (Absorbine, Jr.). *sp*  
 Agency: Erwin, Wasey & Co., Inc., New York.  
**Z**  
 Zerbst Pharmacal Co., St. Joseph, Mo. (capsules). *sa*  
 Agency: Barrons Advertising Co., Kansas City.

Zinsmaster Baking Co., Minneapolis (bread).  
 Agency: Campbell-Mithun, Inc., Minneapolis.  
 Zonite Products Corp., New York (Zonite, Forhans toothpaste).  
 Agency: McCann-Erickson, Inc., New York.  
 Zoro Co., Chicago (Zorex moth cakes).  
 Agency: Ankrum Advertising Agency, Chicago.

## STATIONS ACCEPTING AND REFUSING LIQUOR ACCOUNTS

(Continued from page 155)

Call Letters	City	Accepts Beer Advertising	Accepts Wine Advertising	Accepts Liquor Advertising
<b>UTAH†</b>				
KLO	Ogden	Yes	No	No
KDYL	Salt Lake City	Yes	No	No
KSL	"	Yes	No	No
<b>VERMONT</b>				
WCAX	Burlington	Yes	Yes	Yes
WSYB	Rutland	Yes	Yes	Yes
WQDM	St. Albans	Yes	Yes	Yes
WNBX	Springfield	Yes	Yes	No
WDEV	Waterbury	No	No	No
<b>VIRGINIA</b>				
WTAR	Norfolk	Yes	Yes	Yes
WMBG	Richmond	Yes	Yes	Yes
WRVA	"	Yes	Yes	No
WDBJ	Roanoke	Yes	Yes	No
<b>WASHINGTON</b>				
KXRO	Aberdeen	Yes	Yes	Yes*
KVOS	Bellingham	Yes	Yes	Yes
KJR	Seattle	Yes	No	No
KOL	"	Yes	Yes	No
KOMO	"	Yes	No	No
KRSC	"	No	No	No
<b>WASHINGTON—(Continued)</b>				
KFPY	Spokane	Yes	Yes	Yes
KGA	"	Yes	Yes	Yes
KHQ	"	Yes	Yes	Yes
KMO	Tacoma	Yes	Yes	Yes*
KVI	"	Yes	Yes	Yes*
KUJ	Walla Walla	Yes	Yes	Yes
KPQ	Wenatchee	Yes	Yes	Yes
KIT	Yakima	Yes	Yes	Yes
<b>WEST VIRGINIA</b>				
WCHS	Charleston	Yes	Yes	Yes*
WWVA	Wheeling	Yes	Yes*	Yes*
<b>WISCONSIN</b>				
WTAQ	Eau Claire	Yes	Yes	Yes
KFIZ	Fond du Lac	Yes	Yes	Yes
WHBY	Green Bay	Yes	Yes	Yes
WCLO	Janeville	Yes	Yes	Yes*
WISN	Milwaukee	Yes	Yes	Yes*
WTMJ	"	Yes	Yes	Yes*
WRJN	Racine	Yes	Yes	Yes*
<b>WYOMING</b>				
KWYO	Sheridan	Yes	Yes	No

\* With restrictions; consult stations for details. † State dry as of January 1, 1935.



**S U C C E S S**  
*with*  
**K F H**

—in the Wichita, Kansas, Market

Oil Company increases business 26%.  
 Cereal Company increase sales 30% in five weeks.  
 Food manufacturer increases business 20%.  
 Coffee company increases business 33 1/3%.  
 (Percentages compiled since September, 1934)

**KFH** dominates the rich agricultural and oil market served by **WICHITA**

**KFH** sends your message into over 300,000 homes

**KFH** has a listening audience of over 1,000,000

1300 Kilocycles—FULL TIME—1000 Watts  
 Member Columbia Broadcasting System  
**EDWARD PETRY & CO., National Representatives**

**RADIO STATION KFH COMPANY**

THE WICHITA EAGLE—THE HOTEL LASSEN  
 WICHITA, KANSAS

"Address it to Kasper-Gordon Studios, Boston . . . attention Commercial Dept. . . . Gentlemen . . . We understand your organization produces resultful radio programs, co-operating with advertising agencies, stations, and sponsors. We have several programs on the air now for some of our clients, but believe your company can supplement our radio department and furnish programs that are different."

I am enclosing a list of advertisers together with facts pertaining to each, and approximate radio budgets. Will you submit your plan for radio programs together with any merchandising tie-ins you believe should be included in your presentation.

That's all, Miss Jones. Sign it 'Sincerely' and get it off right away. You know . . . I've heard Kasper-Gordon Studios get results for their clients. It looks like a good tie-up for us."

\*200 Flesh and Transcription Programs Available

**KASPER-GORDON STUDIOS INC.**  
 140 BOYLSTON STREET  
 BOSTON, MASS.

# CODE OF FAIR COMPETITION FOR THE RADIO BROADCASTING INDUSTRY WITH EXPLANATORY COMMENTS BY THE CODE AUTHORITY

## THE CODE AUTHORITY

John Shepard, 3rd, chairman (Yankee Network)  
John Elmer, vice chairman (WCBM, Baltimore)  
Isaac Z. Buckwalter (WGAL, Lancaster, Pa.)  
James Kiernan (WLWL, New York)

Alfred J. McCosker (WOR, Newark)  
Edward N. Nockels (WCFL, Chicago)  
M. R. Runyon (Columbia Broadcasting System)  
Frank M. Russell (National Broadcasting Co.)

James W. Baldwin, Executive Officer  
National Press Building  
Washington, D. C.

### Executive Order Promulgating Code

An application having been duly made, pursuant to and in full compliance with the provisions of title I of the National Industrial Recovery Act, approved June 16, 1933, for my approval of a Code of Fair Competition for the Radio Broadcasting Industry, and hearings having been held thereon and the Administrator having rendered his report containing an analysis of the said code of fair competition together with his recommendations and findings with respect thereto, and the Administrator having found that the said code of fair competition complies in all respects with the pertinent provisions of title I of said act and that the requirements of clauses (1) and (2) of subsection (a) of section 3 of the said Act have been met:

NOW, THEREFORE, I, Franklin D. Roosevelt, President of the United States, pursuant to the authority vested in me by title I of the National Industrial Recovery Act, approved June 16, 1933, and otherwise, do approve the report and recommendations, and adopt the findings of the Administrator and do order that the said code of fair competition be and it is hereby approved.

FRANKLIN D. ROOSEVELT.  
Approval recommended:  
Hugh S. Johnson,  
Administrator.

The White House,  
November 27, 1933.

#### Article I—Purposes

To effectuate the policy of Title I of the National Industrial Recovery Act, the following provisions are submitted as a Code of Fair Competition for the Radio Broadcasting Industry, and upon approval by the President shall be the standard of fair competition for such Industry and shall be binding on every member thereof.

#### Comment:

The provisions of this code apply to all radio broadcasting stations within the continental limits of the United States unless a station makes application for and is granted relief from all or any part of the code. In cases where the business of operating a broadcasting station is related to another kind of business for which a separate code has been provided, this code, nevertheless, shall apply to the operation of such station. Example: A is engaged in the Retail Business. The Retailer owns and operates a radio broadcasting station. A code of fair competition has been approved for the Radio Broadcasting Industry and another code of fair competition has been approved for the Retail Industry. In this case the provisions of this Code apply to the radio station in the same manner as if it were a separate Corporation.

#### Article II—Definitions

- RADIO BROADCASTING**, as used herein, means the transmission through space by means of any radio frequency of signals intended to be received, whether audibly or visually, directly by the public.
- RADIO BROADCASTING INDUSTRY**, as used herein, embraces the complete operations of all broadcasters, or networks designed for radio broadcasting as above defined, including, in connection with such operations, the preparation and production of programs, both sponsored and unsponsored, for the purpose of providing entertainment, instruction, and general service through the agency of radio broadcasting.
- BROADCASTER**, as used herein, means any individual, partnership, corporation, association, or other form of enterprise engaged in the radio-broadcasting industry as above defined.
- NETWORK**, as used herein, means any individual, partnership, corporation, association, or other form of enterprise in the business of regularly supplying, by wire or wireless, programs for broadcasting, simultaneously to two or more radio-broadcasting stations.
- EMPLOYEE**, as used herein, means any person engaged in the industry and employed by a broadcaster or network at a regular hourly, daily, weekly, or monthly salary or wage, as distinguished from an independent contractor or a professional person who is paid by the job for performance.

6. **EMPLOYER**, as used herein, means any broadcaster or network engaged in the industry.

7. **BROADCAST TECHNICIAN**, as used herein, means any person employed for the operation or maintenance of any transmitting, control, or input equipment used in radio broadcasting.

8. **ACT** and **ADMINISTRATOR**, as used herein, means respectively Title I of the National Industrial Recovery Act and the Administrator for Industrial Recovery.

#### Article III—Hours

1. No employee shall be permitted to work in excess of forty hours in any one week, except those included in the classes enumerated in paragraph number two hereof.

2. The maximum hours fixed in the foregoing paragraph number one shall not apply to:

(a) Employees in a managerial or executive capacity (including announcers, production men, and chief operators) who receive more than thirty-five dollars per week; employees in a managerial or executive capacity (including announcers, production men, and chief operators) who receive more than twenty-five dollars per week in radio broadcasting stations in which on July 1, 1933, not more than ten persons were regularly employed.

(b) Outside salesmen.

(c) Employees on emergency maintenance and emergency repair work but at least one and one-half times the normal rate shall be paid such employees for hours worked in excess of the maximum hours provided in Section 1 of this article.

(d) Broadcast Technicians, with respect to whom the maximum hours of work shall not exceed forty-eight hours per week.

(e) Persons employed on special event programs of public interest, with respect to whom the maximum hours of work shall not exceed the number of hours herein prescribed for their class of work averaged over any six weeks' period.

#### Comment:

An employee should be classified for the purpose of hours of employment according to the kind of work in which he is engaged a greater part of the time during which he is employed within the industry.

The effect of the provisions contained in this Article is as follows:

Employees in a managerial or executive capacity (including announcers, production men, and chief operators).	There are no maximum hour provisions applicable to these classes.
(a) If they receive more than \$35 per week.	
(b) If they are employed in stations which on July 1, 1933, regularly employed not more than 10 persons and if they receive more than \$25 per week.	
Outside salesman.	
Employees on emergency maintenance and emergency repair work.	Must be paid at least one and one-half times the normal rate for hours worked in excess of 40, except in the case of broadcast technicians, who shall be paid at least one and one-half times the normal rate for hours worked in excess of 48.
Broadcast technicians	48 hours per week.
All other employees	40 hours per week.
Persons employed on special event programs.	The maximum hours of work shall not exceed the number of hours above prescribed for their class of work averaged over any six-week period.

(Continued on Page 191)

# CODE OF FAIR COMPETITION FOR BROADCASTING INDUSTRY (Continued)

## Article IV—Wages

1. No employee, except those enumerated in paragraphs (a), (b), and (c) hereof shall be paid at less than the weekly rate of fifteen dollars per week in any city of over 500,000 population or in the immediate retail trade area of such city; or at less than the rate of fourteen dollars and fifty cents per week in any city of between 250,000, and 500,000 population or in the immediate retail trade area of such city; or at less than the rate of fourteen dollars per week in any city of between 2,500 and 250,000 population or in the immediate retail trade area of such city; or at less than the rate of twelve dollars per week in any town or place of less than 2,500 population. Population for the purpose of this Code, shall be determined by the 1930 Federal Census.

*Comment:*

### WAGES—RATE OF—PART-TIME EMPLOYEES

The minimum wages provided in this Article are minimum rates for the number of hours specified for a particular class of employee. Example: The Code provides (Article IV, Section 1) that a clerk-stenographer, if employed in a city of more than 500,000 population, shall not be paid at the rate of less than \$15.00 per week. The Code also provides (Article III, Section 1) that such an employee shall not be required to work more than forty hours in one week. If she is a part-time employee and works, say, thirty hours per week, she shall receive not less than 30/40 of \$15.00 or \$11.25 for thirty hours.

(a) Broadcast operators and control men shall be paid at a rate of not less than forty dollars per week when they are employed at any radio broadcasting station classified by the Federal Radio Commission as a clear channel or high-power regional station; or at a rate of not less than thirty dollars per week when they are employed at any broadcasting station classified by the Federal Radio Commission as a clear channel part-time or low-power regional station, unless such station on July 1, 1933, regularly employed not more than three broadcast operators and control men, in which case the rate of pay shall be not less than twenty dollars per week; and at a rate of not less than twenty dollars per week at any broadcasting station classified by the Federal Radio Commission as a low-power part-time regional, local unlimited, or local part-time station. Employers shall be entitled to employ as apprentices persons learning the technique of radio broadcasting control and transmission. Such apprenticeship within the Industry shall not exceed a cumulative period of twelve months. The number of persons so employed, if more than one, shall not exceed five percent of the total number of regular employees of each employer. The rate of pay of apprentices shall be not less than twelve dollars per week.

*Comment:*

### 1. BROADCAST OPERATORS AND CONTROL MEN—WAGES OF

The minimum wages provided in Article IV, Section 1, paragraph (a) are minimum rates of pay for forty-eight hours (Article III, Section 2, paragraph (d)). Example: A local station on November 1, 1933, was operating on a forty-hour basis. The minimum rate of pay provided for broadcast operators and control men at this class of station is \$20.00 for a forty-eight-hour week (Article III, Section 2, paragraph (d); Article IV, Section 1, paragraph (2)); An increase from forty to forty-eight hours is prohibited by the provisions of Article V, Section 5, which in this case operates to fix the lesser number of hours worked on November 1 (forty) as the maximum. There are employed at the station three operators at \$15.00 each and one at \$30.00. In such cases it is permissible to pay each of the operators receiving \$15.00 not less than 40/48 of \$20.00 or \$16.67 for forty hours. The operator receiving \$30.00 cannot be paid less than \$30.00 for forty hours for the reason that Article V, Section 5, provides that where a broadcast technician was paid on November 1 wages in excess of the minimum provided in the Code, such higher wages are declared to be the minimum scale of wages with respect to such stations. (See also Article IV, Section 2.)

### 2. PROGRAMS OF DIFFERENT CLASSES OF STATIONS HANDLED IN SAME CONTROL ROOM

Where a person operates two classes of stations for which different minimum rates of pay are specified for broadcast operators and control men and the programs of both stations are controlled by the same control men, the minimum rate of pay for the control men for forty-eight hours shall be arrived at by adding the two minimum rates specified in the Code for the classes of stations involved and dividing the result by 2, provided this interpretation shall not operate to reduce a higher rate of pay paid on November 1, 1933. This interpretation does not apply to operators regularly employed at the transmitter.

### 3. CLEAR CHANNEL PART-TIME—DEFINED

The term "Clear channel part-time" as used in Article IV, Section 1, paragraph (a) means a "limited time" or "day time" station operating on a clear channel and does not include a dominant station on a clear channel which operates less than full time. Accordingly the minimum rate of pay for broadcast operators and control men employed at any dominant station operating on a clear channel is \$40.00 for forty-eight hours. The minimum rate of pay for broadcast operators and control men employed at "limited time" and "day time" stations operating on a

clear channel and at unlimited time low-power regional stations is \$30.00 for forty-eight hours, unless on July 1, 1933, such stations regularly employed not more than three broadcast operators and control men, in which case the minimum rate of pay is \$20.00 for forty-eight hours.

### 4. LOW-POWER PART-TIME REGIONAL, LOCAL UNLIMITED, LOCAL PART-TIME—DEFINED

The terms "low-power part-time regional, local unlimited or local part-time station" as used in Article IV, Section 1, paragraph (a) includes also any station operating less than full time on either a low-power regional or local channel; and the minimum rate of pay for broadcast operators and control men employed at these stations is \$20.00 for forty-eight hours.

### 5. SPECIAL AUTHORIZATION TO OPERATE DIFFERENT CLASS OF STATION

Where a broadcaster is regularly licensed to operate one class of station and by Special Authorization, temporarily or experimentally, operates a different class of station for which a higher minimum rate of pay is specified for broadcast operators and control men, the higher minimum rate shall prevail. Example: A holds a regular license from the Federal Radio Commission to operate a local station. By Special Authorization, which is temporary in character, he is permitted to operate his station experimentally on a low-power regional channel. In such cases, assuming more than three broadcast operators and control men were employed on July 1, 1933, and assuming full time operation the minimum rate of pay for broadcast operators and control men, for the duration of the Special Authorization, shall be \$30.00 for forty-eight hours. And should the Special Authorization be terminated the minimum rate of pay for broadcast operators and control men shall be \$20.00 for forty-eight hours.

### 6. SHARING TIME STATIONS USE SAME TRANSMITTER

Where two radio broadcasting stations share time but use a common transmitter which is manned by one group of employees, the minimum rate of pay for broadcast operators shall be that provided for an unlimited time station of the class involved. Example: Two low-power regional stations share time but use the same transmitter. The transmitter is manned by but one group of employees. In such cases the minimum rate of pay for the broadcast operators is \$30.00 for forty-eight hours.

### 7. APPRENTICES

An apprentice is a person serving his first year in the radio broadcasting industry learning the technique of radio broadcasting control and transmission, provided, however, that an operator holding a government license for radio broadcasting and employed at the transmitter cannot be considered an apprentice.

(b) Announcers and program production employees shall be paid a rate of not less than \$20 per week, except that where a broadcaster regularly employed not more than ten persons on July 1, 1933, such announcers and program production employees may be paid not less than \$15 per week.

(c) The minimum rate of pay herein provided shall not apply to outside salesmen working on commission only.

*Comment:*

Such employees are considered to be commission salesmen, whether or not they receive a drawing or expense account, unless such an account is considered as base pay, in which case such salesmen are entitled to the minimum wage.

2. Employers agree not to reduce the compensation for employment now in excess of the minimum wages hereby agreed to (notwithstanding that the hours worked in such employment may be hereby reduced) and to increase the pay for such employment by an equitable readjustment of all pay schedules. Where a State law provides a higher minimum wage than is provided in this Code, no person employed within that State shall be paid a wage below that required by such State law.

*Comment:*

The first sentence in the above provision was taken verbatim from the President's Reemployment Agreement and therefore does not require adjustments as of December 11, 1933, except in those cases where wages as of December 10, 1933, were less than the minimum wages permitted by the Code.

## Article V—General Labor Provisions

1. After the effective date of this Code, employers will not employ any person under sixteen years of age, except that persons under sixteen may be used as talent on programs for not more than three hours per day, and those hours to be such as will not interfere with their schooling. Provided, however, that where a State law provides a higher minimum age, such State law shall be controlling.

2. Employees shall have the right to organize and bargain collectively through representatives of their own choosing, and shall be free from the interference, restraint, or coercion of employers of labor, or their agents, in the designation of such representatives or in self-organization or in other concerted activities, for the purpose of collective bargaining or other mutual aid or protection.

3. No employee and no one seeking employment shall be required a

(Continued on Page 192)



a condition of employment to join any company union, or to refrain from joining, organizing, or assisting a labor organization of his own choosing.

4. Employers shall comply with maximum hours of labor, minimum rates of pay, and other conditions of employment, approved or prescribed by the President.

5. Working conditions in any broadcasting station or network shall not be changed to frustrate the intent and purpose of this Code. Where on November 1, 1933 any broadcaster paid broadcast technicians wages in excess of the minimum herein provided for or worked such employees a lesser number of hours per week than herein permitted, such higher wages and such lesser number of hours shall be deemed to be and are hereby declared to be the minimum scale of wages and maximum number of hours with respect to such stations.

6. Nothing herein contained shall be construed to apply to employees whose rates of wages, hours, and/or weekly full-time wages are established by labor agreement, understandings or practices now in force, where such minimum rates of pay are higher and the maximum number of hours per week are lower than those set forth herein above.

7. All employers shall post complete copies of this Code in conspicuous places accessible to employees.

*Comment:*

Sections 2, 3, and 4 above are taken verbatim from Title I, Section 7 (a), of the National Industrial Recovery Act and substantially the same language is contained in all Codes.

Section 5 above is a provision imposed by the Government to prevent either an increase in the number of hours worked on November 1, 1933, or a decrease in the rate of pay paid on November 1, 1933. (See Example on pages 11 and 12.)

Section 6 above was included to protect existing agreements between Broadcasters and Networks and employees' organizations.

Section 7 is self-explanatory.

Article VI—Administration

To further effectuate the policies of the Act, a Code Authority is hereby constituted to cooperate with the Administrator in the administration of this Code.

1. The Code Authority shall consist of James W. Baldwin, Isaac Z. Buckwalter, John Elmer, James Kiernan, Alfred J. McCosker, Edward N. Nockels, M. R. Runyon, Frank M. Russell, John Shepard, III, and in addition thereto there may be three members without vote to be appointed by the Administrator, who, together with the Administrator, shall be given notice of and may sit at all meetings of the Code Authority.

2. In order that the Code Authority shall at all times be truly representative of the industry and in other respects comply with the provisions of the Act, the Administrator may provide such hearings as he may deem proper; and thereafter if he shall find that the Code Authority is not truly representative or does not in other respects comply with the provisions of the Act, may require an appropriate modification in the method of selection of the Code Authority.

3. The Code Authority shall investigate the hours of labor and the wages of radio artists and performers (other than musicians), and upon the completion of its investigation shall report thereon to the Administrator.

4. The Code Authority shall investigate the hours of labor, wages and working conditions of broadcast technicians and the relation thereof to general conditions within the industry, and within a period of ninety days from the effective date of this Code, shall report thereon to the Administrator.

5. As and when any question directly or indirectly affecting any class of employees engaged in the Radio Broadcasting Industry is to be considered by the Code Authority, one representative of such class, selected by the Administrator from nominations made by such class in such manner as may be prescribed by the Administrator, shall sit with and become for such purposes a member of the Code Authority with a right to vote.

6. In addition to information required to be submitted to the Code Authority there shall be furnished such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the National Industrial Recovery Act.

7. The Code Authority shall recommend to the Administrator a permanent form of organization for the administration of this Code.

8. Members of the broadcasting industry shall be entitled to participate in and share the benefits of the activities of the Code Authority and to participate in the selection of the members thereof by assenting to and complying with the requirements of this Code and sustaining their reasonable share of the expenses of its administration. Such reasonable share of the expenses of administration shall be determined by the Code Authority, subject to review by the Administrator, on the basis of volume of business and/or such other factors as may be deemed equitable.

9. Nothing contained in this Code shall constitute the members of the Code Authority partners for any purpose. Nor shall any member of the Code Authority be liable in any manner to anyone for any act of any other member, officer, agent, or employee of the Code Authority exercising reasonable diligence in the conduct of his duties hereunder, or be

liable to anyone for any action or omission to act under the Code, except for his own willful misfeasance or nonfeasance.

10. The Code Authority shall have the following powers and duties in addition to those elsewhere provided in this Code, subject to the right of the Administrator, on review, to disapprove or modify any action taken by the Code Authority:

(a) To adopt bylaws and rules and regulations for its procedure and for the administration and enforcement of the Code, in accordance with the powers herein granted, and to submit the same to the Administrator for his approval together with true copies of any amendments or additions when made thereto, minutes of meetings when held, and such other information as to its activities as the Administrator may deem necessary to effect the purposes of the Act.

(b) To obtain from members of the industry for use of the Code Authority, for the Administrator in the administration and enforcement of the Code, and for the information of the President, reports based on such periods as may be determined by the Code Authority as soon as the necessary readjustment within the industry can be made and to give assistance to members of the industry in improving methods, or in prescribing a uniform system, of accounting and reporting. All individual reports shall be kept confidential as to the members of the industry and only general summaries thereof may be published.

(c) To receive complaints of violations of this Code, make investigations thereof, provide hearings thereon and adjust such complaints and bring to the attention of the Administrator for prosecution, recommendations, and information relative to unadjusted violations; in no event shall the Code Authority proceed to prosecute without notice to and approval by the Administrator.

(d) To use such trade associations and other agencies as it deems proper for the carrying out of any of its activities provided for herein and to pay such trade associations and agencies the cost thereof, provided that nothing herein shall relieve the Code Authority of its duties or responsibilities under this Code and that such trade associations and agencies shall at all times be subject to and comply with the provisions hereof.

(e) To coordinate the administration of this Code with such other codes, if any, as may be related to the industry, or any subdivision thereof, and to delegate to any other administrative authority, with the approval of the Administrator, such powers as will promote joint and harmonious action upon matters of common interest.

(f) To secure an equitable and proportionate payment of the expenses of maintaining the Code Authority and its activities from members of the Industry.

(g) To cooperate with the Administrator in regulating the use of the N.R.A. Code Insignia solely by those employers who have assented to and are complying with this Code.

(h) Where the operations of the provisions of this Code impose an unusual or undue hardship upon any broadcaster or network such broadcaster or network may make application for relief to the Administrator or to his duly authorized agent, and the Administrator or his agent may, after such public notice and hearing as he may deem necessary grant such exception to or modification of the provisions of this Code as may be required to effectuate the purpose of the National Industrial Recovery Act.

(i) To initiate, consider, and make recommendations for the modification or amendment of this Code.

11. An appeal from any action by the Code Authority affecting the rights of any employer or employee in the Industry may be taken to the Administrator.

Article VII—Trade Practices

1. RATES, COMMISSIONS, AND DISCOUNTS.—(a) Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds, and commissions which shall be allowed to the user of such time or to their recognized agents, such schedule to be known as the Rate Card. No Rate Card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the Rate Card with the proposed modifications. Charges for the use of broadcasting time, and discounts, rebates, refunds, and commissions allowed to the users of such time or their recognized agents shall be in exact accordance with such Rate Card except that under conditions not specifically covered by the Rate Card, charges for the use of broadcasting time may be at special rates provided a full written statement of such special rates and conditions is filed immediately with the Code Authority which authority shall be authorized to publish such statement in full. In no event shall modifications of the Rate Card, special rates or special conditions violate any of the terms of this Code.

*Comment:*

This provision requires that each broadcaster and network shall publish rate cards which shall be furnished to any broadcaster or network upon written request. Such rate cards shall contain all rates regularly and currently charged for time. Such rate cards also shall contain all discounts, rebates, refunds, and commissions which are allowed either to advertisers or agents of advertisers. The word "publish," as used herein, means printing in such a manner as the Code Authority may

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# CODE OF FAIR COMPETITION FOR BROADCASTING INDUSTRY (Continued)

scribe. Hereafter, the style of printing shall conform with "Standard Rate Card" of American Association of Advertising Agencies.

In cases where dual rates are provided, i. e., both General (National) Retail (Local) rates are specified, each rate card shall specify to whom the various rates apply. The following rules are suggested:

1. An advertiser shall be entitled to retail rates only when he sells the product to the consumer through one or more retail stores which he alone owns and controls.

2. If the retailer named is also territory jobber, wholesaler or distributor, the advertising is not local retail copy.

3. Retail rates apply to cooperative advertising confined strictly to a group of bona fide retail advertisers, provided the advertising is paid for by the merchants involved. General rates apply to all cooperative advertising where both retail and general advertisers are involved.

4. General rates apply to advertising over the signatures of two or more retailers, of separate ownership, offering the product of some manufacturer.

5. General rates apply to all advertising other than that of strictly bona fide retailers, selling at retail exclusively, paid entirely by themselves, and offering goods or services to the consumer at outlets owned by themselves without reference to whether copy is placed direct or through an advertising agency.

Further, in cases where two rate cards are in force each card shall contain a reference to the other. Example: A National Rate Card should contain a statement in the upper right-hand corner as follows:

National Rate Card No. ....

Effective. ....

For Local rates see Local Rate Card No. ....

Similarly the Local Rate Card should bear the following notation:

Local Rate Card No. ....

Effective. ....

For National rates see National Rate Card No. ....

(b) Any attempt to evade the provisions of this Code through the non-payment or payment of excessive or unearned commissions, discounts, rebates, refunds, gratuities, or free time (other than legitimate program announcements) and any business done on a cost per-inquiry, contingent, or percentage basis shall be deemed unfair trade practice within the meaning of this Code.

## Comment:

It is intended by this provision to prohibit the payment of any commission, discount, rebate, refund, or gratuity not specified in a published rate card. Where a broadcaster allows an agency a commission of fifteen per cent and a cash discount if payment is made in a specified time, it is a violation of the Code to fail to show the cash discount on the rate card.

## FREE TIME

It is a violation of the Code for any broadcaster or network to offer to accept from any advertiser or advertising agent any broadcasting time not specified in the contract and covered by the charges therein set forth. For example, no broadcaster or network may give to any advertiser extra periods, either free or at a rate less than the one specified in the rate card, nor may he give to any advertiser, either as an inducement to sign a contract or as a concealed rebate, any free announcements, except that in so far as it is the regular custom of any broadcaster or network to make advance announcements of its featured programs, such routine announcements of commercial programs shall not be deemed violations of this Code.

## COST PER INQUIRY, CONTINGENT OR PERCENTAGE BUSINESS

All cost per inquiry, contingent or percentage accounts are positively prohibited. Broadcasters or networks who have any such accounts should revoke the cancellation provisions contained in the contracts for such accounts at the earliest possible date. The renewal of any contract for such an account on the basis of any renewal clause contained in an existing contract is contrary to the spirit and intentions of the Code. See Article VII, Section 4, paragraph (a); Further, while there is nothing in the Code to require payment in cash by advertisers or agents, the acceptance of merchandise in lieu of cash for broadcast facilities must be clear of any intent to evade, in any way, the rates, discounts, etc., specified in the rate card.

## SPECIAL RATES—TIME FOR FILING

The word "immediately" as used in Lines 16 and 17 above means that charges for the use of broadcasting time, and discounts, rebates, refunds, and commissions allowed to users of such time or to their recognized agents, under conditions not specifically covered by the rate card, must be filed with the Code Authority immediately upon the execution of a contract."

## DISRUPTION OF PROGRAM SCHEDULE BY BASEBALL BROADCASTS

When a baseball broadcast or other broadcast of indefinite length runs over into a scheduled commercial program, such commercial program may be broadcast during the first period available thereafter at no extra

charge, provided such commercial program was scheduled in good faith. In such cases a certified copy of the Station Log shall be furnished the Code Authority upon request.

## SHORT RATE—CONTRACTS MUST BE IN AGREEMENT WITH RATE CARD

The Code Authority has received inquiries from stations concerning the inclusion of the following clause in certain of their contracts:

"The advertiser reserves the right to cancel this program without short rate if governmental regulations or legislation require such a cancellation."

The question arises whether such a condition is consistent with the provisions contained in Article VII, Section 1, paragraph (a) of the Code.

That Section provides in part as follows:

"Each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds, and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the Rate Card. \* \* \*"

Regular procedure for the modification of a rate card is also provided for in Article VII, Section 1, paragraph (a) of the Code, which provides in part as follows:

"No Rate Card or rate charged thereunder shall be modified until fifteen days after the filing with the Code Authority of the Rate Card with the proposed modifications."

The inclusion of any such condition in a contract, therefore, cannot be accepted as a modification of a Rate Card.

The Code Authority, therefore, rules that the inclusion of any such condition in a contract, if it is inconsistent with the stations' or networks' rate cards, is in violation of the Code.

2. SPECIAL SERVICES AND FACILITIES.—(a) No broadcaster or network shall supply for commercial programs special technical facilities, including outside pickups or wire lines, at less than the actual cost to it of such special services or facilities unless a full written report is filed immediately with the Code Authority, and in no event shall such facilities be supplied below cost for the purpose of evading the provisions of this Code.

3. SALES OF TALENT, LITERARY AND MUSICAL RIGHTS, RECORDINGS, ETC.—(a) No broadcaster or network shall sell or furnish for commercial programs, talent, or special recordings, or literary or musical rights of any sort, not provided for in the Rate Card at less than the actual cost to the broadcaster or network of such talent or special recordings, or literary or musical rights unless a full written statement of such sale below cost is filed immediately with the Code Authority, and in no event shall such sale below cost be for the purpose of evading the provisions of this Code.

## Comment:

This provision is designed to put an end to the unfair trade practice of giving what are substantially rebates on charges for time by providing program talent or material free or at less than cost. Literary and musical rights should be construed as applying only to fees or royalties charged for the performing rights to individual scripts or numbers, and not to general or blanket license fees.

4. GENERAL PROVISIONS.—(a) This Code shall apply to all contracts made on or after the date on which this Code becomes effective and after that date shall apply to all renewals or extensions made of contracts made prior thereto unless there is vested in a party other than the broadcaster or network a right to renew or extend the then-existing contract.

## Comment:

In all cases where broadcasters or networks have entered into contracts which would be barred by any of the provisions of the Code as, for example, the sale of broadcast facilities at a rate or discount or both less than specified in the rate card, effective the date the contract was signed, it is expected that every possible means shall be taken immediately to harmonize such contracts with the provisions of the Code.

(b) No broadcaster or network shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing, or quality of service.

(c) No broadcaster or network shall claim for its service a character, scope, or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

(d) No broadcaster or network shall accept or knowingly permit any performer, singer, musician, or orchestra leader regularly employed by such broadcaster or network to accept any money, gift, bonus, refund, rebate, royalty service, favor, or any other thing or act of value from any music publisher, composer, author, copyright owner, or the agents or assignees of any such persons for performing or having performed

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ARTICLE II

DEFINITIONS

any musical or other composition for any broadcaster or network when the purpose is to induce such persons to sing, play, or perform, or to have sung, played, or performed any such works.

(e) No broadcaster or network shall knowingly permit the broadcasting of any advertisement of, or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

Comment:

LOTTERIES, GIFT ENTERPRISES OR SIMILAR SCHEMES

Paragraph (e) above is intended to eliminate from radio broadcasting lotteries, gift enterprises, or similar schemes, offering prizes dependent in whole or in part upon lot or chance. As an aid to broadcasters and networks in the determination whether a particular program involves a lottery or similar scheme, it is recommended that the following be applied: If the program involves (1) a prize, (2) a consideration, and (3) a chance, such program is prohibited by paragraph (e) above.

There is no difficulty in determining whether a prize is involved. The question of consideration is more complex and for the purposes of this Code should be construed broadly. In other words, if a listener is required to spend any sum of money for any purpose to participate in any scheme, it should be considered that the element of consideration is present. Similarly the element of chance should be construed broadly. Oftentimes an effort is made to introduce the element of skill to avoid the element of chance. There are bona fide cases in which the element of skill is involved, but the greatest care should be exercised to avoid a subterfuge. It is recommended that in any particular case involving the use of the mails all details be submitted to your local postmaster who will obtain a definite ruling on the case from the Postal Authorities in Washington.

(f) Where a station or network is broadcasting a sustaining program utilizing the services of any band or orchestra, it shall be deemed an unfair practice under this Code to make any commercial announcement advertising any commodity either before, during, or after the program the effect of which is to create falsely the impression that the music is furnished or paid for by any persons or firm other than the actual employer of such band or orchestra.

(g) It shall be considered an unfair trade practice under this Code for any station or network to destroy fair competition among bands or orchestras by causing booking offices, artist bureaus, or agents to demand that any hotel, night club, restaurant, or similar establishment employ any specific band or orchestra.

(h) It shall be considered an unfair trade practice under this Code for any broadcaster to broadcast without being duly authorized by the United States Government.

(i) No broadcaster or network shall use any subterfuge to frustrate the spirit and intent of this Code, and the violation of any of the provisions of this Article VII of this Code shall be deemed an unfair trade practice.

Article VIII—Modification

1. The President of the United States may, from time to time, cancel or modify any order, approval, license, rule, or regulation issued under Title I of the Act.

2. Nothing in this Code, however, shall be construed as authorizing or consenting to the imposition of any requirement which is in conflict with the Radio Act of 1927, as amended, or the rules and regulations promulgated thereunder.

Article IX—Monopolies, Etc.

No provision of this Code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

Article X—Effective Date

This Code shall become effective on the second Monday after its approval by the President.

Approved Code No. 129  
Registry No. 1742-09

RULES AND REGULATIONS  
OF THE  
CODE AUTHORITY FOR THE  
RADIO BROADCASTING INDUSTRY

ARTICLE I

NAME

The Code Authority for the Radio Broadcasting Industry is established pursuant to the provisions contained in Article VI of the Code of Fair Competition for the Radio Broadcasting Industry approved by the President November 27, 1933.

1. Code Authority, as used herein, means the persons named in Code of Fair Competition for the Radio Broadcasting Industry and their successors in office.

2. Code, as used herein, means the Code of Fair Competition for Radio Broadcasting Industry approved by the President November 1933.

3. Radio Broadcasting, as used herein, means the transmission through space by means of any radio frequency of signals intended to be received whether audibly or visually, directly by the public.

4. Radio Broadcasting Industry, as used herein, embraces the combined operations of all broadcasters or networks designed for broadcasting above defined, including, in connection with such operations, the preparation and production of programs, both sponsored and unsponsored, the purpose of providing entertainment, instruction, and general service through the agency of radio broadcasting.

5. Broadcaster, as used herein, means any individual, partnership, corporation, association, or other form of enterprise employed in the Radio Broadcasting Industry as above defined.

6. Network, as used herein, means any individual, partnership, corporation, association, or other form of enterprise in the business of regularly supplying, by wire or wireless, programs for broadcasting simultaneously to two or more radio broadcasting stations.

7. Employee, as used herein, means any person engaged in the industry and employed by a broadcaster or network at a regular hourly, daily, weekly, or monthly salary or wage, as distinguished from an independent contractor or a professional person who is paid by the job for performance.

8. Employer, as used herein, means any broadcaster or network engaged in the industry.

9. Broadcast Technician, as used herein, means any person employed for the operation or maintenance of any transmitting, control, or receiving equipment used in radio broadcasting.

10. Act and Administrator, as used herein, means respectively Title I of the National Industrial Recovery Act and the Administrator of the Industrial Recovery.

11. Participant, as used herein, means any broadcaster who has assented to the provisions contained in the Code, and contributes proportionately toward the expenses of administering the Code.

12. Notice, as used herein, means any communication signed by the proper officer of the Code Authority and transmitted to the last address of record either by messenger, mail, or telegraph.

13. Member, as used herein, means a person duly appointed by the President to serve on the Code Authority for the Radio Broadcasting Industry.

ARTICLE III

PARTICIPANTS

1. Broadcasters shall be entitled to participate in and share the benefits of the activities of the Code Authority and to participate in the selection of the members thereof by assenting to and complying with the requirement of the Code and contributing their proportionate share of the expenses of its administration.

ARTICLE IV

OFFICERS

1. One member of the Code Authority with vote shall be elected Chairman, another member with vote as Vice Chairman, and a third member with vote as Executive Officer.

2. The Chairman may call meetings at his discretion and shall give notice to members of all meetings, and preside at all meetings of the Code Authority. The Chairman shall call a meeting upon petition signed by three members.

3. In the absence of the Chairman, the Vice Chairman shall assume the powers and duties of the Chairman.

4. The Executive Officer shall:

(a) Serve as secretary of the Code Authority and keep full and accurate records of all activities of the Code Authority; receive and control the correspondence relating to the affairs of the Code Authority.

(b) Exercise supervision over the general office and employees of the Code Authority; see that the wishes of the Code Authority, as expressed at its meetings, are carried out.

(c) Employ and fix the compensation of such personnel as may be necessary to conduct the affairs of the Code Authority, subject to the approval of the Code Authority.

(d) Make necessary investigations and report his findings to the Code Authority; cooperate with the Administrator and perform such other duties as may be required.

ARTICLE V

ASSESSMENTS

1. The Executive Officer of the Code Authority shall be designated as Fiscal Agent for the Code Authority, for which he shall furnish

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...ory bond, and the expense of the bond shall be paid by the Code Authority.

(a) Each broadcaster shall pay to the Fiscal Agent of the Code Authority the sum of \$200 per year for each radio broadcasting station classified by the Federal Radio Commission as a Clear Channel or Higher Regional Station; \$50 per year for each radio broadcasting station classified by the Federal Radio Commission as Clear Channel Part-Time Low Power Regional Station; \$25 per year for each radio broadcasting station classified by the Federal Radio Commission as a Low Power Part-Time Regional, Local Unlimited, or Local Part-Time Station.

(b) These assessments shall be payable quarterly in advance, the first quarter being due January 1, 1934.

The Executive Officer, as Fiscal Agent of the Code Authority, shall maintain an accurate account of all moneys received and disbursed in connection with the administration of the Code, and the records of such account shall be open to inspection by any member of the Code Authority who may participate in good standing.

ARTICLE VI

QUORUM

1. At any duly called meeting of the members of the Code Authority two thirds of the regular members with vote shall be present to constitute a quorum for the purpose of transacting such business as may come before the Code Authority for action. If less than a quorum is present, a majority of the members present may adjourn the meeting from time to time until a quorum is present.

2. Each member other than those designated to represent the Government shall have one vote.

3. On all questions a majority vote shall control except that questions concerning a recommendation for modification of the Code shall be decided by a majority vote of the full membership.

**National Association of Broadcasters: 1935 Officers and Committees**

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Phone: National 8470

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Dr. Herman S. Hettinger, Research Director.  
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Bert G. Siebert, Secretary to Managing Director.  
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**Commercial Committee**

(Ex-Officio Members)

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**Tax Committee**

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Mobile Press-Register—Thomas Wainwright.

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San Diego Sun—Bernard N. Smith.  
Santa Barbara Morning Press—Bud Roe.  
Santa Monica Outlook—Homer Canfield.  
San Francisco Call-Bulletin—Robert Hall.  
San Francisco Chronicle—James Adam.  
San Francisco Examiner—Oscar H. Fernbach.  
San Francisco News—Claude LaBelle.

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Denver Rocky Mountain News—Alberta Pike.

## CONNECTICUT

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Bridgeport Post & Telegram—Rocky Clark.  
Bridgeport Times-Star—Frederic Thoms.  
Danbury Times—W. H. Snidewind.  
Hartford Courant—Donald Smith.  
Hartford Times—Gladys Tracy.  
New Britain Herald—K. J. Saunders.  
New Haven Journal-Courier—Fred C. Emner.  
New Haven Register—G. R. Gould.  
Waterbury Democrat—Ray Fitzpatrick.  
Waterbury Republican—William J. Slaton.  
Waterbury American—Niver W. Beaman.

## DELAWARE

Wilmington Delmarva Star—Edward H. Smith.  
Wilmington Journal-Every Evening—Charles Kane.  
Wilmington Morning News—C. W. Evans.

## DISTRICT OF COLUMBIA

Washington Herald—Mrs. Lillian Cutlip.  
Washington News—Richard Tennyly.  
Washington Post—Katherine Smith.  
Washington Star—James Chinn.  
Washington Times—James Deto.

## FLORIDA

Tampa Tribune—Harry Schaden.  
Clearwater Sun—Wayne Oliver.  
Jacksonville Times-Union—Richard G. Moffett.  
St. Petersburg Times—T. C. Harris.  
Tampa Times—L. S. Mitchell.

## GEORGIA

Atlanta Constitution—Bruce Manning.  
Atlanta Georgian-American—James B. Nevin, Jr.  
Atlanta Journal—Ernest Rogers.

## ILLINOIS

Belleville Advocate—C. C. Benedict.  
Belleville Democrat—Richard Kern.  
Chicago Daily News—Charles J. Gilchrist.  
Chicago Daily Times—Oscar N. Taylor.  
Chicago Tribune—Lawrence Wolters.  
Chicago Evening American—William J. Clark.  
Chicago Herald & Examiner—Ulmer Turner.  
Decatur Herald & Review—W. F. Hardy.  
East St. Louis Journal—William Spivey.  
Peoria Star—F. R. Oakley.  
Peoria Journal-Transcript—H. H. Claus.  
Rock Island Argus—Harriet Stafford.  
Rockford Register-Republic—Betty Lou Hughes.  
Rockford Star—Fritz M. Asprooth.  
Springfield Illinois State Journal—Howard Pope.  
Springfield Illinois State Register—William Maslowe.

## INDIANA

Brazil Times-News—Ralph H. Plumb.  
Evansville Press—C. C. Brooks.  
Fort Wayne Journal-Gazette—Chester Brouwer.  
Fort Wayne News Sentinel—Harry Thomas.  
Hammond Times—Paul K. Damai.  
Indianapolis Commercial—D. A. Gray.  
Indianapolis News—Harry J. Daniels.  
Indianapolis Star—C. L. Kern.  
Indianapolis Times—Robert E. Thopy.  
Kokomo Tribune—Donald F. Hall.  
La Porte Herald-Argus—Cy Parker.  
South Bend News-Times—Jo Ann Crahill.  
South Bend Tribune—George C. Lloyd.  
Sullivan Times—Joe Adams.  
Vincennes Sunday Commercial—A. R. Cochran.

## IOWA

Cedar Rapids Gazette—Robb W. Houston.  
Davenport Democrat—Florrie Ann Tams.  
Davenport Times—Ellen Thompson.  
Des Moines Register & Tribune—R. B. Westergaard.  
Iowa City Press-Citizen—Graham M. Dean.  
Ottumwa Daily Courier—Jeannette B. Stein.  
Sioux City Journal—John Carey.  
Sioux City Tribune—W. R. Townes.

## KANSAS

Topeka Capital—E. D. Keilman.  
Topeka Journal—Frank K. Tiffany.  
Wichita Beacon—S. A. Coleman.  
Wichita Eagle—Sam C. Cardwell.

## KENTUCKY

Lexington Herald—Edward H. Bubert.  
Louisville Courier-Journal—Castner Browder.  
Louisville Herald-Post—Mary Theobald.  
Louisville Times—Dan Thompson.

## LOUISIANA

Baton Rouge Advocate—A. J. Alleman.  
Baton Rouge State Times—C. P. Liter.  
New Orleans Item—Ted R. Liuzza.  
New Orleans States—Walker Rosa.  
New Orleans Times-Picayune—George Healy.  
New Orleans Tribune—Mel Washburn.  
Shreveport Times—Julian Haas.

## MAINE

Bangor Commercial—Frank L. Bass.  
Lewiston Sun—Margaret Mitchell.  
Portland Express & Press-Herald—Mrs. Ina Somerville.  
Portland News—Austin M. Goodwin.  
Portland Sunday Telegram—Harold Cram.

## MARYLAND

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Baltimore Morning Sun—Ernest J. Chapman.  
Baltimore Sunday Sun—Francis Hiss.

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Boston Post—Howard Fitzpatrick.  
Boston Record—S. E. Fitzgibbon.  
Boston Transcript—Frederick W. Hobbs.  
Christian Science Monitor (Boston)—Albert D. Hughes.  
Pittsfield Berkshire Eagle—Francis H. Ransford.  
Springfield Republican—Norman Corwin.  
Springfield Union—Henry P. Lewis.  
Woburn Times—Sidney J. Paine.  
Worcester Gazette—Stephen D. Donahue.  
Worcester Post—Arthur G. Swift.  
Worcester Telegram—Fred Rushton.

## MICHIGAN

Detroit Free Press—Bernes Robert, Ella H. McCormick.  
Detroit News—Herachell Hart.  
Detroit Saturday Night—Paul H. Brand.  
Detroit Times—Pat Dennis.  
Grand Rapids Herald—W. B. McClara.  
Grand Rapids Press—Ruth Weir.  
Saginaw Daily News—Frank G. Schmidt.

## MINNESOTA

Duluth Herald—J. T. Watts.  
Duluth News Tribune—C. Marion Brown.  
Minneapolis Journal—Don McInerney.  
Minneapolis Star—John Warren.  
Minneapolis Tribune—A. E. Ahlstrom.  
St. Paul Daily News—Len E. Welch.  
St. Paul Dispatch—Earle L. Vogt.

## MISSOURI

Kansas City Journal-Post—John C. Swayze.  
Kansas City Star—H. Dean Fitzer.  
Springfield Leader & Press—C. A. Johnson.  
St. Louis Globe Democrat—Harry LaMertha.  
St. Louis Post Dispatch—James L. Spencer.  
St. Louis Star Times—William Weber.

## NEBRASKA

Lincoln Star & Journal—William Lawrence.  
Omaha Bee-News—William Wiseman.  
Omaha World-Herald—Evelyn Simpson.

## NEW JERSEY

Atlantic City Press—F. E. Crousdale.  
Atlantic City Union—Howard Dimont.  
Elizabeth Journal—Guy M. Chase.  
Hackensack Evening Record—John Gilbert.  
Hoboken Jersey Observer—Adolph Langer.  
Jersey City Journal—C. J. Ingram.  
Newark Evening News—Hubert R. Edwards.  
Charlotte Geer.  
Newark Ledger—E. Dougherty.  
Newark Star-Eagle—Edna Fisher.  
Newark Sunday Call—A. E. Sporn.  
Passaic Herald-News—Lee Stark.  
Paterson Call—Milton Marmor.  
Paterson News—Henry C. Schwartz.  
Trenton Times Advertiser—Vincent A. Weiss.

## NEW YORK

Albany News—William Haskell.  
Albany Knickerbocker Press—M. O'Neill.  
Albany Times-Union—D. L. Turner.  
Binghamton Press—George S. Curtiss.  
Binghamton Sun—Letitia Lyon.  
Brooklyn Citizen—Murray Rosenberg.  
Brooklyn Eagle—Jo Ranson.  
Brooklyn Times-Union—Tim Marks.  
Buffalo Courier-Express—George Oliver.  
Buffalo News—Joseph A. Haefner.  
Buffalo Times—Rodney S. Reed.  
New York American—Louis Reid.  
New York Herald Tribune—Everett Walker.  
New York Journal—Tom Brooks.  
New York Mirror—Nick Kenny.  
New York Morning Telegraph—Mabel Spiegel.  
New York News—Ben Gross, Abe Greenberg.  
New York Post—A. M. Stein.  
New York Sun—E. L. Bragdon.  
New York Times—Orrin Dunlap, Jr.  
New York World-Telegram—Alton Cook.  
Rochester Journal-American—Herbert Howard.  
Rochester Times Union and Democrat Chronicle—Edna Kennell.

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**Fresh  
Impartial  
Fully Authenticated  
World-Wide Flash News**

**GATHERED EXCLUSIVELY for RADIO**

By  
**TRANSRADIO PRESS SERVICE, INC.**

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Entirely Independent  
Accurate and Ahead

Stations from coast to coast are now broadcasting TRANSRADIO news flashes. A daily volume of 30,000 words, fresh, up-to-the-minute, is available by high-speed printers for stations desiring a complete 24-hour-a-day flash and bulletin coverage.

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"Only What is Authentic and Airworthy"

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# RADIO EDITORS OF DAILY NEWSPAPERS (Continued) . .



**20 Words  
Bring 323  
Responses!**

A SINGLE locally sponsored program offering a short wave radio log—8 responses from New York State, 5 in Massachusetts, 5 in Pennsylvania, 3 in New Jersey, one each in Connecticut, West Virginia, New Hampshire, and Canada, in addition to 297 responses from Richmond and a 50-mile trading area!

**Virginia's  
Number 1  
Market!**



THE FINAL retail census for 1933 taken by the U. S. Dept. of Commerce discloses this pertinent fact. In terms of net sales, Richmond's \$65,982,000.00 is more than the combined net sales of Virginia's next two best metropolitan areas.



**Dept. Store  
Used 273  
Programs  
in 1934!**

EVEN soft-hearted department store buyers are hard-hearted about advertising results. And, boy, how they watch results! So this is important: Thalheimer Brothers, local large department store, is a consistent user of WRVA—using 273 programs during 1934, advertising everything from washing machines to watchmaycalls!



**We Also  
Made a  
Survey!**

THERE are surveys and surveys, but this one disclosed the naked truth! 84% of 4,653 people contacted in Richmond, Petersburg (and Hopewell listen most to WRVA. More than that—we found that WRVA is a favorite even a hundred miles from Richmond—right in the primary listening area of another station. 10% of those canvassed named WRVA first choice; 18% named it second; 23% third! Represented by Paul H. Raymer Co. New York Chicago San Francisco

**"DOWN WHERE THE SOUTH BEGINS"**



## TEXAS (Continued)

Fort Worth Star-Telegram—Mark Burrows.  
Houston Chronicle—Leeta Rider.  
Houston Post—Edith Riley.  
San Antonio Express—H. C. Henderson.  
San Antonio Light—J. H. McLean.  
San Antonio News—A. W. Walliser.

## VERMONT

Burlington Free Press—Frank L. Freeman.

## VIRGINIA

Norfolk Ledger-Dispatch & Virginian—Phil Donnel.  
Richmond News-Leader—Alexander Hudgins.  
Richmond Times-Dispatch—Edmund H. Brill, Jr.  
Roanoke Times & World-News—Margaret Seward, Mr. Andrews.

## WASHINGTON

Seattle Post-Intelligencer—E. J. Mitchell.  
Seattle Star—Harry Mills.  
Seattle Times—Frank Hine.  
Spokane Chronicle—Storey Buck.  
Spokane Press—Robert Emahiser.  
Spokane Spokesman-Review—John d'Urval.  
Tacoma Ledger—Ida Bowlin.  
Tacoma Times—Miss Jean Armstrong.  
Tacoma News-Tribune—J. H. Green.

## WEST VIRGINIA

Wheeling News—E. F. Hohman.

## WISCONSIN

Madison Capital Times—Kenneth M. Schmitt.  
Madison Wisconsin State Journal—William J. Doudna.  
Milwaukee Journal—Edgar Thompson.  
Milwaukee Leader—Tony Pieper.  
Milwaukee Wisconsin News—Vivian M. Gardner.  
Milwaukee Sentinel—Rita Rae.  
Superior Telegram—Gordon McQuarrie.

## NEW YORK (Continued)

Schenectady Union-Star—Clifford Bradt.  
Schenectady Gazette—Ned Wintersteen.  
Syracuse Herald—Robert Hoffman.  
Syracuse Journal—Edward R. Vadeboncoeur.  
Troy Observer-Budget—A. A. McNaughton.  
Troy Times—John E. McKeon.  
Utica Observer Dispatch—W. J. McGurty.  
Utica Press—K. L. Judson.  
Watertown Times—John Pepp.  
Yonkers Herald-Statesman—Walter C. Cullen.

## NORTH CAROLINA

Asheville Citizen & Times—J. W. McIver.  
Charlotte Observer—J. A. Parham.

## NORTH DAKOTA

Bismarck Tribune—William Moeller.

## OHIO

Akron Beacon-Journal—Dorothy Doran.  
Akron Times-Press—Vince Johnson.  
Canton Repository—Clifford Grass.  
Cincinnati Enquirer—John G. Yaeger.  
Cincinnati Times-Star—France M. Raine.  
Cleveland Plain Dealer—Robert S. Stephan.  
Cleveland News—Paul Buckley.  
Cleveland Press—Norman Siegel.  
Columbus Citizen—James Skaats.  
Columbus Dispatch—Tod Raper.  
Columbus Ohio State Journal—Harold Schert.  
Dayton Daily News—Charles Gay.  
Dayton Herald & Journal—James Proud.  
Springfield News & Sun—Joseph K. Inkenbrod.  
Toledo Blade—Ralph E. Phelps.  
Toledo News Bee—Allen Saunders.  
Toledo Times—Mitchell Woodbury.  
Youngstown Telegram—Charles Leedy.  
Youngstown Vindicator—Dave Lewis.

## OREGON

Portland News-Telegram—Mel Arnold.  
Portland Oregon Journal—Lawrence Gilertson.  
Portland Oregonian—William Moyes.

## PENNSYLVANIA

Allentown Call—Clifford B. Bush.  
Erie Dispatch Herald—A. J. White.  
Erie Times—Al Swift.  
Hacover Sun—Edward H. Wallace.  
Harrisburg News—Jean Dodge.  
Harrisburg Telegraph—Commy Vinet.  
Lancaster Intelligencer-Journal—Herbert Lane.  
Lancaster New Era—Sigmund Hagen.  
Lancaster Sunday News—Thomas Barber.  
Philadelphia Bulletin—M. Coll.  
Philadelphia Inquirer—Frank Rosen.  
Philadelphia News—Dorothy Love.  
Philadelphia Public Ledger—Joseph Schulhoff.  
Philadelphia Record—Tom Phelan.  
Pittsburgh Post Gazette—Darrrell V. Martin.  
Pittsburgh Press—S. H. Steinhauer.  
Pittsburgh Sun-Telegram—Dorothy Gibson.  
Reading Eagle—M. Binkholder.  
Scranton Republican—A. J. Arthur.  
Scranton Times—Wallace M. Depew.  
Wilkes-Barre Record—Willard West.  
Wilkes-Barre Times-Leader—Joe Linskey.  
Wilkes-Barre News—P. F. Fisher.  
Wilkes-Barre Sunday Independent—Joseph Dutko.  
York Gazette & Daily—Marvin Garland.

## RHODE ISLAND

Newport Herald—W. D. Hazard.  
Providence Journal—Steve Green.  
Providence News-Tribune—John Minns.  
Woonsocket Call—Charles Joynt.

## SOUTH DAKOTA

Sioux Falls Argus-Leader—Harold E. Lettia.

## TENNESSEE

Chattanooga Times—W. R. Foster.  
Jackson Sun—S. C. Adcock.  
Knoxville News-Sentinel—E. F. Henry.  
Knoxville Simon.  
Memphis Commercial Appeal—John H. Teshom.  
Memphis Press-Scimitar—Ada Gilkey.  
Nashville Tennessean—William Breyer.

## TEXAS

Dallas Dispatch—Marry Helen Suggs.  
Dallas News & Journal—John Kosensold, Jr.  
Dallas Times-Herald—Douglas H. Haverly.  
Fort Worth Press—Delbert Willis.

## AND NOW IN NORTH LOUISIANA THE TWO LEADERS HAVE JOINED HANDS

## RADIO STATION KTBS

—and—

## THE SHREVEPORT TIMES

On October 1, 1934, The Shreveport Times, North Louisiana's leading newspaper, purchased KTBS, the only NBC outlet serving the Shreveport market of 1,000,000 people.

## RADIO STATION KTBS

Box 1642

Shreveport, Louisiana

Represented Nationally by Edward Petry & Co., Inc.

# Bibliography of Literature Pertaining to Broadcasting . . .

## GENERAL

*Broadcasting in the United States.*  
National Association of Broadcasters, 1933.

A presentation of the advantages of the American system of broadcasting.

*Commercial Radio Advertising.*

Federal Radio Commission.  
Senate Document No. 137; 72nd Congress, 1st Session; U. S. Government Printing Office, 1932.  
A most valuable source book regarding the economic and service aspects of broadcasting.

*Communication Agencies and Social Life.*

Malcolm A. Willey and Stuart A. Rice. McGraw-Hill Co., 1933.  
A chapter on broadcasting presenting interesting factual evidence of the growth of radio and its significance.

*The Importance of Broadcasting.*

International Broadcasting Union; Geneva, Switzerland; 1932.

*Radio.*

Irwin Stewart, editor. American Academy of Political and Social Science: Annals. March, 1929.

A discussion of leading radio problems, broadcasting and communication alike, by outstanding authorities. The editor is now a member of the Federal Communications Commission.

*Radio and Its Future.*

Martin Codel, editor. Harper & Bros., 1930.

A general presentation of the varied aspects of all fields of radio by outstanding authorities.

*Radio: The Fifth Estate.*

Herman S. Hettinger, editor. American Academy of Political and Social Science: Annals. January, 1935.

The latest discussion of the broadcasting field as a whole. Contains articles on various foreign systems, the salient features of the American system, the services of radio and the problems raised by it, and the technical, economic and social future of broadcasting. Leading authorities have contributed papers.

*Recent Social Trends in the United States.*

Report of the President's Research Committee on Social Trends. McGraw-Hill Co., 1933.

Contains a brief discussion of radio's development and its social significance.

*Reports of Advisory Committee.*

National Broadcasting Co., 1927-1934.

Reports of the various sub-committees charged with the review of policy and procedure with regard to NBC program service.

*Reports of the Federal Radio Commission: 1927-1933.*

U. S. Government Printing Office. In addition to containing a record of the Commission's actions, these reports contain much valuable information as to technical and similar developments in broadcasting.

*Home Public Service Broadcasting.*

National Advisory Council on Radio in Education, 1934.

*His Thing Called Broadcasting.*

Alfred N. Goldsmith and Austin C. Lescabour. Henry Holt & Co., 1930.

A popular history of the rise of broadcasting.

*Advertising by Radio.*

Orrin E. Dunlap, Jr. Ronald Press, 1929.

One of the best early discussions of the medium.

*Advertising Media.*

Hugh E. Agnew. D. Van Nostrand, 1932.

A chapter on broadcasting, as well as a comparative study of all media.

*Advertising Procedure.*

Otto Kleppner. Prentice-Hall, 1933.

Contains a very interesting chapter on the planning of the broadcast advertising campaign.

*Broadcast Advertising.*

Frank A. Arnold. Wiley & Son, 1931.

A discussion of the medium by one of the pioneers in the field.

*Careers in Advertising.*

Alden James, editor. Macmillan Co., 1932.

Includes chapters on radio as a medium, the networks, electrical transcriptions, program production and similar considerations.

*A Decade of Radio Advertising.*

Herman S. Hettinger. University of Chicago Press, 1933.

A thoro discussion of the rise of radio as an advertising medium, the significant trends in its rise and the leading problems facing the industry.

*Radio as an Advertising Medium.*

Policyholders Service Bureau: Metropolitan Life Insurance Co., 1929.

A general discussion of various fundamental aspects of broadcast advertising.

*Radio in Advertising.*

Orrin E. Dunlap, Jr. Harper & Bros., 1931.

Contains a great deal of valuable case information regarding broadcast advertising.

*Using Radio in Sales Promotion.*

Edgar H. Felix. McGraw-Hill Co., 1927.

One of the earliest books on radio advertising. Still interesting.

## BROADCAST ADVERTISING: STATISTICAL SERVICES

*National Advertising Records: Radio Section 1927-1934.*

Advertising Record Co.

A monthly service containing records of all expenditures over national networks by individual companies and by industrial groups.

*NAB Reports: Monthly Reports of Volume of Broadcast Advertising.*

National Association of Broadcasters.

*Publishers' Information Bureau: Radio Section, 1931-1934.*

Publishers' Information Bureau.

A monthly service containing records of all expenditures over national networks by individual companies and by individual groups.

*Radio Advertising Rates and Data.*

Standard Rate and Data Service.

A monthly service containing rate and other important information regarding networks and important stations.

## BROADCAST ADVERTISING: USERS AND USES

*An Analysis of 285 National Advertising Budgets: 1932-1933.*

Association of National Advertisers, 1933.

Showing the proportion of the total budget used for broadcast advertising by various industries. Sample unfortunately slightly limited.

*NBC Dealer Survey: The Psychological Corp.*

National Broadcasting Co., 1934.

The most important study of dealer reactions to radio advertising thus far published.

*NBC Industrial Studies: National Broadcasting Co., 1934.*

Automotive Industry.

Building Industry.

Clothing and Dry Goods Industry.

Confectionery and Soft Drink Industry.

Drug and Toilet Goods Industry.

Financial and Insurance Companies.

Food Industry.

Garden Industry.

Hotels and Travel Companies.

Jewelry and Silverware Industries.

Lubricants and Petroleum Industry.

Paints and Varnish Industry.

Radio and Musical Instruments Industry.

Tobacco Industry.

A record of all network broadcast advertisers. Invaluable as a study of advertising trends as well as for the case information contained in its various volumes.

*Radio Broadcasting: An Effective and Resultful Advertising Medium for Department Stores and Other Retail Shops.*

NBC Local Service Bureau: National Broadcasting Co., 1933.

Case studies of successful retail use of broadcast advertising.

*Radio Programs Found Most Successful by Retailers.*

Dartnell Corporation, 1932.

A record of radio broadcast advertising programs found successful by a large number of retailers.

## BROADCASTING TECHNIQUE

*The Art of Teaching by Radio.*

Cline M. Koon. United States Office of Education: Bulletin No. 4, 1933.

A splendid booklet on program presentation which should be of value to broadcast advertiser and educator alike.

*The Evidence Regarding Broadcast Speech Training.*

Central Council for School Broadcasting. British Broadcasting Corp., 1932.

*Gateway to Radio.*

Major Jan Firth and Gladys Shaw-Erskine. Macaulay Co., 1934.

A general discussion of program and production aspects of broadcasting.

*How to Write for Radio.*

Katherine Seymour and J. T. W. Martin. Longmans-Green & Co., 1931.

The art of continuity writing by two agency executives.

*Radio Speech.*

Sherman Paxton Lawton. Expression Co., 1934.

The technique of speaking before the microphone.

*Radio Writing.*

Peter Dixon. Century Co., 1931.

A good elementary presentation of the technique of writing for radio.

*So-o-o-o You're Going on the Air.*

Robert Nest. Rodin Publishing Co., 1934.

A general discussion of radio program technique.

*Voice and Personality as Applied to Radio Broadcasting.*

T. H. Pear. Wiley & Sons, 1931.

An extremely thought-provoking discussion of the voice in broadcasting by a British psychologist.

## EDUCATION

*An Appraisal of Radio Broadcasting in the Land Grant Colleges and State Universities.*

Tracy F. Tyler. National Committee on Education by Radio, 1933.

*The Broadcaster and the Librarian.*

Francis K. W. Drury. National Advisory Council on Radio in Education, 1931.

*Education by Radio. Vols. 1, 2, 3.*

National Committee on Education by Radio, 1931-1933.

*Education on the Air: 1930-34.*

Josephine MacLatchy, editor. Ohio State University.

The yearbook of the Institute for Education by Radio, Ohio State University. In addition to articles of primarily educational significance, these volumes contain numerous papers of more general interest to broadcasters.

*Education Times In.*

Levering Tyson. American Association for Adult Education, 1930.

An extremely sound fundamental discussion of education and broadcasting.

*The Future of Radio and Educational Broadcasting.*

Levering Tyson and Judith Waller. National Advisory Council on Radio in Education, 1934.

Two thought-provoking discussions of the future of radio in education.

*Group Listening.*

British Institute of Adult Education. National Advisory Council on Radio in Education, 1933.

*Radio in Education: 1931-1934.*

Levering Tyson, editor. University of Chicago Press.

These volumes contain the proceedings of the annual assemblies of the National Advisory Council on Radio in Education. The subject matter is highly varied and contains much that should be of general interest to broadcasters.

*Radio—The Assistant Teacher.*

Ben A. Darrow. Brown Publishing Co., 1932.

The use of radio in formal education.

*The Use of Radio as a Cultural Agency in a Democracy.*

Tracy F. Tyler, editor. National Committee on Radio in Education, 1934.

Proceedings of the conference held on this subject in May, 1934.

## FOREIGN

*The Australian Broadcasting Company Yearbook.*

Commonwealth Publications, Ltd.

Annual reports of Australian government broadcasting.

*The B. B. C. Yearbook.*

British Broadcasting Corp., 1929 through 1933.

Annual reports of the activities of the British Broadcasting Corp.

*Broadcasting Abroad.*

National Advisory Council on Radio in Education, 1934.

A summary of foreign broadcasting organization and procedure.

*Radio Markets of the World, 1932.*

Lawrence D. Batson. Bureau of Foreign and Domestic Commerce. U. S. Government Printing Office, 1932.

A general picture of world broadcasting. More recent mimeographed reports bring this printed one up to date statistically.

*Rundfunk Jahrbuch: 1929-1933.*

Reichs-Rundfunk Gesellschaft. Union Deutsche Verlagsgesellschaft.

The yearbook of the German broadcasting system, containing interesting data as to German program procedure. In German.

## LEGAL

*Annual Reports of the Radio Committee of the American Bar Association.*

American Bar Association.

These annual reports contain highly significant discussions of important legal problems facing broadcasting.

## Bibliography of Radio (Continued)...

- The Control of Radio.*  
Jerome G. Kerwin. University of Chicago Press, 1933.  
Some rather advanced proposals on this subject.
- The Federal Radio Commission: Its History, Activities and Organization.*  
Laurence Schmeckbrier. The Brookings Institution, 1932.  
A thoro-going discussion of the origins and bases of our radio regulation prior to the Federal Communications Commission.
- Air Law: Outline and Guide of Radio and Aeronautics.*  
Howard S. LeRoy. Randolph Leigh Publishing Co., Washington, D. C.

### LISTENER AND MARKET DATA

- An Aid to Analyzing Markets.*  
Available for individual states from U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce.  
These studies, available for all states, contain a great deal of valuable market information which should be of use to commercial managers.
- Census of American Business.*  
U. S. Census Bureau.  
Various state reports for the 1932 census of distribution are beginning to become available and will be of interest to all broadcasters as a source of market statistics.

- Does Radio Sell Goods?*  
Robert F. Elder. Columbia Broadcasting System, 1931.  
Showing that radio homes use more radio advertised goods than do non-radio homes.

- Ears and Incomes.*  
Daniel Starch. Columbia Broadcasting System, 1934.  
Case studies showing that the class audience can be reached by broadcasting.

- The Flood Hits the Spillways.*  
Columbia Broadcasting System, 1934.

- The most recent available information as to number of receiving sets in use in this country.

- Has Radio Sold Goods in 1932?*  
Robert F. Elder. Columbia Broadcasting System, 1932.  
Showing that radio advertised goods are used more in radio than in non-radio homes.

- A Larger Summer Audience in 1934.*  
Columbia Broadcasting System, 1934.  
Latest estimates as to the summer audience.

- Market and Newspaper Statistics.*  
American Association of Advertising Agencies, 1934.  
Market and newspaper circulation statistics and analyses.

- Market in Radio Homes by Income Levels and Price Levels.*  
Columbia Broadcasting System, 1934.

- An ingenious study showing the portion of the market for various higher-priced commodities buying in radio homes.

- Measurement in Radio.*  
F. H. Lumley. Ohio State University, 1934.

- The first comprehensive discussion of radio listener research. Contains a great amount of valuable case information in addition to a description of current research methods.

- Memory for Advertising Copy Presented Visually and Orally.*  
Frank N. Stanton. Columbia Broadcasting System, 1934.

- The most interesting study of the effectiveness of the spoken versus the printed word thus far made.

- The New Psychology of Selling and Advertising.*  
Henry C. Link. Macmillan Co., 1932.

- A discussion of latest methods of consumer research, some of which is applicable to broadcasting.

- Radio Broadcasting as a Medium for Summer Advertising.*

- Herman S. Hettinger and Richard R. Mead. Columbia Broadcasting System, 1931.

- Radio Census of 1930.*  
U. S. Census Bureau, 1931.  
Basic figures on set-ownership. Still the only ones available for individual communities.

- Revised Study of Radio Broadcasting.*  
Daniel Starch. National Broadcasting Co., 1930.

- Vertical Study of Radio Ownership 1930-1933.*  
Columbia Broadcasting System, 1933.

- A comprehensive and fundamental analysis of the ownership of radio receiving sets among various income groups.

### TECHNICAL

- Applied Acoustics.*  
P. Blakiston's Sons & Co., 1934.

- Electronics.*  
R. G. Hudson. Wiley & Sons, 1933.

- Experimental Television.*  
A. Frederick Collins. Lathrop, Lee & Shepard Co., 1932.

- Modern Communication.*  
Houghton, Mifflin Co., 1933.  
Lectures given by executives of the A. T. & T. and associated organizations at the Lowell Institute.

- The Outlook for Television.*  
Orrin E. Dunlap, Jr. Harper Bros., 1932.

- A general discussion of the technical, program and economic outlook for television.

- Present and Impending Applications to Education of Radio and Allied Arts.*

- National Advisory Council on Radio in Education, 1934.

- One of the best summaries of recent technical developments available.

- Problem of the Institutionally Owned and Operated Station.*  
C. M. Jansky. National Advisory Council on Radio in Education, 1934.

- Radio Engineering Handbook.*  
Keith Henney, editor. McGraw-Hill Co., 1933.

- Signals and Speech in Electrical Communications.*

- John Mills. Harcourt, Brace & Co., 1934.

- A non-technical discussion of the scientific and technical considerations underlying broadcasting and television.

- Story of Radio.*  
Orrin E. Dunlap, Jr. Dial Press, 1927.

- A popular discussion of the rise of radio and its scientific bases.

- Television: Its Methods and Uses.*  
Edgar H. Felix. McGraw-Hill Co., 1931.

- Theory of Thermionic Vacuum Tubes.*  
E. Leon Chaffee. McGraw-Hill Co., 1933.

### MISCELLANEOUS

- New Empires.*  
Karl Bickel. J. B. Lippincott Co., 1930.

- Radio and the press by the president of the UP.

- What to Read About Radio.*  
Levering Tyson. National Advisory Council on Radio in Education, 1933.

- A splendid short bibliography for the general listener.

- World Short Wave Transmitters.*  
Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, 1934.

- Foreign Radio Broadcasting Services.*  
Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, 1934.



# WKBN

YOUNGSTOWN, OHIO

Covers This Important, Concentrated Industrial District --- Offering Outstanding Value To Advertisers.

— 500 WATTS —

"At The Top Of The Dial Where A Little Power Does A Big Job"



Right near the boundary of Pennsylvania—WKBN intensively covers the rich market visualized here. Territory not effectively covered by any other station. Let us give you complete facts.

Affiliated With  
Columbia Broadcasting System

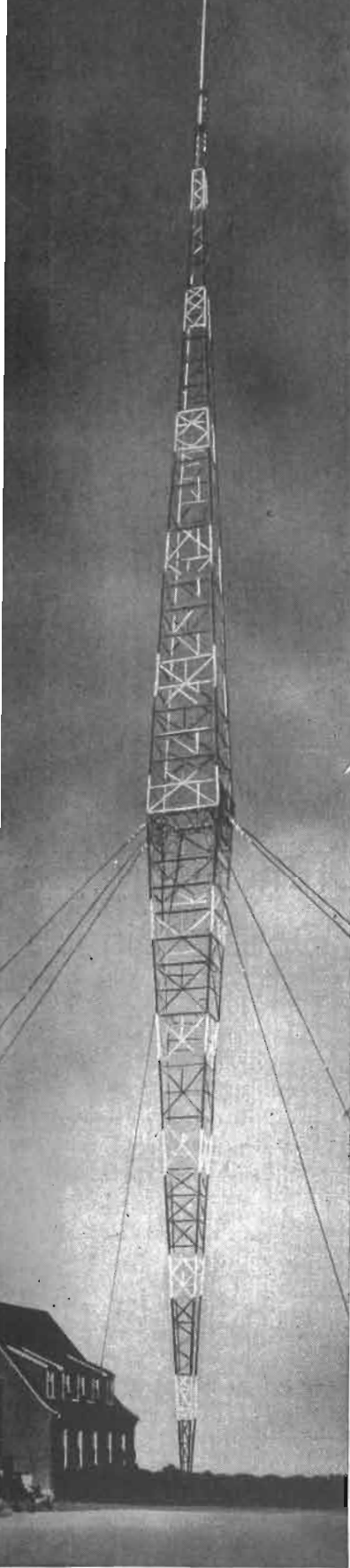
# WKBN

THE W. K. B. N. BROADCASTING CORPORATION  
YOUNGSTOWN, OHIO

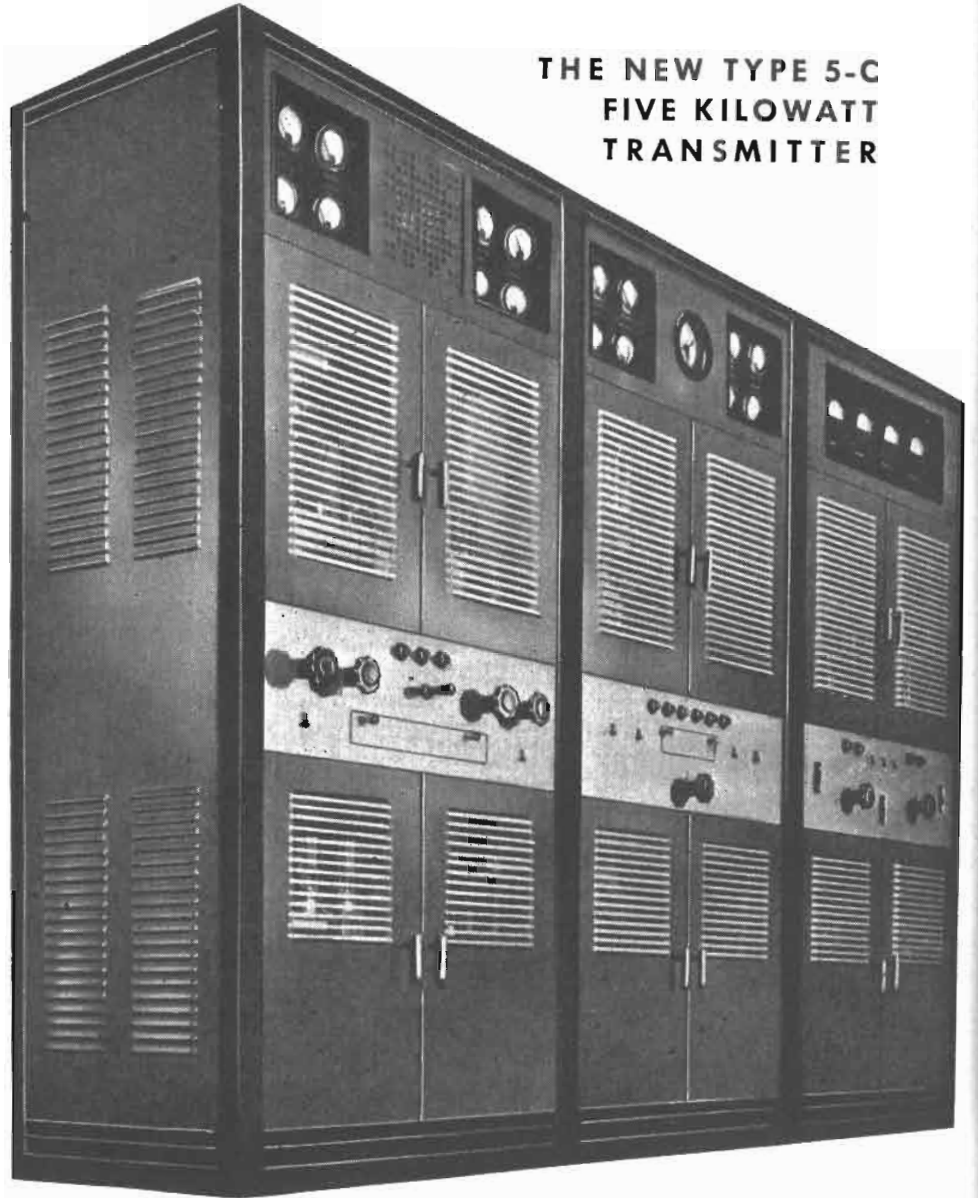


# RCA HIGH

A COMPLETE SYSTEM OF



THE NEW TYPE 5-C  
FIVE KILOWATT  
TRANSMITTER



ALL CAREFULLY COORDIN

THE ANTENNA?... SEE  
"BROADCAST NEWS"  
DECEMBER 1934 ISSUE



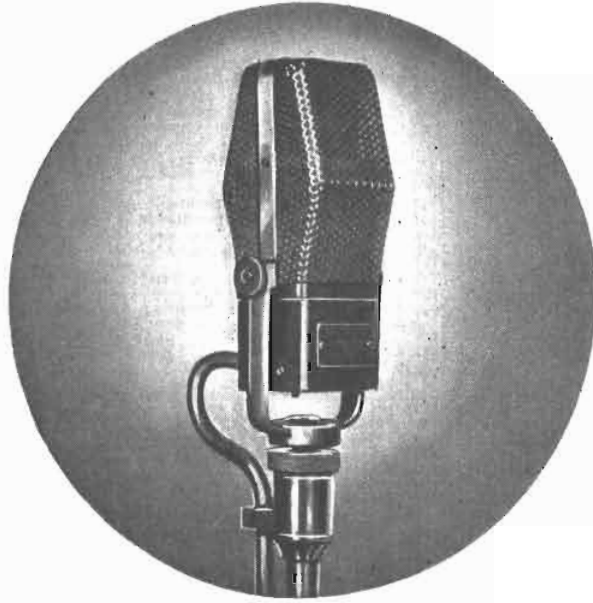
# RCA

A DIVISION OF

ENGINEERING PRODUCTS DIVISION

# H F I D E L I T Y

## RADIO BROADCAST EQUIPMENT



THE NEW VELOCITY  
MICROPHONE TYPE 44-A



THE NEW TYPE AZ-4254  
MONITORING UNIT

THE NEW A.C. SPEECH  
INPUT EQUIPMENT



D FROM MICROPHONE TO ANTENNA

# VICTOR

A MANUFACTURING CO., INC.



CAMDEN, N. J.

# Directory of Broadcast Equipment Manufacturers . . . .

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	EXECUTIVE IN CHARGE	PRODUCTS
Aerovox Corp.	Brooklyn, N. Y.	70 Washington St.	Cumberland 6-0110	S. I. Cole	Condensers, resistors
American Piezo Supply Co.	Kansas City	40th & Woodland Ave.	.....	Howard F. Hill	Crystals and associated apparatus
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	W. J. Garlick, Jr.	Transformers, reactors, rectifiers
Amperite Corp.	New York	561 Broadway	Canal 6-1557	F. Ruttenberg	Microphones and control equipment
Astatic Microphone Laboratory	Youngstown, O.	40 Hubbard Rd.	32414	C. E. Semple, Jr.	Microphones
Audio Research Corp.	New York	105 E. 16th St.	Stuyvesant 9-2681 Stuyvesant 9-8137	W. H. Kimball	Control equipment
Blaw-Knox Co.	Blaw-Knox, Pa.	.....	Sterling 2700	E. J. Staubitz	Steel towers and vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	Erie 70-175	J. F. Haller	Crystals and associated apparatus
Bruno Laboratories	New York	20 W. 22nd St.	Stuyvesant 9-0755	F. S. Kopple	Microphones
Brush Development Co.	Cleveland	E. 40th St. & Perkins Ave.	Endicott 3710	A. L. Williams C. B. Scott	Microphones, speakers and other piano electric equipment
Centralab	Milwaukee	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Speech input controls, volume and tone controls, carbon fixed resistors
Collins Radio Co.	Cedar Rapids, Iowa	.....	.....	Arthur A. Collins	Transmitters, speech input equipment, transformers, crystals, microphones
Cornell-Dubilier Corp.	New York	4377 Bronx Blvd.	Fairbanks 4-3100	B. M. Reiss	Condensers
Corning Glass Works	Corning, N. Y.	.....	Corning 372	.....	Glass insulators & tubing
Henry L. Crowley & Co.	W. Orange, N. J.	1 Central Ave.	Orange 3-8602	Henry Crowley	Resistors, insulators and tubing and electrolytic condensers
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468	Lewis Newman	Potentiometers, rheostats, volume indicators, speech input controls, equalizers and associated apparatus
Delta Mfg. Co. (See Raytheon Mfg. Co.)					
Doolittle & Falknor, Inc.	Chicago	1306 West 74th St.	Stewart 2810	E. M. Doolittle	Transmitters, frequency control and measuring equipment, crystal units
Electronic Engineering Service	Beverly, Mass.	212 Rantout St.	.....	A. D. MacLeod	Microphones, amplifiers, testing equipment
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	George Lafitte	Transmitting Tubes
Gates Radio & Supply Co.	Quincy, Ill.	115 North Fourth St.	Main 735	P. S. Gates	Microphones, control panels, rectifiers, monitoring apparatus, speech input equipment, remote control apparatus
General Radio Co.	Cambridge, Mass. New York	30 State St. 90 West St.	Trowbridge 4400 Cortlandt 7-9382	C. T. Barker Myron T. Smith	Transformers, volume controls, monitoring apparatus, measuring instruments, frequency monitors, fidelity monitors
Graybar Electric Co.	New York New York Boston Philadelphia Richmond Atlanta Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 180 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St. N. W. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 309 E. 8th St. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4104 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves F. J. Stahl J. P. Lynch W. W. Ponsford L. E. Walker W. F. Bartlett L. H. Hathaway W. A. Wayman K. S. Deichman R. E. Moore Harry Fritz G. E. Brown W. E. Henges R. G. McCurdy Vernon R. Young W. H. Johnson F. M. Pease C. A. Martin	Transmitters, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistors, transformers, motor generators and associated apparatus; police radio equipment
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Resistors, rheostats and potentiometers
Hygrade Sylvania Corp.	Clifton, N. J. New York Chicago (Factories also at Salem, Mass., Emporium, Pa. and St. Mary's, Pa.)	64 Lakeview Ave. 500 5th Ave. 512 No. Michigan Ave.	Passaic 3-1700 Chickering 4-4470 Superior 7934	Wm. J. Barkley Wm. J. Barkley Fred H. Strayer	Graphite plate transmitting tubes
International Broadcast Equipment Co.	Chicago	312 W. 51st St.	Longbeach 6780	.....	.....
International Resistance Co.	Philadelphia, Pa.	2100 Arch St.	Rittenhouse 5451	Dan Fairbanks	Resistors, volume controls
International Stacey Corp.	Columbus, O. New York	875 Michigan Ave. 24 State St.	University 2123 Digby 4-7569	C. E. Schuler A. L. Waracek	Steel towers
Isolantite, Inc.	New York	233 Broadway	Rector 2-9274	H. G. Beebe	Insulators
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0715	Charles Jacobs	Antenna spreaders
Jenkins & Adair	Chicago	3333 Belmont Ave.	Keystone 3120	E. N. Rauland	Speech input, microphones and associated equipment
E. F. Johnson Co.	Waseca, Minn.	103 N. State	427	E. F. Johnson	Insulators, etc.
Joslyn Mfg. & Supply Co.	Franklin Park, Ill.	Grand Ave.	Franklin Park 102	K. R. Parker	Wooden towers
Kenyon Transformer Co.	New York	840 Barry St.	Intervale 9-7000	.....	Transformers, reactors (all types)
Lapp Insulator Co.	Le Roy, N. Y.	Gilbert St.	Le Roy 385	.....	Insulators, radio structure and miscellaneous; porcelain water coils
Locke Insulator Corp.	Baltimore	Charles & Cromwell Sts.	South 2620	.....	Insulators
Littelfuse Laboratories	Chicago	4507 Ravenswood Ave.	Long Beach 0657	E. V. Sundt	Fuses
Lynch Mfg. Co.	New York	420 Lexington Ave.	Murray Hill 2-4592	R. A. Sayres	Resistors, grid leaks, voltage divider
McClintic-Marshall Corp.	Bethlehem, Pa. New York	..... 25 Broadway	Bethlehem 1000 Digby 4-5700	B. P. McDaniel R. W. Knight	Steel towers
Ohio Insulator Co. (Division of Ohio Brass Co.)	Barberton, O.	Park & 9th St.	Sherwood 2111	.....	Insulators
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	Baton Rouge 658	C. E. Pearce	Crystals and associated equipment
Premier Crystal Laboratories	New York	63 Park Row	Beekman 3-8119	Arthur A. Glass	Crystals

(Continued on Page 204)

# Directory of Broadcast Equipment Manufacturers . . . .

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	EXECUTIVE IN CHARGE	PRODUCTS
Aerovox Corp.	Brooklyn, N. Y.	70 Washington St.	Cumberland 6-0110	S. I. Cole	Condensers, resistors
American Piezo Supply Co.	Kansas City	40th & Woodland Ave.	.....	Howard F. Hill	Crystals and associated apparatus
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	W. J. Garlick, Jr.	Transformers, reactors, rectifiers
Amperite Corp.	New York	561 Broadway	Canal 6-1557	F. Rutenberg	Microphones and control equipment
Acoustic Microphone Laboratory	Youngstown, O.	40 Hubbard Rd.	32414	C. E. Semple, Jr.	Microphones
Audio Research Corp.	New York	105 E. 16th St.	Stuyvesant 9-2681 Stuyvesant 9-8137	W. H. Kimball	Control equipment
Blaw-Knox Co.	Blaw-Knox, Pa.	.....	Sterling 2700	E. J. Staubitz	Steel towers and vertical radiators
Blue Electric Co.	Erie, Pa.	Union Station Bldg.	Erie 70-175	J. F. Haller	Crystals and associated apparatus
Bruno Laboratories	New York	20 W. 22nd St.	Stuyvesant 9-0755	F. S. Kopple	Microphones
Brush Development Co.	Cleveland	E. 40th St. & Perkins Ave.	Endicott 3710	A. L. Williams C. B. Scott	Microphones, speakers and other piezo-electric equipment
Centralab	Milwaukee	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Speech input controls, volume and tone controls, carbon fixed resistors
Collins Radio Co.	Cedar Rapids, Iowa	.....	.....	Arthur A. Collins	Transmitters, speech input equipment, transformers, crystals, microphones
Cornell-Dubilier Corp.	New York	4377 Bronx Blvd.	Fairbanks 4-3100	B. M. Reiss	Condensers
Corning Glass Works	Corning, N. Y.	.....	Corning 372	.....	Glass insulators & tubing
Henry L. Crowley & Co.	W. Orange, N. J.	1 Central Ave.	Orange 3-8602	Henry Crowley	Resistors, insulators and tubing and electrolytic condensers
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2463	Lewis Newman	Potentiometers, rheostats, volume indicators, speech input controls, equalizers and associated apparatus
Delta Mfg. Co. (See Raytheon Mfg. Co.)					
Doolittle & Falknor, Inc.	Chicago	1306 West 74th St.	Stewart 2810	E. M. Doolittle	Transmitters, frequency control and measuring equipment, crystal units
Electronic Engineering Service	Beverly, Mass.	212 Rantout St.	.....	A. D. MacLeod	Microphones, amplifiers, testing equipment
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	George Lafitte	Transmitting Tubes
Fates Radio & Supply Co.	Quincy, Ill.	115 North Fourth St.	Main 735	P. S. Gates	Microphones, control panels, rectifiers, monitoring apparatus, speech input equipment, remote control apparatus
General Radio Co.	Cambridge, Mass. New York	30 State St. 90 West St.	Trowbridge 4400 Cortlandt 7-9382	C. T. Barker Myron T. Smith	Transformers, volume controls, monitoring apparatus, measuring instruments, frequency monitors, fidelity monitors
Graybar Electric Co.	New York New York Boston Philadelphia Richmond Atlanta Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 180 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St. N. W. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 309 E. 8th St. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves F. J. Stahl J. P. Lynch W. W. Ponsford L. E. Walker W. F. Bartlett L. H. Hathaway W. A. Wayman K. S. Deichman R. E. Moore Harry Fritz G. E. Brown W. E. Henges R. G. McCurdy Vernon R. Young W. H. Johnson F. M. Pease C. A. Martin	Transmitters, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistors, transformers, motor generators and associated apparatus; police radio equipment
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Resistors, rheostats and potentiometers
Hygrade Sylvania Corp.	Clifton, N. J. New York Chicago	64 Lakeview Ave. 500 5th Ave. 512 No. Michigan Ave.	Passaic 3-1700 Chickering 4-4470 Superior 7934	Wm. J. Barkley Wm. J. Barkley Fred H. Strayer	Graphite plate transmitting tubes
(Factories also at Salem, Mass., Emporium, Pa. and St. Mary's, Pa.)					
International Broadcast Equipment Co.	Chicago	312 W. 51st St.	Longbeach 6780	.....	
International Resistance Co.	Philadelphia, Pa.	2100 Arch St.	Rittenhouse 5451	Dan Fairbanks	Resistors, volume controls
International Stacey Corp.	Columbus, O. New York	875 Michigan Ave. 24 State St.	University 2123 Digby 4-7569	C. E. Schuler A. L. Waracek	Steel towers
Insulantite, Inc.	New York	233 Broadway	Rector 2-9274	H. G. Beebe	Insulators
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0715	Charles Jacobs	Antenna spreaders
Inkings & Adair	Chicago	3333 Belmont Ave.	Keystone 3120	E. N. Rauland	Speech input, microphones and associated equipment
J. F. Johnson Co.	Waseca, Minn.	103 N. State	427	E. F. Johnson	Insulators, etc.
Kelwyn Mfg. & Supply Co.	Franklin Park, Ill.	Grand Ave.	Franklin Park 102	K. R. Parker	Wooden towers
Lenyon Transformer Co.	New York	840 Barry St.	Intervale 9-7000	.....	Transformers, reactors (all types)
Le Roy Insulator Co.	Le Roy, N. Y.	Gilbert St.	Le Roy 385	.....	Insulators, radio structure and miscellaneous; porcelain water coils
Locke Insulator Corp.	Baltimore	Charles & Cromwell Sts.	South 2620	.....	Insulators
Metal Fuse Laboratories	Chicago	4507 Ravenswood Ave.	Long Beach 0657	E. V. Sundt	Fuses
Orin Mfg. Co.	New York	420 Lexington Ave.	Murray Hill 2-4592	R. A. Sayres	Resistors, grid leaks, voltage dividers
McClellin-Marshall Corp.	Bethlehem, Pa. New York	..... 25 Broadway	Bethlehem 1000 Digby 4-5700	B. P. McDaniel R. W. Knight	Steel towers
Ohio Insulator Co. (Division of Ohio Brass Co.)	Barberton, O.	Park & 9th St.	Sherwood 2111	.....	Insulators
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	Baton Rouge 658	C. E. Pearce	Crystals and associated equipment
Premier Crystal Laboratories	New York	63 Park Row	Beekman 3-8119	Arthur A. Glass	Crystals

(Continued on Page 204)

# LAPP RADIO INSULATORS

Porcelain Water Coils

Vertical Radiator Insulators

Antenna Insulators

Transmission Line Insulators

Lapp Grounding Switches

Tower Footing Insulators

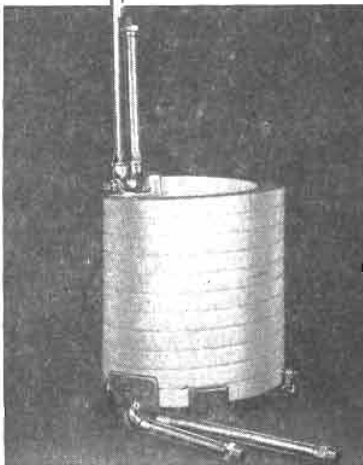
Entrance, Lead-in Units

Power Frequency Insulators

Stand-off Insulators

Mast, Base and Guy Types

***A Complete Line of Tested Insulators in Each of These Classes***



**PORCELAIN  
WATER COILS**

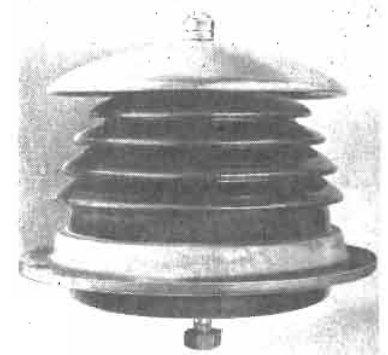
Eliminating the rubber hose used with water cooled tubes, this new development has met with an enthusiastic reception. These coils are permanent, secure, non-sludging, and greatly reduce, if not completely eliminate, fitting electrolysis. Three sizes are now available for replacement in existing sets, and a number of such installations have been made. These Lapp coils are now standard with the large transmitter manufacturers. Ask for complete information.



**STRUCTURE  
INSULATORS**

The above "push-pull" insulator No. 8660 is typical of a full series, ranging in strength from 25,000 to 350,000 pounds. Lapp was the pioneer in this field and has remained most aggressive in producing improved designs. There are Lapp insulators suitable for use with all types of radio structures from the largest of Vertical Radiators to the small guyed pipe masts. Let us help you with your problems.

*Write for your copy  
of the  
Lapp Radio Insulator  
catalog*



**MISCELLANEOUS  
INSULATORS**

You will find Lapp entrance insulators to meet any requirement from small bulk-head units to the heavy duty type pictured above. The Lapp Catalog shows a complete line of standardized stand-off insulators, including heavy duty designs. Also there are antenna insulators, break-up units, transmission line insulators, and other miscellaneous material. We promise our best attention to your requirements.

**LAPP  
INSULATORS**

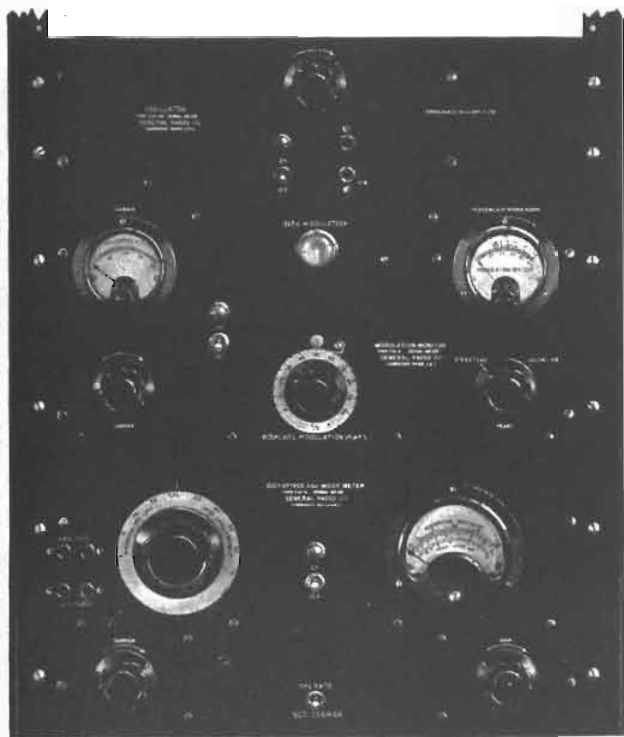
LAPP INSULATOR CO., INC.

LE ROY - N.Y. - U.S.A.

# Directory of Broadcast Equipment Manufacturers (Continued)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	EXECUTIVE IN CHARGE	PRODUCTS
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-0621	Charles G. Ligh	Crystals, frequency control units temp control ovens; transmitters; amplifier
Radio Receptor, Inc.	New York	106 7th Ave.	Chelsea 3-1382	L. Arnson	Amplifiers, dynamic microphones, public address systems
RCA Manufacturing Co. (RCA Victor Division)	Camden, N. J. New York Chicago San Francisco Dallas, Tex. Atlanta	Front & Cooper Sts. 153 E. 24th St. 111 No. Canal St. 235 Montgomery St. Sana Fe Bldg. 144 Walton St., N. W.	Camden 8000 Bogardus 4-1174 Randolph 4626 Garfield 4832 2-7306 Walnut 6715	I. R. Baker T. A. Smith H. C. Vance W. H. Beltz W. M. Witty Ben Adler	Transmitters, tubes, microphones, speed input equipment, field intensity meters, frequency oscillators, beat frequency oscillators, cathode oscillographs, mix condensers and associated apparatus, police radio equipment
Raytheon Mfg. Co.	Waltham, Mass.	190 Willow St.	Waltham 4600	Ezra F. Stevens	Rectifiers, power supplies, amplifiers, voltage regulators
Radio Engineering Laboratories	Long Island City, N. Y.	100 Wilbur Ave.	Stillwell 4-3071	Charles M. Srebroff	Control and studio equipment
Radio Research Co., Inc.	Washington, D. C.	9th & Kearney St., N. E.	Potomac 1021	A. S. Clarke L. A. Shuttig	Distortion and modulation measuring equipment, rectifiers, special apparatus
Radio Television Industries Corp.	Reading, Mass.	2 Linden St.	Reading 0440	L. E. Dickinson	Amplifiers, panels, microphones
Remler Co., Ltd.	San Francisco	2101 Bryant St.	Valencia 3435	E. G. Danielson	Microphones, amplifiers, control equip.
Scientific Radio Service	Hyattsville, Md.	124 Jackson Ave.	Hyattsville 849	Harry D. Eisenhauer	Crystals and crystal holders
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 4401	H. R. Skifter	Transmitters, speech input, freq. equip.
Thordarson Electric Mfg. Co.	Chicago	500 W. Huron St.	Whitehall 6444	R. O. Lund	Transformers, chokes
United States Wind Engine & Pump Co.	Batavia, Ill.	.....	1205	L. B. Turner	Steel towers
United Transformer Corp.	New York	264 Canal St.	Canal 6-6560	S. L. Baroff I. A. Mitchell	Transformers
Universal Microphone Co.	Inglewood, Calif.	424 Warren Lane	Inglewood 2150	E. E. Griffin	Microphones, transformers, control equipment
Ward Leonard Co.	Mt. Vernon, N. Y.	35 South St.	Fairbanks 4-1045	Dawson Burns	Rheostats, relays, resistors, dummy antennas
Western Radio Engineering Co., Inc.	St. Paul, Minn.	5th & St. Peter St.	Cedar 3661	Stanley E. Hubbard	Transmitters, speech input equipment, etc.
Weston Electrical Instrument Corp.	Newark, N. J.	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	Power level indicators, tube checker amplifier test equipment, portable and panel instruments
Westinghouse Electric & Mfg. Co.	Chicopee Falls, Mass.	.....	Chicopee 600	Walter C. Evans	High voltage rectifiers, meters, transformers, motor generators, miscellaneous equipment
Western Electric Co. (See Graybar Electric Co.)					
Washington Institute of Technology	Washington, D. C.	McLachlen Bldg.	District 1518	Col. S. F. Mashbir	Directional antenna and excitation systems, radio transmission lines

## AND NOW—FIDELITY



THE liveliest issue in station operation this year is high fidelity. Peak performance is made easy with this new General Radio Monitoring Panel.

Modulation is continuously monitored, indicating carrier level and instantaneous peaks on meters and over modulation peaks on a flashing lamp.

Distortion and Noise are read directly on a meter (not continuously monitored) rendering these measurements so simple that there is no excuse for not operating at the highest level of fidelity and efficiency of which the station is capable.

**TYPE 730 TRANSMISSION  
MONITORING ASSEMBLY  
PRICE \$460**

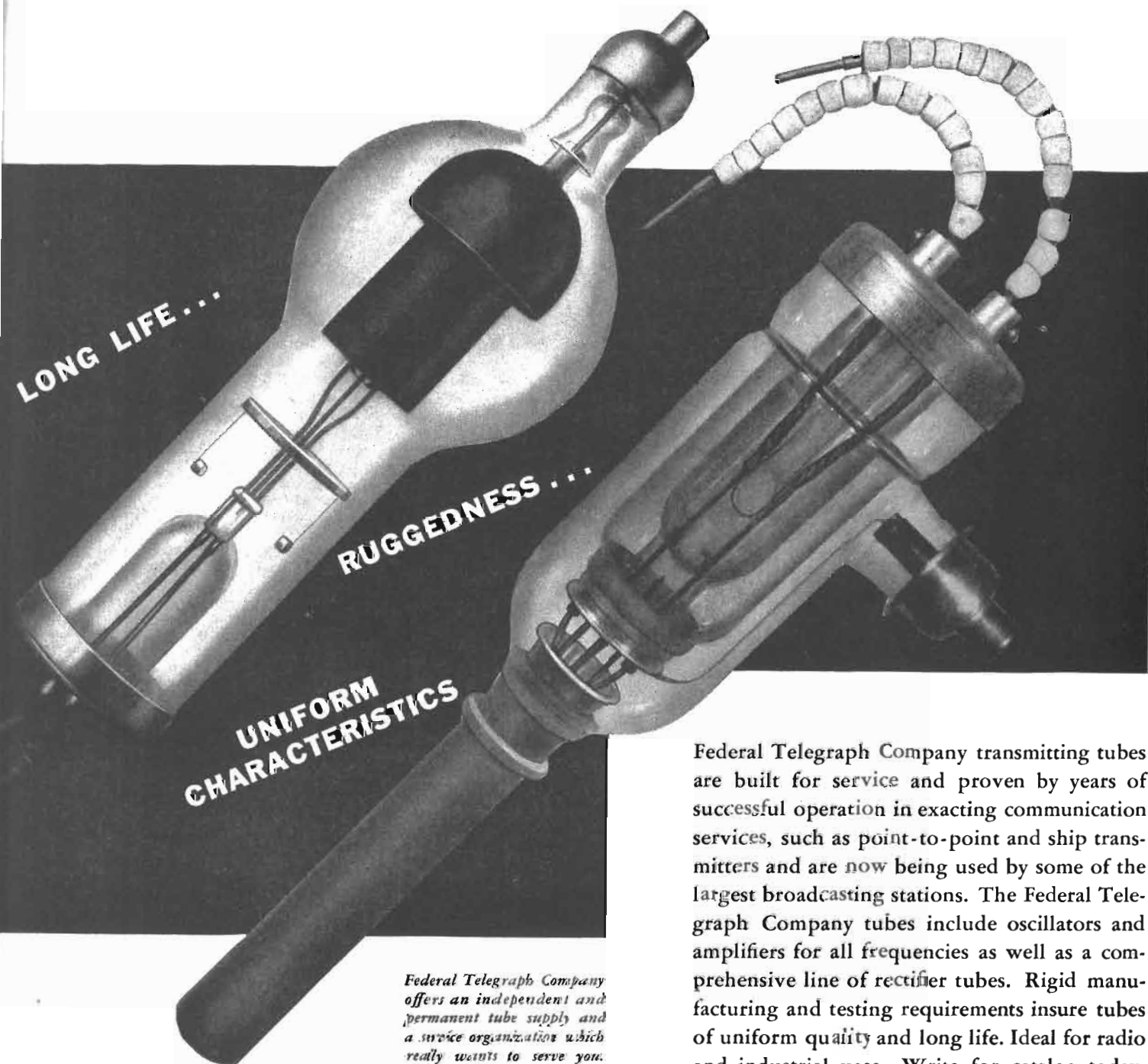
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**GENERAL RADIO CO.**  
CAMBRIDGE - - MASSACHUSETTS



# TRANSMITTING TUBES AND RECTIFIERS

*Products of Federal Telegraph Company*



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RUGGEDNESS ...

UNIFORM  
CHARACTERISTICS

*Federal Telegraph Company offers an independent and permanent tube supply and a service organization which really wants to serve you.*

Federal Telegraph Company transmitting tubes are built for service and proven by years of successful operation in exacting communication services, such as point-to-point and ship transmitters and are now being used by some of the largest broadcasting stations. The Federal Telegraph Company tubes include oscillators and amplifiers for all frequencies as well as a comprehensive line of rectifier tubes. Rigid manufacturing and testing requirements insure tubes of uniform quality and long life. Ideal for radio and industrial uses. Write for catalog today.

## Federal Telegraph Company

AFFILIATED WITH  
INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION  
200 Mount Pleasant Avenue, Newark, New Jersey

## EXPERIENCE - -

is the basic factor in the successful termination of any project. Experience is the common denominator resulting from knowledge rightly gained in many ways and through acquirement of definite perspective.

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PARTICULAR CONSIDERATION TO DIRECTIONAL CHARACTERISTICS

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GENERAL COMMUNICATION PROBLEMS

ENGINEERING CONSULTANT

BEFORE

FEDERAL COMMUNICATIONS COMMISSION

## T. A. M. CRAVEN

National Press Bldg.

MEtropolitan 3260

WASHINGTON, D. C.

109. For the purpose of calculating the day and night quota units assigned to each zone and to states within each zone, in accordance with the Communications Act of 1934, section 307 (b), stations of various powers and conditions of operation are assigned quota units as follows:

A. Power and condition of operation	Quota Unit
<i>Unlimited time day and night</i>	
	Day
(a) Power 100 watts or less duplicated	0.1
(b) Power 250 watts or less duplicated	0.2
(c) Power 500 watts or less duplicated	0.3
(d) Power 1000 watts or less duplicated	0.5
(e) Power 2.5 kw. day power only	0.75
(f) Power 5 kw. duplicated night less than 2000 mi.	
(g) Power 10 kw. duplicated night less than 2000 mi.	
(h) Power 25 kw. duplicated night less than 2000 mi.	
(i) Power 50 kw. duplicated night less than 2000 mi.	
(j) Power 5 kw. duplicated night more than 2000 mi.	
(k) Power 10 kw. duplicated night more than 2000 mi.	
(l) Power 25 kw. duplicated night more than 2000 mi.	
(m) Power 50 kw. duplicated night more than 2000 mi.	
(n) Power 50 kw. more or less one station operating exclusively on the channel at night (dominant clear channel stations)	2.5
(o) Power 5 kw. day power only all stations except (n)	0.85
(p) Power 10 kw. day power only all sta. except (n)	1.10
(q) Power 25 kw. day power only all sta. except (n)	1.3
(r) Power 50 kw. day power only all sta. except (n)	1.5

B. Stations operating less than unlimited time will be assigned quota units according to the proportion of time between 6 a. m. and 6 p. m. and from 6 p. m. to midnight authorized by the license or time-sharing agreement.

C. Any station licensed for a power between the even values given above will be assigned the quota value for the nearest higher power value.

D. In case of operation authorized different from that specified above, the Commission will determine the quota value.

E. Limited time and day stations authorized to operate between 6 p. m. and midnight shall use the quota value in section A(a) to (i), inclusive, for the night hours according to the power.

F. Each new assignment of broadcast facilities, whether temporary or permanent, will be charged to quota assigned according to the foregoing and to the total hours of operation per broadcast day authorized by the license and regulations of the Commission.

110. In determining the day and night quota charge for a given assignment the average time of local sunset shall be taken to be 6 p. m., local standard time.

111. Each of the five zones created by section 302 of the Communications Act of 1934 is entitled to have broadcast stations, the total value of the units shall be fairly and equitably distributed among and allocated to the states in each zone in the ratio that the population of each of said states bears to the population of the zone. The total number of quota units of broadcast facilities to which each zone, and to which each state within the zone is entitled, based on the Fifteenth Census of the United States, 1930, is as follows:

112. The facilities assigned to each broadcast station shall be charged to the zone and to the state, district, territory, or possession wherein the main studio of such station is located, regardless of the location of the transmitter.

113. The licensee of a station shall not move its main studio outside the borders of the city, state, district, territory, or possession in which it is located without first making written application to the Commission for authority to do so move, and securing written permission for such removal. A licensee need not obtain permission to move the main studio from one location to another within a city or town, but shall promptly notify the Commission of any such change in location.

114. For details as to applications for new facilities or change of facilities involving change in quota units charged, see paragraph 6.

### ALLOCATION OF BROADCAST FACILITIES

\* 6. In order to bring about an equalization of radio broadcast facilities (i. e., frequency, power, and/or hours of operation) among the states in the zones, in accordance with the unit and quota figures adopted by the Commission, the following shall apply with reference to applications therefor:

a. Where a zone has already in use its pro rata share of facilities the Commission will not allocate any further radio facilities to that zone, which would increase its quota.

b. Applications from underquota states in zones which have already allocated to them their pro rata share of radio facilities should be for a facility already in use in that zone by an overquota state.

c. Likewise, where a state is already overquota, the Commission will not allocate any further radio facilities to that state which would increase its quota.

d. Applications from states which now have their quotas or from states which are overquota should be for facilities already in use in that state.

e. An applicant from an underquota state in an underquota zone may apply either for facilities in use in an overquota state in that zone or an overquota state in an overquota zone.

f. When the application is from an underquota state and is for facilities which, if granted, would not cause additional interference with any station or stations now licensed, then the above paragraphs (a to e inclusive) may be disregarded.

g. Since the act provides for the equalizing of radio facilities among zones and among states, "as nearly as possible" the Commission may allow a slight departure, plus or minus, from an exact mathematical estimate.

\*The provisions of Rule 6 must be considered in connection with the amendments provided in the terms of the Communications Act of 1934, Section 307 (b), specifying additional 100-watt stations may be allocated without respect to the provisions of Rule 6, where public interest, convenience or necessity will be served, and where additional interference shall not be created to existing broadcast service.



# ta allocations . . .

15. Within the broadcast band separation of 10 kilocycles will be maintained between the carrier frequencies assigned for use by broadcast stations. The carrier frequencies assigned will be multiples of 10 between 550 and 1,500 cycles, both included. The national standard of radio frequency maintained by the Bureau of Standards, Department of Commerce, shall be the basis for all frequency measurements and assignments will be made on the basis of this standard.

16. The following frequencies designated as clear channels are allocated for use by clear-channel stations located in the several zones as indicated:

Zone 1: 660, 710, 760, 860, 990, 1,060, 1,100, and 1,150 kilocycles.  
 Zone 2: 700, 750, 820, 980, 1,020, 1,110, and 1,170 kilocycles.  
 Zone 3: 650, 740, 800, 850, 1,040, 1,080, 1,140, and 1,190 kilocycles.  
 Zone 4: 670, 720, 770, 810, 870, 1,000, 1,090, and 1,160 kilocycles.  
 Zone 5: 640, 680, 790, 830, 970, 1,050, 1,130, and 1,180 kilocycles.

17. The authorized power of a clear-channel station shall be not less than 5 kilowatts and shall not be more than 50 kilowatts.

19. The following frequencies designated as high power regional frequencies and allocated for use by high power regional stations, each frequency for use in less than two zones and by stations permitted to operate simultaneously with a power not less than 5 kilowatts:

1,470, 1,480, and 1,490 kilocycles.

20. The following frequencies designated as regional frequencies and are allocated for use by regional stations, which are permitted to operate simultaneously as otherwise restricted:

560, 570, 580, 590, 600, 610, 620, 630, 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 910, 920, 930, 940, 950, 960, 970, 980, 990, 1,000, 1,010, 1,020, 1,030, 1,040, 1,050, 1,060, 1,070, 1,080, 1,090, 1,100, 1,110, 1,120, 1,130, 1,140, 1,150, 1,160, 1,170, 1,180, 1,190, 1,200, 1,210, 1,220, 1,230, 1,240, 1,250, 1,260, 1,270, 1,280, 1,290, 1,300, 1,310, 1,320, 1,330, 1,340, 1,350, 1,360, 1,370, 1,380, 1,390, 1,400, 1,410, 1,420, 1,430, 1,440, and 1,450 kilocycles.

The operating power of such a station shall not be less than 250 watts, nor during nighttime more than 1,000 watts, nor during daytime greater than 5,000 watts.

21. The following frequencies designated as local frequencies allocated for use by local stations, which are to operate simultaneously, unless otherwise restricted, with a power of 100 watts during nighttime and not to exceed 100 watts during daytime:

1,210, 1,810, 1,870, 1,420, and 1,600 kilocycles.

22. The following frequencies designated as Canadian exclusive frequencies reserved for use by broadcast stations located in the Dominion of Canada and not to be assigned to any station licensed by the Commission:

780, 840, 910, 960, and 1,080 kilocycles.

## Analysis of Quota Distribution

Under FCC Quota Regulations as Revised Oct. 10, 1934

(Corrected to January 15, 1935)

State	Population	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under	Quota Units Due	Quota Units Assigned	Units Over or Under	Per Cent Over or Under
<b>First Zone—Night</b>									
Connecticut	1,606,903	2.13	1.90	-0.23	-11	3.85	3.34	-0.51	-13
Delaware	238,380	0.32	0.20	-0.12	-38	0.57	0.33	-0.24	-42
District of Columbia	486,869	0.64	0.60	-0.04	-6	1.16	1.00	-0.16	-14
Maine	797,423	1.06	0.99	-0.07	-7	1.91	1.42	-0.49	-26
Maryland	1,631,526	2.16	1.95	-0.21	-10	3.91	3.80	-0.11	-3
Massachusetts	4,249,614	5.63	5.16	-0.47	-8	10.17	6.75	-3.42	-34
New Hampshire	465,293	0.62	0.33	-0.29	-47	1.11	0.80	-0.31	-28
New Jersey	4,041,334	5.36	4.085	-1.275	-24	9.67	4.985	-4.685	-48
New York	12,588,066	16.69	18.13	+1.44	+8	30.14	20.56	-9.58	-32
Rhode Island	687,497	0.91	0.80	-0.11	-12	1.65	0.80	-0.85	-52
Vermont	359,611	0.48	0.06	-0.42	-88	0.86	0.86	-0.0	0
Total		36.00	34.205	-1.795	-5	65.00	44.645	-20.355	-31
<b>Second Zone—Night</b>									
Kentucky	2,614,589	3.38	3.95	+0.57	+17	6.10	4.25	-1.85	-30
Michigan	4,842,325	6.25	5.05	-1.20	-19	11.28	6.27	-5.01	-44
Ohio	6,646,697	8.58	9.88	+1.30	+15	15.50	12.06	-3.44	-22
Pennsylvania	9,631,350	12.43	12.42	-0.01	-0	22.45	14.75	-7.70	-34
Virginia	2,421,851	3.13	4.75	+1.62	+52	5.64	6.34	+0.70	+12
West Virginia	1,729,205	2.23	1.93	-0.30	-13	4.03	3.90	-0.13	-3
Total		36.00	37.98	+1.98	+6	65.00	47.57	-17.43	-27
<b>Third Zone—Night</b>									
Alabama	2,646,248	3.32	2.745	-0.575	-18	5.99	4.685	-1.305	-22
Arkansas	1,854,482	2.32	2.67	+0.35	+15	4.19	4.75	+0.56	+13
Florida	1,468,211	1.84	3.65	+1.81	+98	3.32	4.85	+1.53	+46
Georgia	2,908,503	3.64	4.21	+0.57	+16	6.58	4.95	-1.63	-25
Louisiana	2,101,593	2.63	5.10	+2.47	+94	4.75	5.40	+0.65	+14
Mississippi	2,009,821	2.52	0.99	-1.53	-61	4.55	2.11	-2.44	-54
North Carolina	3,170,276	3.97	4.28	+0.31	+8	7.17	4.85	-2.32	-32
Oklahoma	2,396,040	3.00	3.36	+0.36	+12	5.42	4.90	-0.52	-10
South Carolina	1,738,765	2.18	1.30	-0.88	-40	3.93	2.60	-1.33	-34
Tennessee	2,616,566	3.28	6.05	+2.77	+84	5.92	7.35	+1.43	+24
Texas	5,824,715	7.30	11.09	+3.79	+52	13.18	13.61	+0.43	+3
Total		36.00	45.445	+9.445	+26	65.00	60.055	-4.945	-8
<b>Fourth Zone—Night</b>									
Illinois	7,630,654	10.14	11.06	+0.92	+9	18.30	14.94	-3.36	-18
Indiana	3,238,503	4.30	3.42	-0.88	-20	7.77	5.52	-2.25	-29
Iowa	2,470,939	3.28	5.22	+1.94	+59	5.93	7.86	+1.93	+33
Kansas	1,880,999	2.50	2.49	-0.01	-0	4.51	3.66	-0.85	-19
Minnesota	2,563,953	3.41	4.18	+0.77	+23	6.15	5.77	-0.38	-6
Missouri	3,629,367	4.82	5.04	+0.22	+5	8.70	8.49	-0.21	-2
Nebraska	1,377,963	1.83	2.21	+0.38	+21	3.30	5.92	+2.62	+79
North Dakota	680,845	0.90	1.40	+0.50	+56	1.63	2.20	+0.57	+35
South Dakota	692,849	0.92	0.86	-0.06	-7	1.66	2.13	+0.47	+28
Wisconsin	2,939,006	3.90	3.05	-0.85	-22	7.05	5.86	-1.19	-17
Total		36.00	38.93	+2.93	+8	65.00	62.35	-2.65	-4
<b>Fifth Zone—Night</b>									
Arizona	435,573	1.32	1.17	-0.15	-11	2.38	1.79	-0.59	-25
California	5,677,251	17.18	18.82	+1.64	+10	31.02	22.32	-8.70	-28
Colorado	1,035,791	3.13	4.61	+1.48	+47	5.66	5.08	-0.58	-10
Idaho	445,032	1.35	1.50	+0.15	+11	2.43	2.05	-0.38	-16
Montana	537,606	1.63	1.75	+0.12	+7	2.94	2.55	-0.39	-13
Nevada	91,058	0.27	0.33	+0.06	+22	0.49	0.47	-0.02	-4
New Mexico	423,317	1.28	1.13	-0.15	-12	2.31	2.90	+0.59	+26
Oregon	953,786	2.89	4.04	+1.15	+39	5.21	6.09	+0.88	+17
Utah	507,847	1.54	3.30	+1.76	+114	2.78	3.30	+0.52	+19
Washington	1,563,396	4.73	7.28	+2.55	+54	8.54	8.74	+0.20	+2
Wyoming	225,565	0.68	0.40	-0.28	-41	1.24	0.40	-0.84	-68
Total		36.00	44.33	+8.33	+23	65.00	55.69	-9.31	-14

\* 1930 Official U. S. Census.

# Location of Transmitters of Broadcast Stations

(Prepared by Broadcast Section, Engineering Department, Federal Communications Commission)

THE FEDERAL Communications Commission has no rules or regulations concerning the location of transmitters of broadcast stations. The Communications Act of 1934 requires that the Commission pass upon sites, and pursuant thereto applicants desiring to obtain approval of sites for broadcast transmitters are required to supply the Commission with extensive technical data concerning the proposed site. These data are reviewed by the Engineering Department while the application is in regular routing through the Commission.

The Engineering Department makes a complete report to the Commission for its consideration in passing upon the application. In making the report the Engineering Department is guided by the data supplied by the applicant and what it considers good engineering practice. In some cases Field Division supplies supplemental data, and the applicants may be required to supply additional data if the case could not be properly reported from the data supplied in the application.

To insure uniformity several empirical standards on the location of transmitters of broadcast stations have been adopted, based on the extensive experience of the Engineering Department and all data available along this line. Heretofore there has been little published data on sites, and this paper is offered as a guide and for the information of those who desire to know the Engineering Department's standards.

## Importance of Sites

IT IS ONLY recently that the importance of selecting the proper site for broadcast transmitters has been fully realized. The coverage success of a broadcast station is dependent in a large measure upon selecting the proper site which may directly determine the efficiency of the radiating system and the field intensity throughout any desired center of population. Recent engineering surveys of transmitters reveal that the efficiency of radiating systems vary from approximately 5.7 per cent to 57 per cent, the location of the transmitter and the antenna being in a large measure responsible for this wide variation. A 1,000-watt station with a 57 per cent efficient antenna would be equivalent to a 10,000-watt transmitter with 5.7 per cent antenna efficiency, other conditions being the same.

It has been found that certain low-power stations are much more successful in covering centers of population than high-powered stations, due to the efficiency of the radiating system and the location of the transmitter. If data were available on the primary coverage of all broadcast stations and tabulated according to power, it would undoubtedly reveal that power alone is of minor importance in determining the coverage and that there are other factors which are more influential.

As a matter of fact, the percentage of modulation is more important than power, and the effectiveness of the site and antenna efficiency of the radiating system are more important than either. The operating power of a station and the minimum percentage of modulation are fixed by the Commission, and every licensee of a broadcast station should select a site from which a maximum city and rural service may be had and the minimum amount of interference produced with other stations.

By the Commission's plan of allocation, power is allocated by steps which increase by approximately twice the next lower step. A study of the transmitter locations and radiating systems indicates that these two factors may have a materially greater effect than these small power steps. A station assigned 500 watts may by the mere expediency of selecting a suitable location and efficient radiating system increase the effective coverage much more than by increasing the power by twice or even more as given in the above example.

## Primary Objectives

THE THREE primary objectives to be attained in the selection of a site for the transmitter of a broadcast station are as follows:

1. To serve adequately the center of population in which the studio is located and give maximum coverage to adjacent areas.
2. To produce minimum cross-talk interference to the receptions of other stations assigned to adjacent channels.
3. Pass requirements of Federal Communications Commission.

If a site is engineeringly correct, presumably it will pass the requirements of the Federal Communications Commission.

The table herewith is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, from this table it may be determined whether or not the station should be located in the center of the city or at some distance from the city.

In case the power and the population of the city are such that it should be located at some distance from the center of the city, the approximate distance is given as well as the population of the so-called "blanket area." The "blanket area" of a broadcast station is defined as that area in which the average broadcast receiver would not receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply, but the general principles set out will still hold.

Another factor to be considered is the relation of the site to airports and airways. There are no regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less distance than this, it may be satisfactory if the towers are suitably painted and lighted in conformity with Aeronautics Bulletin No. 9\* or if the towers are not higher than the surrounding objects. The latter is poor radio engineering. In selecting a site, the local aeronautical authorities should always be consulted if there is any question concerning erecting a hazard to aviation, and in case of towers over 200 feet high this should always be done.

## Sites Within Cities

IN SELECTING a site in the center of a city, it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the necessary spacing and height of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or any building higher than the antenna and in the direction which it is desired to serve. Such a building will tend to cast shadows in the field intensity, which may materially reduce the coverage of the station in that direction.

\*This bulletin may be obtained from U. S. Government Printing Office, Washington, D. C. No charge.

If from Table A it is determined that a site should be selected removed from the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the center of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 20 to 50 feet.
3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of intervening hills between it and the center of the city. In general, because of ground conditions, it is better to select a site in a low area rather than on top of a hill, and the only condition under which a site on top of a hill should be selected is that it is only possible by this means to avoid a substantial number of hills between the site and the center of a city with consequent field shadows.

If a compromise must be made between probable field shadows from intervening hills and locating the transmitter on top of a hill, it is generally better to compromise in favor of the lower area where an efficient radiating system may be erected and take the losses due to shadows being caused by the hills if not too numerous or too high. Several transmitters have been located on top of hills, but so far as is known not a single installation has given the average efficiency of propagation and coverage.

## Ideal Broadcast Locations

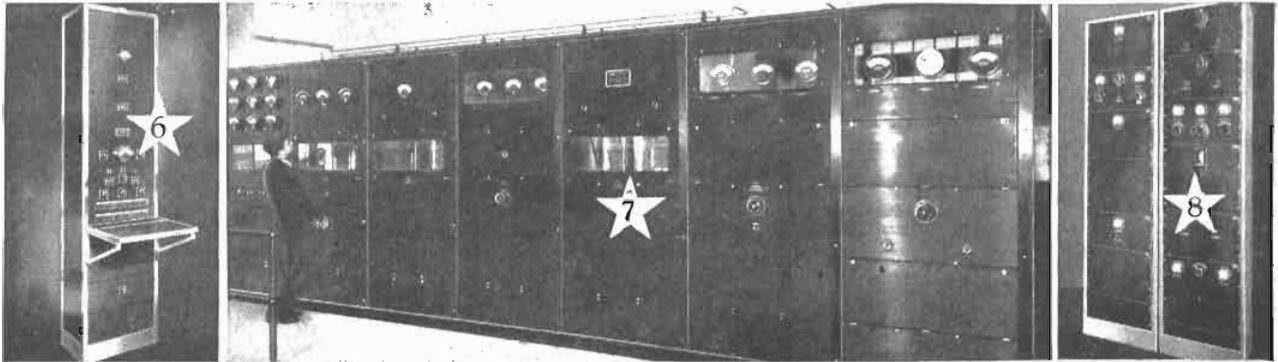
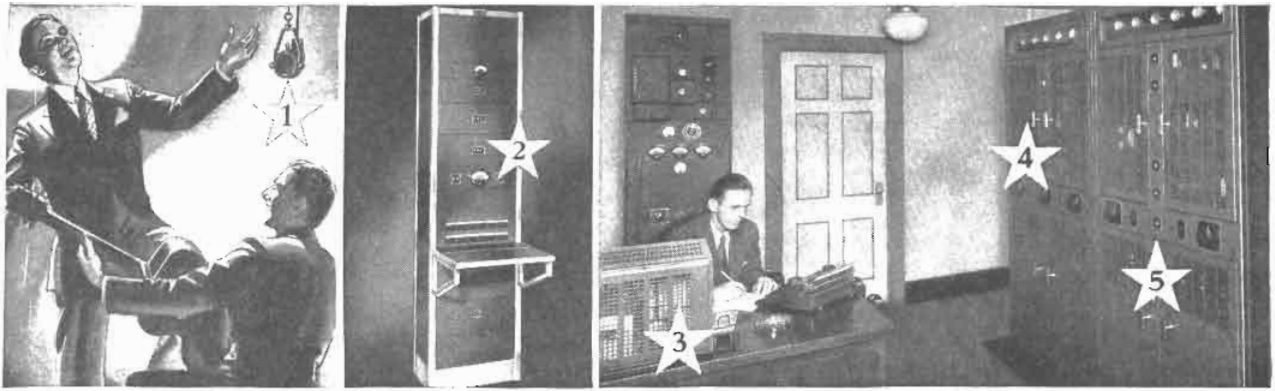
THE IDEAL location of a broadcast transmitter is in a low area of marshy or "crawfishy" soil or area which is damp the maximum

(Continued on page 210)

## Guide in Determining Station Sites

TABLE A

Power of Station	Population of City or Metropolitan Area	Radius of Blanket Area 100 to 125 MV/M	Site Distance from Center of City (Business or Geographical)	Maximum Percentage of Total Population in "Blanket Area"
50-100 w. ....	5,000-50,000	0.3 to 0.4 mi.	1/2 to 2 mi. or center of business section	0.50
50-100 w. ....	75,000 and up	0.3 to 0.4 mi.		...
250-500 w. ....	5,000-150,000	0.6 to 0.9 mi.	1 to 3 mi. or center of business section	0.75
250-500 w. ....	200,000 and up	0.6 to 0.9 mi.		...
1,000 w. ....	5,000-200,000	1.25 mi.	2 to 5 mi. or center of business section	0.75
1,000 w. ....	250,000 and up	1.25 mi.		...
5-10 kw. ....	All	2.7 to 3.75 mi.	7.5 to 10 mi.	1.0
25-50 kw. ....	All	4.5 to 6.0 mi.	12.0 to 20 mi.	1.0



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in stations from coast to coast

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- (2) *701A Speech Input for studio use.*
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- (4) *12B Transmitter — 100 Watt output.*
- (5) *71A Amplifier which steps up output of 12B Transmitter to 250 or 500 or 1000 watts. A 5000 Watt Amplifier may be coupled with the 12B and the 71A Amplifier for 5KW operation.*
- (6) *15A Speech Input for station use.*
- (7) *50KW Transmitter.*
- (8) *Synchronizing Systems for common frequency broadcasting.*

Whether your station is large or small, you can rely on Western Electric equipment to put programs on the air at their *best!* Microphones, speech input equipments, transmitters, amplifiers, tubes for every purpose—all are made to give long service and highest quality transmission.

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## Western Electric

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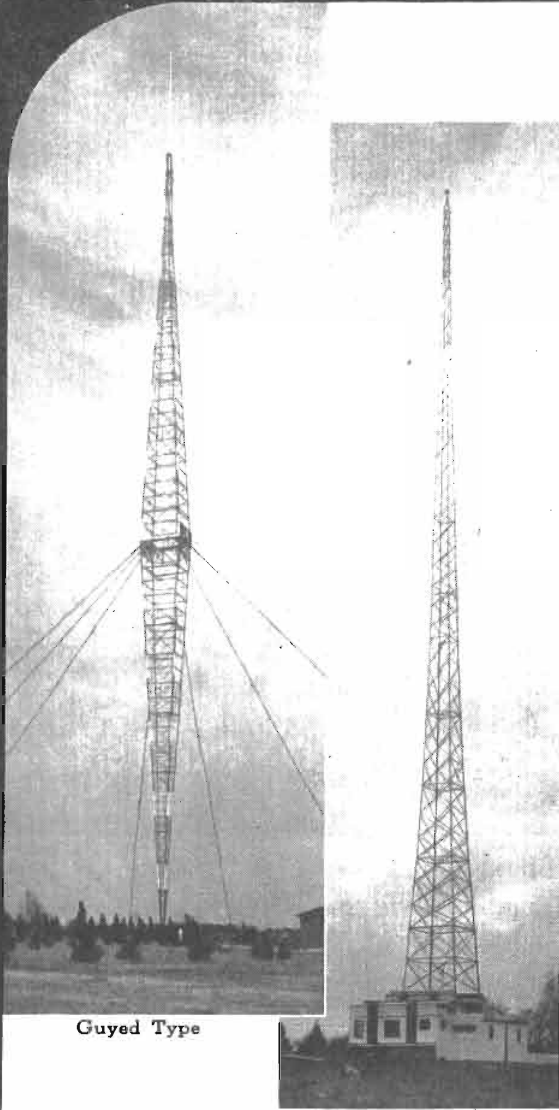


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for increased efficiency

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Squantum, Mass.
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- WCAU  
Philadelphia, Pa.
- WMM  
Nashville, Tenn.
- WLW  
Cincinnati, Ohio
- WNEW  
Charlotte, N. J.
- WRNS  
Columbus, O.  
Budapest, Hungary  
Vienna, Austria
- WJR  
Detroit, Mich.
- WMO  
Des Moines, Iowa
- WBT  
Charlotte, N. C.
- "El Mundo"  
Buenos Aires, Argentine
- WJBO  
Haiton Rouge, La.
- KMBC  
Kansas City, Mo.
- KSO  
Des Moines, Iowa
- WHN  
New York, N. Y.
- WKRC  
Cincinnati, Ohio
- WAVE  
Louisville, Ky.
- WIND  
Gary, Indiana
- WIL  
St. Louis, Mo.
- CKEY  
St. Catharines, Canada  
Brazil Journal  
Rio de Janeiro, Brazil
- Radio Difama  
Sao Paulo, Brazil
- WPEN-WRAX  
Philadelphia, Pa.
- WPRO  
Providence, R. I.
- WNEL  
San Juan, Porto Rico
- WTCN  
Minneapolis, Minn.
- KGER  
Long Beach, Calif.
- WBFB  
Baltimore, Md.
- WHG  
Greensboro, N. C.
- KWKH  
Shreveport, La.
- WIXS  
Waterbury, Conn.
- WOR  
Carteret, N. J.
- CKY  
Winnipeg, Canada
- WOKK  
York, Pa.
- WQAM  
Miami, Florida
- WIBW  
Topeka, Kansas
- WMAZ  
Macon, Ga.
- WSPD  
Tuldoe, Ohio
- KTUL  
Tulsa, Oklahoma
- WCFL  
Chicago, Ill.
- CKLW  
Windsor, Ontario  
Kansas City, Mo.
- WPFM (Police)  
Birmingham, Ala.
- WFFO (Police)  
Knoxville, Tenn.
- WFGS (Police)  
Minneapolis, Minn.
- KGTX (Police)  
Albuquerque, N. Mex.
- KGFB (Police)  
Minneapolis, Minn.
- WPGI (Police)  
Binghamton, N. Y.
- WPHB (Police)  
Albany, N. Y.
- KGHX (Police)  
Santa Ana, Calif.
- WPAJ (Police)  
Atlanta, Ga.
- KNPE (Police)  
Duluth, Minn.
- U. S. Government  
Kansas City, Mo.
- U. S. Dept. of Commerce  
352 Radiators at Various Locations



Guyed Type

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# BLAW-KNOX

## Location of Broadcast Transmitters

(Continued from page 208)

percentage of time and from which a straight line view over the entire center of population may be had, and the tall buildings in the business section of the city would cast a shadow across the minimum residential area.

The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil or earth between the site and the principle area to be served. Sandy soil is considered the worst type, with glacial deposits and mineral ore areas next. Alluvial, marshy areas and salt water bogs have been found to have the least absorption of the signal. One is fortunate to have available such an area, and, if not available, the next best condition must be selected.

If a site is to be selected to serve a city which is on a general sloping area, it is generally better to select a site below the city than above the city.

Careful consideration must be given to selecting a site, so that the number of people in the blanket area is a minimum. The last column of Table A gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general, broadcast transmitters operating with approximately the same power can be grouped in the same approximate area and thereby reduce the cross-talk interference between them.

By the Commission policy, stations serving the same area must have a frequency separation of 50 kilocycles, and this practice is observed in practically all cases. It is presumed that owners of any radio receiving sets would have no difficulty in separating signals separated in frequency by 50 or more kilocycles when the receiver is located not in the blanket area of either station. This is not strictly true, however, of some old receiving sets and any set in a poor state of repair and alignment, as they may not have the capability of separating stations operating on frequencies 50 or more kilocycles separated. This is especially true when the transmitters of the stations are so located that in certain areas there are large differences in the field intensities from the stations and on the higher frequencies. If this condition could be alleviated without impairing the coverage of the stations and at the same time protect all receivers, this would be desirable.

In cases of several stations serving large cities, the principle of grouping transmitters could not be advantageously applied to all stations located in the area because generally any station has some field shadow and accordingly may not well serve certain parts of the city. Another station with the transmitter across the city would serve this area well, so that between the two they would serve all the areas well.

The ideal arrangement would be to group the transmitters of the stations operating nearest in frequency and between which there

may be some possibility of cross-talk interference.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a suitable location that will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. The maps giving the density of population will be a key to this. The map giving the elevation by contour will be a key to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

### Efficiency of Radiators

IN FINALLY selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the general practice to use direct grounds consisting of a radial buried wire system. If the area is such that it is not possible to get such a ground system in soil that remains moist throughout the year, it probably will be found better to erect a counterpoise. A counterpoise properly erected may be as efficient as the best possible ground, and, if it is not possible to secure an excellent ground, the counterpoise should always be given consideration. It, like the antenna itself, must of course be designed properly for the operating frequency and other local conditions.

It is always highly desirable, and whenever possible, a field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by means of field intensity surveys taken with a transmitter at the different sites that it can be determined which is more desirable. There are many considerations of inefficiency that cannot be determined by any other method. An engineer with experience in selecting a site can generally do a good job by inspection, but he can never be certain without the survey.

The field survey should prove the following things:

1. A minimum field intensity of 10 to 25 millivolts per meter will be obtained over the business area of the city.

2. A minimum field intensity of at least 2 to 5 millivolts per meter will be obtained over the residential section.

3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in that area should be followed as well as the results of tests on other sites.

4. The field intensity at the outer limit of the blanket radius does not exceed 100 to 125 millivolts per meter.

In the absence of field surveys, the average conditions are presumed to prevail. If a compromise must be made between sandy soil, (Continued on page 223)

# RULES GOVERNING OPERATION OF BROADCASTING STATIONS

(Salient Excerpts from Official Rules and Regulations of Federal Communications Commission)

## DEFINITIONS OF CLASSES OF SERVICE OF BROADCASTING STATIONS

†69. The band of frequencies extending from 550 to 1,500 kilocycles, both inclusive, is allocated for use by broadcast stations. This band of frequencies is referred to herein as the "broadcast band."

### CLASSES OF BROADCAST STATIONS

70. For the purposes of allocation of frequencies, power and time of operation, broadcast stations are classified as follows:

#### A. Frequency and Power Designations

- a. Clear channel.
- b. High power regional.
- c. Regional.
- d. Local.

#### B. Time Designation

- a. Unlimited time.
- b. Limited time.
- c. Daytime.
- d. Sharing time.
- e. Part time.
- f. Specified hours.

### EQUIPMENT

Maximum rated carrier power. 125. The maximum rated carrier power of broadcast transmitters authorized to be installed in the several classes of stations shall be as given in the following table:

Class of station	Authorized power	Maximum rated carrier power permitted
Local	100 watts 100 watts night and 250 watts day	100 watts 250 watts
Regional and high-power regional	250 to 1,000 watts 2,500 to 5,000 watts	1,000 watts 5,000 watts
High-power regional and clear channel	The maximum rated carrier power of transmitters installed in stations with an authorized power greater than 5,000 watts shall be not more than twice the authorized power.	

126. The maximum rated carrier power of a broadcast transmitter shall be the same as the sum of the power ratings of all the vacuum tubes in the last radio stage. The power rating of a vacuum tube is determined by its design and class of operation or system of modulation as set out in paragraph 127, tables A, B, C. These tables shall apply to transmitters employing the different systems of modulation or classes of operation in the last radio stage as follows:

- (1) Table A applies to transmitters employing high-level modulation or plate modulation of the last radio stage.
- (2) Table B applies to transmitters employing low-level modulation or the last radio stage operating as a linear power amplifier.
- (3) Table C applies to transmitters employing grid bias modulation in the last radio stage.

127. The approved power ratings of vacuum tubes for operation in the last radio stage of broadcast transmitters are fixed as set out in the following tables:

TABLE A<sup>1</sup>.—Power rating for high-level modulation or plate modulation in the last radio stage

Power rating (watts)	Amperex	De Forest	Federal Telegraph	Hy-grade Sylvania	RCA Radiotron	Western Electric
50				830		211-D 211-E 248-A 276-A
75	862 860 203-A 211	552 560 503-A 511	F-352-A F-311-A F-303-A	852 860 203-A 211	UV-852 UV-860 UV-211 UV-203-A RCA-850	261-A 242-A 260-A 284-A 295-A
100			F-102-A F-108-A			
250	204-A	504-A 561 571 549	F-204-A F-331-A F-349-A F-100-A	204-A 861 831 849	UV-204-A UV-861 RCA-831 UV-849	212-D 270-A
350	840					
500						
750	851	551	F-351-A	851	UV-851	251-A
1,000			F-346-A	846	RCA-846	279-A
2,500			520-B F-3652-A	820-B	RCA-1652	228-A
5,000			520-M F-328-A			
			507 F-307-A	207	UV-207	220-B
			548 F-348-A	848	UV-848	
			563 F-363-A	863	UV-863	
			F-320-A			
10,000			F-332-A		UV-858	232-A
			F-358-A			
			F-101-B			
40,000					UV-862	

<sup>1</sup> These tables apply only to tube ratings for use in the last radio stage of broadcast transmitters and may not be applicable to any other service.

† See page 214 for FCC interpretation.

TABLE B<sup>1</sup>.—Power rating for low-level modulation on last radio stage operating as linear power amplifier

Power rating (watts)	Amperex	De Forest	Federal Telegraph	Hy-grade Sylvania	RCA Radiotron	Western Electric
75	204-A	504-A	F-304-A F-312-A	204-A	UV-204-A	212-D
125	849	549	F-100-A F-349-A	849	UV-849	270-A
250	851	551	F-351-A	851	UV-851	251-A
500			F-346-A	846	RCA-846	279-A
1,000			520-B F-3652-A	820-B	RCA-1652	228-A
2,500			507 F-307-A	207	UV-207	220-B
			563 F-363-A	863	UV-863	
			F-320-A			
5,000			F-358-A		UV-858	
8,500			F-101-B			232-A
25,000			F-332-A		UV-862	

TABLE C<sup>1</sup>.—Power rating for grid bias modulation in the last radio stage

Power rating (watts)	De Forest	Federal Telegraph	Hy-grade Sylvania	RCA Radiotron	Western Electric
50					270-A

<sup>1</sup> These tables apply only to tube ratings for use in the last radio stage of broadcast transmitters and may not be applicable to any other service.

If in an application to the Commission a vacuum tube of a type number and power rating not given in the foregoing tables is specified for operation in the last radio stage, it may be accepted provided there is also submitted to and approved by the Commission the manufacturer's rating of the vacuum tube for the system of modulation or class of service contemplated. These data must be supplied by the manufacturer.

128. If the maximum rated carrier power of any broadcast transmitter, as determined by paragraphs 126 and 127, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

129. No licensee shall change the number of vacuum tubes of different power rating or class of operation in the last radio stage, or change system of modulation without the authority of the Commission.

130. Other changes which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency-control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes must be shown in full.

### TECHNICAL OPERATION

**Determination of operating power.** 134. The operating power of a broadcast station will be determined either by direct measurement or indirect measurement by means of the plate input power to the last radio stage.

**Normal method indirect measurement.** a. Unless specifically authorized by the Commission to do otherwise, the licensee of a broadcast station shall compute its operating power by indirect method by means of the plate input power to the last radio stage.

**Changes.** b. And licensee who has at any time been authorized by the Commission to compute operating power by any other method (e.g., by antenna input direct measurement, or radiated power measurement computed from field intensity measurements) shall, upon making any change in the antenna system or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, revert to the use of the indirect measurement of antenna input until further order of the Commission.

**Indirect measurement.** †135. The operating power shall be determined by indirect measurement from the plate input power of the last radio stage by multiplying the plate voltage (E<sub>p</sub>) by the total plate current of the last radio stage (I<sub>p</sub>) and by the proper factor (F) given in the following tables according to the power and system of modulation used: that is

$$\text{Operating power} = E_p \times I_p \times F$$

- A. FACTOR TO BE USED FOR STATIONS USING HIGH-LEVEL MODULATION
- B. FACTOR TO BE USED FOR STATIONS OF ALL POWERS USING LOW LEVEL MODULATION

Maximum rated carrier power of transmitter	Factor (F) to be used in determining the operating power from the plate input power	Maximum percentage of modulation	Factor (F) to be used in determining the operating power from the plate input power
Watts			
100	0.50	75 to 85	0.40
250-1,000	.60	86 to 100	.33
2,500-50,000	.65		

#### C. FACTOR TO BE USED FOR STATIONS OF ALL POWERS USING GRID BIAS MODULATION IN THE LAST RADIO STAGE

Maximum percentage of modulation	Factor (F) to be used in determining the operating power from the plate input power
75 to 85	0.27
86 to 100	.22

(Continued on page 212)

# RULES GOVERNING THE OPERATION OF BROADCASTING STATIONS

(Continued from page 211)

**Application of factor F.** 136. In computing operating power by indirect measurement, the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power.

**Direct measurement of antenna power.** 137. The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted

**Commission approval.** accuracy. These data must be submitted to and approved by the commission before any licensee will be authorized to operate by this method of power determination. The antenna ammeter shall not be changed to one of different type, maximum reading or accuracy without the authority of the commission. If any change is made in the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

**Radiated power.** 138. The operating power of a broadcast station determined by the radiated power computed from field intensity measurements may be accepted in lieu of antenna input power, provided a sufficient number of measurements are taken to insure accuracy and an analysis of the antenna system is submitted indicating the relative distribution of the radiation (i.e., ground and sky wave radiation). The data on the antenna resistance, complete description of the antenna system with dimensions and method of taking field intensity measurements and of relating these measurements to the operating power shall be submitted to and approved by the commission before any licensee will be authorized to operate by this method of power determination. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

**Minimum modulation of 75 percent required.** 139. A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 75 percent. When the transmitter is operated with 75 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

**Maximum power.** 140. A licensee of a broadcast station will not be authorized to operate a transmitter with an operating power greater than the maximum rated carrier power of the transmitter.

**Data required on percentage modulation.** 141. A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured, shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 75 percent or more, with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

**Operating power same as licensed power.** 142. The licensee of a broadcast station shall maintain the operating power of the station in exact accord with its licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

**Indicating instruments.** 143. Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy.

**Frequency maintenance 50 cycles.** 144. Each broadcast station shall be so operated that the frequency is maintained between the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

**Frequency checking device.** 145. The licensee of a broadcast station shall make provision for the checking of the frequency of the emitted wave by means independent of the frequency control of the transmitter and capable of the accuracy specified in paragraph 144.

**Changes and new equipment.** 146. The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

**Changes in frequency control.** 147. New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization from the

Commission.

**Auxiliary transmitter.** 148. Upon showing that a need exists for the use of an auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license may be issued therefor provided that:

**Location.** a. An auxiliary transmitter shall be installed only at the same location as the main transmitter, except that upon satisfactory showing of technical necessity therefor the Commission may authorize another location.

**Licensed operator.** b. A licensed operator shall be in control wherever an auxiliary transmitter is placed in operation.

**Maintenance.** c. The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time upon failure of the main transmitter, or upon request by a duly authorized Government representative.

**Test.** d. The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition, and that it is adjusted to the proper frequency. A record shall be kept of the time and result of test. Tests shall be conducted only between 1 a. m.

**Record of test.** and 12 noon.

**Frequency maintenance.** e. The auxiliary transmitter shall be equipped with satisfactory frequency control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

**Location different from main transmitter.** f. An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

**Duplicate transmitters.** 149. If a licensee of a broadcast station has duplicate transmitting equipment and arranges for alternate operation, one such duplicate shall be considered as an auxiliary transmitter subject to the above conditions: *Provided, however,* That duplicate equipment for alternate operation may be licensed when the Commission is satisfied that desirable experimental work is being carried on, in which case the licensee shall be subject to the regulations governing experimental stations.

**Reporting use of auxiliary transmitter.** 150. Within two days after each use of the auxiliary transmitter, except for testing, the Commission and the inspector in charge shall be notified in writing of the date, time, and power at which the auxiliary transmitter is operated, and the reasons for each use.

**Minimum operation.** 151. Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

**Penalty.** 152. If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

**Hours of unlimited time station.** 153. A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

**Specified hours.** 154. If the license of a sharing time station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

**Sharing time agreement.** 155. If the licenses of sharing time stations do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this order the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

(Continued on page 213)

† See page 214 for FCC interpretation.  
‡ All regulations applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter.

# FCC BROADCAST STATION RULES

(Continued from page 212)

**Departure from regular operating schedule.** 150. Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

**Failure to reach agreement.** 157. If the licensees of sharing time stations are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

**Licensee to cease operation.** 158. If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month the license period when operation of such station shall cease.

**Limited time station.** 159. The licensee of a limited time station that is authorized to resume operation at the time the unlimited time station on the same frequency ceases operation, shall, with each application for renewal of license, file in triplicate a copy of his regular operating schedule, signed and approved by the licensee of the unlimited time station. Upon receipt of such operating schedule, properly executed, the Commission will affix its file mark, retain 1 copy, forward 1 copy to the inspector in charge, and return 1 copy to the licensee of the limited time station, who shall post it on the station license, and it shall be considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in paragraph 150.

**Failure to reach agreement.** 160. If the licensees of the limited time and unlimited time stations are unable to agree upon a definite time for resumption of operation by the limited time station, the Commission shall be so notified by the licensee of the limited time station. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

(Continued on page 213)

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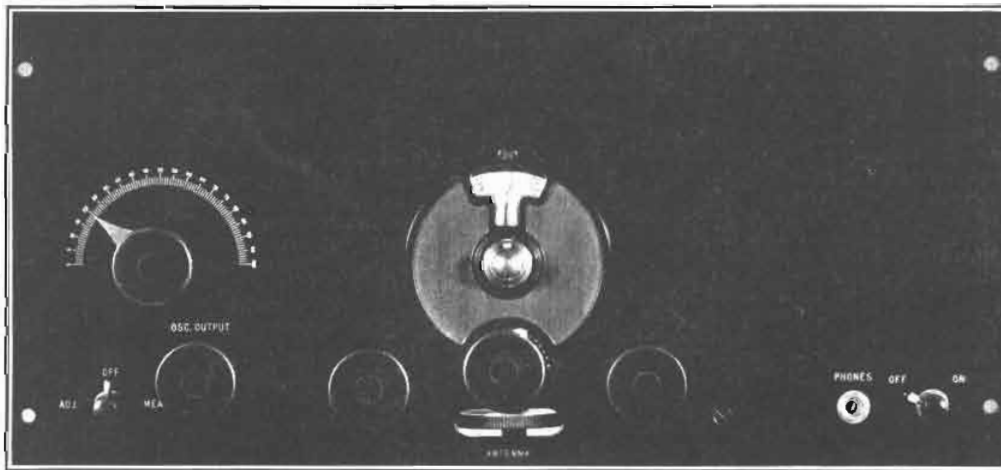
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THE weekly transmission from WWV, the United States Bureau of Standards, is the ultimate standard of frequency by which transmitting stations are adjusted. Most broadcast stations use the service of an intermediary measuring laboratory to check their frequency periodically. The Comparator makes it possible for the broadcast station operator to adjust his transmitter by direct comparison with the standard transmission.

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Following are interpretations and policies, that have been adopted by the FCC pursuant to its technical rules and regulations on broadcasting prepared by the Engineering Department for the information of the industry:

**Rule 69.** In addition to the broadcast band of 550 to 1500 kilocycles, the band from 1500 to 1600 kilocycles has been opened for experimental broadcasting with the three frequencies of 1530, 1550 and 1570 kilocycles specifically set aside for this purpose. Rules 302 to 324b cover experimental broadcast stations as well as other experimental stations.

**Rule 103.** The Commission has interpreted the term "combined audio harmonics" to mean the arithmetical sum of all the harmonic voltages, however, RMS harmonic readings will be accepted counting 10 per cent combined as 7 per cent RMS.

**Rule 109 F.** Specifies that a broadcast assignment, whether temporary or permanent, will be charged to the quota. Thus, a special experimental grant is charged to the quota just the same as a regular grant and making a request on FCC Form No. 307 does not avoid the quota requirement.

**Rule 195.** Specifies a factor to be used to multiply the plate voltage and plate current when determining the operating power of a broadcast station by the indi-

rect method. This factor is determined by the maximum rated carrier power of the transmitter. It should be noted with care that the maximum rated carrier power is independent of the operating power. That is, a transmitter operated at 250 watts daytime and 100 watts night, uses the same factor both day and night, because the tubes in the last radio stage determine the maximum rated carrier power and they are not changed between day and night although the operating power is changed.

**Operating Power**

**Rule 142.** Specifies that the operating power shall be maintained exactly in accordance with the licensed power. The Commission has further interpreted this rule to mean that the following tolerance is permissible: Five per cent above and ten per cent below the licensed power. That is, the operating power should be adjusted as nearly as possible to the licensed power, voltage fluctuations, etc., that may change the power for short periods of time, but within the above tolerance, do not constitute a violation of this rule.

**Rule 143.** Specifies that an indicating instrument of accepted accuracy shall be employed to measure the antenna current, plate voltage and plate current. The antenna ammeter shall have a full scale reading not in excess of three

times the least antenna current. The plate ammeter and voltmeter shall not have a maximum scale reading in excess of five times the least actual current and voltage during regular licensed operation.

**Rule 145.** Specifies that a provision should be made for checking the frequency. The Commission has further interpreted this rule to mean that an approved frequency monitor must be installed and in operation at all times at every broadcast station. A list of the monitors approved by the Commission are given on page 223.

**Auxiliary Transmitters**

**Rules 148 and 149.** Set out provisions for auxiliary transmitters and duplicate transmitters, respectively. It should be noted that Rule 149 does not permit of duplicate transmitters unless experimental work is being carried on whereby such alternate use of transmitters may be valuable. The Commission has never permitted an exception to this rule and, therefore, stations using five KW. in the daytime and one KW. at night cannot use the five-KW. transmitter during the day and revert to the one-KW. transmitter during the night unless this rule is modified, which would have to be done on a showing that good engineering practice was served thereby. Further, the Commission does not permit the removal of tubes of the last radio stage to reduce power. The same tube

complement must be used throughout and for lower night operating power shall be accomplished by reducing plate voltage, coupling excitation, etc.

**Rule 163.** Specifies that stations cannot operate at hours other than those specified in the license. It applies equally to the experimental period as defined in Rule 69 unless the operation during the experimental period is purely for the purpose of apparatus experimentation. No regular or commercial program may be broadcast.

**Rules 164 and 165.** Specify equipment tests and program tests. It should be noted that two days' notice to the Commission and new spector must be given before installing these tests, and before program tests may begin, it is necessary to file the application for license and also FCC Form No. 307 giving the check on the frequency monitor. The above specifications are applicable to all construction permits, no matter for what purpose the permit was issued.

**Rule 172 B, a and d.** Specifies the operating log entries and entries of the temperature of the crystal chamber. If the crystal chamber is not equipped with a thermometer, it is not necessary to make this entry. However, crystal chambers without thermometers are considered to be constructed in accordance with good engineering practice.

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# EQUIPMENT TYPES RECORDED WITH FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive material presenting applications covering such equipment. Mention of the model number will be sufficient.

**AMERICAN PIEZO SUPPLY CO.,**  
100 and Woodland Ave.,  
St. Louis, Mo.

Type No. C-X-1: Automatic frequency control oscillator and amplifier unit.  
Type No. C-X-1-P: Automatic frequency control oscillator and amplifier unit with power supply.  
Type No. C-X-7: Automatic frequency control oscillator unit.

**AMERICAN SALES CO.,**  
100 W. 18th St.,  
New York City.  
Type No. 601: 50-watt broadcast transmitter (including REL. Cat. No. 285 AFUC).

**ALLINS RADIO CO.,**  
1000 W. 10th St.,  
Tulsa, Okla.  
Type No. 300B-100W: 100-watt broadcast transmitter.  
Type No. 300B-250W: 250-watt broadcast transmitter.  
Type No. 20A: 500-watt broadcast transmitter.  
Type No. 20C: 1,000-watt broadcast transmitter.

**FOREST RADIO CO.,**  
100 W. 10th St.,  
New York City.  
Type No. ABM 104: Automatic frequency control oscillator and amplifier unit model B.  
Type No. 107-A: 50-watt broadcast transmitter model TBM 104.  
Type No. 107-B: 100-watt broadcast transmitter model TBM 105.  
Type No. 109-C: 250-watt broadcast transmitter.  
Type No. 104-A: 500-watt broadcast transmitter.  
Type No. 116-A: 1,000-watt broadcast transmitter.  
Type No. 105-B: 5,000-watt broadcast transmitter.

**LITTLE & FALKNER, Inc.,**  
100 West 74th St.,  
Chicago, Ill.  
Type No. OB-1: Automatic frequency control oscillator and amplifier unit (includes type I-B ATCC).  
Type No. OB-2: Automatic frequency control oscillator and amplifier unit (includes type I-B ATCC).  
Type No. 100-B: 100-watt broadcast transmitter (includes type OB-2 FCU).  
Type No. 250-B: 250-watt broadcast transmitter (includes type OB-2 FCU).  
Type No. TC-1: Automatic temperature control unit employing type A crystal oven.

**GRADE SYLVANIA Corp.,**  
100 W. 10th St.,  
St. Louis, Mo.  
Type No. 120-A: 100-watt broadcast transmitter.  
Type No. 190-A: 500-watt broadcast transmitter.  
Type No. 121-A: 100-watt broadcast transmitter.  
Type No. 162-A: 250-watt broadcast transmitter.  
Type No. 210-A: 750-watt broadcast transmitter (rated 500-watts for broadcast service).  
Type No. 241-A: 1-kw. broadcast transmitter.  
Type No. 260-A: 5-kw. broadcast transmitter.  
Type No. 270-A: 10-kw. broadcast transmitter.

**INTERNATIONAL BROADCASTING EQUIPMENT Co.,**  
100 West 51st St.,  
Chicago, Ill.  
Type No. 6-B: Automatic frequency control oscillator and amplifier unit for use with WE equipment).  
Type No. 52-A: Automatic frequency control oscillator and amplifier unit.

## PIEZO-ELECTRIC LABORATORIES,

612 Rockland Ave., New Dorp, N. Y.  
Type No. TC-210: Automatic temperature control oven and relay unit.  
Type No. TC-350: Automatic temperature control oven and relay unit.  
Type No. OB-10: Oscillator and amplifier unit (oscillator and first buffer, no ATCC or crystal).  
Type No. OB-20: Amplifier unit (second buffer).

**RCA VICTOR CO., Inc.,** Camden, N. J.

Type No. EX-4170: Automatic frequency control oscillator and amplifier unit.  
Type No. OA-1A: Automatic frequency control oscillator and amplifier unit.  
Type No. OA-1B: Automatic frequency control oscillator and amplifier unit.

Type No. 100-W: 100-watt broadcast transmitter.  
Type No. 250-W: 100/250-watt broadcast transmitter.  
Type No. 1001-C: 500/1,000-watt broadcast transmitter (NG 250 watt).

Type No. 1005-B: 5-kw. broadcast transmitter.  
Type No. 1050-B: 50-kw. broadcast transmitter.  
Type No. A-10-A: 10 kw. power amplifier.  
Type No. ET-4230: 100-watt broadcast transmitter.

Type No. 1001-D: 500 and 1,000-watt broadcast transmitter.  
Type No. 500-A: 500-kw. power amplifier and modulator unit.

**RADIO ENGINEERING LABORATORIES, Inc.,**  
100 Wilbur Ave.,  
Long Island City, N. Y.  
Catalogue No. 285: Automatic frequency control oscillator unit (Oscillator & ATCC).  
Catalogue No. 256: 100-watt broadcast transmitter.

**WESTERN ELECTRIC CO.,**  
195 Broadway,  
New York City.  
Type No. 700-A: Automatic frequency control and oscillator unit.  
Type No. D-90684: Automatic frequency control and oscillator unit (includes oscillator and amplifier unit 90877).

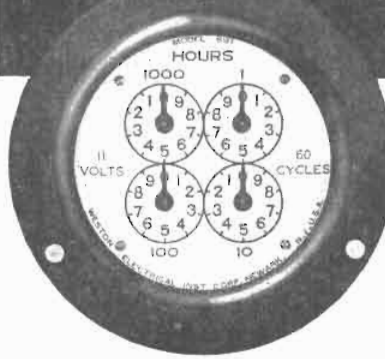
Type No. 301-A: 100-watt broadcast transmitter (12-A: former code number).  
Type No. 302-A: 250-watt broadcast transmitter.  
Type No. 303-A: 500-watt broadcast transmitter.  
Type No. 304-A: 1-kw. broadcast transmitter.  
Type No. 306-A: 50-kw. broadcast transmitter.

Type No. D-94993: 1-kw. broadcast transmitter (D-87737: old code number), D-94997: conversion parts.  
Type No. D-96020: 1-kw. broadcast transmitter.  
Type No. D-94994: 1 kw. broadcast transmitter (6-B: former code number), D-94768: conversion parts.  
Type No. D-96021: 1-kw. broadcast transmitter.

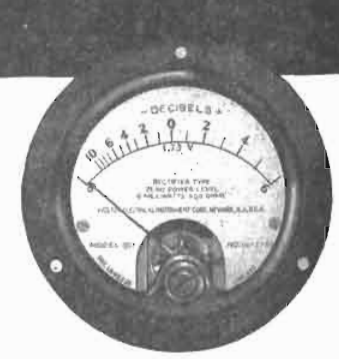
Type No. D-94989: 5-kw. broadcast transmitter (D-87703: former code number), D-95007: conversion parts.  
Type No. D-94990: 5-kw. broadcast transmitter (D-87702: former code number), D-95006: conversion parts.  
Type No. D-94991: 5-kw. broadcast transmitter (D-87691: former code number), D-94996: conversion parts.  
Type No. D-94992: 5-kw. broadcast transmitter (5-C: former code number), D-95001: conversion parts.  
Type No. D-94995: 50-kw. broadcast transmitter (7-A: former code number), D-94998: conversion parts.  
Type No. 306-A: 50-kw. broadcast transmitter.

**WESTERN RADIO ENGINEERING CO., Inc.,**  
5th and St. Peter St., St. Paul, Minn.  
Type No. F-100-A: Automatic frequency control oscillator and amplifier unit.

# Dependable GUARDIANS of TRANSMISSION EFFICIENCY



Model 691 HOUR COUNTER



Model 301 DECIBEL METER available in high speed and low speed types. Also a general purpose type in portable form.

Transmission quality and the quality of the instruments controlling the electrical characteristics go hand-in-hand. Be sure the instruments used are only those of known quality and dependability — Weston instruments.

Weston instruments are available for every transmission need, including a complete line of 2" and 3" instruments for panel service. A bulletin is available giving full data on Weston instruments for broadcast station use. Write for copy . . . Weston Electrical Instrument Corporation, 614 Frelinghuysen Avenue, Newark, New Jersey.



Model 564 VOLT-OHM METER



Model 571 OUTPUT METER

# WESTON Radio Instruments



# Experimental Visual Broadcasting (Television) Stations in the United States

(Corrected to January 15, 1935)

Call Letters	Licensee and Location	Power in watts	Call Letters	Licensee and Location
<b>2,000-2,100 Kilocycles</b>				
W2XDR <sup>1</sup>	Radio Pictures, Inc. (John V. L. Hogan), Long Island City, N. Y.	500	W9XAK <sup>3</sup>	Kansas State College of Agriculture, Manhattan, Kans.
W8XAN	Sparks-Withington Co., Jackson, Mich.	100	W9XAO	Western Television Research Co., Chicago
W9XK <sup>2</sup>	University of Iowa, Iowa City, Iowa	50	W6XAH	Pioneer Mercantile Co., Bakersfield, Calif.
<b>2,750-2,850 Kilocycles</b>				
W3XAK <sup>4</sup>	National Broadcasting Co., (portable)	5,000	W9XAL <sup>5</sup>	First National Television Corp., Kansas City
W9XAP <sup>4</sup>	National Broadcasting Co., Chicago	2,500	W9XG <sup>6</sup>	Purdue University, West Lafayette, Ind.
W2XBS <sup>4</sup>	National Broadcasting Co., Bellmore, N. Y.	5,000	W2XAB <sup>7</sup>	Atlantic Broadcasting Corp., New York City
<b>42,000-56,000 and 60,000-86,000 Kilocycles</b>				
W2XAX <sup>1</sup>	Atlantic Broadcasting Corp., New York City	50	W3XAD	RCA Victor Co., Camden, N. J.
W6XAO <sup>8</sup>	Don Lee Broadcasting System, Los Angeles	150	W10XX	RCA Victor Co., Camden, N. J. (portable-mobile)
W9XD <sup>9</sup>	The Journal Co., Milwaukee, Wis.	500	W2XDR <sup>1</sup>	Radio Pictures, Inc., Long Island City, N. Y.
W2XD	R. D. Lemert, New York City	500	W8XAN	Sparks-Withington Co., Jackson, Mich.
W2XAG	R. D. Lemert, New York City (portable)	100	W9XAT <sup>10</sup>	Dr. George W. Young, Minneapolis (portable)
W2XBT <sup>4</sup>	National Broadcasting Co., (portable)	750	W1XG	General Television Corp., Boston
W2XF <sup>4</sup>	National Broadcasting Co., New York City	5,000	W9XAL <sup>9</sup> (CP)	First National Television Corp., Kansas City
W3XE	Philadelphia Storage Battery Co., Philadelphia	1,500	W9XK	University of Iowa, Iowa City, Iowa

<sup>1</sup> Affiliated with W2XR, new broadcasting station on 1,550 kc.  
<sup>2</sup> Affiliated with Broadcasting Station WSUI, Iowa City.  
<sup>3</sup> Affiliated with Broadcasting Station KSAC, Manhattan, Kans.  
<sup>4</sup> Affiliated with NBC Networks.  
<sup>5</sup> Affiliated with Broadcasting Station KMBC and W9XBY, Kansas City.  
<sup>6</sup> Affiliated with Broadcasting Station WBAA, West Lafayette, Ind.

<sup>7</sup> Affiliated with CBS Network.  
<sup>8</sup> Affiliated with Broadcasting Station KHJ, Los Angeles.  
<sup>9</sup> Affiliated with Broadcasting Station WTMJ, Milwaukee.  
<sup>10</sup> Affiliated with Broadcasting Station WDMJ, Minneapolis.  
 (CP) means construction permit, or authorized to be built.  
 † C P for 30 kw.

## FCC Rules Governing Experimental Services

(Television, Facsimile, Relay Broadcasting, Ultra-High Frequencies, etc.)

**Experimental service.** 302. The term "experimental service" means a service carried on by stations engaged in research or development in the radio art.

**General experimental stations.** 303. The term "general experimental station" means a station equipped to carry on research or development in the radio art requiring the transmission of radio-frequency power and operating on frequencies designated by the Commission for general experimental service. It does not include other experimental stations hereinafter defined.

**Special experimental stations.** 304. The term "special experimental station" means a station used to carry on special research or development in the radio art which, because of the nature of the experiments, requires frequencies other than those designated for general experimental stations.

**Experimental relay broadcast stations.** 305. The term "experimental relay broadcast station" means a station transmitting telephone broadcast programs experimentally on frequencies above 6,000 kilocycles designated by the International Radiotelegraph Convention for broadcasting.

**Experimental visual broadcast stations.** 306. The term "experimental visual broadcast station" means a station carrying on the experimental transmission of transient visual images, either still or moving. The transmission of images, such as facsimile or telephotography, shall not be classified as visual broadcasting.

**Experimental broadcast stations.** 306a. The term "Experimental broadcast station" means a station carrying on the experimental transmission of broadcast programs on frequencies specifically designated for use by such stations.

**To whom licenses may be granted.** 307. Experimental licenses of all classes may be granted only to those who are engaged in fundamental research or improving the technique of the radio art and show satisfactory evidence of being able to contribute substantially toward its progress.

**Limitation on licenses.** 308. No experimental frequency will be assigned exclusively to any applicant. Where interference is experienced licenses shall be required to arrange for a satisfactory division of time.

**Changes in equipment.** 309. The licensee of an experimental station may make any changes in equipment that may be deemed necessary or desirable, provided that, at no time, shall the transmitter be operated on other than its assigned frequency or frequencies, with greater than its licensed power, or with a frequency variation greater than the licensed tolerance.

**Logs.** 310. Each licensee of an experimental station shall maintain adequate records of the operation of each station, including (1) the hours of operation, (2) frequencies, (3) power, and (4) types of emission. This information shall be made available, upon request by authorized Government representatives.

**Reports, general.** 311. Each licensee of a station in the experimental service shall file reports with the Commission with each application for renewal of license or at the end of the license period if no application is made for renewal.

312. These reports are for information of the Commission and the contents hereof will not be disclosed without the permission of the licensee.

313. Each report shall include statements of the following in the order designated:

### GENERAL AND SPECIAL EXPERIMENTAL STATIONS

- Reports, general and special experimental stations.**
- Ultimate objective to be reached by experiments.
  - General results accomplished during period of report, including reference to published reports of experimental work.
  - Technical studies in progress at time of filing of report.
  - Any major changes made in equipment.
  - Total hours of operation.

### EXPERIMENTAL RELAY BROADCAST STATIONS

- Reports, experimental relay broadcast stations.**
- The number of hours during which programs were actually rebroadcast, at what times of the day, and on what frequencies.
  - Number of hours, specific times and locations, and on what frequencies signals of sufficiently good quality were received from the station to permit good broadcasting, although not actually rebroadcast.
  - Experiments being carried on to improve transmission.

309a. The licensees of special and general experimental stations, experimental broadcast stations and experimental visual broadcast stations may, subject to change upon further order, operate stations on any frequency above 110,000 kilocycles, without separate licenses therefor, provided the following rules are complied with:

- The licensee shall operate a station only in the class for which he possesses a license, i. e., the licensee of a general experimental station shall operate a general experimental station only, and other licensees the class of station for which their respective licenses are issued. In each case the Commission's rules governing the class of station for which the license is issued shall be complied with when operating on frequencies above 110,000 kilocycles in the same manner as if the station were operating on a frequency specifically referred to or designated in the license.
- Licensees shall restrict their operation on frequencies above 110,000 kilocycles to matters pertaining to fundamental research.
- Records shall be maintained of all transmissions in accordance with the provisions of Rule 310.
- Licensed radio operators shall be employed in accordance with the provisions of Rule 445.
- Any major changes made in equipment.
- Experiments being carried on in foreign countries in connection with transmission by the licensee with a view to rebroadcast.

### EXPERIMENTAL VISUAL BROADCAST STATIONS AND EXPERIMENTAL BROADCAST STATIONS

- Reports, experimental visual broadcast stations and experimental broadcast stations.**
- Description of method used in transmission (to be submitted in first report and in subsequent reports only when substantial changes are made).
  - Frequency band occupied by transmitter and method used to determine the width of this band.
  - General results accomplished during period of report, including reference to published reports of operation.
  - Technical studies in progress at time of filing thereof.
  - Any major changes made in equipment.
  - Total hours of operation during period for which report is filed.
  - Usual hours of daily operation, local standard time.

(Continued on page 287)

# Short Wave Relay Broadcasting Stations Licensed in the United States

(Corrected to January 15, 1935)

Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts
W1XAL	World Wide Broadcasting Corp., Boston	6040	5,000
W4XB	Isle of Dreams Broadcasting Corp., Miami Beach, Fla.	6040	2,500
W3XAU	WCAU Broadcasting Co., Newton Square, Pa.	6060	1,000
W8XAL	Crosley Radio Corp., Mason, Ohio	6060	10,000
W9XAA	Chicago Federation of Labor, Chicago	6080	500
W3XAL	National Broadcasting Co., Bound Brook, N. J.	6100	35,000
W9XF	National Broadcasting Co., Downer's Grove, Ill.	6100	10,000
W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	6120	5,000
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	6140	40,000
W2XAF	General Electric Co., So. Schenectady, N. Y.	9530	40,000
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	9570	40,000
W1XAZ	Westinghouse Electric & Mfg. Co., Millis, Mass.	9570	10,000
W3XAU	WCAU Broadcasting Co., Newton Square, Pa.	9590	1,000

Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts
W1XAL	World Wide Broadcasting Corp., Boston	11790	5,000
W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	11830	5,000
W9XAA	Chicago Federation of Labor, Chicago	11830	500
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	11870	40,000
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	15210	40,000
W1XAL	World Wide Broadcasting Corp., Boston	15250	5,000
W2XE	Atlantic Broadcasting Corp., Wayne, N. J.	15270	5,000
W2XAD	General Electric Co., So. Schenectady, N. Y.	15330	25,000
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	17780	40,000
W3XAL	National Broadcasting Co., Bound Brook, N. J.	17780	35,000
W9XAA	Chicago Federation of Labor, Chicago	17780	500
W9XF	National Broadcasting Co., Downer's Grove, Ill.	17780	10,000
W1XAL	World Wide Broadcasting Corp., Boston	21460	5,000
W8XK	Westinghouse Electric & Mfg. Co., Saxonburg, Pa.	21540	40,000

**Frequencies, relay broadcasting.** 316. The following frequencies are allocated for use by experimental relay broadcast stations:

6,020	9,570	11,850	15,230	17,800
6,040	9,590	11,870	15,250	21,460
6,060	11,710	11,890	15,270	21,480
6,080	11,750	15,110	15,290	21,520
6,100	11,770	15,150	15,310	21,540
6,140	11,790	15,170	15,330	
9,510	11,810	15,190	17,760	
9,530	11,830	15,210	17,780	

**Frequencies, visual broadcasting.** 317. The following bands of frequencies are designated for the use of experimental visual broadcast stations. Licensees may use any carrier frequency within the band subject to mutual agreement with other licensees in the same band and provided no transmission is made outside the authorized band:

42,000 - 56,000	60,000 - 86,000
-----------------	-----------------

318. In addition the bands 2,000-2,100 and 2,750-2,850 kilocycles are available for experimental visual broadcasting on a shared basis with other North American nations.

**Frequencies, experimental broadcasting.** 319. The following frequencies are allocated for use by experimental broadcast stations: 1530, 1550, 1570 kilocycles.

**Special regulations, general and special experimental stations.** 320. General and special experimental stations may be used only for experimental purposes. Except under specific limitations and restrictions which may be prescribed in individual cases, for special reasons to obtain information or data which gives promise of being of benefit to the radio art, general and special experimental stations shall not be used to conduct traffic of any kind, to transmit regular programs for direct entertainment, to rebroadcast the programs of any other station, or to render any commercial communication service, or communications involving advertising, either directly or indirectly.

**Special regulations, experimental relay broadcast stations.** 321. A licensee of an experimental relay broadcast station may authorize the rebroadcast of the programs of such station by any station outside the limits of the North American Continent without permission from the Commission. No licensee shall authorize any station within the limits of the North American Continent to rebroadcast the programs of an experimental relay broadcast station without express authority of the Commission, which authority will be granted only after a satisfactory showing that no wire or other facilities exist for reaching the area served by such proposed rebroadcast.

**Special regulations, visual broadcasting.** 322. Each applicant for experimental visual broadcast station permit will be required to show that he has a program of development outlined that promises to lead to improvement in the visual broadcast art and has the finances and facilities to carry out the proposed program.

323. The licensee of an experimental visual broadcast station shall not permit the transmission of programs involving advertising features. This regulation, however, shall not be construed to prevent the transmission of a visual broadcast program simultaneously with a regular broadcast station program having commercial aspects; provided that commercial announcements, either audio visual, shall not be made on the visual broadcast frequency. In all such simultaneous transmission from a broadcast station in the band 550 to 1,500 kilocycles and from a visual broadcast station in the band assigned to visual broadcasting, the regular broadcast station shall make the regular commercial announcements only on the broadcast frequency. Both stations shall make the announcements of call letters for both the broadcast station and the visual broadcast station on their respective frequencies; provided that when commercial announcements are made on the broadcast frequency, and the use of the visual broadcast frequency is referred to, the following form of announcement

only shall be used: "This program is being broadcast by television over station ..... on the frequency of ..... kilocycles. These visual broadcast transmissions are experimental."

**Frequencies for synchronized sound.** 324. Licensees of experimental visual broadcast stations desiring to transmit experimentally synchronized sound, upon proper application to the Commission and upon proper showing, may be licensed to operate special experimental stations on frequencies within their licensed visual broadcast frequency band, provided no interference results in the operation of other visual broadcast stations in the same frequency band, or to services on adjacent frequencies.

**Special regulations, experimental broadcast stations.** 324a. Each applicant for experimental broadcast station construction permit will be required to show that he has a program of development which promises to lead to improvement in the broadcast art and has the finances and facilities to carry out the proposed program. In addition, he shall be required to show—

- (1) That the operation will be under the direct supervision of a qualified engineer with an adequate staff of qualified engineers to carry on the program of research;
- (2) That the program of research includes study of antenna design field intensity surveys and plans for an analysis of response of listeners;
- (3) That the transmitter and all studios will be equipped so as to be capable of at least 10 kilocycles audio-frequency transmission;
- (4) That if sponsored programs are transmitted, such sponsorship will not interfere with the program of research, and that the conduct of experiments will not depend only upon the sponsors as a means of defraying the cost of the experiments.

324b. The Commission will not authorize an operating power to exceed 1 kilowatt for stations in the experimental broadcast service. In the determination of power, the rules governing broadcast stations shall apply.

**Definition, temporary service.** 354. The term "temporary service" means a radio-communication service that requires the use of radio for short periods at irregular intervals at locations where wire facilities are not available.

**Definition, broadcast pick-up station.** 356. The term "broadcast pick-up station" means a station used in connection with or for the transmission of items of public interest for pick-up and rebroadcast over one or more broadcasting stations in the band 550 to 1,500 kilocycles.

**Authority for use of stations.** 357. Temporary service licenses do not permit the use of the transmitter licensed, except with the express authority of the Commission, which shall be obtained as hereinafter provided:

a. Application for authority to use motion-picture stations shall be submitted, either by letter or telegram, to the Commission at least two days before such use is contemplated, and shall include a statement as to the period of use desired, the exact points between which communication is desired, and the availability of other means of communication.

b. Application for authority to use broadcast pick-up stations shall be submitted, either by letter or telegram, to the Commission at least two days before such use is contemplated, and shall include a statement as to the period of use desired and a description of the event to be broadcast.

**Logs.** 358. Each licensee shall maintain adequate records of the operation of each station, including:

- Hours of operation.
  - Frequencies used.
  - Nature of transmission.
- This information shall be made available upon request by authorized Government representatives.

**Frequencies, temporary broadcast pick-up stations.** 360. The following frequencies are allocated for use by broadcast pick-up stations:

1,806 kc.	2,060 kc.	2,190 kc.
1,622 "	2,090 "	2,760 "
1,646 "	2,102 "	2,790 "
2,020 "	2,150 "	2,830 "

# RULES GOVERNING THE OPERATION OF BROADCASTING STATIONS

(Continued from page 213)

**Specified hours.** 161. Any broadcast station, other than a day or limited time station, that is licensed for operation part time on a channel on which the entire available broadcast time (i.e., the broadcast day) has not been designated for use in the same geographical area, may operate only during the hours specified in the license.

**Operating schedule.** 162. In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

**Specific hours.** 163. In all cases where specific hours of operation are fixed in the license any deviation or departure therefrom, except as authorized by the Commission, shall be considered as a violation of the material terms of the license.

**Equipment tests.** 164. Upon completion of construction of a broadcast station in exact accord with the terms of the construction permit, and prior to the filing of application for license the permittee is authorized to test the equipment between the hours of 1 a. m. and 6 a. m., local standard time, for a period not to exceed 10 days: *Provided*, That the Commission and the inspector in charge are notified two days in advance of the beginning of such equipment tests: *And provided further*, That the Commission may cancel or change the period and/or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

**Program tests.** 165. When construction is completed in exact accord with the terms of the construction permit, and after an application for station license has been filed with the Commission, showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accord with the equipment, power, frequency, and hours of operation specified in the construction permit, for a period not to exceed 30 days: *Provided*, That the Commission and the inspector in charge of the proper district are notified two days in advance of the beginning of such program tests: *And provided further*, That the Commission may cancel or change the period and/or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

**Daylight-saving time.** 166. If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be used.

167. Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation on this frequency shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

**Standard time.** 168. The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

**Posting of licenses.** 169. The station license shall be posted in a conspicuous place in the room in which the transmitter is located, and the license of the station operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

† See page 214 for FCC interpretation.

**Licensed operators.** 170. The licensee of each station shall keep a licensed operator or operators of the grade specified by the secretary of the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

171. A licensed operator on duty and in charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's license which he holds.

## LOG RECORDS

172. The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

### A. The Program Log

**Program log.** a. An entry of the time each station and call announcement is made, with an indication of the type of announcement.

b. An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., with the time of the beginning and ending. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

### B. The Operating Log

**Operating log.** 1a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

1d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).

(2) Antenna current.

(3) Frequency check.

(4) Temperature of crystal control chamber.

**Who shall keep log.** 173. Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Government representatives.

**Log form.** 174. The exact form of logs is not prescribed, but they shall be kept in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

## STATION CALL LETTER ANNOUNCEMENTS

(From Official Rules and Regulations of Federal Communications Commission)

175. Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

# RADIO OUTLINE MAPS

The radio outline map inserted in the following pages is corrected to January 1, 1935. Every caution was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by state, city and call letters, with wave length and powers.

The value of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink without smudging.

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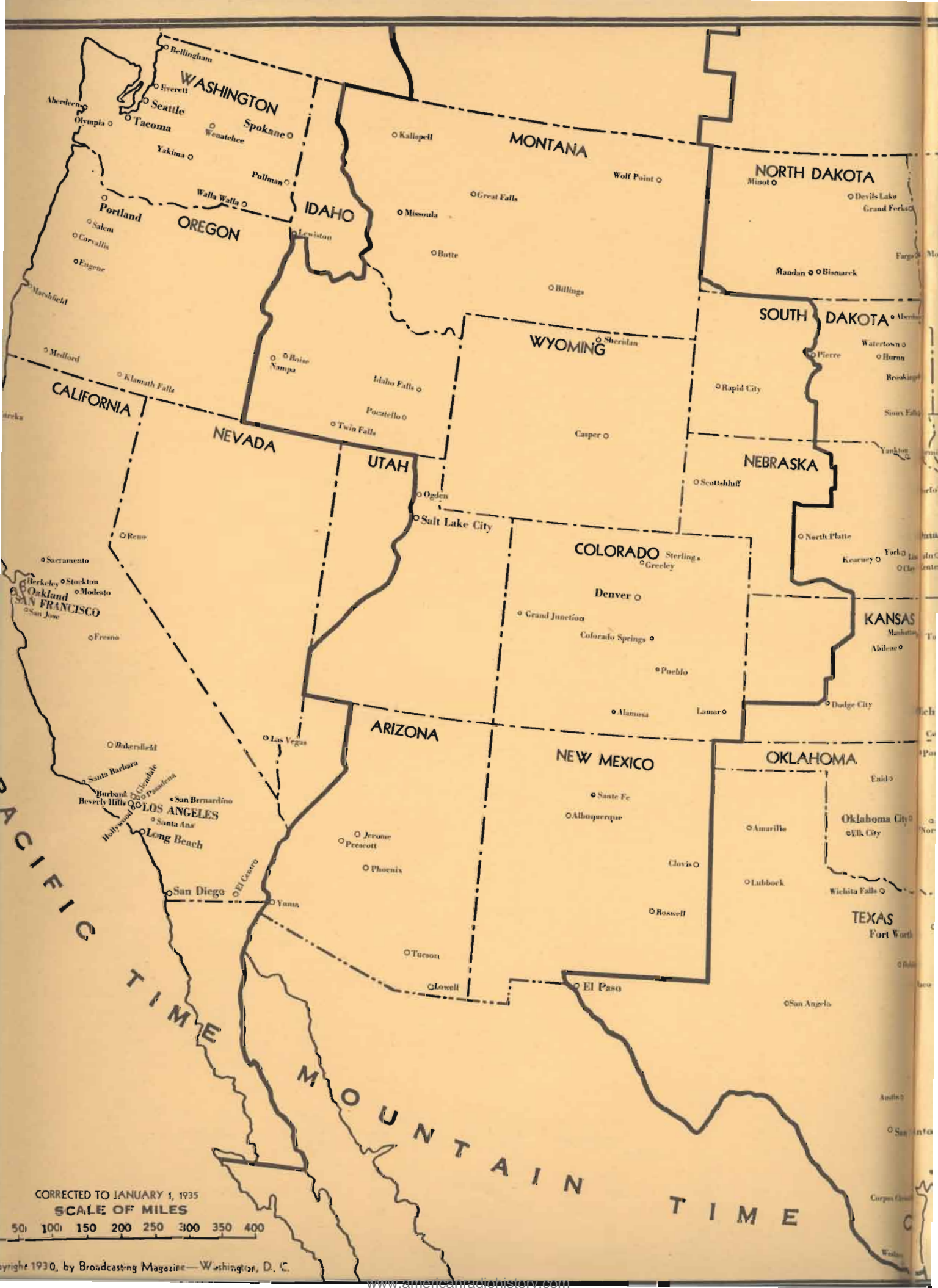
WASHINGTON, D. C.

# Radio Stations in the United States

Explanation: The first column of figures indicates the frequency in kilocycles, the second the power in watts. An asterisk (\*) preceding the figure indicates that higher power is used during the daytime. *Italics* indicate that the station has reported it does not sell time.

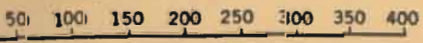
† Construction Permit granted for new station.

State	Station	Freq.	Power	Notes		
ALABAMA	Anniston WAMC	1420	100			
	Birmingham WAPI	1140	5,000			
	Birmingham WBRC	930	1,000			
	Birmingham WSGN	1310	*100			
	Dothan WAGF	1370	100			
	Gadsden WJBY	1210	100			
	Huntsville WBHS (Silent)	1200	100			
	Mobile WALA	1380	*500			
	Montgomery WSFA	1410	*500			
	Muscie Shoals City WNRA	1420	100			
	ARIZONA	Jerome KCRJ	1310	100		
		Lowell KSUN	1200	100		
		Phoenix KOY	1390	*500		
		Phoenix WTAR	620	*500		
		Prescott KPJM	1500	100		
		Tucson KGAR	1370	*100		
		Tucson KVOA	1260	500		
		Yuma KUMA	1420	100		
		ARKANSAS	Blytheville KLCN	1290	100	
			Fayetteville KUOA	1260	1,000	
	Fort Smith KFPW		1210	100		
	Hot Springs KTHS		1080	10,000		
	Little Rock KARK		890	*250		
	Little Rock KGHJ		1200	*100		
	Little Rock KLRG		1390	*1,000		
Paragould KBTM	1200		100			
Pine Bluff KOTN	1500		100			
Texarkana KCMC	1420		100			
CALIFORNIA	Bakersfield KERN		1370	100		
	Bakersfield WEXAI		1550	1,000		
	Berkeley KRE		1370	100		
	Beverly Hills KMPC		710	500		
	Barbank KELW		780	500		
	El Centro KXO	1500	100			
	Eureka KIERM	1210	100			
	Fresno KMJ	580	500			
	Glendale KIEV	850	*100			
	Hollywood KFVB	950	*1,000			
	Long Beach KFOX	1250	1,000			
	Long Beach KGER	1360	1,000			
	Los Angeles KECA	1430	*1,000			
	Los Angeles KFAC	1300	1,000			
	Los Angeles KFI	840	50,000			
Los Angeles KFSG	1120	500				
Los Angeles KFVD	1090	250				
Los Angeles KGFJ	1200	100				
Los Angeles KHJ	900	*1,000				
Los Angeles EMTR	570	1,000				
Los Angeles KNX	1060	50,000				
Los Angeles KRKD	1120	*500				
Los Angeles KTM	780	*500				
Modesto KTRB	740	250				
Oakland KLS	1440	250				
Oakland KLTZ	1390	1,000				
Oakland KROW	1030	1,000				
Pasadena KPFC	1300	50				
Sacramento KFRK	1310	100				
COLORADO	Alamosa KGIW	1420	100			
	Colorado Springs KFOR	1270	1,000			
	Denver KTEL	920	500			
	Denver KIZ	560	*1,000			
	Denver KOA	830	50,000			
	Denver KPOF	890	500			
	Denver KVOB	920	500			
	Grand Junction KPFX	1200	*100			
	Greeley KFKA	880	*500			
	Lamar KIDW	1420	100			
	Pueblo KGHF	1320	500			
	Sterling KGEK	1200	100			
	CONNECTICUT	Bridgeport WICC	600	*500		
		Hartford WDRB	1330	*1,000		
		Hartford WTIC	1040	50,000		
New Britain WMPF		1380	250			
New Haven WMPF		900	500			
Storrs WCAC		800	500			
Waterbury WATR		1190	100			
Waterbury WIXBS		1530	1,000			
DELAWARE		Wilmington WDEL	1120	*250		
		Wilmington WILM	1420	100		
	DISTRICT OF COLUMBIA	Washington WJWS	1460	10,000		
		Washington WMAJ	630	*250		
		Washington WOL	1310	100		
Washington WRC		950	*500			
FLORIDA		Clearwater WFLA-WSUN	620	*1,000		
	Daytona Beach WMPFJ	1420	100			
	Gainesville WRUF	830	5,000			
	Jacksonville WJAX	900	1,000			
	Jacksonville WMBR	1370	100			
	Miami WIOD	1300	1,000			
	Miami WQAM	560	1,000			
	Orlando WDHO	580	1,000			
	Pensacola WCOA	1340	500			
	Tampa WDAE	1220	*1,000			
GEORGIA	Albany WGPC	1420	100			
	Athens WTFY	1450	500			
	Atlanta WGST	870	*500			
	Athens WSE	740	50,000			
	Arcata WRDW	1560	100			
	Columbus WRBL	1200	500			
	IDAHO	Boise KIDO	1350	*1,000		
		Idaho Falls KID	1320	*250		
		Lewiston KRLC	1420	100		
		Nampa KPNB	1200	100		
Pocatello KSEI		890	*250			
Twin Falls KTFI		1240	1,000			
ILLINOIS		Bloomington WJBC	1200	100		
		Carthage WCAZ	1070	100		
		Chicago WAAF	920	500		
		Chicago WBBM	770	25,000		
	Chicago WCFL	970	*1,500			
	Chicago WCRW	1210	100			
	Chicago WEDC	1210	100			
	Chicago WGNR	870	50,000			
	Chicago WGES	1360	*500			
	Chicago WGN	720	50,000			
Chicago WJJD	1130	20,000				
Chicago WLS	870	50,000				
Chicago WMAQ	670	*5,000				
Chicago WMBI	1080	5,000				
Chicago WSBC	1210	100				
Cicero WEHS	1420	100				
Cicero WHFC	1420	100				
Cicero WKBJ	1420	100				
Decatur WJBL	1200	100				
East Dubuque WKBB	1500	100				
Harrisburg WEBQ	1210	*100				
Joliet WCLS	1310	100				
Peoria WMBD	1440	*500				
Quincy WTAD	1440	500				
Rockford WRWK	1410	500				
Rock Island WHBF	1210	*100				
Springfield WRCS	1210	100				
Springfield WTAX	1210	100				
Tuscola WDLZ	1070	100				
Urbana WILL	890	*250				
Waukegan WCBD	1080	5,000				
INDIANA	Anderson WBHU	1210	100			
	Elkhart WTRC	1310	*50			
	Evansville WGBF	630	500			
	Fort Wayne WGL	1370	100			
	Fort Wayne WOWO	1160	10,000			
	Gary WIND	560	*1,000			
	Hammond WVAE	1200	100			
	Indianapolis WFBM	1230	1,000			
	Indianapolis WKBF	1400	*500			
	Muncie WLBC	1310	*50			
Richmond WKBV	1500	100				
South Bend WPAM	1200	100				
South Bend WSEF	1360	500				
Terre Haute WBOB	1310	100				
West Lafayette WYAA	1400	*500				
KANSAS	Abilene KFBF	1050	5,000			
	Colleyville KGGF	1010	1,000			
	Dodge City KGNO	1340	250			
	Kansas City WLBF	1420	100			
	Lawrence KFKU	1220	1,000			
	Lawrence WREN	1220	1,000			
	Manhattan KSAC	580	*500			
	Topeka WIBW	580	*1,000			
	Wichita KFH	1300	1,000			
	KENTUCKY	Covington (See Cincinnati) WCKY	1490	5,000		
Lexington WLAP		1420	*100			
Louisville WAVE		940	1,000			
Louisville WHAS		820	50,000			
Paducah WPAD		1420	*100			
LOUISIANA		Baton Rouge WJBO	1420	100		
		Monroe KMLB	1290	100		
		New Orleans WBNO	1200	100		
		New Orleans WDSU	1250	1,000		
		New Orleans WJBW	1200	100		
	New Orleans WSMB	1320	500			
	New Orleans WWL	850	10,000			
	Shreveport KRMD	1310	100			
	Shreveport RTBS	1450	1,000			
	Shreveport KWEA (Silent)	1210	100			
Shreveport KWKH	1100	10,000				
MAINE	Augusta WRDO	1370	100			
	Bangor WABI	1200	100			
	Bangor WLBZ	620	*500			
	Portland WCSH	940	*1,000			
	Presque Isle WAGM	1420	100			
	MARYLAND	Baltimore WBAL	1060	10,000		
		Baltimore WCAO	600	*500		
		Baltimore WCBM	1370	*100		
		Baltimore WFBR	1270	500		
		Cumberland WTBO	800	250		
Hagerstown WJEL		1210	100			
MASSACHUSETTS		Boston WAAB	1410	500		
		Boston WBZ	990	50,000		
		Boston WBZA	990	1,000		
		Boston WEEL	590	1,000		
	Boston WHDH	830	1,000			
	Boston WMYH	1120	500			
	Boston WNBC	1230	*1,000			
	Chelsea WMEX	1500	*100			
	Fall River WEAR	1450	250			
	MICHIGAN	Battle Creek WELL	1420			
Bay City WBCM		1410				
Calumet WHDF		1370				
Detroit WAML		1310				
Detroit WJR		750	10,000			
Detroit WMBC		1420				
Detroit WWJ		920	1,000			
Detroit WXYZ		1240	1,000			
Detroit-Windsor CKLW		1030	5,000			
East Lansing WKAR		1040	1,000			
Flint WFDF	1310					
Grand Rapids WASH	1270					
Grand Rapids WOOD	1270					
Ironwood WJMS	1420					
Jackson WIBM	1370					
Kalamazoo WKZO	590	1,000				
Lansing WJIM	1210	*500				
Lapeer WMPG	1220					
Marquette WBOE	1310					
Muskegon WKBY	1500					
Royal Oak WEXL	1310					
MINNESOTA	Duluth (See Superior) WEEB	1290	*1,000			
	Fergus Falls KGDE	1300	*1,000			
	Hibbing WMMFG	1210				
	Minneapolis WCCO	810	50,000			
	Minneapolis WDGJ	1180	*1,000			
	Minneapolis WLB	1250	1,000			
	Minneapolis WTCN	1250	*1,000			
	Moorhead KGGF	1500				
	Northfield WCAL	1250	*1,000			
	St. Paul KSTP	1400	*10,000			
MISSISSIPPI	Gulfport WPCM	1210	*1,000			
	Hattiesburg WFPB	1370				
	Jackson WJDX	1270	*1,000			
	Kosciusko WHEF	1500	*1,000			
	Laurel WJBK	1500				
	Meridian WCOG	880	*500			
	Vicksburg WQCB	1360	1,000			
	MISSOURI	Cape Girardeau KFVS	1210	*1,000		
		Clayton KFOO	550	*500		
		Columbia KFRU	630	500		
Jefferson City WOS		690	500			
Joplin WMBH		1420	*1,000			
Kansas City KMBC		950	*1,000			
Kansas City KWKC		1370	1,000			
Kansas City WDAF		610	*1,000			
Kansas City WHB		860	500			
Kansas City WKBK		1530	1,000			
NEW YORK	Buffalo WKBW	1040	1,000			
	Catonsville WABC	1080	1,000			
	Cornwall WYNY	1090	1,000			
	Dunkirk WYNY	1090	1,000			
	Elmira WYNY	1090	1,000			
	Geneva WYNY	1090	1,000			
	Glens Falls WYNY	1090	1,000			
	Kingston WYNY	1090	1,000			
	Littleton WYNY	1090	1,000			
	Malone WYNY	1090	1,000			
NEW YORK (cont.)	Albany WYNY	1090	1,000			
	Buffalo WYNY	1090	1,000			
	Catonsville WYNY	1090	1,000			
	Cornwall WYNY	1090	1,000			
	Dunkirk WYNY	1090	1,000			
	Elmira WYNY	1090	1,000			
	Geneva WYNY	1090	1,000			
	Glens Falls WYNY	1090	1,000			
	Kingston WYNY	1090	1,000			
	Littleton WYNY	1090	1,000			
NEW YORK (cont.)	Malone WYNY	1090	1,000			
	Albany WYNY	1090	1,000			
	Buffalo WYNY	1090	1,000			
	Catonsville WYNY	1090	1,000			
	Cornwall WYNY	1090	1,000			
	Dunkirk WYNY	1090	1,000			
	Elmira WYNY	1090	1,000			
	Geneva WYNY	1090	1,000			
	Glens Falls WYNY	1090	1,000			
	Kingston WYNY	1090	1,000			
NEW YORK (cont.)	Littleton WYNY	1090	1,000			
	Malone WYNY	1090	1,000			
	Albany WYNY	1090	1,000			
	Buffalo WYNY	1090	1,000			
	Catonsville WYNY	1090	1,000			
	Cornwall WYNY	1090	1,000			
	Dunkirk					

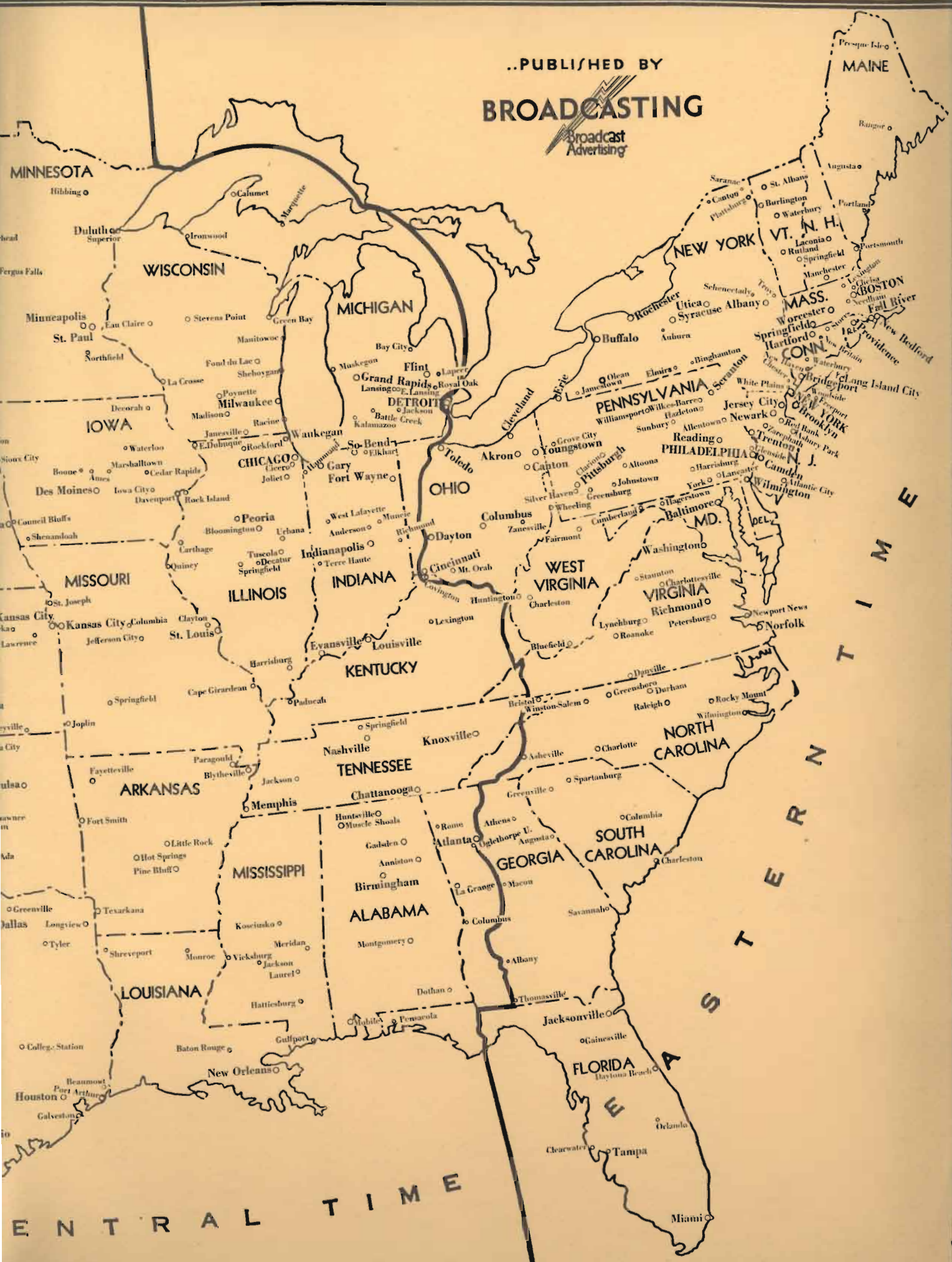


CORRECTED TO JANUARY 1, 1935

SCALE OF MILES



..PUBLISHED BY  
**BROADCASTING**  
Broadcast Advertising



MINNESOTA  
Hibbing

WISCONSIN  
Duluth Superior  
Ironwood  
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Stevens Point  
Green Bay

MICHIGAN  
Bay City  
Muskegon  
Flint  
Lapeer  
Grand Rapids  
Lansing  
Detroit  
Jackson  
Kalamazoo

MINNESOTA  
Minneapolis  
St. Paul  
Northfield

IOWA  
Des Moines  
Waterloo  
Cedar Rapids  
Davenport  
Rock Island

CHICAGO  
Milwaukee  
Madison  
Joliet  
Rockford  
Waukegan  
Gary  
Fort Wayne

OHIO  
Akron  
Columbus  
Cincinnati  
Dayton  
Cleveland  
Toledo

MISSOURI  
St. Louis  
Kansas City  
Jefferson City  
Springfield

ILLINOIS  
Peoria  
Bloomington  
Urbana  
Tuscola  
Decatur  
Springfield

INDIANA  
Indianapolis  
Terre Haute  
Evansville  
Louisville

KENTUCKY  
Lexington  
Cincinnati  
Mt. Vernon

ARKANSAS  
Fayetteville  
Paragould  
Blytheville  
Jackson  
Memphis  
Fort Smith  
Little Rock  
Hot Springs  
Pine Bluff

TENNESSEE  
Nashville  
Knoxville  
Chattanooga  
Huntsville  
Muscle Shoals  
Gadsden  
Anniston  
Birmingham

LOUISIANA  
Shreveport  
Monroe  
Vicksburg  
Jackson  
Laurel  
Hattiesburg  
Baton Rouge  
New Orleans

ALABAMA  
Montgomery  
Dothan  
Tombigbee  
Pensacola

GEORGIA  
Atlanta  
Athens  
Spartanburg  
Greenville  
Augusta  
Macon  
Columbus  
Albany  
Thomasville

SOUTH CAROLINA  
Columbia  
Charleston  
Savannah

LOUISIANA  
Beaumont  
Port Arthur  
Galveston

FLORIDA  
Jacksonville  
Gainesville  
Tampa  
Miami

FLORIDA  
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St. Louis

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Kallispell	1280	*1,000	WFAI	1,300	1,000	KOMA	1,480	5,000	WFBG	1,300	1,000	Rutland	1,500	100			
KGEZ	1,310	100	New York	1,010	1,000	Oklahoma City	900	1,000	Spartanburg	920	1,000	WYBY	1,500	100	St. Albans	1,370	100
Missoula	1,200	100	WINS	1,180	1,000	Ponca City	1,200	100	WSPA			WQDM	1,370	100	Springfield	1,260	1,000
Wolf Point	1,310	*100	New York	760	50,000	Shawnee	1,420	100				WNBX	1,260	1,000	Waterbury	550	500
KGCX			WJZ	1,100	5,000	Tulsa	1,400	*250	SOUTH DAKOTA				WDEV	550	500		
NEBRASKA			New York	570	500	KTUL	1,140	25,000	Aberdeen	1,370	100	VIRGINIA					
Clay Center	740	1,000	WMLW	1,250	*5,000	KVOO			Brookings	730	1,000	Charlottesville	1,420	500			
Kearney	1,310	100	WMOA	1,130	1,000				Huron	1,340	250	WEHC	1,370	*100			
KGFV	770	5,000	New York	1,250	*5,000	OREGON				Pierre	630	200	WBTM	1,200	*100		
Lincoln	1,210	*100	WOR	1,420	100	Corvallis	550	1,000	Rapid City	1,200	100	Lynchburg	1,200	*100	WLVA	1,200	*100
KFAB	1,060	1,000	New York	1,310	100	Eugene	1,200	*100	Sioux Falls	1,110	*1,000	Newport News	1,310	100	WGH	780	500
Norfolk	1,430	1,000	WVY	1,150	50,000	Klamath Falls	1,310	*100	Vermillion	890	500	Norfolk	1,200	*100	WPHR	1,200	*100
North Platte	660	500	Rochester	1,430	*500	Medford	1,300	500	Watertown	1,210	100	Petersburg	1,210	200	Richmond	1,210	100
EGNF	590	*1,000	WHEC	1,290	50	Portland	1,420	100	Yankton	570	*1,000	Richmond	1,110	5,000	WMBG	1,210	100
Omaha-Council Bluffs	1,500	100	Saranac Lake	1,360	*1,000	Portland	1,300	500	TENNESSEE				Roanoke	930	1,000		
KOIL	930	*1,000	WNBZ	1,300	500	Portland	620	*1,000	Bristol	1,500	100	Roanoke	1,410	*250	WRVA	1,110	5,000
Omaha	1,420	100	Schenectady	1,210	100	Portland	940	*1,000	Chatanooga	1,280	*1,000	WDBJ	1,200	100	Staunton	550	500
WAAW	1,380	500	WGY	1,500	*100	Portland	1,040	500	Jackson	1,310	*100	WRBX	1,200	100	WWSVA	550	500
WOW	740	250	Syracuse	1,370	100	Portland	1,420	*100	WTJS	560	*1,000	WASHINGTON					
Scottsbluff	1,310	100	Syracuse	1,370	100	Salem	1,370	100	WNOX	1,310	100	Aberdeen	1,310	100			
EGKY	1,380	500	WSYR-WSYU	570	250				WNOX	1,310	100	Bellingham	1,200	100			
KGBZ	1,310	100	Troy	1,210	100	Asheville	570	1,000	WNOX	1,310	100	Everett	1,370	50			
NEVADA			WHAZ	1,210	100	Charlotte	1,080	50,000	WNOX	1,310	100	Olympia	1,210	100			
Las Vegas	1,380	500	Utica	1,500	*100	Charlotte	1,210	*100	WNOX	1,310	100	KG Y	1,210	100			
KGIX	1,310	100	White Plains	1,210	100	WSOC	1,210	*100	WNOX	1,310	100	Pullman	1,220	*1,600			
Reno	1,380	500	WFAS	1,500	*100	Durham	1,500	100	WNOX	1,310	100	KWSC	1,220	*1,600			
KOH	1,310	100	Woodside	1,500	*100	WDMC	1,500	100	Nashville	1,470	5,000	Seattle	970	5,000			
NEW HAMPSHIRE			NORTH CAROLINA			Clarion	850	250	WLMC	780	*1,000	KJR	1,270	*1,000			
Laconia	1,310	100	Asheville	570	1,000	Erie	1,420	*100	WNOX	1,310	100	KOL	1,270	*1,000			
WLNH	1,340	*500	Charlotte	1,080	50,000	Glenside	1,420	*100	WNOX	1,310	100	Seattle	920	1,600			
Manchester	740	250	Charlotte	1,210	*100	Greensburg	970	100	WNOX	1,310	100	Seattle	710	*100			
Portsmouth	1,310	100	WBT	1,080	50,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WHEB	1,310	100	Charlotte	1,210	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
NEW JERSEY			Charlotte	1,210	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Asbury Park	1,280	500	WROC	1,210	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Atlantic City	1,100	5,000	Durham	1,500	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Camden	1,280	500	WDMC	1,500	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WCAM	1,280	500	Greensboro	1,440	*500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Jersey City	940	500	WBG	1,440	*500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WAAT	1,450	250	Raleigh	680	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Jersey City	1,250	*1,000	WPTP	680	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WHOM	1,250	*1,000	Rocky Mount	1,420	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Newark	1,250	*1,000	WEEB	1,420	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WHBI	1,250	*1,000	Wilmington	1,370	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Newark	1,250	*1,000	WJMJ	1,370	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WNEW	1,250	*1,000	Winston-Salem	1,310	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WOPR (See N. Y.)	718	*5,000	WSJS	1,310	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Red Bank	1,210	100	NORTH DAKOTA			WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBRB	1,280	500	Bismarck	550	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WTNJ	1,280	500	KFYR	550	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Sarephath	1,330	250	Devils Lake	1,210	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WAWZ	1,330	250	KDLR	1,210	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
NEW MEXICO			Fargo	940	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Albuquerque	1,230	*250	WDAY	940	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
KGGM	1,180	10,000	Grand Forks	1,370	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Albuquerque	1,370	100	KFJM	1,370	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
KOB	1,370	100	Mandan	1,240	250	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Clovis	1,370	100	KGCU	1,240	250	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Roswell	1,370	100	Minot	1,240	250	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
KGFL	1,310	100	KLPM	1,240	250	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Santa Fe	1,310	100	OHIO			WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
KTIJ	1,310	100	Akron	1,320	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
NEW YORK			Akron	1,210	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Albany	1,370	100	Canton	1,200	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WABY	1,430	*500	WHBC	1,200	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WOKO	1,310	100	Cincinnati-Covington	1,490	5,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WMOB	1,500	100	WCKY	1,490	5,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Binghamton	1,500	100	Cincinnati	1,200	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WNEB	1,400	500	WFEF	1,200	*100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Brooklyn	1,400	500	Cincinnati	550	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WARD	1,400	500	WKRC	550	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Brooklyn	1,400	500	Cincinnati	700	*50,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBBC	1,300	1,000	WLV	700	*50,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBRR	1,500	*100	Cincinnati	1,330	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WONW	1,400	500	WSAI	1,330	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Brooklyn	1,400	500	Cleveland	1,450	*500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WLTN	1,500	*100	WGAR	1,450	*500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Brooklyn	1,500	100	Cleveland	1,390	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WMBQ	1,400	500	WPK	1,390	*1,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Brooklyn	1,400	500	Cleveland	610	500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WVFW	900	1,000	WJAY	610	500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
Buffalo	1,810	*100	Cleveland	1,070	50,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBEA	550	1,000	WVAM	1,070	50,000	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBR	1,480	5,000	Columbus	640	500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WBS	1,370	50	WATU	640	500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WGR	1,210	100	WVNS	1,430	*500	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WKBW	1,090	1,000	WCOL	1,210	100	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WFSV	1,220	500	Columbus	570	*750	WHLB	620	250	WNOX	1,310	100	Seattle	1,120	100			
WCAD	1,210	100	WOSU	570	*750	WHLB	620	250	WNOX	1							



## APPROVED FREQUENCY MONITORS\*

Forest Radio Co.  
 Now owned by RCA Victor Co.)  
 Model ABM-106 Model A.  
 Approval No. 1451.

General Radio Co.  
 Cambridge, Mass.  
 Indicator Type 575-D.  
 Frequency Meter Type 581-A.  
 Frequency Plate Type 376-J.  
 Approval No. 1452.

Western Electric Co.  
 Broadway, New York City.  
 Type 1-A.  
 Indicator 700-A Modified.  
 Approval No. 1453.

RCA Victor Co., Camden, N. J.  
 Model EX-4180.  
 Approval No. 1454.

Little & Falknor, Inc.  
 W. 74th St., Chicago, Ill.  
 Model FD-1.  
 Approval No. 1455.

Bremer Broadcasting Corp.  
 50 Journal Square  
 Jersey City, N. J.  
 Type A.  
 Approval No. 1456.

H. O. Boehme, Inc.,  
 117-19 E. 24th St., New York City.  
 Type 5-M.  
 Approval No. 1456.

International Broadcast Equipment  
 Company.  
 312 W. 51st St., Chicago, Ill.  
 Type 60.  
 Approval No. 1457.

Piezoelectric Laboratories  
 612 Rockland Ave., New Dorp, N. Y.  
 Type PM-125-A.  
 Approval No. 1458.

Hygrade-Sylvania Corp., Clifton, N. J.  
 Model 30-J.  
 Approval No. 1460.

\* Approved by Federal Communications  
 Commission as complying with Rule 145.

## Location of Transmitters

(Continued from page 210)

... elevations, and intervening  
 ... territory, a field intensity survey  
 ... could be made from several sites.  
 ... conclusion let it be said that  
 ... there are now many stations  
 ... used to operate with specific  
 ... frequencies which could undoubtedly  
 ... a better coverage of their pri-  
 ... vate areas by selecting more suit-  
 ... sites and erecting efficient  
 ... transmitting systems than could be  
 ... achieved by a one or two step  
 ... increase in power. As commercial  
 ... stations become more popular this  
 ... will become evident through-  
 ... out the industry.

In making the final determi-  
 nation of a site, it cannot be stressed  
 too much the need for a field intensi-  
 ty survey to establish the exact  
 conditions and the consideration of  
 the results with the field intensi-  
 ties considered in comparison not  
 only with other sites in the same  
 area but with other existing sta-  
 tions in the same and other areas.  
 The selection of a proper site for  
 a broadcast station is an impor-  
 tant engineering problem and can  
 only be done properly by experi-  
 enced radio engineers.

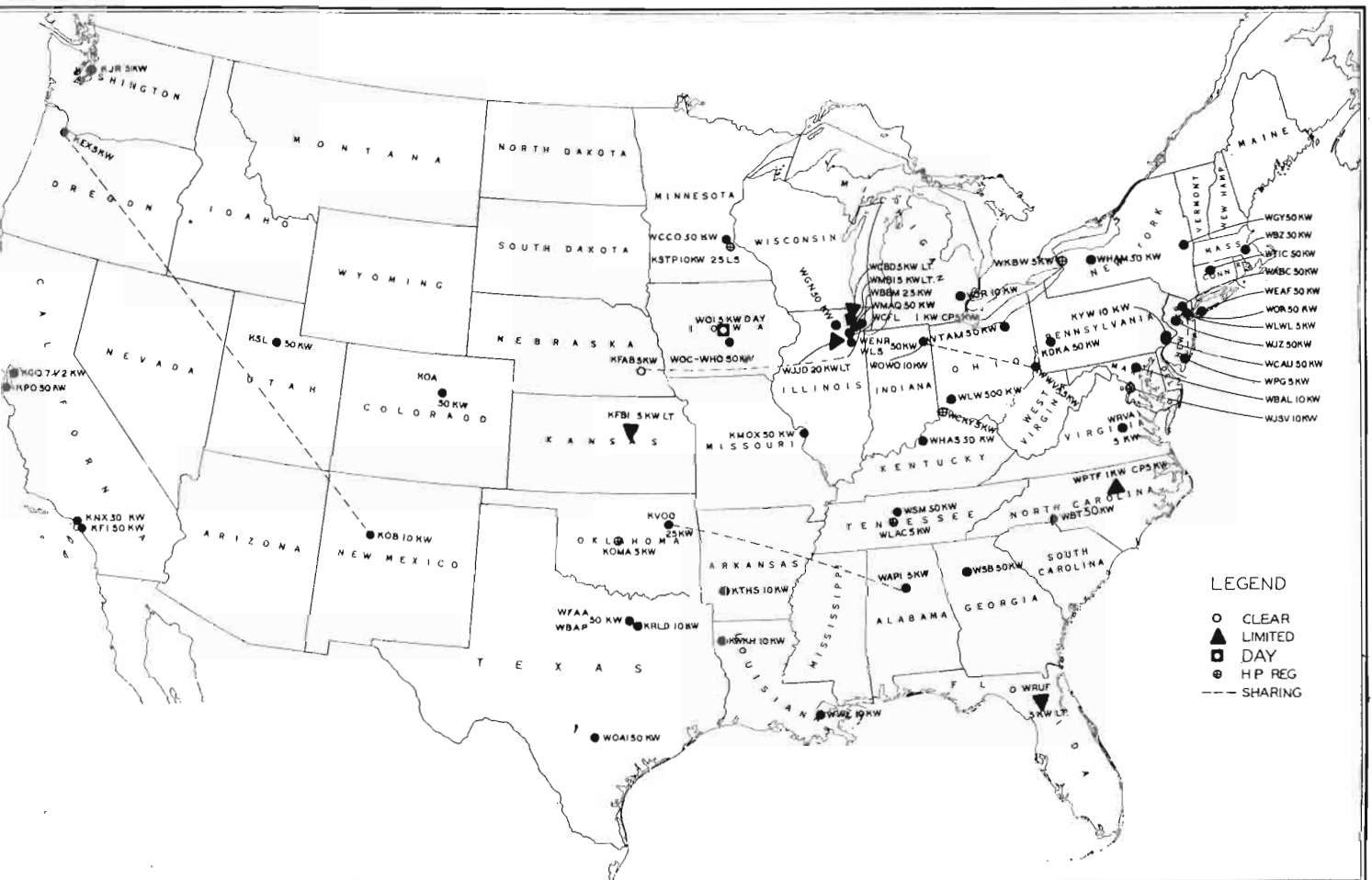
## PROCEDURE OF APPLICATIONS FILED WITH BROADCAST DIVISION, FCC

1. Application received in the Commission by the Mail and Files Section and recorded briefly.
2. Routed to the License Section for administrative examination and recordation.
3. Routed to the Engineering Department for Engineering recommendation.
4. Routed to Transfer Desk in License Section for proper charge record.
5. Routed to the Law Department for legal recommendation.
6. Routed to Transfer Desk for further charge.
7. Routed to Minute Section for listing for Commission meeting.
8. After action by Commission, rerouted to License Section for issuance of authorization and filing.

There is kept in the License Section what is known as the Suspense File, in which an application may be held at any stage of routing through the Commission when it becomes necessary to correspond with the applicant regarding the application, and in which the information desired is not of sufficient importance to make necessary the return of the application.

If the application is granted without a hearing, it becomes subject to Paragraph 45 of the Commission rules. This rule provides for a period of 20 days within which any person "aggrieved or whose interests are adversely affected by such grants" may obtain a hearing by adhering to certain procedures set forth in that paragraph. In other words, any application granted by the Commission without a hearing remains temporary for a period of 20 days. If no protest is made to the grant within 20 days, it becomes final.

## Map of High Power and Clear Channel Stations in United States



Map prepared by Engineering Department, FCC.

# FREQUENCY-POWER MILEAGE SEPARATION TABLES\*

As Recommended by Chief Engineer to Federal Communications Commission

AVERAGE DAY SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Difference Kc.	Local				Regional, limited time and day					Clear										
		50 w.	100 w.	250 w.	500 w.	1 kw.	2.5 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.								
		Local	0	65	80	100	85	95	108	128	145	163	190	213	230	250	270	290	310	325	345
50 w.	10	25	30	38	20	25	30	38	45	55	65	75	85	100	110	120	130	140	150	160	170
100 w.	10	30	34	41	20	21	24	29	35	41	49	57	65	77	87	97	107	117	127	137	147
250 w.	10	38	41	46	105	115	128	148	165	183	210	233	250	270	290	310	325	345	370	395	420
500 w.	10	85	93	105	125	140	153	174	192	212	240	265	290	310	325	345	370	395	420	445	470
1 kw.	10	108	116	128	153	162	175	197	215	235	265	290	310	325	345	370	395	420	445	470	495
2.5 kw.	10	145	153	165	192	200	215	235	250	270	290	310	325	345	370	395	420	445	470	495	520
5 kw.	10	162	166	174	186	194	200	215	227	240	250	260	280	290	300	320	345	370	395	420	445
10 kw.	10	190	198	210	240	250	265	285	300	320	345	370	395	420	445	470	495	520	545	570	595
25 kw.	10	213	220	233	265	277	290	310	325	345	370	395	420	445	470	495	520	545	570	595	620
50 kw.	10	230	233	240	270	280	290	310	325	345	370	395	420	445	470	495	520	545	570	595	620
100 w.	10	250	250	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
250 w.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
500 w.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
1 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
2.5 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
5 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
10 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
25 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000
50 kw.	10	260	260	260	300	300	350	400	450	500	600	700	800	900	1000	1000	1000	1000	1000	1000	1000

AVERAGE NIGHT SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Difference Kc.	Local				Regional					High Power Regional		Clear								
		50 w.	100 w.	250 w.	500 w.	1 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.									
		Local	0	130	185	210	230	250	270	290	310	325	345	370	395	420	445	470	495	520	545
50 w.	10	40	50	60	70	80	90	100	110	120	130	140	150	160	170	180	190	200	210	220	230
100 w.	10	50	53	58	65	72	80	88	97	107	117	127	137	147	157	167	177	187	197	207	217
250 w.	10	82	98	110	126	140	153	165	177	190	200	210	220	230	240	250	260	270	280	290	300
500 w.	10	90	106	115	133	145	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300
1 kw.	10	107	114	120	138	150	160	170	180	190	200	210	220	230	240	250	260	270	280	290	300
2.5 kw.	10	145	153	160	180	190	200	210	220	230	240	250	260	270	280	290	300	310	320	330	340
5 kw.	10	162	166	170	186	194	200	215	227	240	250	260	280	290	300	320	345	370	395	420	445
10 kw.	10	190	198	210	240	250	265	285	300	320	345	370	395	420	445	470	495	520	545	570	595
25 kw.	10	213	220	233	265	277	290	310	325	345	370	395	420	445	470	495	520	545	570	595	620
50 kw.	10	230	233	240	270	280	290	310	325	345	370	395	420	445	470	495	520	545	570	595	620

\* These separations are calculated to minimize objectionable interference in the good service areas of stations about ninety per cent of the time.

## STATION TECHNICIANS

Should read BROADCASTING regularly to keep abreast of the happenings in the business of broadcasting.

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*Commercial Department*

A RADIO CORPORATION OF AMERICA SUBSIDIARY

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 William P. Massing, chief, license bureau.  
 Lawrence A. Corridon, chief, marine accounts.  
 Kelley E. Griffith, chief, mail and files.

## ADDRESSES OF FCC FIELD OFFICES

District No.	Inspector in Charge, Address	Telephone No.
1.	Charles C. Kolster, Customhouse, Boston, Mass.	Hubbard 6739
2.	Arthur Batcheller, 641 Washington St., New York, N. Y.	Canal 6-2100, Ext. 275, 276, 277 and 278
3.	Louis E. Kearney, Room 1200, U. S. New Customhouse, 2nd and Chestnut Sts., Philadelphia, Pa.	Market 6000
4.	George E. Sterling, Fort McHenry, Baltimore, Md.	South 2370
5.	Edward Bennett, 402 U. S. Post Office and Courthouse, Norfolk, Va.	24963
6.	George S. Turner, 411 New Post Office Bldg., Atlanta, Ga.	Jackson 1661
7.	Joe H. McKinney, P. O. Box 150, Miami, Fla.	2-4788
8.	Theodore G. Deiler, Customhouse, New Orleans, La.	Main 6980, Br. 8 and 9
9.	Louis L. McCabe, 209 Prudential Bldg., Galveston, Tex.	1332
10.	Frank M. Kratokvil, 464 Federal Bldg., Dallas, Tex.	2-5943
11.	Bernard H. Linden, 1105 Rives-Strong Bldg., Los Angeles, Calif.	Tucker 7752
12.	V. Ford Greaves, Customhouse, San Francisco, Calif.	Sutter 6208
13.	Kenneth G. Clark, 207 New Court House Bldg., Portland, Oreg.	Atwater 6171, Local 645
14.	Landon C. Herndon, 808 Federal Office Bldg., Seattle, Wash.	Seneca 3100, Local 449
15.	Edwin S. Heiser, 538 Customhouse, Denver, Colo.	Keystone 4151, Ext. 227
16.	John M. Sherman, 413 Federal Bldg., St. Paul, Minn.	Cedar 2577
17.	Wm. H. McDonell, 410 Federal Bldg., Kansas City, Mo.	Harrison 2920
18.	H. D. Hayes, 2022 Engineering Bldg., Chicago, Ill.	State 8900
19.	Emery H. Lee, 1025 New Federal Bldg., Detroit, Mich.	Randolph 4268 & 4269
20.	Milton W. Grinnell, 514 Federal Bldg., Buffalo, N. Y.	Washington 1744
	Benjamin E. Wolf, Inspector, Central Monitoring Station, P. O. Box 788, Grand Island, Nebr.	Grand Island 1420
	Irl D. Ball, Inspector, Monitoring Station, Radio Station Bldg., Naval Training Station, Great Lakes, Ill.	

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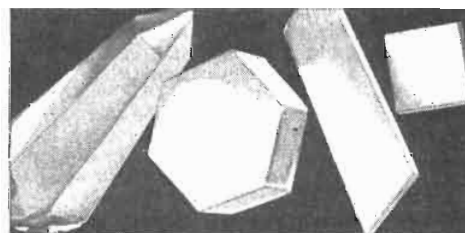
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# The Communications Act of 1934

## (Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Public Document No. 416, 73rd Congress; Approved June 19, 1934

### TITLE I—GENERAL PROVISIONS

#### PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.

#### APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

#### DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires— (a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

#### PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of \$10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer, and not more than three assistants, a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed \$4,000. The general counsel and the chief engineer shall each receive an annual salary of not to exceed \$9,000; the secretary shall receive an annual salary of not to exceed \$7,500; the director of each division shall receive an annual salary of not to exceed \$7,500; and no assistant shall receive an annual salary in excess of \$7,500. The Commission shall have authority, subject to the provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, inspectors, attorneys, examiners, and other employes as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing

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and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest.

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

## DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking

of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

## TITLE III—SPECIAL PROVISIONS RELATING TO RADIO LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

## ZONES

SEC. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

## GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

- (a) Classify radio stations;
- (b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;
- (c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;
- (d) Determine the location of classes of stations or individual stations;
- (e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

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(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) Have authority to suspend the license of any operator for a period not exceeding two years upon proof sufficient to satisfy the Commission that the licensee (1) has violated any provision of any Act or treaty binding on the United States which the Commission is authorized by this Act to administer or any regulation made by the Commission under any such Act or treaty; or (2) has failed to carry out the lawful orders of the master of the vessel on which he is employed; or (3) has willfully damaged or permitted radio apparatus to be damaged; or (4) has transmitted superfluous radio communications or signals or radio communications containing profane or obscene words or language; or (5) has willfully or maliciously interfered with any other radio communications or signals;

(n) Have authority to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of this Act, the rules and regulations of the Commission, and the license under which it is constructed or operated;

(o) Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

## WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

## GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

## FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

## ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) It is hereby declared that the people of all the zones established by this title are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality the Commission shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequency, of periods of time for operation, and of station power, to each of said zones when and insofar as there are applications therefor;

and shall make a fair and equitable allocation of licenses, frequencies, time for operation, and station power to each of the States and the District of Columbia, within each zone, according to population. The Commission shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power, when applications are made for licenses or renewals of licenses. *Provided,* That if and when there is a lack of applications from any zone for the proportionate share of licenses, frequencies, time of operation, or station power to which such zone is entitled, the Commission may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period ninety days each, and shall specifically designate that said apportionment is only for said temporary period. Applications shall be charged to the State or District wherein the studio of the station is located and not where the transmitter is located: *Provided further,* That the Commission may also grant applications for additional licenses for stations not exceeding one hundred watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of this section.

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

## APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however,* That in cases of emergency found by the Commission licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further,* That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

## HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate

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the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

## LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;

(2) Any foreign government or the representative thereof;

(3) Any corporation organized under the laws of any foreign government;

(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

## REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not estop the United States or any person aggrieved from proceeding against such person or violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

## REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements therein in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact which may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until seven days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

## APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to the use in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever

in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

## PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

## FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided,* That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

## LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than \$1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

## ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

## OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder. No person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission.

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## CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is in progress after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity requires. Such application shall set forth the facts as to the ownership, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or night for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath and shall be accompanied by a certificate of the local health officer.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. No permit for construction shall not be required for Government stations, Government stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or construction of which a permit has been granted, and upon it being required to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause of circumstance arising or first coming to the knowledge of the Commission requires the granting of the permit would, in the judgment of the Commission, be an interference with the operation of such station against the public interest, the Commission may issue a license to the lawful holder of said permit for the operation of such station. Said license shall conform generally to the terms of said permit.

## DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

## DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321. (a) Every radio station on shipboard shall be equipped to transmit radio communications or signals of distress on the frequency specified by the Commission, with apparatus capable of transmitting and receiving messages at a distance of at least one hundred miles by day or night. When sending radio communications or signals of distress and radio communications relating thereto the transmitting set may be adjusted in such a manner as to produce a maximum of radiation irrespective of the amount of interference which may be caused.

(b) All radio stations, including Government stations and stations on board and foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with the sending of a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

## INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322. Every land station open to general public service between the coast and vessels at sea shall be bound to exchange radio communications or signals with any ship station without distinction as to radio systems or instruments adopted by such stations, respectively, and each station on shipboard shall be bound to exchange radio communications or signals with any land station on shipboard without distinction as to radio systems or instruments adopted by each station.

## INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of

time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

## USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

## FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

## CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

## USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Philippine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

## SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Philippine Islands and the Canal Zone shall be represented by the Secretary of State.

## ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329. The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States other than the Philippine Islands and the Canal Zone, to render therein such services in connection with the administration of the radio laws of the United States as the Commission may prescribe: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

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# The Communications Act of 1934

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(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

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## TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

### JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If, after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

### PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 210), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry

out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

### INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

### REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

### REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

### GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpoena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpoena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction

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# The Communications Act of 1934

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of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpoena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpoena of the Commission, whether such subpoena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpoena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than \$100 nor more than \$5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

## TITLE V—PENAL PROVISIONS—FORFEITURES GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than \$10,000 or by imprisonment for a term of not more than two years, or both.

### VENUE OF OFFENSES

Sec. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

## TITLE VI—MISCELLANEOUS PROVISIONS

### UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

Sec. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire

or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

### WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

### EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

### SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

### SHORT TITLE

SEC. 609. This Act may be cited as the "Communications Act of 1934." Approved, June 19, 1934.

# Standard Definitions of Terms Used in Radio . . .

## GENERAL

**Cycle**—A cycle is one complete set of the recurrent values of a periodic phenomenon.

**Frequency**—Frequency is the number of cycles per second.

**Kilocycle**—A kilocycle, when used as a unit of frequency, is a thousand cycles per second.

**Megacycle**—A megacycle, when used as a unit of frequency, is a million cycles per second.

**Audio Frequency**—An audio frequency is a frequency corresponding to a normally audible sound wave.

**Radio Frequency**—A radio frequency is a frequency usually higher than those corresponding to normally audible sound waves.

**Fundamental Frequency**—A fundamental frequency is the lowest component frequency of a periodic wave or quantity.

**Harmonic**—A harmonic is a component of a periodic wave or quantity having a frequency which is an integral multiple of the fundamental frequency. For example, a component of the frequency of which is twice the fundamental frequency is called the second harmonic.

**Oscillatory Circuit**—An oscillatory circuit is a circuit containing inductance and capacitance, such that a voltage impulse will produce a current which periodically reverses.

**Signal**—A signal is the intelligence, message, or effect, conveyed in communication.

**Signal Wave**—A signal wave is a wave, the form of which conveys a signal.

**Band of Frequencies**—A band of frequencies is a continuous range of frequencies between two specified frequency limits.

**Side Band**—A side band is a band of frequencies on either side of the carrier frequency produced by the process of modulation.

**Side Frequency**—A side frequency is a frequency on either side of the carrier frequency, produced by the process of modulation.

**Carrier Wave**—A carrier wave is a wave which is modulated by a signal and which enables the signal to be transmitted through a specific physical system.

**Carrier Current**—A carrier current is the current associated with a carrier wave.

**Beating**—Beating is a phenomenon in which two or more periodic quantities of different frequencies react to produce a resultant having pulsations in amplitude.

**Beat**—A beat is a complete cycle of pulsations in the phenomenon of beating.

**Tuning**—Tuning is the adjustment of a circuit or system to secure optimum performance in relation to a frequency; commonly, the adjustment of a circuit or circuits to resonance.

**Coupling**—Coupling is the association of two circuits in such a way that power may be transferred from one to the other.

**Coupling Coefficient**—The coupling coefficient is the ratio of the mutual impedance component of two circuits to the square root of the sum of the total impedance components of the same kind in the two circuits. (Impedance components may be inductance, capacitance, or resistance.)

**Regeneration**—Regeneration is the process by which a part of the power in the output circuit of an amplifying device reacts upon the input circuit in such a manner as to reinforce the initial power, thereby increasing the amplification. (This is sometimes called feedback or reaction.)

**Fidelity**—Fidelity is the degree to which a system, or a portion of a system, accurately reproduces at its output the form of the signal which is impressed upon its input.

**Distortion**—Distortion is a change in wave-form occurring in a transducer or transmission medium. The principal sources of distortion are:

(a) Nonlinear relation between input and output at a given frequency,

(b) Nonuniform transmission at different frequencies, and

(c) Phase shift not proportional to frequency.

**Modulation**—Modulation is the process whereby the frequency or amplitude of a wave is varied in accordance with a signal wave.

**Double Modulation**—Double modulation is the process of modulation in which a carrier wave of one frequency is first modulated by a signal wave and is then made to modulate a second carrier wave of another frequency.

**Intermodulation**—Intermodulation is the production, in a non-linear circuit element, of frequencies corresponding to the sums and differences of the fundamentals and harmonics of two or more frequencies which are transmitted to that element.

**Cross Modulation**—Cross modulation is a type of intermodulation due to modulation of the carrier of the desired signal in a radio apparatus by an undesired signal.

**Percentage Modulation**—Percentage modulation is the ratio of half the difference between the maximum and minimum amplitudes of a modulated wave to the average amplitude, expressed in per cent.

**Radio Channel**—A radio channel is a band of frequencies of a width sufficient to permit of its use for radio communication. The width of a channel depends upon the type of transmission.

**Facsimile Transmission**—Facsimile transmission is the electrical transmission of a graphic record having a limited number of shade values.

**Picture Transmission**—Picture transmission is the electrical transmission of a picture having a gradation of shade values.

**Television**—Television is the electrical transmission of a succession of images and their reception in such a way as to give a substantially continuous and simultaneous reproduction of the object or scene before the eye of a distant observer.

**Service Band**—A service band is a band of frequencies allocated to a given class of radio communication service.

**Communication Band**—The communication band is the band of frequencies due to modulation (including keying) actually occupied by the emission, for a given type of transmission.

**Power Level**—The power level at any point in a system is an expression of the power being transmitted past that point.

**Transmission Level**—The transmission level is the radio field intensity of the signaling power amplitude at any point in a communication system expressed either in some absolute unit or with reference to an arbitrary base value.

**Radio Broadcasting**—Radio broadcasting is radio transmission intended for general reception.

## WAVE PROPAGATION

**Wave**—A wave is: (a) A propagated disturbance, usually periodic, as an electric wave or sound wave. (b) A single cycle of such a disturbance, or, (c) A periodic variation as represented by a graph.

**Wave Length**—A wave length is the distance traveled in one period or cycle by a periodic disturbance. It is the distance between corresponding phases of two consecutive waves of a wave train. Wave length is the quotient of velocity by frequency.

**Continuous Waves**—Continuous waves are waves the successive oscillations of which are identical under permanent conditions.

**Tone-Modulated Waves**—Tone-modulated waves are waves obtained by modulation at audio frequency in a substantially periodic manner of otherwise continuous waves.

**Radio Field Intensity**—Radio field intensity is the effective (root-mean-square) value of the electric or magnetic field intensity at point due to the passage of radio waves of a specified frequency. It is usually expressed in terms of the electric field intensity in microvolts per meter or millivolts per meter. When the direction in which the field intensity is measured is not stated, it is to be taken that it is measured in the direction of maximum field intensity.

**Radio Noise Field Intensity**—Radio noise field intensity is a measure of the field intensity, at a point (as a radio receiving station), of electromagnetic waves of an interfering character. In practice the quantity measured is not the field intensity of the interfering waves, but some quantity which is proportional to, or bears a known relation to, the field intensity.

**Signal-Noise Ratio**—Signal-noise ratio is the ratio, at a point of the field intensity of the radio wave to the radio noise field intensity.

**Strays**—Strays are electromagnetic disturbances in radio reception other than those produced by radio transmitting systems.

**Atmospherics**—Atmospherics are strays produced by atmospheric conditions. (In the United States the term static has come to be used quite generally as a synonym for atmospherics.)

**Absorption**—Absorption is the loss of power in transmission of radio waves due to dissipation.

**Atmospheric Absorption**—Atmospheric absorption is the loss of power in transmission of radio waves due to dissipation in the atmosphere.

**Ground Absorption**—Ground absorption is the loss of power in transmission of radio waves due to dissipation in the ground.

**Fading**—Fading is the variation of the signal intensity received at a given location from a radio transmitting station as a result of changes in the transmission path.

**Swinging**—Swinging is the momentary variation in frequency of a received wave.

**Attenuation**—Attenuation is the reduction in magnitude of a wave with increasing distance from its source or from a specified point of reference.

**Transmission Loss**—Transmission loss is the loss of power in a wave in passing along a transmission path or through a circuit device.

## TRANSMISSION

**Radio Transmission**—Radio transmission is the transmission at radio frequencies of signals by means of radiated electromagnetic waves.

**Radio Transmitter**—A radio transmitter is a device for producing radio-frequency power, with means for producing a signal.

**Modulated Wave**—A modulated wave is a wave of which either the amplitude or frequency, or both, is varied in accordance with a signal wave.

**Marking Wave**—The marking wave, in telegraphic communication, is the emission which takes place while the active portions of the code characters are being transmitted.

**Spacing Wave**—The spacing wave, in telegraphic communication, is the emission which takes place between the active portions of the code characters or while no code characters are being transmitted.

**Carrier Suppression**—Carrier suppression is that method of operation in which the carrier wave is not transmitted.

**Single Side Band Transmission**—Single side band transmission is that method of operation in which one side band is transmitted and the other side band is suppressed. The carrier wave may be either transmitted or suppressed.

**Vacuum Tube Transmitter**—A vacuum tube transmitter is a radio transmitter in which vacuum tubes are utilized to convert the applied electric power into radio-frequency power.

**Oscillator**—An oscillator is a non-rotating device for producing alternating current, the output frequency of which is determined by the characteristics of the device.

**Master Oscillator**—A master oscillator is an oscillator of comparatively low power so arranged as to establish the carrier frequency of the output of an amplifier.

**Radio-Frequency Alternator**—A radio-frequency alternator is a rotating type of alternating-current generator which generates radio-frequency power.

**Alternator Transmitter**—An alternator transmitter is a radio transmitter which utilizes radio-frequency power generated by a radio-frequency alternator.

**Arc Converter**—An arc converter is a form of oscillator utilizing an electric arc for the generation of alternating or pulsating current.

**Spark Transmitter**—A spark transmitter is a radio transmitter which utilizes the oscillatory discharge of a condenser through an inductor and a spark gap as the source of its radio-frequency power.

**Radio Circuit**—A radio circuit is a radio system for carrying out one communication at a time in either direction between two points.

**Frequency Tolerance**—The frequency tolerance is the extent to which the frequency of a station may be permitted to vary on either side of the frequency assignment.

**Interference Guard Bands**—The interference guard bands are the two bands of frequencies additional to, and on either side of, the communication band and frequency tolerance, which may be provided in order that there shall be no interference between stations having adjacent frequency assignments.

**Modulation Capability**—Modulation capability is the maximum percentage modulation that is possible without objectionable distortion.

## RECEPTION

**Radio Receiver**—A radio receiver is a device for converting radio waves into perceptible signals.

**Monitoring Radio Receiver**—A monitoring radio receiver is a radio receiver arranged to permit a check to be made on the operation of a transmitting station.

**Heterodyne Reception**—Heterodyne reception is the process of receiving radio waves by combining in a detector a received voltage with a locally generated alternating voltage. The frequency of the locally generated voltage is commonly different from that of the received voltage. (Heterodyne reception is sometimes called beat reception.)

**Autodyne Reception**—Autodyne reception is a system of heterodyne reception through the use of a device which is both an oscillator and a detector.

**Homodyne Reception**—Homodyne reception is a system of reception by the aid of a locally generated voltage of carrier frequency. (Homodyne reception is sometimes called zero-beat reception.)

**Superheterodyne Reception**—Superheterodyne reception is a method of reception in which the received voltage is combined with the voltage from a local oscillator and converted into voltage of an intermediate frequency

(Continued on page 236)

# Standard Definitions of Terms Used in Radio (Continued) . . .

which is usually amplified and then detected to reproduce the original signal wave. (This is sometimes called double detection or superomnic reception.)

**Intermediate Frequency, in Superheterodyne Reception**—Intermediate frequency, in superheterodyne reception, is a frequency between that of the carrier and the signal, which results from the combination of the carrier frequency and the locally generated frequency.

**Reflex Circuit Arrangement**—A reflex circuit arrangement is a circuit arrangement in which the signal is amplified, both before and after detection, in the same amplifier tube or tubes.

**Interference**—Interference is disturbance of reception due to strays, undesired signals, or other causes; also, that which produces the disturbance.

**Demodulation**—Demodulation is the detection of a modulated wave, current, or voltage, in order to obtain the signal imparted to it in the modulation process.

**Detection**—Detection is the process of operation on a frequency or combination of frequencies by means of an asymmetrical conducting device to produce certain desired frequencies or changes in current.

**Linear Detection**—Linear detection is that form of detection in which the output voltage under consideration is substantially proportional to the carrier voltage throughout the useful range of the detecting device.

**Power Detection**—Power detection is that form of detection in which the power output of the detecting device is used to supply a substantial amount of power directly to a device such as a loud speaker or recorder.

**Detector**—A detector is a device having an asymmetrical conduction characteristic which is used for operation on a frequency or combination of frequencies to produce certain desired frequencies or changes in current.

## ANTENNAS

**Antenna**—An antenna is a conductor or a system of conductors for radiating or receiving radio waves.

**Aerial**—An aerial is the elevated conductor portion of a condenser antenna.

**Loop Antenna**—A loop antenna is an antenna consisting essentially of one or more complete turns of wire. (This is also called a coil antenna.)

**Condenser Antenna**—A condenser antenna is an antenna consisting of two conductors or systems of conductors, the essential characteristic of which is its capacitance.

**Directional Antenna**—A directional antenna is an antenna having the property of radiating or receiving radio waves in larger proportion along some directions than others. (An antenna of this type used for transmitting is often called a directive antenna.)

**Multiple Tuned Antenna**—A multiple tuned antenna is an antenna with connections to ground or counterpoise through tuning reactances at more than one point, these being so determined that their reactances in parallel present a total reactance equal to that necessary to give the antenna the desired frequency.

**Wave Antenna**—A wave antenna is a horizontal antenna, the length of which is of the same or greater order of magnitude as that of the signaling wave, and which is so used as to be strongly directional.

**Antenna Resistance**—Antenna resistance is the quotient of the power supplied to the entire antenna circuit by the square of the antenna current measured at the point where the power is supplied to the antenna.

**Radiation Resistance**—Radiation resistance is the quotient of the power radiated by an antenna by the square of the antenna current measured at the point where the power is supplied to the antenna.

**Radiation Efficiency**—The radiation efficiency of an antenna at a given frequency is the ratio of the power radiated to the total power supplied to the antenna.

**Natural Frequency of an Antenna**—The natural frequency of an antenna is the lowest resonant frequency of an antenna, without added inductance or capacitance.

**Lead-In**—A lead-in is that portion of an antenna which completes the electrical connection between the instruments or disconnecting switches and the main portion of the antenna.

**Counterpoise**—A counterpoise is a system of wires or other conductors, elevated above and insulated from the ground, forming the lower system of conductors of an antenna.

**Ground System of an Antenna**—The ground system of an antenna is that portion of the antenna, below the antenna loading devices or generating apparatus, most closely associated with the ground, and including the ground itself.

**Ground Wire**—A ground wire is a conductive connection to the ground.

**Ground Equalizer Inductors**—Ground equalizer inductors are coils of relatively low inductance placed in the circuit connected to one or more of the grounding points of an antenna, to distribute the current to the various points in any desired manner.

**Antenna Array**—An antenna array is a system of elemental antennas, usually similar, excited by the same source, for the purpose of obtaining directional effects.

**Broadside Directional Antenna**—A broadside directional antenna is an antenna array directional substantially at right angles to the line along which its elements are arrayed.

**End-on Directional Antenna**—An end-on directional antenna is an antenna array directional substantially along the line in which its elements are arrayed.

**Antenna Reflector**—An antenna reflector is a portion of a directional antenna array which serves to reverse the direction of propagation of radio waves.

**Doublet Antenna**—A doublet antenna is an antenna consisting of two elevated conductors substantially in the same straight line, of substantially equal length, with the power delivered at the center.

**Artificial Antenna**—An artificial antenna is a device having all the necessary characteristics of an antenna with the exception that it dissipates in the form of heat instead of in the form of radio waves substantially all the power fed to it.

## DIRECTION FINDING

**Direction Finder**—A direction finder is a radio receiving device which permits determination of the line of travel of radio waves as received.

**Radio Compass**—A radio compass is a direction finder used for navigational purposes.

**Radio Beacon**—A radio beacon is a radio transmitting station in a fixed geographic location which emits a distinctive or characteristic signal for enabling mobile stations to determine bearings or courses.

**Radio Range Beacon**—A radio range beacon is a radio beacon which transmits directed waves by means of which departures from a given course may be observed.

## VACUUM TUBES

**Vacuum Tube**—A vacuum tube is a device consisting of a number of electrodes contained within an evacuated enclosure.

**Electron Tube**—An electron tube is a vacuum tube evacuated to such a degree that its electrical characteristics are due essentially to electron emission.

**Thermionic Tube**—A thermionic tube is an electron tube in which the electron emission is produced by the heating of an electrode.

**Phototube**—A phototube is a vacuum tube in which electron emission is produced by the illumination of an electrode. (This has also been called photo-electric tube.)

**Diode**—A diode is a type of thermionic tube containing two electrodes which passes current wholly or predominantly in one direction.

**Triode**—A triode is a type of thermionic tube containing an anode, a cathode, and a third electrode, in which the current flowing between the anode and the cathode may be controlled by the voltage between the third electrode and the cathode.

**Tetrode**—A tetrode is a type of thermionic tube containing a plate, a cathode, and two additional electrodes. (Ordinarily the two additional electrodes are of the nature of grids.)

**Pentode**—A pentode is a type of thermionic tube containing a plate, a cathode, and three additional electrodes. (Ordinarily the three additional electrodes are of the nature of grids.)

**Screen-Grid Tube**—A screen-grid tube is a type of thermionic tube in which the capacitance between certain electrodes (ordinarily the control electrode and the plate) is substantially eliminated by the interposition of an additional electrode and suitable screening.

**Cathode**—A cathode is the electrode from which the electron stream flows.

**Indirectly Heated Cathode**—An indirectly heated cathode is a cathode of a thermionic tube, in which heat is supplied from a source other than the cathode itself.

**Heater**—A heater is an electrical heating element for supplying heat to an indirectly heated cathode.

**Heater Voltage**—The heater voltage is the voltage between the terminals of a heater.

**Heater Current**—The heater current is the current flowing through a heater.

**Cathode Heating Time**—The cathode heating time is the time, in seconds, required after application of normal voltage to the heater of an indirectly heated cathode for the plate current to attain a value equal to ninety per cent of its final value.

**Filament**—A filament is a cathode of a thermionic tube in which heat is supplied by current passing through it.

**Filament Voltage**—Filament voltage is the voltage between the terminals of a filament.

**Filament Current**—Filament current is the current supplied to a filament to heat it.

**Control Electrode**—A control electrode is an electrode upon which a voltage is impressed to vary the current to one or more other electrodes.

**Grid**—A grid is an electrode having openings through which electrons or ions may pass.

**Grid Voltage**—Grid voltage is the voltage between a grid and a specified point of the cathode.

**Grid Bias**—Grid bias is the direct component of grid voltage.

**Grid Current**—Grid current is the current passing from or to a grid through the vacuum space.

**Grid Condenser**—A grid condenser is a series condenser in a grid circuit of a vacuum tube.

**Grid Leak**—A grid leak is a resistor in a grid circuit, through which the grid current flows, to affect or determine a grid bias.

**Screen Grid**—A screen grid is an electrode, usually associated with suitable auxiliary screening, and interposed between certain of the other electrodes to substantially eliminate the capacitance between them.

**Anode**—An anode is an electrode to which an electron stream flows.

**Plate**—Plate is a common name for the principal anode in a vacuum tube.

**Plate Voltage**—Plate voltage is the voltage between the plate and a specified point of the cathode.

**Plate Current**—Plate current is the current passing to or from the plate through the vacuum space.

**Cathode Current**—Cathode current is the total current passing to or from the cathode through the vacuum space.

## SPEAKERS

**Diaphragm**—A diaphragm is a vibrating sheet, in a telephone receiver or loud speaker, which initiates sound vibrations.

**Magnetic Speaker**—A magnetic speaker is a loud speaker in which the mechanical forces result from magnetic reactions.

**Moving-Coil Speaker**—A moving-coil speaker is a magnetic speaker in which the mechanical forces are developed by the interaction of currents in a conductor and the polarizing field in which it is located. (This is sometimes called an electrodynamic or a dynamic speaker.)

**Moving-Armature Speaker**—A moving-armature speaker is a magnetic speaker whose operation involves the vibration of a portion of the ferromagnetic circuit. (This is sometimes called an electromagnet or a magnetic speaker.)

**Induction Speaker**—An induction speaker is a moving conductor speaker in which the current which reacts with the polarizing field is induced in the moving member.

**Condenser Speaker**—A condenser speaker is a loud speaker in which the mechanical forces result from electrostatic reactions.

**Thermal Telephone Receiver**—A thermal telephone receiver is a telephone receiver in which the temperature of a conductor is caused to vary in response to the current input, thereby producing sound waves as a result of the expansion and contraction of the adjacent air.

## MICROPHONES

**Microphone**—A microphone is an electro-acoustic transducer actuated by power in an acoustic system and delivering power to an electrical system, the wave form in the electrical system corresponding to the wave form in the acoustic system. (This is also called a telephone transmitter.)

**Carbon Microphone**—A carbon microphone is a microphone which depends for its operation upon the variation in resistance of carbon contacts.

**Condenser Microphone**—A condenser microphone is a microphone which depends for its operation upon variations in capacitance.

**Magnetic Microphone**—A magnetic microphone is a microphone whose electrical output results from the motion of a coil or conductor in a magnetic field.

**Push-Pull Microphone**—A push-pull microphone is a microphone which makes use of two elements functioning 180 degrees out of phase.

(Continued on page 237)

# Standard Definitions of Terms Used in Radio (Continued) . . .

## ELECTROMECHANICAL DEVICES

**Phonograph Pick-up** — A phonograph pick-up is an electromechanical transducer actuated by a phonograph record and delivering power to an electrical system, the wave form in the electrical system corresponding to the wave form in the phonograph record.

**Magnetic Pick-up** — A magnetic pick-up is a phonograph pick-up whose electrical output is generated in a coil conductor in a magnetic circuit or field.

**Carbon Contact Pick-up**—A carbon contact pick-up is a phonograph pick-up which depends for its operation upon the variation in resistance of carbon contacts.

**Condenser Pick-up**—A condenser

pick-up is a phonograph pick-up whose electrical output is generated by a mechanical variation of its capacitance.

**Electrical Phonograph Recorder**—An electrical phonograph recorder is an electromechanical transducer actuated by power in an electrical system and supplying power to a recording mechanical system, the recorded wave form produced by the mechanical system corresponding to the wave form in the electrical system.

## ABBREVIATIONS AND LETTER SYMBOLS

Ordinarily, all words, both technical and otherwise, should be spelled out. Certain circumstances arise, however, such as the headings of columns, the tabulation of data, and a very limited

number of other occasions when abbreviations are required. In such unusual circumstances, the following list of abbreviations may be used.

Many of the abbreviations are given in lower case letters. Obviously, however, there will be occasions, such as when the abbreviations are used in titles of columns, where the original world would have been capitalized. In these cases, the abbreviations should be similarly capitalized.

A two-word adjective expression should contain a hyphen.

Term	Abbreviation
Alternating-current (adjective)	a-c
Alternating current (noun)	a.c.
Ampere	a
Antenna	ant.
Audio-frequency (adjective)	a-f
Audio frequency (noun)	a.f.
Continuous waves	cw

Decibel	db
Direct-current (adjective)	d-c
Direct current (noun)	d.c.
Electromotive force	e.m.f.
Frequency	f
High-frequency (adjective)	h-f
Intermediate-frequency (adjective)	i-f
Intermediate frequency (noun)	i.f.
Interrupted continuous waves	icw
Kilocycle (per second)	kc
Kilowatt	kw
Low-frequency (adjective)	l-f
Magnetic field intensity	H
Millivolt per meter	mv/m
Milliwatt	mw
Power Factor	p.f.
Radio-frequency (adjective)	r-f
Radio frequency (noun)	r.f.
Revolutions per minute	r.p.m.
Root-mean-square	r-m-s
Volt	v
Watt	w

## ULTRA-HIGH CHANNELS

### PERTINENT FACTS CONCERNING THE FREQUENCIES ABOVE 30,000 Kc.

(Issued by Federal Communications Commission)

None of the frequencies above 30,000 kilocycles have as yet been allocated by the FCC to any radio service within the continental United States for commercial use. At the present time, there is insufficient information at hand as to their transmission characteristics to permit such an allocation to be made. Their use is authorized by the Commission by stations in the experimental service in accordance with the rules and regulations of the Commission governing this class of stations.

Under the provisions of Rule 320, the Commission may authorize their use for communication on an experimental basis only in certain services under limitations and restrictions which may be prescribed. Such authority has been granted in a number of services, such as temporary service (broadcast pickup), emergency service (police stations), and others. Each application, however, considered by the Commission individually and on its own merits.

The Commission is encouraging all research in the ultra-high frequencies and order that all possible data, both technical and non-technical, of value in ascertaining the relative merits of the ultra-high frequency spectrum for radio-communication in the various services in which research work indicates they will eventually find useful application, may be obtained.

It has been the policy of the Commission, whenever it has been apparent from the information contained in an application for an experimental station that the main objective of the experimental program is to obtain recognition of a new service at the present time unauthorized for a private service, to designate the application for hearing, not only to make all the facts a matter of record but also to determine whether or not such service, if established, could meet the statutory requirements of public interest, convenience and necessity.

In order to avoid congestion and minimize interference in the band 30,000 to 42,000 kilocycles, the following groups of frequencies have been chosen for experimental work in connection with the police, broadcast pickup and other miscellaneous services. The frequencies in each group have been selected with considerable spread throughout the band in order to afford an opportunity to determine the most suitable frequencies for the various services within this range.

General experimental stations (police)—30,100, 33,100, 37,100, 40,100 kc.

General experimental stations (broadcast—pickup)—31,100, 34,600, 37,600, 40,600 kc.

General experimental stations (miscellaneous services)—31,600, 35,600, 38,600, 41,000 kc.

All applications must be accompanied by a supplementary statement, the form of which is shown on page 4 of the extracts from the rules and regulations governing general and special experimental stations.

In order to avoid congestion and minimize interference in the band 30,000 to 42,000 kilocycles, certain groups of frequencies have been chosen for experimental work in connection with the police, broadcast-pickup, and other miscellaneous services. The frequencies in each group have been selected with considerable spread throughout the band in order to afford an opportunity to determine the most suitable frequencies for various services within this range.

Applicants who are interested particularly in specific services, and who desire to communicate in these services in order to determine the most useful frequencies for them, should request frequencies in accordance with the following plan:

A satisfactory showing is made that the general experimental frequencies are unsuitable.

The applicant accepts the license with the express understanding that the authority to use the frequency or frequencies may be cancelled without advance

notice or hearing in case interference is caused to the commercial use of the frequency.

In any case where there is possibility of interference with the regular service on the frequency sought to be used experimentally, the applicant shall submit with his application a statement from the licensee on such frequency, or in case of a frequency on which transmissions are received in the United States a statement from the one receiving on that frequency, that there is no objection on his part to the special experimental use of the frequency.

General and special experimental stations may be used only for experimental purposes. Except under specific limitations and restrictions which may be prescribed in individual cases, for special reasons to obtain information or data which gives promise of being of benefit to the radio art, general and special experimental stations shall not be used to conduct general message traffic of any kind, to transmit regular programs for direct entertainment, to rebroadcast the programs of any other station, or to render any commercial communication service, or communications involving advertising, either directly or indirectly.

## POLICY REGARDING LIQUOR ADVERTISING

(Press Release Issued by Federal Radio Commission, February 2, 1934)

The Federal Radio Commission today authorized the following statement regarding the use of radio broadcasting stations for the purpose of advertising liquor:

"The Federal Radio Commission calls renewed attention of broadcasters and advertisers to that section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent cooperation of both groups in so far as liquor advertising is concerned.

"Although the Eighteenth Amendment to the Constitution of the United States has been repealed by the Twenty-first and so far as the federal government is concerned there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind.

"The Commission will designate for hearing the renewal applications of all stations un mindful of the foregoing and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity."

## Reserve Space Now

for the

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Advertising Forms Close November 15, 1935

## BROADCASTING



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