

**BROADCASTING**



**Broadcast  
Advertising**

**1940**

**YEAR**

**BOOK**

**NUMBER**

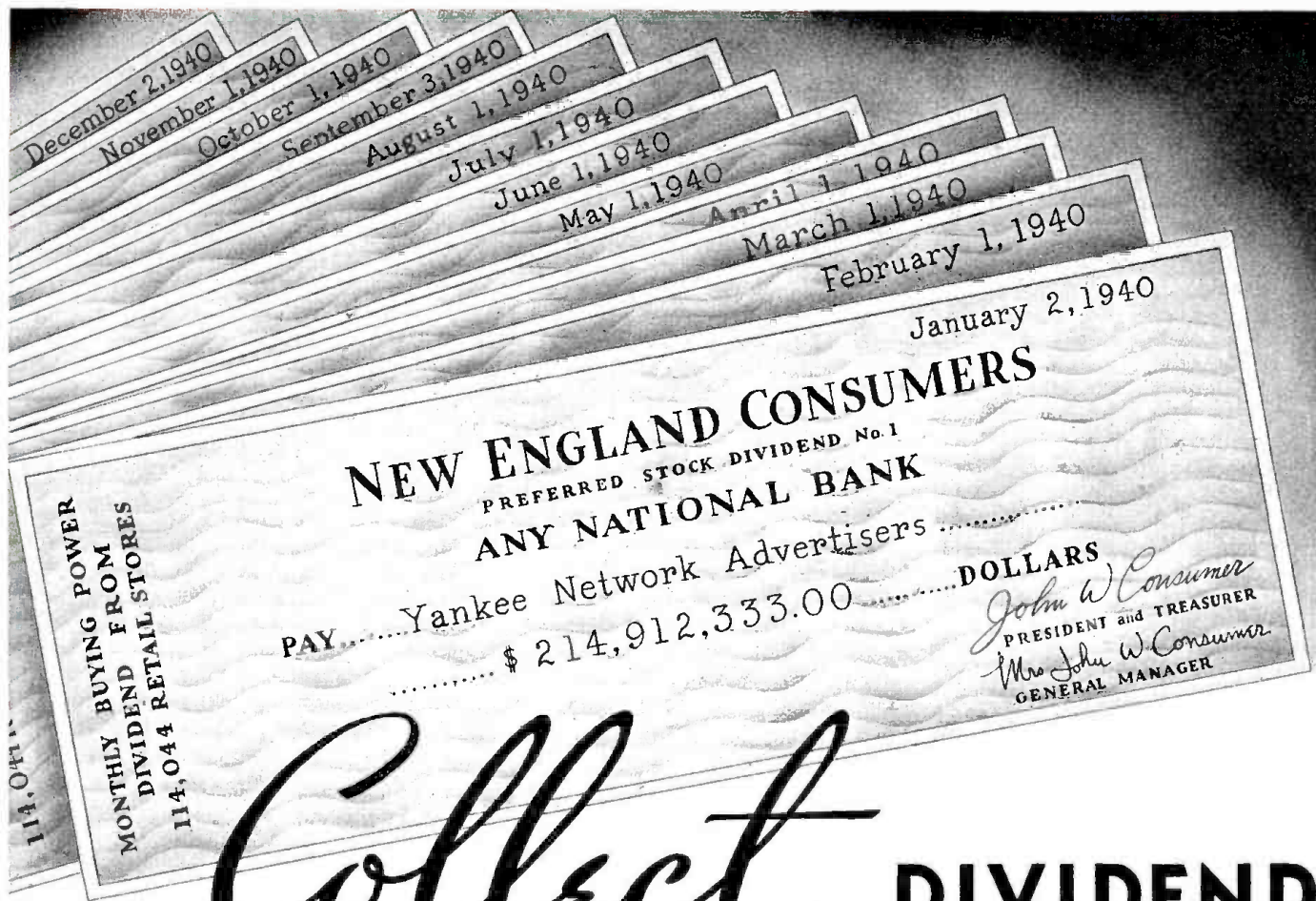
**ANNUAL SUBSCRIPTION \$3.00 INCLUDING YEAR BOOK NUMBER  
CONTENTS COPYRIGHTED 1940 BY BROADCASTING PUBLICATIONS INC.**



# THE CBS PACE

---

In Audience... In Power...  
in Advertiser Acceptance  
...and in Audience Service,  
every CBS index is now at  
its highest point in history.



# Collect DIVIDENDS FROM NEW ENGLAND IN 1940

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport
	New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHA1	Greenfield
WBRK	Pittsfield
WLLH	Lowell
	Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston
	Auburn
WSYB	Rutland

**F**ORESIGHTED advertisers, sponsoring year 'round radio promotion in the 18 key trading areas of New England, will be on the receiving end of increased sales dividends. Here's why:

Seventy-two per cent. of New England's potential audience of 8,166,131 people live in cities or towns—46% own homes—59.8% of all homes are single houses—92% of the homes are wired for electricity—there are 1,990,900 radios.

New England's 15,569 factories alone produce goods worth \$4,660,000,000 annually. Eleven per cent. of the wages earned in the United States go to New England workers.

You can hold this market and build sales 12 months of the year thru the 18 stations of The Yankee Network, with the complete coverage of all key trading areas that only this combination of stations provides.

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS  
 EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

# INDEX TO CONTENTS OF 1940 YEARBOOK NUMBER

<p><b>A</b></p> <p>Accounts—          Network, ranked by gross bill-          ings, 1939 16-17          U. S. agencies handling 282-288          Canadian agencies handling 284-286</p> <p><b>Act</b>          Communications, 1934, amended 400-407          Canadian Rules 381-382          Administrative Board, FCC 190</p> <p><b>Advertisers—</b>          Billings by industries, 1939 16          Billings on NBC networks, 1939 16          Billings on CBS network, 1939 16          Billings on Mutual network, 1939 16          Program popularity in 1939 18-23; 24-28          National and regional and their agencies 248-261          Using networks 216-246          Index of, in 1940 Year Book Number 441</p> <p><b>Advertisers, using in 1939—</b>          Alabama Network 242          Arizona Bestg. Co. Network 238          Arizona Network 243          California Radio System 229          Canadian Bestg. Corp. Networks 246          Colonial Network 243          CBS Network 18-19; 221-224          Corn Belt Wireless Group 225          Cowles Stations 245          Don Lee Network 226-228          Inter-City Broadcasting System 228          Michigan Radio Network 244          Mutual Network 18-19; 237-238          NBC Blue Network 18-19; 232-235          NBC Red Network 18-19; 218-220          NBC Pacific Coast Network 236          Oklahoma Network 226          Pacific Bestg. Co. Network 228          Texas Quality Network 235          Texas State Network 230          Yankee Network 239-242</p> <p><b>Advertising—</b>          Agency billings of NBC accounts, 1939 17          Agency billings of CBS accounts, 1939 17          Agency billings of Mutual network accounts, 1939 17          Agencies handling radio accounts, directory 262-283          Agencies of national and regional sponsors 248-261          Agencies, Canadian, radio executives of 284-285          Agencies, ranked by 1939 gross network billings 175          Associations, directory 313          Broadcast advertising in 1939 by Dr. Herman S. Hettinger, 11,12-14          Combined billings on major networks, 1939 12,16,17          Network rates, personnel 176-194          Types unacceptable 309          African stations 426-426          Agencies, advertising, handling radio accounts, directory 262-283          Agencies, Government, dealing with radio 394          Agencies, talent and booking 96-98          Agreement, text of North American Regional Broadcasting 362-371          Agricultural directors of stations 303</p> <p><b>Alabama—</b>          Alabama Network 196; 242          Broadcasting stations 103          Radio homes by counties 38</p> <p><b>Alaska, stations of 167</b></p> <p><b>Alberta, stations of 168</b>          Radio homes by counties 57</p> <p><b>Allocations—</b>          Of call letters to countries 173          Of Havana Treaty 362-371          Of stations by years 11</p> <p><b>American Broadcasting Co. 196</b></p> <p><b>Apex, high frequency U. S. stations 374</b></p> <p><b>Applications, new FCC procedure 432</b></p> <p><b>Arizona—</b>          Arizox Broadcasting Co. Network 196          Advertisers using in 1939 238          Arizona Network 196          Advertisers using in 1939 243          Broadcasting stations 103          Radio homes by counties 38</p> <p><b>Arkansas—</b>          Arkansas Network 196          Broadcasting stations 104          Radio homes by counties 38</p> <p><b>Armstrong, E. H., F. M. System 372-374, 394</b></p> <p><b>Arrowhead Network 196</b></p> <p><b>Asiatic stations 424-425</b></p> <p><b>Associated Press, subscribers 200-204</b></p> <p><b>Associations—</b>          American Assn. Advertising Agencies 313          Foreign Broadcasting National Assn. Broadcasters 308-309          National Retail Dry Goods Assn. Promotional guide for 1939 30,32,37          Attorneys practicing before FCC 432-433          Audience polls, 1939 427-429          Audience, rural and urban 58-59          Automobile ownership 14,59          Auto-radio ownership 14,59</p>	<p><b>B</b></p> <p>Bibliography of literature pertaining to broadcasting 388-398</p> <p>Broadcast advertising, general 388</p> <p>Broadcast advertising, statistical services 388</p> <p>Broadcast technique 389</p> <p>Education 390</p> <p>Foreign 392</p> <p>General 388</p> <p>Legal 391-392</p> <p>Listener and market data 389</p> <p>Miscellaneous 389</p> <p>Periodicals, general 392-393</p> <p>Periodicals, technical 393</p> <p>Publishers, list of 393</p> <p>Related subjects 392</p> <p>Technical 390-391</p> <p>Television 391</p> <p>Users and Uses 389</p> <p>Billings, client and agencies on major networks, 1939 16-17</p> <p>Booking agencies handling talent 96-98</p> <p>British Columbia, stations of 168</p> <p>Radio homes by counties 57</p> <p><b>Broadcast Advertising—</b>          General literature of 388          In 1939, by Herman S. Hettinger 11,12-14          Statistical services, list of 388</p> <p><b>Broadcast equipment—</b>          Manufacturers of 314-330          Types accepted by FCC rules 340          Used in U. S. and Canadian stations, types of 346-361</p> <p><b>Broadcast stations—</b>          Accepting foreign language programs 307          Authorized by FCC in 1939 74          By years, 1922-1939 11          Call letters 62-64          High frequency 374          Licensed in U. S., international 72          Newspaper ownership and control of, U. S. and Canada 205-210</p> <p><b>Broadcasting activities of colleges and universities, instructors of 385-387</b></p> <p><b>Broadcasting associations, foreign 423</b></p> <p><b>Broadcasting representatives—</b>          U. S. and Canada 78-82          Stations represented 84-85</p> <p><b>Broadcasting, spot 11,12-14</b></p> <p><b>Broadcasting, text of North American Regional agreement 362-371</b></p> <p><b>Broadcasting stations, United States—</b>          By call letters 62-64          By frequencies 65-70          By States 103-167</p> <p><b>Alabama 103</b>          Arizona 103          Arkansas 104          California 104-108          Colorado 108          Connecticut 110          Delaware 110          District of Columbia 110          Florida 110-112          Georgia 112-114          Idaho 114          Illinois 114-118          Indiana 118          Iowa 120          Kansas 120-122          Kentucky 122          Louisiana 124          Maine 124          Maryland 124-126          Massachusetts 126-128          Michigan 128          Minnesota 130          Mississippi 130-132          Missouri 132          Montana 134          Nebraska 134          Nevada 134          New Hampshire 135          New Jersey 135          New Mexico 135          New York 136-144          North Carolina 142          North Dakota 142-144          Ohio 144-146          Oklahoma 146          Oregon 146-148          Pennsylvania 148-150          Rhode Island 150          South Carolina 152          South Dakota 152          Tennessee 154          Texas 154-160          Utah 160-162          Vermont 162          Virginia 162          Washington 162-164          West Virginia 164          Wisconsin 166          Wyoming 166</p> <p><b>Educational stations 247</b></p> <p><b>Experimental stations, television 336</b></p> <p><b>Facsimile stations 857</b></p> <p><b>High frequency stations 374</b></p> <p><b>Municipal stations 247</b></p> <p><b>Religious stations 247</b></p> <p><b>Shortwave stations 247</b></p> <p><b>Television stations 386</b></p>	<p><b>Broadcasting stations, Canada—</b>          By call letters 72          By frequencies 72          By Provinces 168-172</p> <p><b>Alberta 168</b>          British Columbia 168          Manitoba 169          New Brunswick 169          Nova Scotia 170          Ontario 171          Prince Edward Island 172          Quebec 172          Saskatchewan 172</p> <p><b>Broadcasting stations, U. S. territories—</b>          Alaska 167          Hawaii 167          Philippines 411          Puerto Rico 167</p> <p><b>Broadcasting stations, foreign—</b>          Albania 416          Algeria 425          Angola 425          Argentina 412          Australia 422-423          Azores 425          Bahamas 408          Belgium 416          Belgian Congo 425          Bolivia 412          Brazil 412-413          British Honduras 408          British Guiana 413          British India 424          Bulgaria 416          Burma 424          Canary Islands 425          Ceylon 424          Chile 413          China 424          Colombia 408          Costa Rica 408          Crown Colony of Fiji 423          Cuba 408-409          Curacao 409          Denmark 416          Dominican Republic 409          Dutch East Indies 424          Dutch Guiana 414          Ecuador 426          Egypt 409          El Salvador 409          Estonia 416          Finland 416          France 416-417          French Indo China 424          French West Africa 426          Germany 417          Great Britain 418          Greece 418          Guatemala 409          Haiti 408          Honduras 409          Hong Kong 424          Hungary 418          Iceland 418          Iran 424          Ireland 426          Italy 418-419          Italian East Africa 426          Japan 424-425          Kenya 426          Libya 426          Latvia 419          Lithuania 419          Luxembourg 418          Madagascar 426          Madeira 426          Manchukuo 426          Martinique 426          Mexico 410          Morocco 426          Mozambique 426          Netherlands 419          New Zealand 411          Newfoundland 411          Nicaragua 419          Norway 419          Palestine 425          Panama 411          Paraguay 415          Peru 415          Philippine Islands 411          Poland 419          Portugal 419          Reunion Island 426          Rumania 420          Siam 425          Slovakia 420          Southern Rhodesia 426          Soviet Russia 420          Spain 420          Straits Settlements and Malay States 425          Syria 425          Sweden 421          Switzerland 421          Tahiti 423          Tunisia 426          Turkey 416          Union of South Africa 415          Uruguay 426          Vatican City 421          Venezuela 416          Yugoslavia 421</p> <p><b>Broadcasting stations, international in U. S. 72</b></p> <p><b>Business statistics of broadcasting 11,12-14</b></p>	<p><b>C</b></p> <p>Calendar and promotional guide for 1940 30,32,37</p> <p><b>California—</b>          Broadcasting stations 104-108          California Radio System 196          California Radio System, advertisers in 1939 229          Don Lee Network 196; 226-228          Northern California Broadcasting System 197          Radio homes by counties 38</p> <p><b>Call Letters—</b>          Allocations to countries 173          Canadian stations by U. S. stations by 92</p> <p><b>Canada—</b>          Advertising agencies and radio executives 284-285          Call letters of stations 72          Commentators of stations 301          Educational stations 247          Equipment used 360-361          Frequencies of stations 72          Group operated stations 197          Newspaper ownership 205-210          Provinces, stations in 168-172          Radio editors of newspapers 215          Radio homes by localities 57          Rules governing Canadian stations 381-382          Stations accepting foreign language programs 307</p> <p><b>Canadian Broadcasting Corporation—</b>          Advertisers using, in 1939 246          Executives and rates 192-194          Map of network 195          Canadian radio homes by provinces and counties 57</p> <p><b>Central American broadcasting stations 408-411</b></p> <p><b>Central States Broadcasting System 196</b></p> <p><b>Chart, Radio family tree 395</b></p> <p><b>Chronology of radio's development 395-399</b></p> <p><b>Church-owned stations 247</b></p> <p><b>Citations, program popularity, 1939 427-429</b></p> <p><b>City-owned stations 247</b></p> <p><b>Code of ethics, NAB 309</b></p> <p><b>Coefficient crystals, manufacturers of 340</b></p> <p><b>Colleges and Universities—</b>          Courses in radio offered by 385-387          Stations owned by 247</p> <p><b>Colonial Network—</b>          Advertisers using in 1939 243          Stations and personnel 196</p> <p><b>Colorado—</b>          Broadcasting stations 103          Radio homes by counties 38,40</p> <p><b>Columbia Broadcasting System—</b>          Advertisers in 1939 221-224          Account billings 1939 16-17          Executives 174          Map of network 179          Monthly time sales, 1939 12          Owned and operated stations 174,196          Program policies of 312          Rates 176          Commentators, news, sports, women 292-301</p> <p><b>Committees of Congress dealing with radio legislation 173</b></p> <p><b>Committees and associations 313</b></p> <p><b>Committees of National Association of Broadcasters 308</b></p> <p><b>Committee, Joint, on Radio Research 38-59,60</b></p> <p><b>Communications Act, 1934, amended 400-407</b></p> <p><b>Communications Commission, see Federal Communications Commission</b></p> <p><b>Congress, committees dealing with radio legislation 173</b></p> <p><b>Radio correspondents 211</b></p> <p><b>Connecticut—</b>          Broadcasting stations 110          Radio homes by counties 40</p> <p><b>Consulting radio engineers 438</b></p> <p><b>Consulting services 433</b></p> <p><b>Contests, services, kilocycle-meter 421</b></p> <p><b>Conversion table, kilocycle-meter 334</b></p> <p><b>Cooperative Analysis of Broadcasting, Program Popularity in 1939 18-23</b></p> <p><b>Copyright, music licensing groups 399</b></p> <p><b>Copyright, protection of program ideas 99</b></p> <p><b>Corn Belt Wireless Group—</b>          Advertisers using in 1939 225          Stations of and personnel 196</p> <p><b>Correspondents, in Congress galleries 211</b></p> <p><b>Count of stations by years 11</b></p> <p><b>Counties—</b>          Radio homes by, U. S. 38-58          Radio homes by, Canada 57</p> <p><b>Courses in radio technique, colleges offering 385-387</b></p> <p><b>Cowles, The Stations 196</b>          Advertisers using in 1939 245</p> <p><b>Crystals, coefficient, manufacturers 340</b></p>
---	---	--	---

(Continued on page 4)

*Through Kansas Skies*

**WIBW**

**-NOT BOMBING PLANES**

**FORMING TRUE AMERICAN PRINCIPLES IN KANSAS  
AND HALF OF ALL ADJOINING STATES**

# INDEX TO CONTENTS OF 1940 YEARBOOK NUMBER

(Continued from page 2)

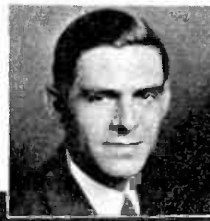
<p><b>Data—</b>                      Crossley Analysis, Program Popularity in 1939 ..... 18-23                      Listener ..... 389                      Market ..... 389                      Audience ..... 58-59, 60                      Days, special weeks and, 1940 index of ..... 30,32,37</p> <p><b>Delaware—</b>                      Broadcasting stations ..... 110                      Radio homes by counties ..... 40</p> <p>deMars, Paul A., frequency modulation ..... 372-374,394                      Development of radio, a chronology, 395-399                      District of Columbia—                      Broadcasting stations ..... 110                      Radio homes ..... 40</p> <p>Don Lee Broadcasting System—                      Advertisers using in 1939 ..... 226-228                      Stations of ..... 196</p> <p>Dry Goods, National Retail Association, 1940 promotional guide ..... 30,32,37</p>	<p><b>E</b>                      Education—                      Bibliography of literature pertaining to radio ..... 388-393                      Colleges and universities offering radio courses ..... 385-387                      Educational directors, stations and networks ..... 302                      Farm program directors ..... 303                      Instructors in ..... 385-387                      Educational groups, radio ..... 302</p> <p>Educational, religious and municipal stations in U. S. and Canada ..... 247                      Educational stations in shortwave band ..... 387                      Engineers, consulting ..... 438</p> <p>Equipment—                      Used in U. S. and Canadian stations ..... 346-361                      Broadcast, manufacturers of ..... 314-330                      Receiving, manufacturers of ..... 383-384                      Receiving equipment, sales of 1922-1939 and totals ..... 14                      Recording, manufacturers of ..... 332                      Types accepted by FCC ..... 340                      Ethics, NAB code ..... 309                      European broadcasting stations ..... 416-421                      Executive and staff personnel of FCC ..... 439-440</p> <p>Experimental services and television laboratories, U. S. and foreign ..... 336</p> <p>Experimental television stations, U. S. ..... 336</p>	<p><b>F</b>                      Facsimile stations in U. S. .... 357                      Families, urban and rural with radio ownership ..... 58-60                      Farm editors and directors of stations ..... 303</p> <p>Federal Communications Commission—                      Act of 1934, as amended ..... 400-407                      Administrative Board ..... 190                      Applications, new procedure ..... 432                      Attorneys practicing before ..... 432-433                      Equipment, types accepted ..... 340                      Field offices ..... 440                      Frequency monitors approved by ..... 340                      Modulation monitors approved by ..... 340                      New stations authorized during 1939 ..... 74                      North American Regional Agreement ..... 362-371                      Personnel, executive and staff ..... 439                      Rules other than standard broadcast ..... 376-380                      Television rules proposed ..... 342</p> <p>Federal Radio Commission, former, members of ..... 439</p> <p>Field offices of FCC ..... 440</p> <p>Florida—                      Broadcasting stations ..... 110-112                      Radio homes by counties ..... 40</p> <p>Foothills Group (Canada)—                      Stations and personnel ..... 197</p> <p>Foreign—                      Associations ..... 423                      Language Station Groups ..... 197                      Language programs ..... 307                      Literature pertaining to radio ..... 392                      Representatives in U. S. .... 423                      Stations ..... 408-426                      Television laboratories ..... 336-340                      Fortune, surveys of public opinion ..... 212-213</p> <p>Frequencies—                      Canadian stations by ..... 72                      Conversion table of ..... 334                      U. S. stations by ..... 66-70                      Frequency measuring services ..... 433                      Frequency modulation, history ..... 372-374,394                      Frequency modulation, stations ..... 374                      Frequency monitors approved by FCC ..... 340</p>	<p><b>G</b>                      General literature pertaining to radio ..... 388</p> <p>Georgia—                      Broadcasting stations ..... 112-114                      Radio homes by counties ..... 40</p> <p>Georgia Broadcasting System—                      Stations of and personnel ..... 196                      Georgia, Major Market Trio ..... 196</p>	<p><b>H</b>                      Havana Treaty ..... 362-371                      Hawaii, stations ..... 167                      Hearst Radio Inc. .... 196                      Hettinger, Dr. Herman S., broadcast advertising in 1939 ..... 11-14                      High frequency stations in U. S. .... 374                      History of radio development ..... 395-399                      Home economists, list of ..... 292-301                      Homes in U. S. with radio, by states and counties ..... 38-56, 60                      Homes, urban and rural with radios, by states ..... 58-59, 60                      Hooper, C. E., Program Popularity, 1939 ..... 24-28</p>	<p><b>I</b>                      Idaho—                      Broadcasting stations ..... 114                      Radio homes by counties ..... 40</p> <p>Ideas, protection of radio program ..... 99                      Ideas, titles of successful programs, 286-291</p> <p>Illinois—                      Broadcasting stations ..... 114-118                      Radio homes by counties ..... 40, 42</p> <p>Indiana—                      Broadcasting stations ..... 118                      Radio homes by counties ..... 42</p> <p>Index of advertisers in 1940 Year Book Number ..... 441                      Index, alphabetical of special weeks and days, 1940 ..... 30,32,37                      Index of program ideas and titles ..... 286-291                      Industries, account billings, 1939 ..... 16-17                      Instructors in college courses in radio ..... 385-387</p> <p>Inter-City Broadcasting System—                      Advertisers using in 1939 ..... 228                      Stations and personnel ..... 106</p> <p>International News Service, subscribers ..... 200-202</p> <p>International stations licensed in U. S. .... 72</p> <p>Iowa—                      Broadcasting stations ..... 120                      Radio homes by counties ..... 42</p> <p>Cowles Stations ..... 196                      Stations and personnel ..... 196</p> <p>Italian language group ..... 197</p>	<p><b>J</b>                      Jewish language group ..... 197</p> <p>Joint Committee on Radio Research, members of ..... 38-59                      Rural and urban set ownership ..... 58-59                      Rural Survey Findings—                      Homes with two or more sets ..... 58-59                      Years of set ownership ..... 58-59                      Automobile ownership ..... 14; 58-59                      Auto-radio ownership ..... 14; 58-59                      Radio families listening ..... 58-59                      Radio ownership by economic groups ..... 58-59                      Radio ownership by geographic areas ..... 58-59                      Rank order of rural radio ownership by states ..... 58-59, 60                      Radio use, average hours of listening, by economic groups and by geographic areas ..... 58-59                      Percent of rural radios in use, by periods of days ..... 58-59</p>	<p><b>K</b>                      Kansas—                      Broadcasting stations ..... 120-122                      Radio homes by counties ..... 42, 44</p> <p>Kentucky—                      Broadcasting stations ..... 122                      Radio homes by counties ..... 44</p> <p>Kilocycle-meter conversion table ..... 334</p>	<p><b>L</b>                      Labor groups and unions in radio ..... 407                      Laboratories, television ..... 336</p> <p>Language, foreign, stations accepting ..... 307                      Lawyers practicing before FCC ..... 432-433                      Legal literature ..... 391-392                      Legal trends, Paul M. Segal ..... 430-431                      Legislation, Committees of Congress dealing with radio ..... 173                      Lehman, A. W., program popularity in 1939 ..... 18-23                      Libraries, transcription program, subscribers ..... 304-306                      Licensing groups, music ..... 399                      Listener and market data, literature ..... 389-390                      Listening, urban and rural use of radio sets ..... 58-59</p> <p>Literature pertaining to broadcasting ..... 388-393                      Litigation, 1939 ..... 430-431                      Lone Star Chain ..... 196</p> <p>Louisiana—                      Broadcasting stations ..... 124                      Radio homes by counties ..... 44</p>	<p><b>Louisiana Network—</b>                      Stations of and personnel ..... 196</p> <p><b>M</b>                      McClatchy Broadcasting System ..... 196</p> <p>Maine—                      Broadcasting stations ..... 124                      Radio homes by counties ..... 44</p> <p>Manitoba, stations ..... 169                      Radio homes by counties ..... 57                      Telephone-Owned stations ..... 197</p> <p>Manufacturers of—                      Broadcasting equipment ..... 314-330                      Equipment types accepted by FCC ..... 340                      Low temperature coefficient crystals ..... 340                      Receiving equipment ..... 383-384</p> <p>Maps—                      Canadian Broadcasting Corp. .... 195                      CBS network ..... 179                      Mutual network ..... 182                      NBC networks ..... 191                      Radio family tree ..... 395                      U. S. stations ..... (inserted)</p> <p>Market and listener data, literature ..... 389-390                      Market research and marketing groups ..... 434</p> <p>Maryland—                      Broadcasting stations ..... 124-126                      Radio homes by counties ..... 44</p> <p>Mason-Dixon Radio Group, stations composing ..... 196</p> <p>Massachusetts—                      Broadcasting stations ..... 126-128                      Radio homes by counties ..... 44</p> <p>Measuring services, frequency ..... 433                      Members of FCC ..... 439                      Members of former Federal Radio Commission ..... 439</p> <p>Meters to kilocycles, conversion table ..... 334                      Mexican stations ..... 410</p> <p>Michigan—                      Broadcasting stations ..... 128                      Radio homes by counties ..... 46</p> <p>Michigan Radio Network—                      Advertisers using in 1939 ..... 244                      Stations and personnel ..... 196</p> <p>Minnesota—                      Broadcasting stations ..... 130                      Radio homes by counties ..... 46</p> <p>Minnesota Radio Network ..... 196</p> <p>Miscellaneous services and organizations ..... 437</p> <p>Mississippi—                      Broadcasting stations ..... 130-132                      Radio homes by counties ..... 46</p> <p>Missouri—                      Broadcasting stations ..... 132                      Radio homes by counties ..... 46-48</p> <p>Missouri-Illinois Ecatz System ..... 197</p> <p>Missouri Triangle network, stations composing and personnel ..... 197</p> <p>Monitors, frequency and modulation, approved by FCC ..... 340</p> <p>Montana—                      Broadcasting stations ..... 134                      Radio homes by counties ..... 48</p> <p>Multiple Ownership, U. S. Stations, 198-199                      Municipal stations in U. S. .... 247</p> <p>Music licensing groups ..... 399</p> <p>Mutual Broadcasting System—                      Advertisers using in 1939 ..... 237-238                      Account billings, 1939 ..... 16-17                      Executives and rates ..... 180-181                      Map of ..... 182                      Monthly time sales, 1939 ..... 12</p>	<p><b>N</b>                      National and regional advertisers and agencies ..... 248-261</p> <p>National Association of Broadcasters—                      Code of ethics ..... 309                      Committees of ..... 308                      Districts ..... 308                      Officers ..... 308</p> <p>National Broadcasting Company—                      Advertisers on NBC Blue in 1939 ..... 232-235                      Advertisers on NBC Red in 1939 ..... 216-220                      Advertisers on NBC Pacific Coast ..... 236                      Account billings, 1939 ..... 16-17                      Executives and staff ..... 186                      Map of networks ..... 181                      Monthly time sales, 1939 ..... 12                      Owned, operated and programmed stations ..... 186                      Program policies of ..... 310-311                      Rates ..... 188-189                      Time-buyers, guide of ..... 60</p> <p>National representatives of station ..... 78-82</p> <p>National Retail Dry Goods Association, guide for 1940 ..... 30,32,37</p> <p>Nebraska—                      Broadcasting stations ..... 134                      Radio homes by counties ..... 48</p> <p>Networks and Groups—                      Alabama Network ..... 196                      American Broadcasting Co. .... 196                      Arizona Broadcasting Co. Network ..... 196                      Arizona Network ..... 196                      Arkansas Network ..... 196                      Arrowhead Network ..... 196</p>	<p>California Radio System ..... 196                      Canadian Broadcasting Corp. .... 192-195                      Z-Owned and managed stations ..... 197</p> <p>Central States Broadcasting System ..... 196                      Colonial Network ..... 196                      Columbia Broadcasting System ..... 16-17; 174-179; 221-224                      Owned and managed stations ..... 174,196</p> <p>Corn Belt Wireless Group ..... 196                      The Cowles Stations ..... 196                      Don Lee Broadcasting System ..... 196                      Foothills Network ..... 197                      Georgia Broadcasting System ..... 196                      Georgia Major Market Trio ..... 196                      Hearst Radio Inc. .... 196                      Inter-City Broadcasting System ..... 196                      Lone Star Chain ..... 196                      Louisiana Network ..... 196                      Manitoba Telephone Stations ..... 197                      Mason-Dixon Radio Group ..... 196                      McClatchy Broadcasting System ..... 196                      Michigan Radio Network ..... 196                      Minnesota Radio Network ..... 196                      Missouri-Illinois Broadcasting System ..... 197                      Missouri Triangle ..... 197                      Mutual Broadcasting System ..... 16-17; 180-182; 237-238</p> <p>National Broadcasting Company ..... 16-17; 188-191; 216-220; 232-236                      Owned and managed stations ..... 186-197</p> <p>New York Broadcasting System ..... 197                      Northern Broadcasting &amp; Publishing, Ltd. .... 197</p> <p>North Central Broadcasting System ..... 197                      Northern California Broadcasting System ..... 197</p> <p>Oklahoma Network Inc. .... 197                      Pacific Broadcasting Co. .... 197                      Quaker Network ..... 197                      Richardson Group ..... 197                      Scripps-Howard Radio Inc. .... 197                      Southern Network ..... 197                      Sunflower Network ..... 197                      Texas Quality Network ..... 197                      Texas State Network ..... 197                      Tri-State Network ..... 197                      West Virginia Network ..... 197                      Yankee Network ..... 197                      Z-Bar Network ..... 197</p> <p>Nevada—                      Broadcasting stations ..... 134                      Radio homes by counties ..... 48</p> <p>New Brunswick, stations ..... 169                      Radio homes by counties ..... 57                      Newfoundland stations ..... 411</p> <p>New Hampshire—                      Broadcasting stations ..... 135                      Radio homes by counties ..... 48</p> <p>New Jersey—                      Broadcasting stations ..... 135                      Radio homes by counties ..... 48</p> <p>New Mexico—                      Broadcasting stations ..... 135                      Radio homes by counties ..... 48                      New stations authorized in 1939 ..... 74</p> <p>New York—                      Broadcasting stations ..... 136-140                      Radio homes by counties ..... 48, 50                      News commentators, list of ..... 292-301                      News services—                      Directory of ..... 200-204                      Stations subscribing to ..... 200-204                      Newspapers, radio editors, U. S. - Canada ..... 214-215                      Newspaper ownership, U. S. and Canada ..... 205-210</p> <p>North American Regional Broadcasting Agreement, text of ..... 362-371</p> <p>North Carolina—                      Broadcasting stations ..... 142                      Radio homes by counties ..... 50</p> <p>North Dakota—                      Broadcasting stations ..... 142-144                      Radio homes by counties ..... 50</p> <p>Nova Scotia, stations ..... 170                      Radio homes by counties ..... 57</p>	<p><b>O</b>                      Oceanic stations ..... 422-423                      Officers of NAB ..... 308                      Officers of regional networks ..... 196-197                      Offices, FCC field ..... 440</p> <p>Ohio—                      Broadcasting stations ..... 144-146                      Radio homes by counties ..... 50</p> <p>Oklahoma—                      Broadcasting stations ..... 146                      Radio homes by counties ..... 50, 52</p> <p>Oklahoma Network Inc.—                      Advertisers using in 1939 ..... 225                      Stations and personnel ..... 197</p> <p>Ontario, stations ..... 171                      Radio homes by counties ..... 57</p> <p>Oregon—                      Broadcasting stations ..... 146-148                      Radio homes by counties ..... 52</p> <p>Ownership, Group, U. S. stations, 198-199                      Ownership, newspaper, U. S. and Canadian stations ..... 205-210                      Ownership radio sets by urban and rural families, 1939 ..... 58-59, 60</p>
---	---	--	---	---	--	--	---	--	--	--	---	---

(Continued on page 6)

**NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM**



**JACK DeWITT**  
Chief Engineer



**HARRY STONE**  
General Manager



**JACK STAPP**  
Production



**JACK HARRIS**  
Sports & Special Events



**J. H. NOLAND**  
News Editor



**BEASLEY SMITH**  
Music Director



**GEORGE D. HAY**  
Audience Relations



**PIETRO BRESCIA**  
Music Director



**FRANCIS CRAIG**  
Music Director



**DAVID STONE**  
Artists Service



**ALBERT GIBSON**  
Sales Promotion



**WINSTON DUSTIN**  
Sales & Merchandising



**VITO PELLETTIERI**  
Music Librarian

**X WE**

WSM has one of the largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any

one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

NATIONAL REPRESENTATIVES - EDWARD PETRY & CO., INC.



# INDEX TO CONTENTS OF 1940 YEARBOOK NUMBER

(Continued from page 4)

<b>P</b>	Radio stations subscribing to news services.....200-204	Sprague, Stuart, Protection Program Ideas..... 89	Transcriptions—
Pacific Broadcasting Co..... 197	Ranking of program leaders in 1939.....18-23; 24-28; 427-429	States, radio homes by..... 38-60	World Transcription System..... 185
Advertisers using in 1939..... 228	Rates, network—	States, ranking of urban and rural radio homes..... 58-60	Transradio Press Service, subscribers..... 200-202
Pennsylvania—	CBC..... 194	Station representatives..... 78-82	Tree, radio family..... 395
Broadcasting stations.....148-150	CBS..... 176	Groups represented..... 84-85	Treaty, Havana allocations..... 362-371
Radio homes by counties..... 52	MBS.....180-181	<b>Stations—</b>	Tri-State Network..... 197
Periodicals—	NBC.....182-189	Accepting foreign language programs..... 307	
General..... 392-393	World Transcription System..... 185	Authorized during 1939..... 74	<b>U</b>
Technical..... 393	Receiving equipment, manufacturers of.....380-384	Broadcast, official count, 1922-1939..... 11	Unions and labor groups in radio..... 407
Personnel—	Receiving set sales, 1922-1939 and totals..... 14	Canadian, rules governing.....381-382	United Press, subscribers.....200-202
FCC.....439-440	Recording equipment, manufacturers of..... 332	Canadian, by call letters..... 72	United States—
Network, national.....176-194	Recording services..... 86-94	Canadian, by frequencies..... 72	Broadcasting representatives..... 423
Network, regional.....196-197	Regional and national advertisers and agencies..... 248-261	Educational and religious, U. S. and Canada..... 247	Government agencies dealing with radio..... 394
Philippine Islands, stations..... 411	Regional networks, stations and offices.....196-197	Educational directors of..... 302	Homes with radio sets, by states and counties..... 38-56; 58-59, 60
Polish language group..... 197	Regulations governing Canadian stations.....381-382	Equipment, used in.....346-360	International stations licensed in 1939..... 74
Polls, program popularity, 1939..... 212-213; 427-429	Religious stations in U. S..... 247	Facsimile..... 357	New stations authorized, 1939..... 74
Population, radio homes..... 38-56	Representatives, station—	Farm directors..... 303	Newspaper ownership of stations..... 205-210
Premium and contest services..... 421	Station lists of, U. S. and Canada..... 84-85	Group Operated.....196-197	Radio Editors..... 214-215
Press association news services, stations subscribing.....200-204; 421	U. S. and Canada..... 78-82	Group Ownership, U. S.....198-199	Stations of—
Press services..... 200-204	U. S. reps abroad..... 423	High frequency..... 374	By call letters..... 62-64
Press, newspaper ownership of stations..... 205-210	Foreign reps in U. S..... 423	International in U. S..... 72	By frequencies..... 66-70
Press, radio editors, U. S.-Canada.....214-215	Research and marketing groups..... 434	New stations authorized, 1939..... 74	By states and territories.....103-167
Prince Edward Island, stations..... 172	Retailers Promotional Guide, National Retail Dry Goods Assn.....30,32,37	Newspaper-ownership.....205-210	Map of stations.....(inserted)
Radio homes by counties..... 57	Rhode Island—	Services, publicity..... 436	Universities and colleges—
Production, program, services..... 86-94	Broadcasting stations..... 150	Shortwave..... 72	Courses in radio offered.....385-387
Program ideas and titles, index of.....288-291	Radio homes by counties..... 52	Subscribing to news services.....200-204	Stations owned by..... 247
Program libraries.....304-306	Richardson Group, Canada..... 197	Subscribing to transcription libraries.....304-306	Urban and rural ownership of radio sets by families.....58-59, 60
Program idea protection..... 99	Rules and Regulations—	Television, U. S..... 336	U. S. Radio homes by states and counties..... 38-54
Program policies.....309-312	Canadian stations.....381-382	U. S. by call letters..... 62-64	Utah—
Program popularity in 1939..... 18-23; 24-28; 427-429	Covering other than standard broadcast, U. S..... 376-380	U. S. by frequencies..... 66-70	Broadcasting stations.....160-162
Program production, transcription, recording services.....86-94; 96-98	Facsimile stations.....357; 376-380	U. S. by states and territories.....103-167	Radio homes by counties..... 54-56
Program popularity polls, 1939..... 427-429	High frequency broadcast stations..... 376-380	Successful program ideas and titles.....288-291	
Promotional guide for 1939, NRDA..... 30,32,37	International stations.....376-380	Sunflower Network..... 197	<b>V</b>
Public relations services..... 436	Television stations proposed..... 342	Survey of radio homes.....38-59, 60, 212-213	Vermont—
Publicity services..... 436	Television stations..... 336	Surveys of audience and popularity..... 18-23	Broadcasting stations..... 162
Publicly owned stations..... 247	Rural and urban ownership of radio sets, 1939..... 58-59, 60	C. E. Hooper Analysis, 1939..... 24-28	Radio homes by counties..... 56
Publishers, list of..... 393	Number and use of rural and urban radio sets.....58-59, 60	Fortune, on public opinion.....212-213	Virginia—
Puerto Rico, stations..... 167	<b>S</b>	<b>T</b>	Broadcasting stations..... 162
<b>Q</b>	Saskatchewan, stations..... 172	Table, kilocycle-meter conversion..... 334	Radio homes by counties..... 56
Quebec, stations..... 172	Radio homes by counties..... 57	Talent services..... 96-98	Washington—
Radio homes by counties..... 57	Schools, colleges and universities in U. S., stations owned by..... 247	Technical literature.....390-391	Broadcasting stations.....162-164
Quaker Network—	Scrapies-Howard Radio Inc.....197	Television—	Radio homes by counties..... 56
Stations and personnel..... 197	Script services..... 86-94	Laboratories and experimental services, U. S. and foreign..... 336	Washington attorneys practicing before FCC.....432-433
<b>R</b>	Segal, Paul M., legal trends review.....430-431	Literature of..... 391	Washington Radio Correspondents..... 211
RCA, officers and subsidiaries..... 190	Services, consulting..... 433	Proposed rules..... 342	Weeks, special days and, 1940 index of.....30,32,37
Radio accounts, agencies handling.....16-17; 262-283	Set manufacturers.....380-384	R.M.A. allocation, transmission recommendations..... 243	West Virginia—
Radio advertisers, national, regional and agencies.....16-17; 248-261	Sets, retail sales, 1922-1939..... 14	Stations in U. S..... 336	Broadcasting stations..... 164
Radio associations and committees..... 813	Shortwave stations—	Temperatures, coefficient crystal..... 340	Radio homes by counties..... 56
Radio Commission, Federal, former members..... 439	U. S..... 72	Tennessee—	West Virginia Network, stations and personnel..... 197
Radio correspondents, Congress..... 211	South American stations.....412-415	Broadcasting stations..... 154	Wisconsin—
Radio development, a chronology.....395-399	South Carolina—	Radio homes by counties..... 54	Broadcasting stations..... 166
Radio editors, U. S.-Canada.....214-215	Broadcasting stations..... 152	Texas Quality Network—	Radio homes by counties..... 56
Radio engineers, consulting..... 432	Radio homes by counties..... 52	Advertisers using in 1939..... 225	Women commentators, list of.....292-301
Radio educational groups..... 302	South Dakota—	Stations and personnel..... 197	World Transcription System—
Radio homes in U. S. by state and county..... 38-56	Broadcasting stations..... 152	Texas State Network—	Rates and data..... 185
Radio homes in Canada by provinces and county..... 57	Radio homes by counties..... 52	Advertisers using in 1939..... 230	Wyoming—
Radio legislation, Congressional committees dealing with..... 173	Southern Network..... 197	Stations and personnel..... 197	Broadcasting stations..... 166
Radio Manufacturers Ass'n, television recommendations..... 343	Speech input equipment in U. S..... 346-361	Time-buyers guide..... 60	Radio homes by counties..... 56
Radio ownership and use, urban and rural..... 58-59, 60	Sponsors, national and regional with agencies.....248-261	Titles of successful program ideas..... 286-291	Yankee Network—
Radio news services.....200-204; 421	Program popularity in 1939..... 18-23; 24-28	Towers, transmitters, used in U. S.....346-360	Advertisers using in 1939.....289-242
Radio receiving equipment, manufacturers of.....380-384	Network billings and agency rankings, 1939..... 16-17	Trade Assns. and committees..... 313	Stations and executives..... 197
Radio receiving equipment, sales of 1922-1939, and totals..... 14	Sports commentators, list of.....292-301	Transcription libraries, stations subscribing.....304-306	<b>Z</b>
	Spot broadcasting..... 11-14	Transcription and program services..... 86-94	Z-Bar Network—
			Stations and executives..... 197

# KSD

*first in St. Louis*

To Establish a Rigid Protection to  
Listeners Against the Unworthy!

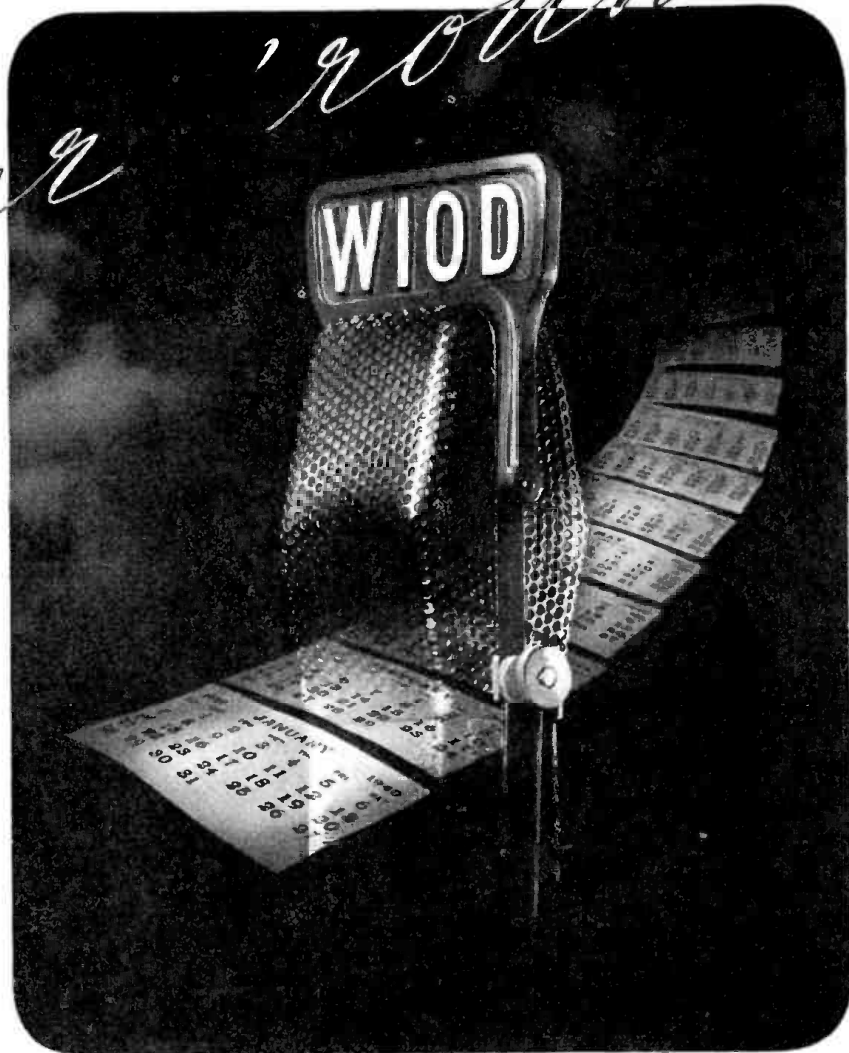
NBC BASIC RED NETWORK

THE DISTINGUISHED BROADCASTING STATION

Since KSD put the first programs on the air listeners have been protected against the unworthy. When advertisers began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics—a protection which listeners and advertisers appreciate.



*Year 'round...*



MIAMI . . . winter and summer . . . the South's TOP  
market . . . Sell it the year 'round through WIOD  
. . . NBC Red and Blue outlet . . . 610 on the dial  
—where South Florida listens!

# OUT IN FRONT-

## On every count, NBC is the broadcasting leader!

**L**EADERSHIP in anything is earned. And NBC has earned its leadership in broadcasting with performance. The kind of performance that has firmly welded the word "radio" with "NBC" in the minds of America's millions.

NBC's leadership covers all phases of broadcasting. On every count, NBC is out in front. And this "all the way" leadership is due in large measure to the fact that NBC draws freely on the experience, research and resources of the Radio Corporation of America, the only organization in the world that makes and does everything in radio and sound!



### NBC—out in front with PROGRAMS

During 1939 more than 55,000 programs were broadcast by NBC. These were sent out on the Red and Blue Networks, both of which were—and still are—on the air for an average of 18½ hours a day—a total of 37 hours. These programs were put on the air for some 26,000,000 radio families in the U. S. to hear—free. In addition, many of them were heard by other millions in foreign lands via short wave and through arrangements with broadcasting organizations in other countries. For 13 years the majority of America's most popular programs—both day and night—have been heard over the Networks of the National Broadcasting Company.



### NBC—out in front in SPOT and LOCAL ADVERTISING

"Vital Spots" indeed are the territories covered by NBC Managed Stations. And Spot advertisers have discovered the economy of using these stations to cover large areas at low cost. Most of the NBC Spot stations are superpower transmitters on clear channels covering major markets. Their combination of adequate power and favorable frequency enables advertisers to get complete coverage in markets with buying power.



### NBC—out in front with TRANSCRIPTIONS

The new RCA-NBC Orthoacoustic Transcriptions . . . an achievement of RCA and NBC engineers . . . provide the "truest recorded sound you've ever heard"—literally sound like Live Studio Broadcasts.

For national spot advertisers, NBC Transcription Service produces custom built and syndicated programs—and supplies recording facilities for agencies, program producers and artists. NBC Thesaurus Service is used by more than 200 radio stations.



### NBC—out in front in SHORT WAVE

Sixteen hours a day—every day in the week—NBC short wave stations are on the air . . . broadcasting in six languages to more than 80 foreign lands. The tremendous amount of fan mail from these far away countries is indicative of the intense interest NBC has awakened in listeners . . . an interest that has built at NBC the largest short wave broadcasting staff in American radio . . . an interest that is now being offered as a profitable advertising medium to commercial sponsors.

# ALL THE WAY!



## NBC—out in front with NETWORKS

There are two NBC Networks—the Red and the Blue. The Red is the world's leading advertising medium—some \$35,000,000 having been invested in it by advertisers during 1939. Its facilities and programs are unexcelled—and with them, it attracts and holds the biggest listening audience in the world.

The NBC Blue Network enables advertisers to reach a vast coast-to-coast audience in the "Money Markets" at lowest cost nationally. Splendid buy that it is, NBC keeps making it *better* by constantly improving station facilities. These are the reasons why Blue Network advertisers keep coming back for more—year after year!



## NBC—out in front in ARTISTS SERVICE

NBC Artists Service is one of the largest talent organizations in the world. It offers a variety of top-flight artists second to none—plus the unmatched experience of NBC as a program building background. Not only does it provide artists with personal management and valuable guidance, but has them available for every type of entertainment, public and private. NBC Artists Service offers radio advertisers and their agencies talent specifically suited to the advertisers' problems—talent that successfully answers the sales and program plans he has in mind. The service also furnishes program ideas and complete casts.



## NBC—out in front "IN THE PUBLIC INTEREST"

"Radio is a public service." That is an NBC creed and NBC tries, at all times, to operate its networks accordingly. That is why both sides of important public questions always have been presented. (Most noteworthy example is the famous "America's Town Hall" program—an NBC feature.) It is also why news of national and international significance is swiftly and skilfully reported. NBC broadcasts "in the public interest" have played a major part in making Americans the best informed people in the world . . . have done much to increase the pleasures of modern life.



## NBC—out in front in TELEVISION

As this is written, NBC has been on the air with regular television programs for 8 months. Months marked by outstanding progress.

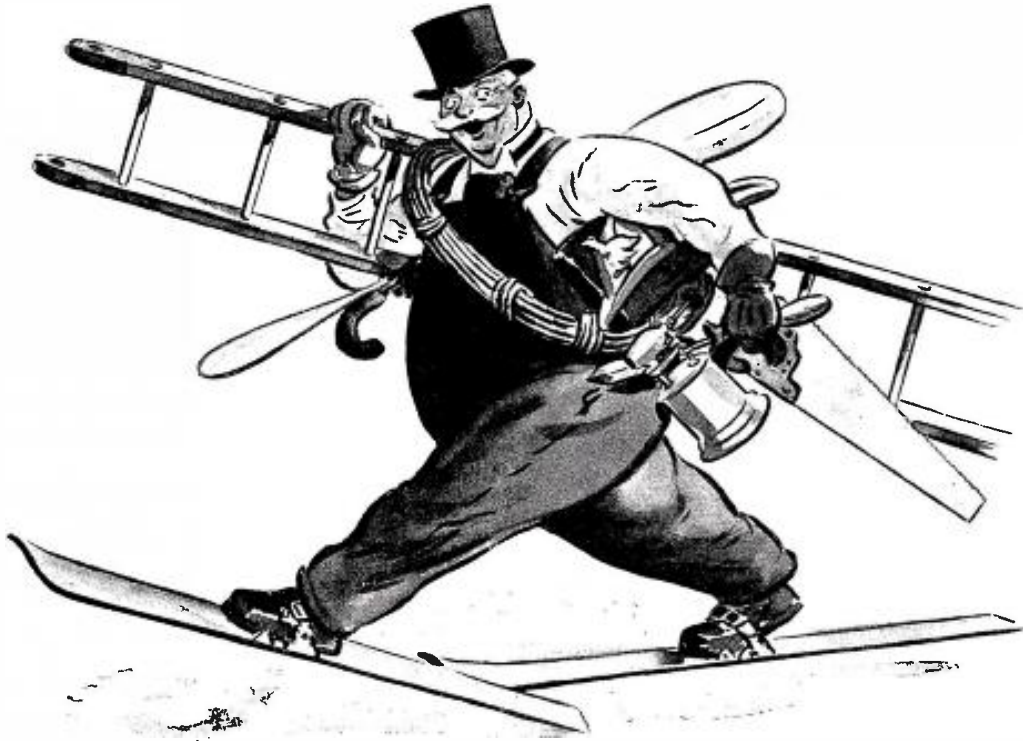
On the air 10 hours a week, Wednesday through Sunday, NBC is bringing televiewers the matchless thrills of major sporting contests, the finest productions of stage and screen, news events as they happen—and a variety of other splendid programs.

Television has gone far under the guidance of NBC. Seeing is believing—"it's yours for the viewing"!

# NATIONAL BROADCASTING COMPANY

*The World's Greatest  
Broadcasting System*

A RADIO CORPORATION OF AMERICA SERVICE



# “Got any jobs for me?”

One of the things on which we pride ourselves most, here at Free & Peters, is the *variety* of ways in which we are equipped to be really helpful to agencies and advertisers everywhere.

This versatility is partly a result of our almost unmatched experience in radio—partly a result of deliberate planning (and spending). Our fourteen men have a total of more than 175 years in radio and advertising, including experience in seven leading agen-

#### EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	.....	BUFFALO
WCKY	.....	CINCINNATI
WOC	.....	DAVENPORT
WHO	.....	DES MOINES
WDAY	.....	FARGO
WOWO-WGL	.....	FT. WAYNE
KMBC	.....	KANSAS CITY
WAVE	.....	LOUISVILLE
WTGN	.....	MINNEAPOLIS-ST. PAUL
WMBD	.....	PEORIA
KSD	.....	ST. LOUIS
WFBL	.....	SYRACUSE
.....	SOUTHEAST	.....
WCSC	.....	CHARLESTON
WIS	.....	COLUMBIA
WPTF	.....	RALEIGH
WDBJ	.....	ROANDE
.....	SOUTHWEST	.....
KOKO	.....	FT. WORTH-DALLAS
KOMA	.....	OKLAHOMA CITY
KTUL	.....	TULSA
.....	PACIFIC COAST	.....
KECA	.....	LOS ANGELES
KOIN-KALE	.....	PORTLAND
KBFO-KROW	.....	SAN FRANCISCO
KVI	.....	SEATTLE-TACOMA

cies and several top-flight newspapers and radio stations. And these *experienced* men are strategically located in six offices from Coast to Coast, equipped with teletypes, data libraries, auditioning facilities, etc.—ready, willing and *able* to serve you well.

That service includes market studies, coverage analyses, merchandising help—almost *any* sort of cooperation you can possibly need. . . . We hope you will test *both* our ability and our eagerness to help you.

## FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

### Pioneer Radio Station Representatives

CHICAGO  
180 N. Michigan Ave.  
Franklin 6373

NEW YORK  
247 Park Ave.  
Plaza 5-4131

DETROIT  
New Center Bldg.  
Trinity 2-8444

SAN FRANCISCO  
One Eleven Sutter  
Sutter 4353

LOS ANGELES  
650 S. Grand Ave.  
Vandike 0569

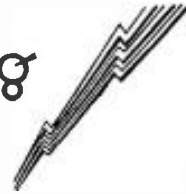
ATLANTA  
617 Walton Bldg.  
Jackson 1678

# BROADCASTING

and

## Broadcast Advertising

### 1940 YEAR BOOK NUMBER



MARTIN CODEL, Publisher  
SOL TAISHOFF, Editor  
J. FRANK BEATTY, Managing Editor  
MAURY LONG, Advertising Manager (N. Y.)  
NORMAN GOLDMAN, Business Manager  
BERNARD PLATT, Circulation Manager  
LEWIE V. GILPIN }  
FRED FITZGERALD } Yearbook Associates

Published by  
BROADCASTING  
PUBLICATIONS, Inc.

National Press Building  
Washington, D. C.  
Telephone—Metropolitan 1022

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

NEW YORK OFFICE

250 Park Ave. Telephone: PLaza 5-8355

Bruce Robertson, Editorial • Maury Long, Advertising Manager

CHICAGO OFFICE

360 No. Michigan Ave. Telephone: CENTral 4115

Edward Codel

LOS ANGELES OFFICE

1509 No. Vine St.  
Telephone: GLadstone 7853  
David H. Glickman

Annual Subscription \$3, Yearbook Number Included • Copyright 1940, by Broadcasting Publications, Inc.

Vol. 18—No. 3-A

WASHINGTON, D. C., FEBRUARY 1, 1940

\$3.00 Per Year, Yearbook Number Included

## Broadcast Advertising in 1939

DR. HERMAN S. HETTINGER

Associate Professor of Marketing, University of Pennsylvania

**B**BROADCAST advertising net time sales in 1939 amounted to approximately \$131,000,000, it is estimated on the basis of preliminary information regarding station revenues available at current writing.<sup>1</sup> This represents a gain of approximately 12% over the preceding year's level.

If the more conventional figure of gross time sales is taken, broadcast advertising volume in 1939 totalled somewhat in excess of \$171,000,000, or an increase of 14% over 1938. This figure is directly comparable to the published total of \$151,484,000 for national magazine advertising. Gross time sales are arrived at by multiplying the facilities used by the single time or insertion rate. Net time sales, on the other hand, represent advertising volume following the deduction of cash discounts and also discounts granted on the basis of amount of time used or frequency of broadcasting. They, therefore, are more representative of the true volume of the medium.

Estimated net time sales for the medium during 1939 are as follows:

Radio Advertising Net Time Sales (1939 Estimates)

Portion of the Medium	Net Time Sales	Percent Total
National networks	\$64,000,000	49.0%
National & regional non-network	31,900,000	24.5%
Local advertising	34,900,000	26.5%
Total	\$130,800,000	100.0%

Two features should be noted in

<sup>1</sup> National network gross time sales have been secured in toto from the networks and from Publishers' Information Bureau network reports, and net time sales have been calculated from this base. Station revenues have been estimated on the basis of a 12 per cent sample of the medium's sales in recent years. While the sample undoubtedly is small enough to allow some margin of error—especially if breakdowns are attempted—the component stations seem to have been sufficiently representative to be indicative of broad general trends.

the above estimates. No figure has been given for regional network advertising. Conditions have been in such a state of flux during the last year with regard to the formation and operation of regional networks that an estimate of their volume has not been deemed practical at this time. The breakdown of station net time sales between national and regional non-network business and local advertising also should be applied with a certain degree of caution because of lack of uniformity of classifying accounts in these categories on the part of stations.

Gross Time Sales (1939)

Gross time sales for the medium during 1939 are estimated to have been as follows:

Portion of the Medium	Gross Time Sales	Percent Total
National networks	\$83,113,813 <sup>2</sup>	48.6%
National & regional non-network	42,000,000	24.5%
Local advertising	46,000,000	27.0%
Total	\$171,113,813	100.0%

On the basis of these estimates, national network volume increased 15.9% during the year, national and regional non-network advertising approximately 12%, local broadcast advertising in the neighborhood of 15%. Total non-network business gained about 13% over 1938.

Comparison With Other Media

Radio experienced a greater growth in volume during 1939 than did any other advertising medium. Compared to an estimated 14% increase in broadcasting time sales, national magazine advertising rose 9.1%, national farm paper volume 2.6%, newspaper lineage 1.5%.

Gross volume of national magazines—directly comparable to radio's gross time sales—amounted to

<sup>2</sup> Publishers' Information Bureau network reports. This is not an estimate but a complete summary of the year.

\$151,484,530 in 1939.<sup>3</sup> Gains, however, were not general and the major portion of the medium's increase was due to an 18.6% rise in the advertising volume of weekly magazines. Advertising in general women's magazines declined 1.3% as compared to 1938, while only slight gains were experienced by other groups. National farm paper advertising in 1939 was \$10,085,880.

Newspaper advertising in 1939 totalled 1,243,549,515 lines, an increase of 1.5% over the preceding year.<sup>4</sup> Total display advertising in-

<sup>3</sup> National magazine and farm paper volume as compiled by Publishers' Information Bureau.

<sup>4</sup> Newspaper lineage as compared by Media Records.

Official Count of U. S. Broadcasting Stations (From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814

\* Federal Radio Commission takes over regulation from Dept. of Commerce.

† Federal Communications Commission replaces Federal Radio Commission July 11, 1934.

creased 2.1%, due almost entirely to a rise of 2% in retail lineage. General advertising—the product advertising of manufacturers and other non-retail distributors—remained at the same level as during the preceding year. The most important gain in the newspaper field was an 11.5% increase in automotive lineage. Since newspaper rate structures have not changed materially during the year just closed the comparison of lineage with magazine and radio dollar volume is a practical means of measuring relative media trends.

Media offering especially widespread general circulation seem to have experienced the greatest relative growth in advertising volume, as evidenced by the 18.6% increase in weekly magazine advertising and the 15.9% gain in network gross time sales. Both of these media secure their principal revenues from large manufacturers with national distribution. Since concerns of this type seem to increase their advertising appropriations more rapidly than does industry as a whole following periods of recession such as 1938, this practice may largely explain the aforementioned trend.

National Network Trends

National network advertising reflected improved business conditions and gained 15.9% over the preceding year as compared to a 5.1% increase in 1938. Total gross time sales of the national networks totalled \$83,113,813 for 1939 and were the largest in the history of the medium. National network volume has increased steadily since the depression and, with the exception of 1938, has grown between 16 and 20% each year since 1935. Gross time sales for national networks have risen 66.1% since 1935.

National network gross time

sales during the past decade were as follows:

1930	\$26,816,156
1931	35,787,299
1932	39,106,776
1933	31,516,298
1934	42,647,081
1935	50,067,686
1936	59,743,860
1937	69,315,573
1938	71,728,400
1939	83,113,813

The rapid increase in national network volume following the slackening off in 1938 undoubtedly was due mainly to the concentration of network business in convenience goods advertising and, more especially, in the large manufacturers of products of this class. Convenience goods include articles purchased in small units, with high repeat sales, such as food products, chewing gum and confectionery, toilet goods, pharmaceuticals, soaps and kitchen supplies, tobacco products, and gasoline and lubricants. These products have represented an increasing proportion of total national network business annually. In 1930 they accounted for 50% of national network volume, 71% in 1935, 84.5% in 1938, 87.4% in 1939.

Large manufacturers in these and other fields also have become increasingly important in national network advertising. This is evidenced by the fact that, although total network volume rose 15.9% from 1938 to 1939, the average expenditure per company rose approximately 20%. In 1938 the 20 companies with national network expenditures of \$1,000,000 and over represented 50.6% of network volume and in 1939 companies of the same class—again 20—accounted for \$43,166,644 or 52% of the network total.

#### Day and Nighttime Trends

The trend toward increased daytime advertising continued in 1939 over national networks. Daytime volume, exclusively of Sunday afternoon, rose 23.4% during the year, while evening advertising increased 14.5%. Sunday afternoon advertising declined approximately

one-fifth. Daytime gains have been striking since 1935, total daytime volume increasing 159% since that year as compared to a 47.1% increase in nighttime business.

#### Trends in Radio Sponsorship

The principal gains of importance among different product groups sponsoring national network advertising were in the tobacco, soap and housekeeping supply, drug and toilet goods, and gasoline and lubricants fields—all of them in the convenience goods category. Tobacco products advertising increased 32.8% as compared to 1938. Cigarette and other tobacco advertising have registered important gains in network volume for several years and 1939 gross time sales for this product group were 233.5% above those of 1935.

Food and food beverage advertising gained 13.1% during the year. Principal increases were as follows: fruits, nuts and vegetables, 150%; meats, 18.9%; miscellaneous food products, 18.9%; cereals 8.6%. Food beverage volume remained comparatively unchanged. Food advertising has increased consistently and in 1939 exceeded the 1935 level by 87.9%.

Advertising in the toilet goods and pharmaceuticals fields increased 15.3% as compared to the preceding year. Dentifrice advertising rose 61.4%, toilet goods volume 30.3%, drug advertising 6.4%. Advertising by cosmetic manufacturers declined 13.5%. Combined drug and toilet goods volume has gained but 36.5% since 1935, due principally to reduced pharmaceutical advertising.

Soap and housekeeping supplies increased their advertising over national networks 28.4% as compared to 1938, the entire gain being accounted for by laundry soaps. In 1939, network advertising by this product group exceeded the 1935 level by 292%. Lubricants and petroleum products volume rose 34% during the year and in 1939 just exceeded 1935 network advertising expenditures. Network advertising in this field has tended to fluctuate to a greater extent than that of other convenience goods.

### National Networks' Gross Monthly Time Sales

See also pages 16-17

	1939	% Gain over 1938	1938
<b>NBC</b>			
Jan.	\$4,033,900	6.3%	\$3,793,616
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,931
April	5,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,973,241
Oct.	4,219,233	11.8	3,773,964
Nov.	4,234,984	8.6	3,898,919
Dec.	4,279,748	10.1	3,887,072
Total	\$45,244,354	9.1%	\$41,462,679
<b>CBS</b>			
Jan.	2,674,057	-7.1	2,879,945
Feb.	2,841,542	-5.2	2,880,335
March	2,925,684	-3.6	3,034,317
April	2,854,025	17.7	2,421,180
May	3,097,484	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,341,636	64.2	1,423,865
Sept.	2,583,132	60.0	1,501,755
Oct.	3,366,664	41.0	2,387,395
Nov.	3,474,163	41.6	2,453,410
Dec.	3,529,154	39.5	2,529,060
Total	\$34,539,665	26.3%	\$27,345,397
<b>MBS</b>			
Jan.	315,073	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	282,626	58.6	189,545
May	234,164	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771
Nov.	327,045	-10.4	360,925
Dec.	317,699	-5.3	337,389
Total	\$3,929,782	14.0%	\$2,920,324

Spectacular gains were experienced in a number of less important categories of national network advertising sponsors. Financial and insurance volume rose 164.3% in 1939, due principally to new appropriations amounting to \$484,570 by insurance companies. Insurance advertising over national networks has been spotty, but last year exceeded the 1935 level by 134.2%.

Clothing advertising gained 206.3% during the year, principally due to an increase in the men's clothing field, but remained 38.8% below the 1935 level. Jewelry and silverware gross time sales gained 176% as compared to 1938, but ex-

ceeded the 1935 level by only 31%.

Other gains during the year were as follows: building materials, 35%; confectionery and beverages, 12.8%; paints and hardware, 24%; shoes and leather goods, 21%.

Losses were experienced in several fields. The most important decrease has been in the automotive industry, where gross time sales dropped 21.2% from the 1938 level and were 24.6% below that of 1935. In recent years the automotive industry has increasingly used non-network advertising, and the limited data available indicates that further increases have probably occurred in this portion of the medium during 1939. However, the 11.5% rise in automotive newspaper lineage suggests that part of the decline in recent years has been due to a shift from the radio medium.

Radio and musical instrument gross time sales dropped 23.8% during the year and were 19.5% below 1935. Furniture and housefurnishings volume decreased 18.9% but remained at slightly more than double the 1935 level. Radio advertising by publishers decreased 37.1% during the year. Machinery and farm equipment advertising over networks was practically discontinued during the year; travel and hotel volume dropped 25%, and wine and beer advertising decreased from \$327,237 to \$9,744. Political advertising was unimportant in 1939 as compared to gross time sales for \$138,105 for that purpose during the preceding year. Sponsorship by those products classified in the miscellaneous groups dropped 6.6% during the year.

#### Five-Year Network Trends

An examination of five-year trends in national network sponsorship confirms the observation made earlier that an increasing proportion of total business was being concentrated in the convenience goods categories. With few exceptions, gross time sales of specialty goods (such as automobiles, radios and electrical household equipment)

(Continued on page 14)

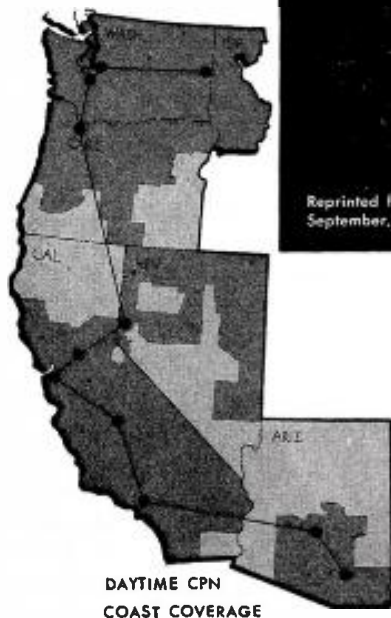
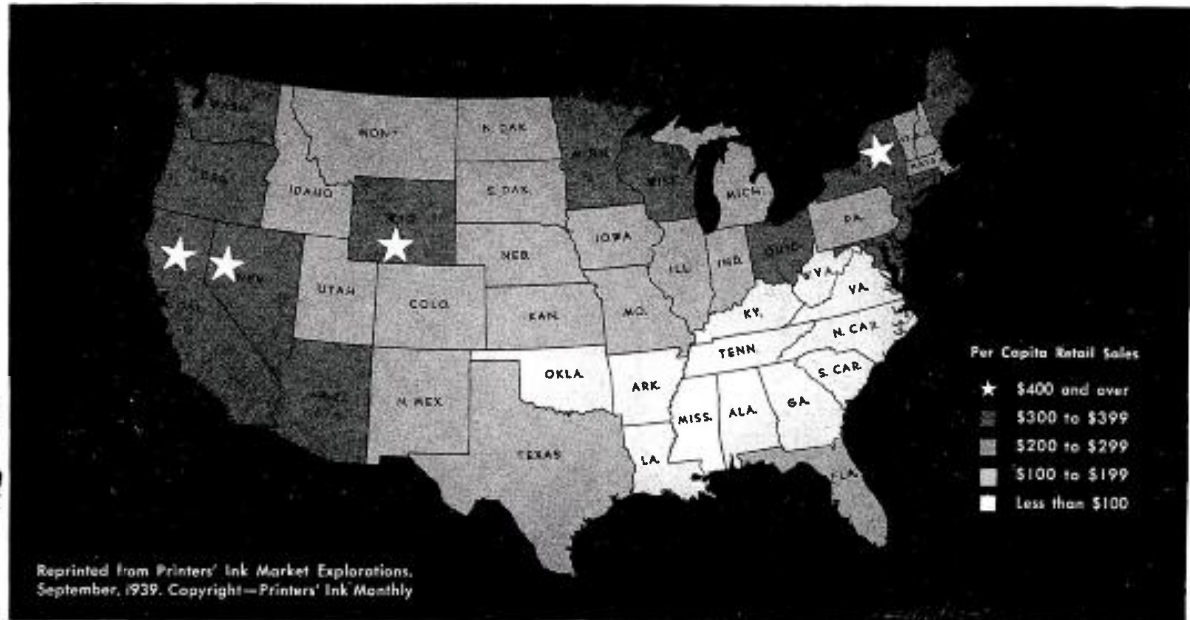
## National Network Broadcast Advertising By Kinds of Sponsoring Business: 1939

(Gross Time Sales)

Kinds of Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1. Automotive Industry	\$321,695	\$297,452	\$364,465	\$335,664	\$51,314	\$279,519	\$253,722	\$232,471	\$182,419	\$220,394	\$217,422	\$219,342	\$3,275,879
2. Building Materials	26,794	30,600	30,538	22,412	14,753	9,108	1,000,123	1,047,985	969,318	1,170,285	1,153,167	1,138,880	11,668,090
3. Cigars, Cigarettes & Tobacco	835,736	795,642	884,649	870,332	920,545	886,648	3,032	8,099	22,725	13,036	20,064	37,271	253,919
4. Clothing & Dry Goods	22,183	30,389	47,887	21,728	27,555	3,032	.....	.....	.....	.....	.....	.....	.....
5. Confectionery, Gum & Ice Cream	143,446	136,840	159,934	202,164	205,087	199,361	218,213	217,036	209,306	206,968	183,282	193,905	2,275,492
6. Drugs & Toilet Goods	2,045,354	1,858,689	2,019,714	1,781,020	1,843,919	1,718,468	1,583,192	1,498,233	1,538,420	2,150,477	2,162,394	2,225,291	22,425,671
7. Financial & Insurance	40,620	53,470	63,540	58,565	73,950	128,634	97,317	109,206	101,857	107,029	98,126	92,435	1,019,749
8. Foods & Food Beverages	2,174,501	2,057,580	2,341,267	2,038,942	2,071,566	1,901,979	1,450,918	1,439,741	1,650,918	2,401,313	2,546,208	2,574,845	24,649,778
9. Garden & Field	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
10. House Furniture & Furnishings	49,052	38,534	38,496	39,187	65,024	18,311	22,888	23,420	47,964	61,764	45,229	49,163	499,032
11. Jewelry & Silverware	33,095	26,604	26,302	32,940	26,223	.....	.....	.....	.....	27,262	27,919	34,899	235,244
12. Lubricants & Petroleum Products	325,866	319,841	382,289	321,299	393,549	360,199	241,859	287,327	375,264	427,642	423,839	417,129	4,275,601
13. Machinery & Farm Equipment	140	117	70	.....	.....	.....	.....	.....	.....	.....	.....	.....	327
14. Office Equipment	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
15. Paints & Hardware	55,789	46,802	50,476	27,267	19,392	2,200	.....	.....	6,692	45,451	38,192	47,956	340,157
16. Radios, Phonographs, Etc.	110,071	87,618	66,745	81,518	62,560	88,436	84,295	69,490	72,516	47,490	61,786	48,199	860,724
17. Schools & Correspondence Courses	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
18. Shoes & Leather Goods	3,314	2,550	2,498	3,515	38,555	33,875	32,330	49,606	52,542	1,160	5,764	8,432	15,356
19. Laundry Soaps & Housekeepers' Supplies	713,721	690,664	818,235	746,349	856,954	792,319	771,338	818,289	812,198	923,238	925,282	915,038	9,788,625
20. Sporting Goods	23,400	41,952	48,160	47,472	29,286	23,398	23,526	29,261	23,634	6,084	.....	.....	296,193
21. Stationery & Publishers	13,025	8,218	5,808	.....	1,540	5,933	10,552	.....	.....	.....	.....	.....	44,886
22. Travel & Hotels	2,315	1,578	1,185	.....	.....	.....	.....	.....	.....	.....	.....	.....	9,744
23. Wines & Beer	83,460	61,702	51,285	52,263	32,628	19,351	22,720	28,802	23,286	.....	3,960	756	8,744
24. Miscellaneous	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
TOTAL	\$7,023,037	\$6,566,842	\$7,403,513	\$6,677,637	\$7,034,350	\$6,470,771	\$5,812,793	\$5,858,916	\$6,089,029	\$8,014,129	\$8,036,192	\$8,126,604	\$83,113,813

Source: Publisher's Information Bureau, Inc., Monthly Network Radio Broadcasting Reports.

# GO WEST... BY CBS



DAYTIME CPN  
COAST COVERAGE

## The 'Coast' is America's #1 per capita market. Sell it ALL with the 'Coast's' leading network!

**T**HE spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers *all* this wealthy market—at the *lowest* cost per thousand families.

### PRIMARY COVERAGE—BY DAY:

100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend \$3,495,000,000 at retail every year.

**AND BY NIGHT:** 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend \$3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

**PRIME RECEPTION**—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. *They* use the Columbia Pacific Network so that they, too, can sell *all* the West—economically!

**COLUMBIA** *Pacific* **NETWORK**  
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel. San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York • Chicago • Detroit • St. Louis • Charlotte, North Carolina

# RETAIL RADIO SALES IN THE UNITED STATES, 1922-1939

(Compiled for the 1940 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes		Motor Car Sets		Total Sales of Broadcast Receivers Tubes, Batteries, Parts	Home with Radio Sets	Auto Sets In Use	Total Radio Sets In Use in U. S.
	Number	Value	Number	Value	Number	Value	Value	Number	Number	
1922.....	100,000	\$5,000,000	1,000,000	\$6,000,000	.....	.....	\$60,000,000	60,000	.....	1400,000
1923.....	560,000	15,000,000	4,500,000	12,000,000	.....	.....	185,000,000	1,900,000	.....	11,500,000
1924.....	1,500,000	100,000,000	12,000,000	36,000,000	.....	.....	358,000,000	2,500,000	.....	8,000,000
1925.....	2,000,000	185,000,000	20,000,000	48,000,000	.....	.....	430,000,000	3,500,000	.....	4,000,000
1926.....	1,750,000	200,000,000	30,000,000	58,000,000	.....	.....	508,000,000	5,000,000	.....	5,000,000
1927.....	1,350,000	168,000,000	41,200,000	67,300,000	.....	.....	425,600,000	6,500,000	.....	6,500,000
1928.....	3,281,000	400,000,000	50,200,000	110,250,000	.....	.....	690,550,000	7,500,000	.....	8,500,000
1929.....	4,428,000	600,000,000	69,000,000	172,500,000	.....	.....	842,548,000	9,000,000	.....	10,500,000
1930.....	3,827,800	300,000,000	52,000,000	119,600,000	34,000	\$3,000,000	496,432,000	12,048,762	.....	13,000,000
1931.....	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	16,000,000
1932.....	3,000,000	140,000,000	42,000,000	68,700,000	143,000	7,150,000	240,000,000	15,000,000	250,000	18,000,000
1933.....	3,806,000	230,099,000	58,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,389	500,000	22,000,000
1934.....	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*.....	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*.....	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,500,000	3,500,000	33,000,000
1937*.....	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	587,000,000	26,666,500	5,000,000	37,000,000
1938*.....	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*.....	9,000,000	289,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,200,000

\* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run about 40% of total tube sales. All figures are at retail value. † Includes home-built sets.

(Continued from page 12)

and shopping goods (such as furniture, house-furnishings, silverware and jewelry), have either declined as compared to 1935 or have grown less rapidly than has national network advertising as a whole.

### Changing Volume by Products

Changing volume of national network advertising by different product groups has affected the composition of total network volume as follows:

Product group	Percent total gross time sales		
	1939	1938	1935
Automotive industry	3.7%	6.4%	7.9%
Building materials	.2	.1	1.0
Cigars, cigarettes & tobacco	14.0	12.2	7.0
Clothing and dry goods	2	.1	.8
Confectionery	2.7	2.8	2.6
Drugs and toilet goods	27.0	27.0	38.0
Financial and insurance	1.2	.5	.3
Food and food beverages	29.6	30.6	27.0
Furniture and house furnishings	.6	1.0	.4
Jewelry & silverware	.2	.1	.3
Lubricants and petroleum	5.1	4.2	7.6
Machinery and farm equipment	.2	---	.6
Shoes and leather goods	.4	.3	.3
Laundry soaps and housekeeping supplies	11.7	10.6	5.0
Stationery & publishers	.4	.6	.9
Travel and hotels	.1	---	.1
Wines & beer	---	.5	---
Miscellaneous	1.5	1.9	2.5
Total	100.0%	100.0%	100.0%

The principal shifts in relative importance are those which might have been expected. The food industry has moved into first place since 1935 while the drug and toilet goods field has dropped to second ranking. In 1939 food and food beverages accounted for 29.6% of national network volume, while drugs and toilet goods represented 27% of gross time sales. Tobacco product advertising has risen from 7% of the network total in 1935 to 14% in 1939, while the increase in the relative importance of laundry soap and housekeeping supply volume since 1935 has been from 5% to 11.7%. On the other hand, automotive advertising, which in 1935 represented 7.9% of gross time sales, only accounted for 3.7% in 1939.

### Non-network Sponsor Trends

Complete information on national and regional non-network sponsor trends is not available. However,

the quarterly reports issued on spot advertising by Publishers' Information Bureau for certain groups of stations provide some interesting data on this point. Examination of the stations furnishing information to the Bureau indicates that, for the most part, they are the more enterprising regional and clear channel stations situated in the more important markets of the country. They therefore cannot be considered representative of the medium as a whole, but may be of interest in that they are the type with which national advertisers are most concerned. Gross time sales information available at the present writing is limited to the first three quarters of the year and summarizes the reports of 139 stations for that portion of 1939.

### National Non-Network Advertising by Product Groups Over Selected Radio Stations (First three quarters)\*

Product Group	Gross Time Sales January-September 1939 (139 stations)	
	1939	1938
1. Automotive industry	\$ 421,260	---
2. Building materials	60,697	---
3. Cigars, cigarettes & tobacco	985,474	---
4. Clothing	111,081	---
5. Confectionery & soft drinks	594,801	---
6. Drugs & toilet goods	2,526,959	---
7. Financial & insurance	144,563	---
8. Food & food beverages	3,162,781	---
9. Garden & field	94,654	---
10. Furniture & house furnishings	249,149	---
11. Jewelry & silverware	887,275	---
12. Lubricants & petrol. products	1,813,717	---
13. Machinery & farm equipmt.	110,270	---
14. Office supplies	245	---
15. Paints & hardware	24,721	---
16. Radios & musical instruments	285,904	---
17. Schools & correspondence courses	89,765	---
18. Shoes & leather goods	224,997	---
19. Laundry soaps & housekeeping supplies	785,346	---
20. Sporting goods	4,333	---
21. Stationery & publishers	111,647	---
22. Travel	183,350	---
23. Wines and beer	496,547	---
24. Miscellaneous	541,943	---
Total	\$13,361,284	---

The task of estimating trends even on these stations is rendered extremely difficult by the fact that the same number do not report for each year; the 1938 report, for instance, being based on 167 stations as compared to 139 stations for 1939. However, if the broad assumption can be made that stations added or dropping out for any particular year are not very different in character of business from those remaining in the sample

\* Source: Publishers' Information Bureau "Spot Radio Broadcasting" quarterly reports.

— a not completely probable assumption—it may be possible to develop at least a rough indication of national non-network trends.

Proceeding on this basis, national non-network advertising on PIB reporting stations probably increased as follows during 1939: Automotive, approximately 10%; tobacco products, 35%; confectionery and soft drinks, 75%; drugs and toilet goods, 30%; jewelry and silverware, 30%; lubricants and petroleum products, 50%. Radio set and phonograph advertising gained about 25%; soaps and kitchen supplies, approximately 30%; wines and beer advertising, 40%; food advertising, in the neighborhood of 20%. Shoe and leather goods advertising and furniture and house furnishing volume more than doubled. Important gains also seem to have occurred in travel and hotel, and financial advertising. Few losses were recorded at all, and these occurred almost entirely in the less important national non-network product categories. It is interesting to note that upward trends have occurred for the most part in the same product groups as were experiencing the more important increases at the time of the discontinuance of NAB broadcasting reports in the summer of 1937.

To the extent to which PIB reporting stations are typical of the medium as a whole, national and regional non-network advertising is less concentrated in a few product groups than is national network volume. Convenience goods gross times sales—food, drug and toilet goods, lubricants and petroleum products, tobacco, soaps and kitchen supplies, confectionery and soft drinks—on the 139 reporting stations accounted for but 70% of national non-network volume, as compared to 87.4 per cent in the case of national networks.

### Incompleteness of Radio Data

The task of estimating broadcast advertising volume and of evaluating trends in the medium is materially handicapped by important gaps in non-network data and by lack of standardization in the collection of information.

It has been five years since the Census of Business gave the industry its first comprehensive survey of the medium, of the distribution of network and non-network busi-

ness among various classes of stations and in different parts of the country and similar valuable information. This base, therefore, has little current value and the radio report is not to be repeated in 1940.

The statistical data collected by the FCC Accounting Department under Order No. 38 for 1937, and so excellently summarized by it in its testimony before the Commission on June 6, 1938, added a great deal of important information regarding radio advertising, some of it never available before. However, the Commission's logical concern with regulation has naturally limited its dissemination of advertising data in spite of some extremely helpful data released in this field.

The discontinuance of the NAB broadcast advertising reports in the summer of 1937 left the quarterly reports of Publishers' Information Bureau the only source of information for national and regional non-network advertising according to type of sponsoring business; data essential to an intelligent comparison of spot and network trends within the medium. In spite of their coverage of between 140 and 225 stations annually and their undoubted value to stations and advertisers, the usefulness of the PIB spot reports is limited in trend analysis by the fact that the number of stations vary yearly.

### National-Regional vs. Local

Problems of classification of business also impose increasing difficulties. The line of demarcation between "national and regional non-network" and "local" business seems to be increasingly hard to determine, probably due to the growing flexibility of the medium. With the present uncertainty as to the meaning of these two terms, the task of comparing "national and regional non-network" and "local" data for different years and from different sources is made extremely difficult. Indeed there is grave question whether the industry would not be better off if it would drop these non-network designations and apply instead the "general" and "retail" classifications used in the newspaper field; "general" to be applied to the advertising of manufacturers and others distributing their goods through retail stores, and "retail" for retail stores and other selling directly to ultimate consumers.



FOR ST. LOUIS SALES

OK

KYLO

*Owned and Operated by the St. Louis Star-Times*

1000 Watts - Full Time \* Nationally Represented by WEED & CO.



# Major Networks' Gross Billings by Agencies: 1939

## NBC Billings by Agencies

Blackett-Sample-Hummert	\$8,668,630
J. Walter Thompson Co.	4,732,169
Compton Adv.	3,072,892
Lord & Thomas	2,406,474
Young & Rubicam	2,296,137
Pedlar & Ryan	2,022,048
Russell M. Seeds Co.	1,336,393
Stack-Goble Adv. Agency	1,294,410
Lennen & Mitchell	1,254,172
Wade Adv. Agency	1,236,254
Benton & Bowles	1,199,743
H. W. Kastor & Sons Adv. Co.	1,166,086
Newell-Emmett Co.	1,041,742
Ruthrauff & Ryan	1,024,880
Erwin, Wasey & Co.	779,583
Roche, Williams & Cunyngnam	656,084
Knox Reeves Adv.	649,701
Sherman K. Ellis & Co.	602,968
Blow Co.	590,016
Needham Louis & Brorby	589,330
Hutchinson Adv. Co.	561,710
Sweeney & James Co.	558,748
Arthur Kudner Associates	513,797
BDDO	506,165
L. W. Ramsey Co.	488,265
Gardner Adv. Co.	457,776
Ward Wheelock Co.	451,248
McCann-Erickson	449,202
J. M. Mathes Inc.	365,909
Warwick & Legler	357,162
Wm. Esty & Co.	305,241
Grant Adv. Co.	259,016
Henri, Hurst & McDonald	235,784
Maxon Inc.	211,828
Hixson-O'Donnell Adv.	200,664
McKee & Albright	182,856
Cecil & Presbrey	181,487
C. W. Hoyt Co.	164,128
Glicksman Adv. Co.	151,893
Morse International	121,488
Westco Adv. Agency	112,287
Hays McFarland & Co.	105,162
Franklin Bruck Adv. Corp.	101,898
Foster & Davies	97,014
Fuller & Smith & Ross	94,822
Marschalk & Pratt	70,728
N. W. Ayer & Son	68,406
Barton A. Stebbins Adv. Agency	56,306
Fitzgerald Adv. Agency	47,676
Emil Brisacher & Staff	46,938
Kenyon & Eckhardt	38,612
Gale & Pietsch	38,160
Tomaszke-Elliott	37,864
Tucker Wayne & Co.	34,182
Byer & Bowman Adv. Agency	31,461
Long Adv. Service	31,131
Botsford, Constantine & Gardner	29,520
Leon Livingstone Adv. Agency	24,660
Clements Co.	23,236
Weill & Wilkins	16,356
Dan B. Miner Co.	8,256
Logan & Stebbins	5,940
Joseph Katz Co.	4,351
Ray Davidson	2,656
Walker & Downing	1,087
Hanvey & Haas	704
No Agency (Billed Direct)	772,200

## NETWORK BILLINGS BY AGENCIES: 1939

Ranked in Order of Combined Gross Billings  
By NBC, CBS and MBS

Blackett-Sample-Hummert	\$10,714,498	Grady & Wagner	113,008
Young & Rubicam	6,481,352	Franklin Bruck Adv. Corp.	109,172
J. Walter Thompson Co.	6,342,268	Bowman & Columbia	102,375
Benton & Bowles	5,421,812	H. M. Kiesewetter	102,269
Ruthrauff & Ryan	4,991,348	Sorensen & Co.	100,187
Lord & Thomas	3,891,308	Kelly, Stuhlman & Zahrndt	99,565
Compton Adv.	3,811,254	Foster & Davies	97,014
Pedlar & Ryan	2,902,600	Fuller & Smith & Ross	94,822
Ward Wheelock Co.	2,595,270	Marschalk & Pratt	85,390
BDDO	2,481,296	Emil Brisacher & Staff	73,348
Newell-Emmett Co.	1,997,362	Campbell-Mithun	63,985
Wm. Esty & Co.	1,852,529	W. I. Hamilton Co.	60,076
H. W. Kastor & Sons Adv. Co.	1,732,120	Barton A. Stebbins Adv. Agency	56,306
Lennen & Mitchell	1,613,974	Fitzgerald Adv. Agency	47,676
Russell M. Seeds Co.	1,400,433	Kenyon & Eckhardt	41,662
Stack-Goble Adv. Agency	1,294,410	Tomaszke-Elliott	41,384
Wade Adv. Agency	1,236,254	Gale & Pietsch	38,160
Blow Co.	1,234,622	Tucker Wayne & Co.	34,182
Gardner Adv. Co.	1,165,253	Byer & Bowman Adv. Agency	31,461
N. W. Ayer & Son	1,144,316	Long Adv. Service	31,131
Erwin, Wasey & Co.	1,025,507	Bass-Luckoff	30,977
Roche, Williams & Cunyngnam	1,008,509	Aitkin-Kynett Co.	30,495
Arthur Kudner	963,872	Botsford, Constantine & Gardner	29,520
Buchanan & Co.	888,440	Leon Livingstone Adv. Agency	24,660
Neisser-Meyerhoff	884,625	C. M. Rohrabauh	24,288
McCann-Erickson	775,934	Clements Co.	23,236
Knox Reeves Adv.	755,461	Anderson, Davis & Platte	22,859
Sherman K. Ellis & Co.	602,968	Walsh Adv. Co.	18,500
Needham, Louis & Brorby	589,330	Sidney Garfunkel Adv. Agency	17,860
Hutchinson Adv. Co.	561,710	Samuel C. Croot Co.	16,806
Sweeney & James Co.	558,748	Lambert & Feasley	15,784
Ivey & Ellington	521,614	Weill & Wilkins	15,356
McKee & Albright	508,406	Dan B. Miner Co.	14,196
L. W. Ramsey Co.	488,265	Weston-Barnett Inc.	13,823
Lambert & Feasley	460,650	Baker Adv. Agency	13,200
Aubrey, Moore & Wallace	438,850	Kayton-Spiro	13,093
Frances Hooper Adv. Agency	430,766	L. W. Ramsey Co.	11,924
J. M. Mathes Inc.	365,909	Cockfield, Brown & Co.	11,000
Warwick & Legler	357,162	Commercial Radio	8,640
Maxon Inc.	305,405	Logan & Stebbins	5,940
R. H. Alber Co.	305,107	MacLaren Adv. Co.	6,900
Joseph Katz Co.	299,399	M. H. Hackett Co.	6,825
Campbell-Ewald Co. of N. Y.	294,960	J. D. Tarcher Co.	6,041
Grant Adv. Co.	259,016	Ray Davidson	5,372
Henri, Hurst & McDonald	235,784	John H. Dunham Co.	4,320
Hixson-O'Donnell Adv.	228,104	Richard F. Connor	3,658
Leo Burnett Co.	215,423	H. B. Humphrey Co.	2,704
Birmingham, Castleman & Pierce	180,255	L. C. Gumbinner & Co.	2,043
Cecil & Presbrey	181,487	Brook, Smith, French & Dorrance	1,920
Hellwig-Miller Co.	164,983	Howard G. Hanvey	1,704
C. W. Hoyt Co.	164,128	Glasser Adv. Agency	1,470
Glicksman Adv. Co.	151,893	Walker & Downing	1,087
Critchfield & Co.	132,460	Hanvey & Haas	704
Westco Adv. Co.	128,787	David Malkiel Adv. Agency	691
Morse International	121,488	Dana Jones Co.	456

## CBS Billings by Agencies

Benton & Bowles	\$4,176,615
Young & Rubicam	4,072,207
Ruthrauff & Ryan	3,546,452
Ward Wheelock Co.	2,144,022
Blackett-Sample-Hummert	2,044,458
BDDO	1,762,398
J. Walter Thompson Co.	1,587,139
William Esty & Co.	1,534,748
Lord & Thomas	1,484,834
N. W. Ayer & Son	1,079,910
Newell-Emmett Co.	945,620
Buchanan & Co.	885,883
Neisser-Meyerhoff	884,625
Pedlar & Ryan, Inc.	880,522
Compton Adv.	788,236
Gardner Adv. Co.	707,477
H. W. Kastor & Sons Adv. Co.	566,034
Blow Co.	487,470
Lambert & Feasley	460,650
Arthur Kudner	450,075
Aubrey, Moore & Wallace	438,850
Frances Hooper Adv. Agency	430,766
Roche, Williams & Cunyngnam	352,425
McKee & Albright	325,550
Joseph Katz Co.	295,048
Campbell-Ewald Co. of N. Y.	294,960
Lennen & Mitchell	273,715
McCann-Erickson	244,665
Leo Burnett Co.	215,423
Birmingham, Castleman & Pierce	190,255
Hellwig-Miller Co.	164,983
Knox Reeves Adv.	105,760
Bowman & Columbia	102,375
Sorensen & Co.	100,187
Russell M. Seeds Co.	64,050
Campbell-Mithun	68,985
Aitkin-Kynett Co.	30,495
Hixson-O'Donnell Adv.	27,640
Emil Brisacher & Staff	26,410
H. M. Kiesewetter Adv. Agency	20,270
Walsh Adv. Co.	18,500
Sidney Garfunkel Adv. Agency	17,860
Erwin, Wasey & Co.	17,690
Westco Adv. Agency	16,500
Baker Adv. Agency	13,200
L. W. Ramsey Co.	11,924
Cockfield, Brown & Co.	11,000
Kayton-Spiro & Co.	7,173
MacLaren Adv. Co.	6,900
J. D. Tarcher & Co.	6,041
Dan B. Miner Co.	5,940
John H. Dunham Co.	4,320
Richard F. Connor	3,658
Tomaszke-Elliott	3,520
Kenyon & Eckhardt	3,050
Ray Davidson	2,736
H. B. Humphrey Co.	2,704
Howard G. Hanvey	1,704
Glasser Adv. Agency	1,470
David Malkiel Adv. Agency	691
Dana Jones Co.	456
R. H. Alber Co.	456
Direct	179,115

**\$ 35** FOR 500 MAPS  
OF YOUR COVERAGE  
MAIL OR CONTOURS, BLACK ON WHITE  
BOND • DATA PANEL \$15 EXTRA • COLOR  
OR ADDITIONAL COPIES QUOTED ON  
REQUEST

These maps are especially designed for each client, are all-type, clean-cut, titled. Sketch submitted for approval.

• MARKET DATA • BROCHURES • SALES PRESENTATIONS • TRADE PAPER COPY •

**WALTER P. BURN & ASSOCIATES, Inc.**

7 WEST 44TH STREET • NEW YORK CITY

## Time Buyers' BROADCASTING GRID MAPS

... originally published in Broadcasting as the RADIO MARKET ATLAS. Reproductions on Bond 8 1/2 x 11", of all 36 Grids covering the U. S. always in stock.

1 to 19 Grids, 25c each. 20 to 99 Grids, 15c each. 100 or more, 10c each. Any selection — Quantity prices.

## MBS Billings by Agencies

Ivey & Ellington	\$ 521,614
Ruthrauff & Ryan	420,015
R. H. Alber Co.	304,651
Erwin, Wasey & Co.	228,285
BDDO	212,733
Blow Co.	157,086
Critchfield Co.	132,460
Young & Rubicam	113,008
Grady & Wagner	102,576
Kelly, Stuhlman & Zahrndt	99,565
Maxon Inc.	95,677
Lennen & Mitchell	86,037
McCann-Erickson	82,243
H. M. Kiesewetter Adv. Agency	81,999
W. I. Hamilton Co.	80,076
Bass-Luckoff	80,977
C. M. Rohrabauh	24,288
J. Walter Thompson Co.	22,980
Anderson, Davis & Platte	22,859
Samuel C. Croot Co.	16,806
Lambert & Feasley	15,784
Marschalk & Pratt	14,662
Weston-Barnett	13,823
Wm. Esty & Co.	12,540
Benton & Bowles	8,943
Commercial Radio	8,640
Franklin Bruck Adv. Co.	7,274
M. H. Hackett Co.	6,825
Kayton-Spiro	6,910
Buchanan & Co.	2,557
L. C. Gumbinner & Co.	2,043
Brooke, Smith, French & Dorrance	1,920
Blackett-Sample-Hummert	1,410
Cooperative, MBS	418,715

# Program Popularity In 1939

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

**A** COMPARISON made by the Cooperative Analysis of Broadcasting of relative radio program popularity between December, 1938 and December, 1939 reveals many interesting changes in status among the first ten programs. The three leading programs are the same for both years but beyond that there is little similarity. Of the remaining seven, only two appear among the first ten in both years.

The three leaders were, in order, *Chase & Sanborn*, *Jack Benny*, and *Lux Radio Theatre*. (In December, 1938, *Kraft Music Hall* was tied with *Lux* for third.) *Chase & Sanborn* had a slightly lower rating in 1939 than in 1938, but *Jack Benny* was slightly ahead and *Lux* was well ahead. In the 12-month period, *Fibber McGee & Molly* rose sensationally from 16th to fourth place, nosing out *Kraft Music Hall* for the spot [See 1939 BROADCASTING Yearbook for previous ratings and analysis].

## Year's Development

In addition to the three leaders, *Major Bowes' Amateur Hour* and *Kraft Music Hall* were the only shows among the first ten in both years. The *Major*, in fact, made a real come-back after the slump which followed his first sensational rise to fame and long tenure of first place. He stood sixth in December of both years.

The following shows, listed with their positions in December, 1938, were not among the first ten a year later: *Burns & Allen*, fifth; *Rudy Vallee*, seventh; *Town Hall*, eighth; *Cantor's Camel Caravan*, ninth; and *Big Town*, tenth. *Burns & Allen* had shifted to a less advantageous time.

Their places were taken by *Fibber McGee & Molly*, fourth; *Bob Hope*, seventh; *Fitch Bandwagon*, eighth; *Kate Smith*, ninth and *Pot O'Gold*, tenth. None of them were new programs within the twelve-month with the exception of *Pot O'Gold*. *Kate Smith*, a real veteran of the air, had finally found a formula which enabled her to rise from 17th to ninth, while *Fitch Bandwagon* rose from 13th, and *Bob*

## I—Distribution of Sponsored Network Evening Programs According to Ratings Month of December

Rating (% of set owners)	1939		1938		1937	
	No. of Programs	% of Total	No. of Programs	% of Total	No. of Programs	% of Total
40.0 and over	1	1.0	1	1.1	0	0.0
35.0 - 39.9	1	1.0	1	1.1	2	2.1
30.0 - 34.9	0	0.0	0	0.0	0	0.0
25.0 - 29.9	3	3.1	2	2.2	1	1.1
20.0 - 24.9	7	7.2	4	4.3	7	7.4
15.0 - 19.9	10	10.3	12	13.0	6	6.3
10.0 - 14.9	28	28.9	22	23.9	21	22.1
5.0 - 9.9	36	37.2	36	39.2	41	43.1
0.0 - 4.9	11	11.3	14	15.2	17	17.9
Total	97	100.0	92	100.0	95	100.0

*Hope* from 23d respectively. These wide shifts in popularity contrast sharply with the relatively small amount of change from 1937 to 1938, which may indicate significant shifting in the public taste for radio programs.

Fred Allen dropped to 11th place, *Big Town* to 16th and *Burns & Allen* to 18th. The *Rudy Vallee* show and *Cantor's Camel Caravan* left the air.

In 1938 there was a wide gap between the two programstied for third place and the fifth place program with the fifth to tenth place shows closely clustered, but in 1939 the gap had been closed up with less than half a point separating fourth and fifth places. Actually, *Kraft Music Hall* had a higher rating in fifth place than it had a year earlier in its third place tie. The wide gap now fell between fifth and sixth places with the sixth to tenth programs well bunched.

The general redistribution found the occupants of each place rating somewhat better than the corresponding show a year earlier with the single exception of the leader, *Chase & Sanborn*. The average rating for the first ten shows was a point and a half higher in 1939 than in 1938, namely 26.8% compared with 25.3%. The median rating of all 30-minute evening programs had risen more sharply, from

8.8 to 10.2. In 1937 the figure was only 8.2. The median of evening 60-minute programs rose from 18.4 in December, 1938 to 19.1 in December, 1939.

Table I is based on the month of December in 1939, 1938 and 1937 and shows the distribution of sponsored evening network programs according to ratings. 51.5% of these programs rated 10 or better in 1939 compared with 45.6% in 1938 and 39% in 1937. A year ago it was pointed out that there were three factors accountable for this trend. First, a greater amount of total listening, second a greater amount of listening to the leading programs and third, greater reluctance on the part of the advertisers to keep a poorly rated program on the air.

There probably should be added to these reasons a healthy increase in the art of programming and time and station selection, based in large part upon studious attention to such data as are regularly furnished by the CAB and other fact-finding organizations. One reason for the further increase in total listening this year has been the public hunger for news because of the disturbing international situation.

Over the years the percentage of programs rating less than 5 has steadily diminished, but the decline was more noteworthy in the past year. In December, 1937, 17.9% rated less than 5; in December,

1938, 15.2%; while in December, 1939, only 11.3% of all evening programs were below the 5 mark. The greatest increase noted from 1938 to 1939 was in the percentage of programs which moved from the 5-9.9 classification to the 10-14.9 classification.

## The Ten Leaders

In December, 1939, the 10 leading evening programs were:

1. Chase & Sanborn Program
2. Jack Benny
3. Lux Radio Theatre
4. Fibber McGee and Molly
5. Kraft Music Hall.
6. Major Bowes Amateur Hour
7. Bob Hope Program
8. Fitch Bandwagon
9. Kate Smith Hour
10. Pot O'Gold

## Popularity Shifts in 1939

For the year ending Dec. 31, 1939, as in the year before, the *Chase & Sanborn* program took first place in each month. *Jack Benny*, except for the three months when he was off the air, held second place. The year before he had dropped back to third place in one month. *Lux Radio Theatre* was on the air for ten months, taking third place in all but two. During *Jack Benny's* last vacation month *Lux* took second while in May it had yielded to *Kraft Music Hall*. The latter, on the air the entire period was a steady fourth until December, though it took third place in May and August. In December it dropped to fifth. *Fibber McGee & Molly* started at 14th in January and February, fell back to 16th in March, climbed to 11th in April, ninth in May and June and after a two-month vacation returned to the air in September in fifth position which was maintained during the fall, finishing fourth in December.

*Major Bowes* started at fifth in January, then ran eighth, sixth, sixth, eighth, fifth, and profiting from the hiatus months, placed second in July and August and third in September, falling back to sixth in October, November and December when the season was again in full swing.

*Kay Kyser* bounced around a good deal, taking 16th, seventh, 12th, 12th, fifth, eighth, third, fourth, sixth, eighth, tenth and 12th in order. *Rudy Vallee*, after a long and illustrious career of more than ten years for one sponsor finally retired. Of the nine months he was on the air, he ranked among the first ten in only four, three of these being the summer months. *Kate Smith*, also an illustrious radio veteran and broadcasting at the same hour, gave him some real competi-

(Continued on page 20)

## II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1939

	Dec.	Nov.	Oct.	Sept.	Aug.	July	June	May	April	Mar.	Feb.	Jan.
Chase & Sanborn	1	1	1	1	1	1	1	1	1	1	1	1
Jack Benny	2	2	2	NB	NB	NB	2	2	2	2	2	2
Lux Radio Theatre	3	3	3	2	NB	NB	3	4	3	3	3	3
Fibber McGee & Molly	4	5	5	5	NB	NB	9	9	11	16	14	14
Kraft Music Hall	5	4	4	4	3	4	4	3	4	4	4	4
Major Bowes	6	6	6	3	2	2	5	8	6	6	8	5
Kay Kyser	12	10	8	6	4	3	8	5	12	12	7	16
Rudy Vallee	NB	NB	NB	7	8	5	13	16	15	17	11	6
Your Hit Parade	15	17	19	11	5	7	13	19	24	21	27	33
Kate Smith Hour	9	8	7	NB	NB	NB	6	11	5	5	10	8
Town Hall	11	12	10	NB	NB	NB	12	7	16	8	5	15

NB means 'no broadcasts'.



*We write this in a fine parental glow*

Our network seems to us stronger in program power and in station-advertiser loyalty than ever before in our five year's rapid growth.

Even as we write this, the makers of Ovaltine, for ten years one of radio's best known names, have just signed a series over 83 Mutual outlets. And this, hard on the heels of the recent 1940 Carnation contract.

Any doubt as to whether member stations could profit from the first cooperative network seems definitely settled. Mutual's key member stations have just signed exclusive five-year agreements further solidifying Mutual's development and future.

**BROADCASTING • Broadcast Advertising**

So Mutual faces 1940 with its billings at an all time high, its station line-up at a new peak, and its basic belief in profit sharing and independence of operation for all member stations, unshaken.

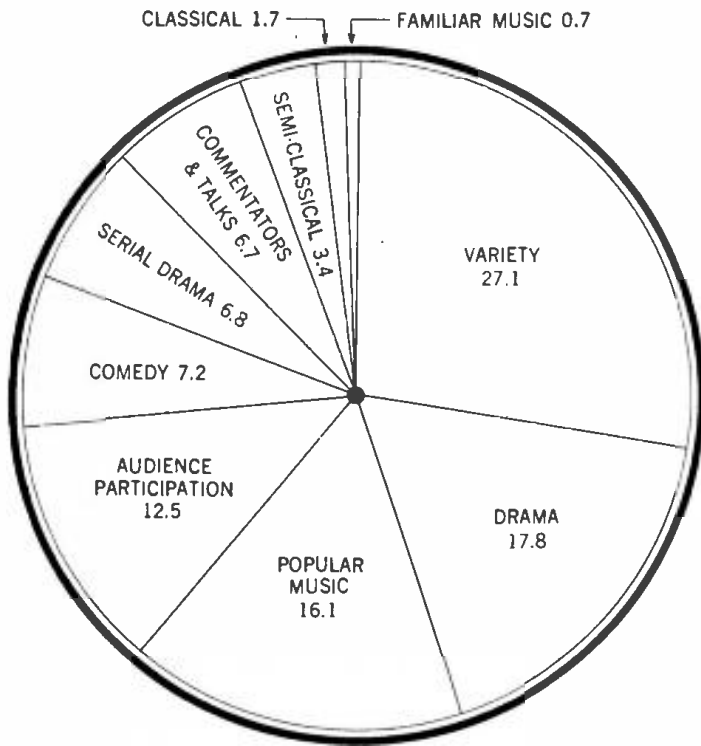
# THE **MUTUAL**

## BROADCASTING SYSTEM

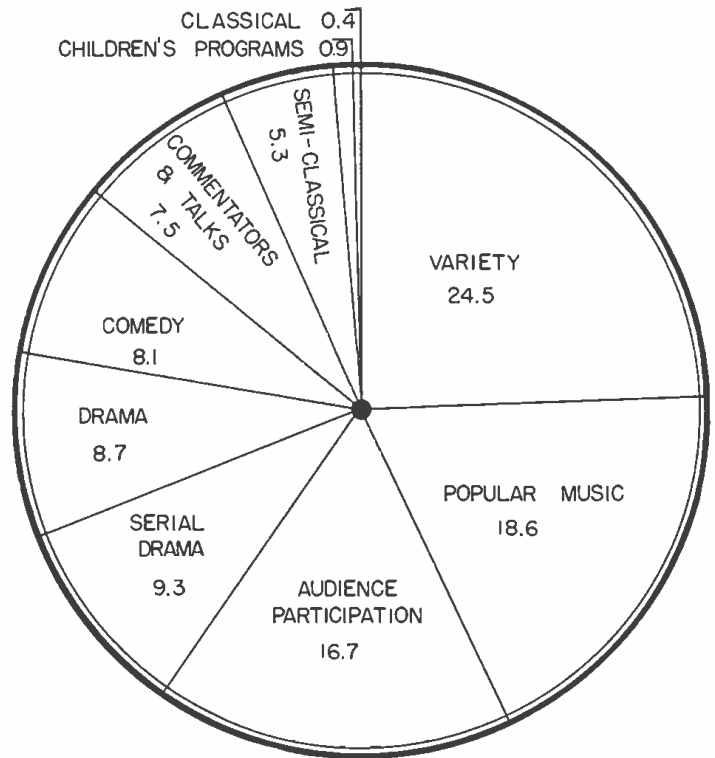
Offices: Chicago • New York • Boston • Detroit  
Los Angeles • Cincinnati • Cleveland • Columbus

1940 Yearbook Number • Page 19

**III—Division of Commercial Network Time  
By Program Types: Evening Programs  
(October, 1938—April, 1939)**



**IV—Division of Commercial Network Time  
By Program Types: Evening Programs  
(May to September, 1939)**



Type of Program	Ratings Average	Rank	Range		No. of Programs	Amount of Time on the Air	
			Low	High		% of Rank in %	% of Time
Variety	14.7	1	2.2	42.3	30	27.1	1
Comedy	11.0	2	5.1	18.4	7	7.2	5
Drama	10.8	3	2.9	28.2	18	17.8	2
Audience Participation	10.5	4	2.0	21.2	13	12.5	4
Classical	10.5	4	—	—	1	1.7	9
Serial Drama	10.4	6	1.5	20.2	7	6.8	6
Popular Music	7.6	7	L.T.	16.5	20	16.1	3
Semi-Classical	7.4	8	5.4	9.5	3	3.4	8
Commentators and Talks	6.6	9	1.8	12.4	10	6.7	7
Familiar Music	2.4	10	—	—	1	.7	10

Type of Program	Average Rating	Rank	Number of Programs	% of Time	Rank in % of Time
Drama	9.1	2	13	8.7	5
Classical	8.0	3	1	0.4	10
Comedy	7.9	4	8	8.1	6
Audience Participation	7.8	5	18	16.7	3
Serial Drama	7.3	6	9	9.3	4
Semi-Classical	6.1	7	4	5.3	8
Popular Music	5.6	8	24	18.6	2
Commentators and Talks	5.0	9	8	7.5	7
Children's Programs	4.3	10	1	0.9	9

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast 3 times a week have been considered as 1 1/4 hours per week for the number of weeks investigated, 15 minute programs 3 times a week 3/4 hour, etc.

(Continued from page 18)  
tion, rising very fast from 17th in December, 1938 to fifth in March. *Vallee* at the same time was dropping from seventh to 17th. *Kate Smith* held up well with the exception of a drop to 11th in May and returned to the air in October after a three-month vacation in seventh place, dropping back to eighth in November and ninth in December. Of the other shows which placed fifth or better in one or more of the twelve months, *Your Hit Parade* was the most erratic, ranging all the way from 33d to fifth; *Fred Allen* reached fifth place only in February and ranked as low as 16th in April.  
Table II shows the month-to-month rankings of the 11 programs which were among the five leaders for any month during the year ending December 1939.

**Leading Daytime Programs**  
The leading daytime programs in December, 1939 were:  
1. Ben Bernie  
2. Ma Perkins  
3. Hobby Lobby  
4. Pepper Young's Family  
5. Vic & Sade  
6. The Guiding Light  
7. Mary Marlin  
8. The Woman in White  
9. Stella Dallas  
10. Goldbergs  
10. Road to Life  
In the previous December the ten daytime leaders were:  
1. Ben Bernie  
2. Ma Perkins  
3. The Guiding Light  
4. Pepper Young's Family  
5. Magic Key of RCA  
6. Mary Marlin  
7. The Woman in White  
8. David Harum

9. The Big Sister  
10. Road of Life  
**Sets in Use**  
There is likely to be more fluctuation in the rankings of daytime programs than among evening programs because of their lower ratings and closer bunching, yet there were fewer changes in the daytime programs appearing among the first ten between December 1938 and 1939 than there were in the evening programs. The *Magic Key of RCA* left the air. *David Harum* and *The Big Sister* dropped out of the list. The newcomers were *Hobby Lobby* (formerly an evening show), *Vic & Sade*, *Stella Dallas* and the *Goldbergs*.  
Over a period of years, sets in use at some time during the day have shown very little variation. From October, 1935 to April, 1939 the range for week-days was from

a low in July, 1936 of 56.8% of set owners to a high in January, 1938 of 73.4%. Starting with August, 1939, each month showed a new high figure for percentage of sets in use at some time during the average week-day since October, 1935. No doubt the European War accounts for the record. Sundays show more extreme fluctuations because of outdoor activities in the summer time which keep people from their sets, while in the winter the weather tends to keep them at home. The low listening point on Sundays was August, 1937 with 45.3% and the high point was February, 1938 with 75.8%. During the daylight saving period, sets in use at some time during the day run about 12% less than during the standard time period.  
Very little difference in listening  
(Continued on page 22)



# MORE PROOF!

**that KGW and KEX are your  
BEST radio salesmen in the  
rich Oregon market . . .**

The old saying "The proof of the pudding is in the eating" goes for radio stations, too. The proof of the sales potency of KGW and KEX in the prosperous Pacific Northwest is in the results obtained by those who are using these stations.

As a matter of record, we quote from the following typical local examples:

#### FURNITURE

"We credit our KGW-KEX radio advertising as the principal factor in our sales increase. You give us thorough coverage of suburban as well as city areas."

—*Gernutz Furniture Co.*

#### WOMEN'S APPAREL

"KGW has been a decided factor in helping us merchandise our store to the style-conscious women of Portland."

—*Chas. F. Berg, Inc.*

#### FLOWERS

"We are renewing our contract for the 7th year because KGW has brought us so many new customers."

—*Nick's Flower Home.*

#### BREAD

"We are very enthusiastic about the results we are getting from our morning program to women, over KEX."

—*Davidson Baking Co.*

#### AUTOMOBILES

"The major advertising factor in the growth of our business has been the use of KGW spots every night for the past three years."

—*Roy Burnett Motors, Inc.*

#### PIANOS

"KEX has pulled our sales cost down and pushed our sales volume up. Time and again we have cleared our floor of used pianos by means of our broadcasts."

—*United Piano Co.*

What KGW and KEX is doing for these and other advertisers it can do for you. To reach responsive minds and pocketbooks in the rich Oregon Market where surveys show that 95% of the homes have radios, use the stations of The Oregonian—KGW and KEX.

**KGW** RADIO STATIONS OF **KEX**  
**THE OREGONIAN**  
**PORTLAND, OREGON**

620 KC  
5000 WATTS DAYS  
1000 WATTS NIGHTS

**NBC RED**

National Representatives  
**EDWARD PETRY & CO. INC.**

1160 KC  
5000 WATTS  
CONTINUOUS

**NBC BLUE**

New York · Chicago · Detroit · St. Louis · San Francisco · Los Angeles

(Continued from page 20)

by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

**Programs in Rural Areas**

The CAB has recognized the need for information concerning the radio habits of rural and small town radio owners by making special studies in the spring of the past three years. The interviews have totaled more than 60,000, divided almost equally between farmers and persons located in small towns. Rural radio audiences are larger during the daytime than urban audiences, but are smaller in the evening and the late hours.

The rural survey of 1939 showed about the same degree of difference in favorite programs between the rural and the urban populations as had been found before. Of the ten leading programs in rural areas, four were not among the 10 leaders in urban areas. These were *National Barn Dance*, *Fitch Bandwagon*, *Fibber McGee & Co.*, and *Lowell Thomas. Kraft Music Hall—Bing Crosby*, *Good News of 1939*, *Big Town*, and *Cantor's Camel Caravan*, among the first ten in the city, were not so well favored in the country. As to daytime programs, rural and urban preferences were a trifle closer. *Bachelor's Children*, *David Harum* and *The O'Neills* ranked among the first ten in the country but not in the city, while the converse was true of *Big Sister*, *Aunt Jenny's Real Life Stories* and *Our Gal Sunday*.

The ensuing tables compare the

ranking of programs in rural areas with their ranking in cities and vice versa:

**Ranking of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ranks**

	Rural Areas	Large Cities
Chase & Sanborn Program	1	1
Jack Benny	2	2
Major Bowes Amateur Hour	3	9
Lowell Thomas	4	28
National Barn Dance	5	44
Kate Smith Hour	6	7
Lux Radio Theatre	7	3
Fitch Bandwagon	8	11
Fibber McGee & Co.	9	15
Burns and Allen	10	8

**Ranking of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Area Ranks**

	Large Cities	Rural Areas
Chase & Sanborn Program	1	1
Jack Benny	2	2
Lux Radio Theatre	3	7
Kraft Music Hall—Bing Crosby	4	12
Good News of 1939	5	20
Big Town	6	15
Kate Smith Hour	7	6
Burns and Allen	8	10
Major Bowes Amateur Hour	9	3
Cantor's Camel Caravan	10	11

**Ranking of the 10 Leading Daytime Programs in Rural Areas Compared with Their Large City Ranks**

	Rural Areas	Large Cities
Ma Perkins	1	2
The Guiding Light	2	3
Bachelor's Children	3	14
The Woman in White	4	12
Pepper Young's Family	5	5
Stella Dallas	6	5
Backstage Wife	7	8
David Harum	8	15
Mary Marlin	9	5
The O'Neills	10	24

**Ranking of the 10 Leading Daytime Programs in Large Cities Compared with Their Rural Area Ranks**

	Large Cities	Rural Areas
Ben Bernie	1	39
Ma Perkins	2	1
The Guiding Light	3	2
The Magic Key of RCA	4	35
Pepper Young's Family	5	5
Stella Dallas	5	6
Mary Marlin	5	9
Backstage Wife	8	7
Big Sister	8	14
Aunt Jenny's Real Life Stories	8	19
Our Gal Sunday	8	37

An analysis of preferences by evening program types showed that, with some exceptions, rural audiences favored variety and audience participation shows in about the same degree as their urban neighbors. However, preferences for other program types varied widely from those of urban listeners.

**Special Events and Sports**

During the year 1939 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. For instance, 16.3% of set owners interviewed reported hearing President Roosevelt's speech at the opening of Congress on Jan. 4, 1939. 13.2% heard him address the American Retail Federation on May 22. The opening of Congress for the Special Session on September 21 was of greater interest since 29.8% heard him at that time. On October 9, when he spoke during the broadcast of the Community Mobilization for Human Needs, 12.1% of set owners reported hearing him. The Duke of Windsor, speaking on May 8 attracted 10.1%. The ceremonies attendant upon the election of the Pope on March 2 were heard by 11%.

The European situation has, of

course, had its effect on listening. During the pre-war crisis from Aug. 24 to Aug. 29, 18.7% of set owners listened to news broadcasts during the daytime and 27.2% during the evening. The peak came on Aug. 26 when 33.5% of all programs mentioned were news broadcasts. On Sept. 19, 16.3% of set owners reported hearing Hitler talk from Danzig.

The CAB also reports on the interest of the radio audience in sports features. In 1939 the greatest interest was again displayed in boxing, or at least Joe Louis. His fight with Bob Pastor broadcast on a single network attained a rating of 47.6% which did not approach the figure of 63.6% established in the previous year by the Louis-Schmeling fight broadcast over two networks.

**Football and Baseball**

College football broadcasts showed a well maintained interest although the previous year's peaks were not attained. Week by week, the ratings were:

Oct. 7	23.6
Oct. 21	37.3
Nov. 4	35.7
Nov. 18	36.2
Dec. 2	36.0

The average for the season was 33.9 compared with about 35 for the preceding year.

Baseball always draws well, especially the World Series, but listeners in 1939 did not equal the radio audience reached the year before. The average rating for the four games in 1939 between the New York Yankees and the Cincinnati Reds, broadcast over a single network, was 21.3. The corresponding figure for the four games in 1938 between the New York Yankees and the Chicago Cubs broadcast over four networks was 33.2. In 1937 the average for four World Series games between the New York

Staff group subscriptions for BROADCASTING Magazine are specially priced to enable your entire personnel to become better informed on the business of broadcasting.

Write us for special low group rates for agency, advertiser and station staffs.

**BROADCASTING**



NATIONAL PRESS BLDG.

WASHINGTON, D. C.

THIS 446-PAGE YEARBOOK WITH EACH STAFF SUBSCRIPTION



Yankees and New York Giants, also on four networks, was 25.3.

During 1939 the CAB issued monthly reports on listening to baseball broadcasts. The figures were:

April-May .....	17.7
June .....	17.2
July .....	18.7
August .....	17.6
September .....	16.2

The All-Star game on July 11 attracted 14.9% of set owners. The ratings for both baseball and football are for play-by-play descriptions and not for resumes or sports news bulletins.

#### CAB Mutual Organization

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity". The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc. on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of five, three of whom are appointed by the president of the Association of National Advertisers and two by the president of the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

#### The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 11 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

#### Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

*If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the*

*rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.*

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 212,500 completed interviews with radio set-owners, the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

The CAB has also made three comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data regularly obtained in large cities. In the latest rural survey, conducted in the spring of 1939, investigators interviewed 21,242 rural set-owners, of whom 10,165 were farmers and 11,077 were located in 350 small towns having an average population of less than 800.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, ma-

ior geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past nine and one-half years.

#### How Service is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
  2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
  3. Purchase talent advantageously by comparing the performers on different programs.
  4. Decide whether a given season should be included or dropped.
  5. Make comparisons between daytime and evening programs.
  6. Compare the difference in program audiences by sections of the country, population groups, income levels etc.
  7. Discern by study of the leaders and laggards what makes a good radio program.
  8. Check where the most important competition is and thus find the most desirable time to buy.
- The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

#### Cities Surveyed

The investigation work is regularly carried on in:

**Eastern Cities** — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

**Southern Cities** — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

**Midwestern Cities**—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

**Pacific Coast Cities**—San Francisco, Los Angeles, Portland, Seattle, Spokane.

# CBS

**ENTERS 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance. These tangible records, today, reflect the "intangibles" that have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years. By these things, the leadership of a network is also measured.**

# COLUMBIA

**PAGE SETTER FOR THE NETWORKS**

# The Time-Buying Function in Radio Advertising

By C. E. HOOPER

C. E. Hooper, Inc.

**T**WO functions have long been recognized in the production of printed advertising: (1) Creation, (2) Space Buying. Advertisers using newspapers and magazines have recognized both functions as pertinent separate, yet each as important. The absence, down through the years, of any yardstick for measuring comparative achievement among printed advertisements did not prevent precise delineation of agency function, namely, to: (1) Produce the best advertisement possible, (2) Buy the most advantageous "position", (3) Schedule it for appearance at the most opportune time. (2) and (3) are "placement" functions.

From the very early days of commercial radio, a comparative yardstick in the form of program ratings has been in use. The fact that they have been called "popularity" ratings has caused them to be interpreted as measurements of programs in terms of comparative creative achievement. Ratings have been the tools of the radio production departments in advertising agency and broadcasting offices. Up to 1939 they played but a minor and superficial role as aids to the time-buying or placement personnel.

It would be an overstatement to declare that the radio business was not aware of the fact that placement influenced the size of ratings—for there have been repeated examples of a program rating changing abruptly when it, or a simultaneous competitor, was moved from one time period to another.

There is a difference, however, between knowing that the law of gravitation exists and applying it to a calculation. In 1939, radio made a significant beginning in applying measurements of placement factors as an addition to and separate from strictly popularity elements in its calculations and evaluations of program performance.

It is the sole purpose of this contribution to BROADCASTING'S Yearbook Number to set forth evidence taken from existing records to illustrate, in actual cases, the application of radio's new information on program placement.

To make a beginning, let us view some comparative program ratings on the same production, noting the differences in audience size when there are radical differences in placement conditions, noting similarity in ratings when placement conditions tend to be similar.

## LEADING NATIONAL ONCE-A-WEEK PROGRAMS

National Ratings\*  
December, 1939

Charlie McCarthy	31.2	9:00 P.M.
Jack Benny	30.1	7:00 P.M.
Radio Theater	25.3	9:00 P.M.
Fibber McGee	24.2	9:30 P.M.
Bob Hope	23.7	10:00 P.M.
Major Bowes	21.0	9:00 P.M.
Walter Winchell	20.9	9:00 P.M.
Bing Crosby	20.5	10:00 P.M.

\* Source: Hooper National Ratings Reports. Base: December interviews only.

## Pacific Coast Ratings† December, 1939

Jack Benny	32.5	8:30 P.M.
Walter Winchell	27.5	9:00 P.M.
Charlie McCarthy	26.0	5:00 P.M.
Fibber McGee	24.9	6:30 P.M.
Bob Hope	22.9	7:00 P.M.
Bing Crosby	20.5	7:00 P.M.
Radio Theater	20.2	6:00 P.M.
Major Bowes	19.1	6:00 P.M.

† Source: Hooper Pacific Coast Ratings Report. Base: October, November and December interviews.

## Notes on Foregoing Ratings

**BING CROSBY:** Although received locally at different times (Example: East 10-11 P. M.; Coast 7-8 p. m.) placement conditions were otherwise similar in that no sponsored network competition was encountered in any part of the country. The ratings are seen to be identical, indicating relative uniformity of program appeal in both samples and reflecting that the program was unaffected by placement variables. The ratings were: National, 20.5 and Pacific, 20.5.

**MAJOR ROWES:** Major Bowes encounters the same major sponsored network competition both in the National sample and on the Pacific Coast, namely, the Maxwell House *Good News* program. The local time of reception (a placement factor) is different (East: 9-10 p. m., Coast: 6-7 p. m.) but apparently in this instance, in influence, a minor difference. The ratings tend to be similar: National, 21, Pacific, 19.1.

**FIBBER MCGEE:** As in the case of Crosby and Bowes, local time of reception differs but sponsored network competition (Bob Crosby) is the same in both samples. Ratings: National, 23.7; Pacific, 22.9.

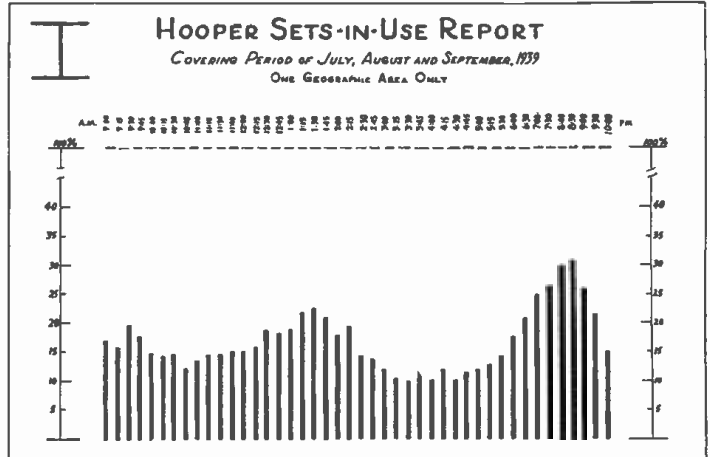
**CHARLIE MCCARTHY:** It is when a radical change in "time of local reception" takes place, i.e., when the willingness of listeners to tune in a program comes in conflict with convenience or ability to do so, that the rating is materially altered and its significance fades as a measurement of popularity. Charlie McCarthy reaches Coast listeners at 5-6 p. m. as compared with 8-9 p. m. in the East. The result is that Jack Benny and Walter Winchell, under better placement conditions, both show larger Pacific Coast ratings. McCarthy Ratings: National, 31.2; Pacific, 25.

**RADIO THEATER:** The *Radio Theater* encounters the same sponsored network programs both in the National and in the Pacific Coast sample. Likewise, the ratings of the competitive programs are only slightly higher on the Coast. The lower Pacific Coast rating on the *Radio Theater*, may nonetheless be traceable to placement rather than popularity, in this instance. Witness: The relative difficulty of concentrating on a one-hour play during the dinner hour 6-7 p. m. on the Coast, as compared with 9-10 p. m. in the East. Ratings: National, 25.3; Pacific, 20.2.

**WALTER WINCHELL:** The combined ratings of Winchell's major sponsored competition nationally are 21.3 (*Manhattan Merry-Go-Round* plus *Ford Symphony*). On the Coast the combined ratings of the three sponsored network programs which oppose him total 11.3 (*Ben Bernic, Mr. District Attorney, News*). It is apparent, therefore, that the cause of the higher rating achieved by Winchell on the Coast is not local time of placement (it is 9 p. m. local time in both samples); it is weaker sponsored network competition on the Coast; i.e., the cause is competition, a placement factor. Ratings: National 20.9; Pacific Coast, 27.5.

## HOOPER SETS-IN-USE REPORT

COVERING PERIOD OF JULY, AUGUST AND SEPTEMBER, 1939  
ONE GEOGRAPHIC AREA ONLY



A list of December ratings for leading five-time-a-week programs follows. It is our thought that the reader may benefit from applying his own analysis to the placement conditions surrounding each program, and individually determine reasons for the differences.

## LEADING NATIONAL FIVE-TIME-A-WEEK PROGRAMS

National Ratings\*  
December, 1939

		EST
Amos & Andy	12.5	7:00 P.M.
Jack Armstrong	11.9	5:30 P.M.
Road of Life	10.8	11:15 P.M.
I Love a Mystery	9.9	7:15 P.M.
Fred Waring	9.9	7:00 P.M.
Pepper Young's Family	8.9	3:30 P.M.
The O'Neills	8.8	12:15 P.M.
Ma Perkins	8.7	3:15 P.M.

\* Based on December interviews only.

## Pacific Coast Ratings† December, 1939

		PT
I Love a Mystery	11.6	8:15 P.M.
Amos & Andy	10.4	8:00 P.M.
Fred Waring	10.4	8:00 P.M.
Pepper Young's Family	9.2	12:30 P.M.
Helen Trent	7.5	9:30 A.M.
Our Gal Sunday	7.3	9:45 A.M.
Hilltop House	7.2	1:30 P.M.
Pretty Kitty Kelly	7.1	1:00 P.M.

† Based on average of October, November, December interviews.

In 1939, radio had not yet decided whether its "circulation" is the total sets which could be reached potentially, or whether "circulation" is the sets it does reach actually; the latter is a variable which is in a state of constant change. It did, however, become apparent during the past year that it is not a question of one or the other but that the time-buyer needs records of both if he is to perform his placement function with anything better than horse and buggy efficiency. Records of the first type (potential audience) aid in selection between networks and stations. The networks themselves have made strides during the past year in making measurements and preparing records of this character. Records of

the second type (actual audience) have, in 1939, become regularly available in 15 minute time units from 9 a.m. up to 7:30 p.m.; by 30-minute periods thereafter.

Two significant points should be made in this connection:

1. These "Sets-in-Use" figures are the result of direct research on the subject of set use—they are not by-products.

2. The records of "Sets-in-Use" are made by geographic sections to supply the time-buyer with a picture of localized listening within territorial units and time zones—such detailed records are necessary to sound decisions regarding re-broadcasting as well as purchase of time for original broadcast. They are also of assistance in "spot" time buying.

Chart I shows an actual pattern of listening during the third quarter of 1939 as described above. Although the report is actual, being based on the answers to the question, "Were you listening to the radio just now?" asked during July, August, September, 1939, the identity of the time zone or geographic area is not included.

The differences in the foregoing ratings and Sets-in-Use record are provocative of serious thought regarding the potential improvement in radio effectiveness which is inherent in a thorough knowledge of the workings of factors germane to the function of radio program placement. The examples state the problem and suggest the desirability of a more thorough analysis of some one situation. For this purpose we have chosen to visualize information we have accumulated on an evening period, Tuesday, 8:30-9 p.m., New York time.

## The Beville Report

Before proceeding with this analysis, however, it seems desirable, due to the highly technical nature of radio reporting, to inject a

(Continued on page 26)



Louisiana's State Capital—2500 employees—annual payroll \$4,000,000.00.



Louisiana State University—7,500 students spend more than \$6,000,000.00 annually.

*at no increase in rates!*  
**1000 watts full time**

1120 Kilocycles  
Covering this wide-awake Southern Market

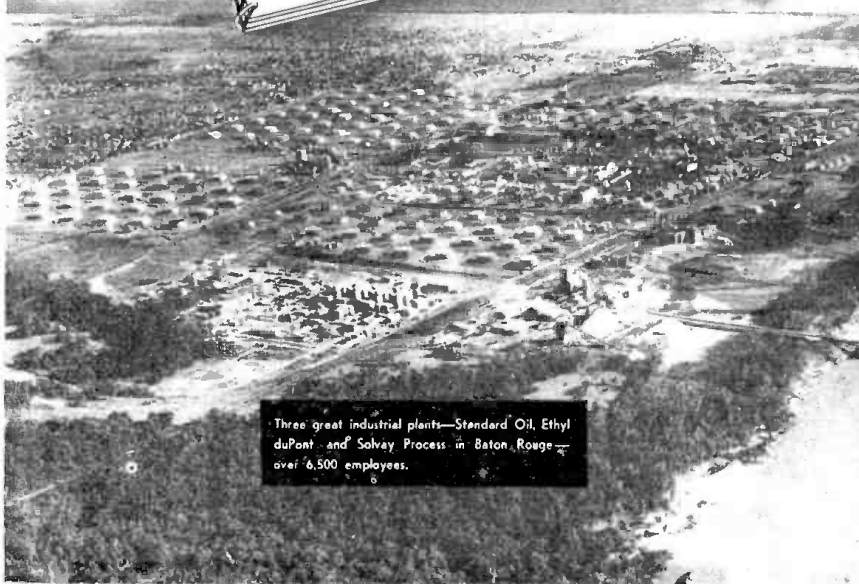
# WJBO

**BATON ROUGE, LOUISIANA**

George P. Hollingbery Co., National Representatives

Affiliated with **STATE-TIMES** and **MORNING ADVOCATE**

**NBC**



Three great industrial plants—Standard Oil, Ethyl duPont and Solvay Process in Baton Rouge—over 6,500 employees.



WJBO transmitter and 485 foot vertical radiator.



Gulf States Steam Plant—the largest steam and electrical plant in the south.

(Continued from page 24)

description of our methods and procedure. To supply readers with this background, we are reprinting, with the permission of the Princeton Radio Research Project, from Pages 8-13 of *Social Stratification of the Radio Audience* by H. M. Beville, Research Manager, NBC, a description of what Mr. Beville calls "Hooper Reports".

**1. Hooper "National" Ratings Reports:**

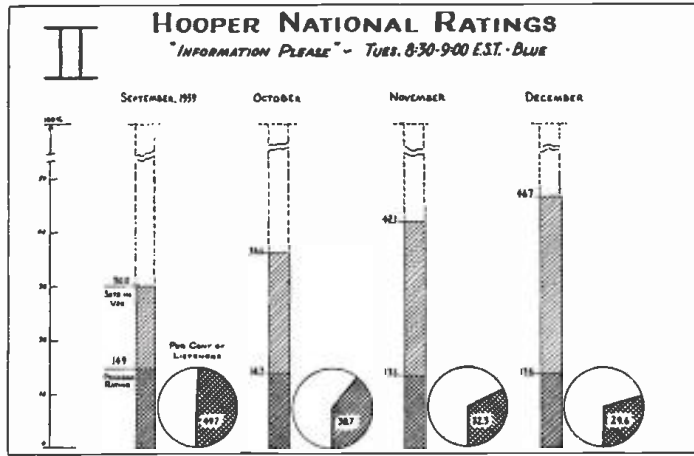
Delivered to subscribers in two sections (1) Daytime—9a.m.-6:00 p.m. (2) Evening—6 p.m.-10:30 p.m. For each sponsored network program, the following items of information are reported:

1. Name of Sponsor
2. Name of Product
3. Network Used
4. Time of Broadcast
5. Number of Total Calls
  - a. % Not Answering Telephone
  - b. % Home Not Listening
  - c. % "Sets-in-Use"
  - d. % Listening to Program
6. Ratio Program Listeners to "Sets-in-Use"

1. Change from last report  
f. % Sponsor Identification  
The above items with reference to an average of 90 evening programs typically represent the factual content of a Hooper Evening "National Ratings Report". About 75 daytime, two, three or five time-a-week, fifteen-minute per day commercial programs are reported in this detail in Hooper Daytime "National" Ratings Report.

**2. Hooper "Set-in-Use" Report:**  
This report is based on three months moving averages. The moving average device is used to provide an adequate statistical base for "Sets in Use" material in each of four geographic sections by 15 minute periods of the day and for the early evening hours (when for the most part programs are of 15 minute length); and by 30 minute periods for evening periods after 7:30 p.m.

The geographic sections are Eastern, represented by 13 cities all in the Eastern Time Zone. North Central, represented by four cities all in Central Time Zone but North of Mason-Dixon line. South Central represented by seven cities all in Central Time Zone but South of Mason-Dixon line. Pacific—repre-



**DISTRIBUTION OF ALL LISTENERS TO:**

	Sets-in-Use	Rating Information Please	Information Please	CBS Network	Red Network	All Others
September	30.0%	14.9%	49.7%	18.1%*	13.7%*	18.5%
October	36.6	14.2	38.7	30.5	22.9	7.9
November	42.1	13.6	32.3	19.7	36.2	11.8
December	46.7	13.9	29.6	22.2	37.7	10.5

\* Note: Sustaining Programs except in Pacific Coast cities.

sented by four cities all in Pacific Time Zone. (Two Mountain Time Zone cities which are included in "National Ratings" produce insufficient data for a "Sets in Use" report for that Time Zone.)

Data included for each time period:

- % Not Answering Telephone
- % Home Not Listening
- % Sets in Use
- % Sets Listening to Network Programs
- % Sets Listening to "All Other Programs"

This "Sets in Use" report is designed for use primarily by the agency or advertiser.

**3. Hooper "Sectional" Ratings Report:**

The content of this report, like "Sets in Use", is based on three months moving averages for reasons given above. The "Sections" are the same geographic units described under "Sets in Use" above.

This report contains a page on which is indicated those specific cities, which were used as a base for the ratings both "Nationally" and by "Sections". The same page indicates in which of the cities the subject program encountered the same program or programs as uni-

form "listener" competition. Typically the latter list is shorter than the former due to the facts that (1) all programs are not broadcast locally in all Hooper interviewing cities and (2) "rebroadcasts" of programs almost universally encounter different program competition as compared with the original broadcast.

The Hooper "Sectional" Ratings Report is supplied to agent and advertiser on their own programs only. It is divided into three parts:

**A. "Uniform Competition"**

Here is shown the distribution of listeners among the networks "before", "during" and "after" the broadcast of the subject program. The base is those cities where programming follows a "uniform" pattern during the broadcast. The audiences to these same city stations are also reported for the 15-minute period "before" and "after" (regardless of network or programming of these stations before or after) so that the influence in audience of programs preceding and following the subject program may serve as a reference point for comparing the size of the audience to the subject program. The distribution of the listening audience "during" the subject program's broad-

cast is also shown (in chart form) for each 15-minute period it is on the air.

**B. Identification**  
This report, like "Uniform Competition" is based on "National" interviewing although physically reported in the "Sectional" Report. It reports the following three degrees of respondents' attentiveness to or awareness of what is being broadcast at the time of the interviews.

**1. Program Rating**  
In the case of the "Program Rating" either the name of station, of program, of talent or of sponsor is accepted as evidence of listening.

**2. "Program" Identification**  
This is the same as Program Rating except that those who named "only the station" are eliminated.

**3. "Sponsor" Identification**  
Includes only those listeners able to name the sponsor or product advertised.

**C. Geographic Section Ratings**

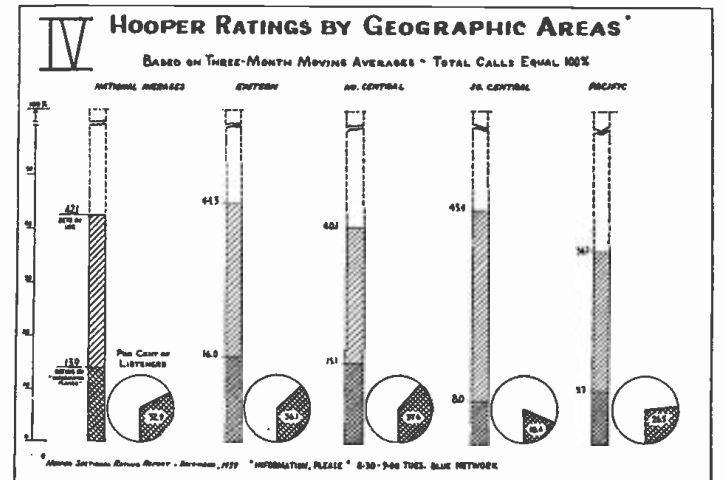
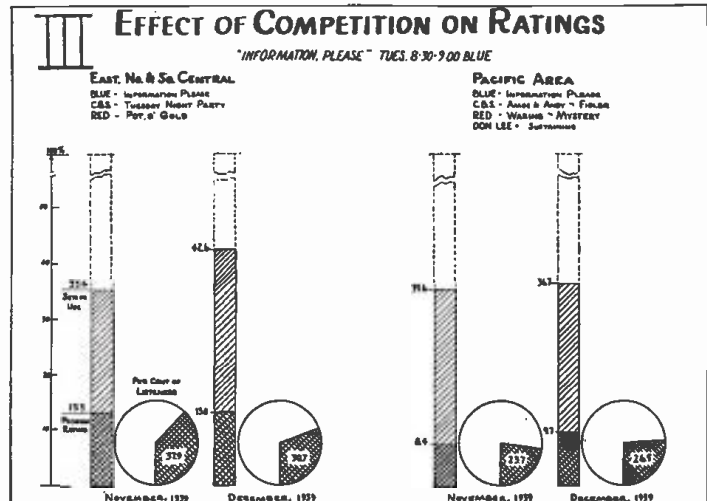
Here in elaborate detail is shown, the distribution of the listening audience by network, "before", "during" and "after" the subject program's broadcast within each of the four geographic sections. Each of the four areas is treated independently on a three-months moving average and results are shown on two bases (1) total calls (2) set users. This, like other divisions of the sectional ratings report, is typically supplied to the agent or advertiser on his own program plus those which precede, compete with and follow it only.

**'Information Please'**

This program of Canada Dry has been chosen for illustration because it is probably sought for, as entertainment, by more readers of these pages than any other program; because it was given first award by *Radio Guide* as the outstanding program; second award by the *World-Telegram*; and because the same broadcast period includes the currently much-publicized *Pot o' Gold* program.

Chart II and the accompanying table are supplied to readers to refresh their minds with the September-December, 1939 Hooper National Ratings on *Information Please*, and the distribution among the networks of all persons listen-

(Continued on page 28)



# WHAS

*... A key station  
for coverage in  
the middle-west*

**50,000 WATTS AT  
820 ON THE DIAL**

Here's What You Find In the WHAS Primary Area:

1,292,454 families  
\$2,214,269,000 in spendable income  
\$1,296,831,000 in retail sales  
\$2,716,481,297 value of manufactured products

*Mc* A county-by-county break-down of the market potentialities in the WHAS primary area is available on request. *W*

**BASIC CBS OUTLET**

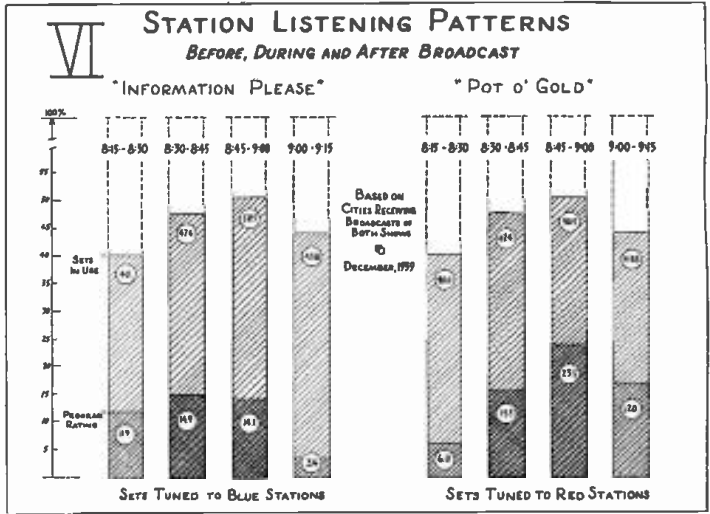
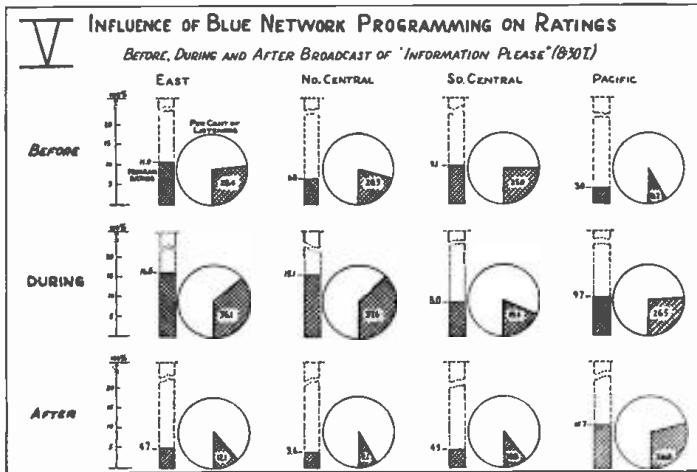
**REPRESENTED NATIONALLY BY EDWARD PETRY & CO.**

Owned and  
Operated by

**The Courier-Journal**

**THE LOUISVILLE TIMES**





(Continued from page 26)  
ing to the radio during those broad- casts of *Information Please*.

Chart II shows Sets-in-Use, 8:30-9 p. m. Tuesday advancing by months:

September	30.0
October	36.6
November	42.1
December	46.7

Actually this increase is at a rate about two-and-a-half times the normal seasonal increase as computed for all evening programs.

The ratings of *Information Please* do not reveal the reason for this increase:

September	14.9
October	14.2
November	13.6
December	13.8

The report of % of Listeners suggests the need for investigating the circumstances of placement because, though the rating based on Total Calls (see bar charts) is holding steadily, the rating based on Listeners (see pie charts) is dropping:

% of All Listeners During 8:30-9:00 P.M. Which are Tuned to *Information Please*

September	49.7
October	38.7
November	32.3
December	29.6

This illustration of the phenomenon of a "rating" experiencing no material change, while something of major consequence is happening to a large group of other homes, is introduced here to dramatize the desirability of keeping in close touch with placement conditions—with what is happening on other networks. In this instance, the explanation lies in the above table rather than the chart; the former revealing rapidly mounting % of Listeners to Red Network Stations:

September	13.7
October	22.9
November	36.2
December	37.7

% of Listening to Red and CBS stations is reported here regardless of programming. Actually, after September, with the exception of the Pacific Coast Area, opposing network programs during the fall of 1939 have been—on CBS, Lever Brothers' *Tuesday Night Party*; on Red, Tums' *Pot o' Gold*. On the

Pacific Coast, Red, Chesterfield's *Fred Waring* and Fleischmann's *Mystery*; on CBS — Campbell's *Amos n' Andy* and Drene's *Jimmy Fidler*.

The degree to which a program's rating differs under varying conditions of competition is illustrated in Chart III. In it all other areas are lumped together for comparison with the Pacific. Actually, differences in program appeal may cause wide differences in coverage between sections, even when competition is the same. Particular attention is called to the difference in rating, and % of Listeners, in the South Central as compared with East and North Central despite the fact that programming is uniform in the three areas. This is illustrated in Chart IV. *Information Please* is seen to be covering about eight out of every 100 homes in the South, about 16 out of every 100 homes in East and North Central; a difference in the coverage index of about 2 to 1.

Ratings on *Information Please* are also influenced by the size of the audience which is assembled to the program on its Blue Network stations just "before" its broadcast and just "after" it goes off the air. Although less apparent as a factor than some of those illustrated above, and much less pertinent here than on many other programs, these percentages are visualized for *Information Please* in Chart V.

#### Notes on Chart V:

1. Where *The Aldrich Family* precedes *Information Please* (in East and North Central), the % of listeners tuned to Blue stations during *Information Please* is high—36.1 and 37.6 respectively. On the Pacific Coast *The Aldrich Family* follows *Information Please* and is helped by *Information Please*, but does not apparently contribute to the latter's audience, i.e., *Information Please* gets 26.5% of the listeners, *The Aldrich Family*, 28.8%.

2. It is true that in the South Central Section *The Aldrich Family* precedes *Information Please* just as it does in the East and North Central, but the *Pot o' Gold* has so taken hold in that area (it polls 48% of the listeners) as to illustrate the need for particular rather than general information with reference to program performance.

#### Listening Patterns

In addition to the attention given to program ratings, under a variety of placement conditions during 1939, much attention was paid to behavior of listeners within the limits of the time period when a given program was on the air.

Detailed reports on the pattern of listening to individual programs can be and are being supplied in time periods as small as five minutes. Such reports are typically based on interviewing conducted during three successive months during which the program pattern of the subject program (and of its major competitors) has remained reasonably constant.

As a normal service practice, the listening pattern is reported monthly by 15 minute units. If there is a high point of interest in a program (see second 15 minutes of *Pot o' Gold* and *Charlie McCarthy* below) it reveals itself in the shape of a listening pattern. By similarly picturing the pattern of listening "before" and "after" the subject program on the same stations, the revelation of the flow of audience to and from the program is reasonably complete. Charts VI and VII are based on Hooper Radio Reports for December, 1939 and show in Chart VI the listening patterns of *Information Please* and *Pot o' Gold*. Chart VII pictures the listening pattern to

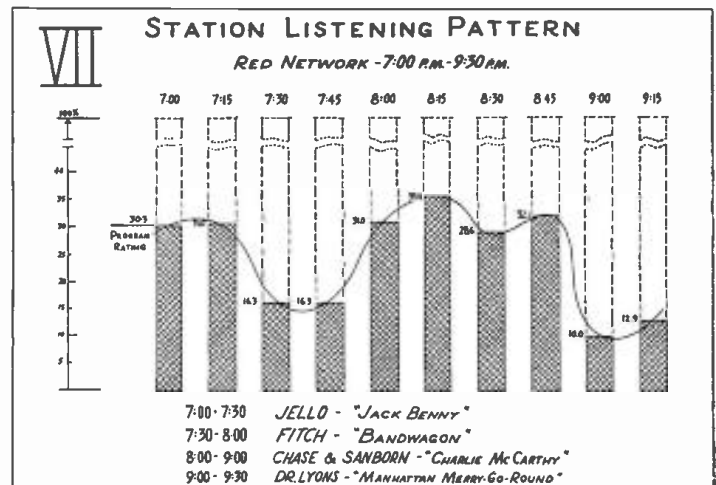
Red Stations Sunday evening for the period 7-9:30 p.m. New York Time.

Little variation in audience size to these Red Network stations is noted during the broadcast of the *Jack Benny* program. From that point on, a continuous flow to and from the Red Stations is indicated.

The flow line, which is superimposed on these individual period averages, shows the character of the actual shifts in station audience size.

Note: Low point in Red Network listening is 9:00-9:15 P.M. Explanation: Walter Winchell is then broadcasting over the Blue Network.

The factual evidence contained in this contribution to BROADCASTING'S review of 1939 illustrates something which has become increasingly apparent in 1939, namely, that there is much more to the successful use of radio than merely "going into the show business". Trustworthy comparative measurements of the size of radio audiences, listening under vastly different circumstances in various sections of the American market, are assisting in laying the groundwork for a new radio advertising strategy, a strategy which extends beyond the creation of story and commercial lines into the second all important advertising agency function—Time-Buying.



*The dominant station  
of the Deep South!*

**WWL**

**NEW ORLEANS  
50,000 WATTS**

*Tell-Sell over WWL*

COLUMBIA AFFILIATE . . . . NATIONAL REPRESENTATIVES - THE KATZ AGENCY, INC.

# CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1940

The 1940 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

*Timely tidbits for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1940' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful to promotion and sales departments. Allen A. Wells, Manager, Sales Promotion Division, NRDGA, prepared the guide. †Indicates event date tentative.*

## JANUARY

- Flower—*Snowdrop, carnation; Birthstone—Garnet, hyacinth.*
- 1 New Year's Day; Emancipation Proclamation, 1863; Federal Job Insurance created, 1936; Social Security effective, 1937; Paul Revere, patriot, born 1736.
  - 2—Georgia admitted to Union, 1788.
  - 3 27th year U. S. Postal Banks established.
  - 4 Utah admitted to Union, 1896.
  - 5 National Motor Boat Show, N. Y., Jan. 5-15.
  - 6 New Mexico joined Union 1912; Old Christmas Day (Epiphany).
  - 7 Telephone communication New York and London, est. 1927; first national election 1789; first regularly est. bank in America, opened in Philadelphia, 1782.
  - 8—Battle of New Orleans, 1815 (legal holiday in Louisiana).
  - 9—Connecticut joined Union, 1788; first balloon ascension in America at Philadelphia 1793; photography (daguerreotype was first used, 1839).
  - 11—Alexander Hamilton born 1757.
  - 12—John Hancock, patriot, born 1737.
  - 13—Modern printer's ink first used in Philadelphia by Jacob Johnson, 1804.
  - 14—Tea Week, January 14-20; first written Constitution adopted at Hartford, Conn., 1839.
  - 15—N. R. D. G. A. Convention, Jan. 15-19, in New York City; first locomotive built, U. S., 1831.
  - 16—18th Amendment in effect 1920 (repealed December 5, 1933).
  - 17—Benjamin Franklin born 1706; National Thrift Week, Jan. 17-23.
  - 18—National Peanut Week, Jan. 18-26; Daniel Webster born 1782.
  - 19—Robert E. Lee born 1807 (legal holiday in the South); Edgar Allen Poe born 1809.
  - 21—Thomas J. Jackson, "Stonewall Jackson", born 1824.
  - 22—Lord Byron, poet, born 1788.
  - 23—In 1845 Congress scheduled national election day for Tuesday after first Monday in November.
  - 24—Morse exhibited telegraph, 1838; gold discovered in California, 1848.
  - 25—Robert Burns, poet, born 1759.
  - 26—Michigan admitted to Union, 1837.
  - 27—Edison patented incandescent lamp 1880; Mozart, composer, born 1756; Lewis Carroll, author "Alice in Wonderland", born 1832.
  - 29—Kansas admitted to Union, 1861.
  - 30—Franklin D. Roosevelt (32nd President), born 1882; Annual Birthday Ball.
  - 31—Franz Schubert born 1797.

## FEBRUARY

- Flower—*Primrose; Birthstone—Amethyst.*
- 1—George Washington elected first President of U. S., 1789.
  - 2—World Olympic Winter Games at Garmisch-Partenkirchen, Germany, Feb. 2-11; Candlemas Day, also known as Groundhog Day.
  - 3—New England Sportsman's and Boat Show, Boston, Feb. 3-11; Horace Greeley, born 1811; Mendelssohn-Bartholdy born 1809.
  - 4—National Drama Week, Feb. 4-11.
  - 5—Shrove Tuesday, Observed as Mardi Gras in Ala., Fla., La.; Massachusetts entered Union, 1788.
  - 7—Ash Wednesday, Lent begins; long distance telephone opened New York-Chicago, 1892; Charles Dickens born 1812.
  - 8—Boy Scout Anniversary Week, Feb. 8-14.
  - 9—Weather Bureau organized, 1870.
  - 11—Thomas A. Edison born 1847.
  - 12—Abraham Lincoln born 1809; Notion Market Week, Feb. 12-17; Dog Show at Madison Square Garden, New York, Feb. 12, 13, 14; Georgia Day (holiday in Georgia).
  - 13—University of North Carolina first State University, opened 1785.
  - 14—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray patented telephone, 1876.
  - 15—National Cherry Week, Feb. 15-22.
  - 17—National Sportsman's Show in New York, Feb. 17-25; Suez Canal opened 1867.
  - 16—Phonograph patented by Edison, 1878.
  - 19—Ohio admitted to Union, 1803.
  - 20—Better Speech Week, Feb. 20-26.
  - 22—George Washington, born 1732 (legal holiday all states).
  - 24—National Sew and Save Week, Feb. 24-Mar. 2; American School Administrators' Convention, St. Louis, Feb. 24-29.
  - 25—Victor Hugo, born 1802; 16th Amendment adopted giving power to tax incomes, 1913.
  - 26—15th Amendment adopted, 1869; Canal Zone granted U. S. by Treaty with Panama, 1904.
  - 27—Henry Wadsworth Longfellow, born 1807.

## MARCH

- Flower—*Violet; Birthstone—Jasper, bloodstone, agate, emerald.*
- 1—Bank of Philadelphia chartered—first in U. S., 1789; Nebraska joined Union, 1867; U. S. Dept. of Education, est. by Congress, 1867.
  - 2—Sportsman's and Boat Show, Detroit, Mar. 2-10; Texas Independence Day.
  - 3—First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, invention of telephone, born 1847.
  - 4—Bank Holiday of 1933; 101st anniversary of express service in United States, Pennsylvania Day, Charter granted 1681; Vermont joined Union, 1791.
  - 5—Inventors' Exhibit, Kansas City, Mo., Mar. 5-8.
  - 7—International Bowling Championships, Detroit, Mar. 7-Apr. 29; Luther Burbank, horticulturist, born 1849.
  - 10—Telephone first used 1876.
  - 11—International Flower Show, New York, Mar. 11-16.
  - 12—Girl Scout Anniversary Week, Mar. 12-18; Great Blizzard of 1888; General Post Office est., 1789.
  - 14—Eli Whitney patented cotton gin, 1794; Albert Einstein born 1879.
  - 15—Federal Income Tax Duc; Maine admitted to Union, 1820.
  - 16—Sportsman's Show, Indianapolis, Mar. 16-24; Federal Trade Commission organized, 1915.
  - 17—Palm Sunday; St. Patrick's Day; Wild Life Week, Mar. 17-23.
  - 20—Spring begins today.
  - 21—Holy or Maundy Thursday; Bach, composer, born 1685.
  - 22—Good Friday; Ice Carnival at Madison Square Garden, N. Y., March 22, 23, 25, 27.
  - 23—End of Lent.
  - 24—Easter Sunday.
  - 25—National Business Show in Boston, Mar. 25-29; Maryland Day (state holiday).
  - 27—Ice Carnival at Madison Square Garden, N. Y., ends.
  - 28—Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819.
  - 30—Sportsman's and Boat Show in Buffalo, Mar. 30-Apr. 7; Swiss Industries Fair at Basle, Switzerland, Mar. 30-Apr. 9; Baseball Week, Mar. 30-Apr. 6; Alaska made part of U. S., 1867.

## APRIL

- Flower—*Daisy; Birthstone—Sapphire, diamond.*
- 1—April Fool's Day; Conservation Week, April 1-7 (in several states).
  - 2—First U. S. Mint, established 1792.
  - 4—World Bridge Olympics held throughout the country.
  - 6—Army Day; U. S. entered World War 1917; Peary discovered North Pole, 1909; Circus at Madison Square Garden, New York, April 6-May 8.
  - 8—American Toy Fair, N. Y., April 8-20; Prince de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513; Louisiana joined Union, 1812.
  - 14—Science & Engineering Fair, N. Y., April 14-20; Pan-American Day; Humane Sunday; Be-Kind-to-Animals Anniversary April 14-20.
  - 15—National Garden Week, April 15-20; National Foot Health Week, April 15-20.
  - 19—Patriot's Day (Maine and Massachusetts); Paul Revere's ride, 1775.
  - 21—Spanish-American War, began 1898.
  - 22—Birthday of J. Sterling Morton, founder of "Arbor Day".
  - 23—Passover—first day.
  - 24—Passover—second day; First newspaper, The Boston News Letter, published 1704.
  - 25—National Hardware Open House, April 25-March 4.
  - 26—Pennsylvania Relay Carnival, April 26-27; Confederate Memorial Day in Florida, Alabama Georgia and Miss.
  - 27—National Fisherman's Week, April 27-May 4; Morse, inventor of telegraphy, born 1791; Audubon, naturalist, born 1780.
  - 28—National Better Homes Week, April 28-May 4; Daylight Saving begins; Maryland entered Union, 1788.
  - 29—National Baby Week, April 29-May 4; Passover—seventh day.
  - 30—Washington inaugurated first President, 1789; Passover—last day.

## MAY

- Flower—*Hawthorn, lily of the valley; Birthstone—Agate, emerald.*
- 1—National Baby Week continued; Moving Day in many cities; May Day or Child Health Day; National Egg Week, May 1-7.
  - 2—Ascension Day (Parochial Schools closed).
  - 4—National Golf Week May 4-11.
  - 5—National Music Week, May 5-12; Raisin Week, May 5-11.
  - 6—National Restaurant Week, May 6-12; Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.
  - 10—Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
  - 11—West Coast Relays in Fresno, Calif.; Minnesota entered Union, 1858.
  - 12—Mother's Day; National Hospital Day; Peace Week, May 12-18.
  - 15—Straw Hat Day, some cities; Air Mail Service, established 1918.
  - 17—National Cotton Week May 17-25; First Kentucky Derby, 1875.
  - 18—International Good Will Day.
  - 19—National First Aid Week, May 19-25; Foreign Trade Week, May 19-25; National Poetry Week, May 19-25.
  - 21—Outdoor Cleanliness Day in New York; Lindbergh's Paris Flight, 1927.
  - 22—National Maritime Day.
  - 23—Buddy Poppy Week, May 23-30; South Carolina joined Union, 1788.
  - 24—First horse-drawn railroad, opened to traffic, 1880; Empire Day in Canada; telegraph first used, 1844.
  - 25—New York World's Fair, opens second season, May 25-Oct. 27; National Tennis Week, May 25-June 1; Ralph Waldo Emerson, born 1803.
  - 27—Golden Gate Bridge, San Francisco (world's largest suspension bridge), opened 1938.
  - 28—Dionne Quintuplets born at Callender, Ontario, 1934.
  - 29—Rhode Island joined Union, 1790; Wisconsin joined Union, 1848.
  - 30—Memorial Day (except Alabama, Georgia, Arkansas, Florida, Louisiana, Mississippi, North Carolina, South Carolina and Texas); Confederate Memorial Day in Virginia.

## JUNE

- Flower—*Ros, honeysuckle; Birthstone—Moonstone, pearl.*
- 1—Kentucky entered Union, 1792; Tennessee entered Union, 1796.
  - 3—Confederate Memorial Day (Louisiana, Tennessee); Jefferson Davis, born 1808 (celebrated in Alabama, Arkansas, Florida, Georgia, Mississippi, South Carolina, Texas and Virginia).
  - 6—Nathan Hale, patriot, born 1755.
  - 8—First Anniversary of Visit of King and Queen of England to Washington, D. C.
  - 9—Children's Day celebrated in churches; John Howard Payne, author "Home, Sweet Home", born 1791.
  - 10—National Flower Shut-in Day.
  - 12—New York City incorporated 1655.
  - 14—Flag Day; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.
  - 15—Children's Day (for commercial purposes); Pioneer Day in Idaho; Arkansas joined Union, 1836; Franklin's kite experiment 1752; Federal Income Tax, 2nd payment.
  - 16—Father's Day.
  - 17—Bunker Hill Day in Boston.
  - 19—Send a Child to Camp Week, June 19-25.
  - 20—West Virginia joined Union, 1863.
  - 21—Summer begins; New Hampshire joined Union, 1776.
  - 23—C. L. Sholes patented typewriter, 1869; National Education Ass'n Convention, Milwaukee, June 30-July 4.
  - 24—National Swim-for-Health Week, June 24-29; Iced Coffee Week, June 24-29.
  - 25—Virginia admitted to Union, 1788.
  - 26—American troops landed in France, 1917.

## JULY

- Flower—*Water lily, sweet pea; Birthstone—Opal, ruby.*
- 1—Camp season opens about now; Dominion Day in Canada.
  - 3—Idaho admitted to Union 1890.
  - 4—Independence Day; First road test of auto, 1894; Nathaniel Hawthorne, born 1804.

- 7—Air mail service—New York to California—established 1929.
- 8—Elks' Grand Lodge Convention, Houston, Tex., July 3-13.
- 10—Howard Hughes started (at Brooklyn) fastest round-the-world flight, 1938.
- 11—Tri-Borough Bridge, New York, opened 1936.
- 14—Bastille Day—first celebrated in U. S. in 1914; Stars and Stripes adopted, 1777; first World's Fair in U. S. 1853.
- 15—St. Swithin's Day.
- 16—District of Columbia, est., 1790.
- 18—United States-Canada St. Lawrence Treaty 1932.
- 20—†World Olympic Summer Games, at Helsinki, Finland, July 20-Aug. 4.
- 24—Pioneer Day in Utah.
- 25—Occupation Day in Porto Rico.
- 26—Postal system, established 1775; N. Y. ratifies Constitution, 1788.
- 28—Beginning of World War, 1914.

## AUGUST

- Flower—*Poppy, gladiolus; Birthstone—Carnelian, topaz, sardonyx, peridot.*
- 1—Colorado joined Union, 1876.
  - 3—Germany declared war on England and France, 1914.
  - 4—Summer Session Bridge Championships, Aug. 4-10; Percy Bysshe Shelley born 1792.
  - 5—First cable message between America and Europe, 1858.
  - 6—Alfred Lord Tennyson born 1809.
  - 9—First steam locomotive train operated, 1831; Francis Scott Key born 1780.
  - 10—Missouri admitted to Union, 1821.
  - 12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851.
  - 13—Occupation Day in Philippines.
  - 15—Feast of Assumption, Holy Day; Panama Canal opened 1914 (traffic began July 12, 1920); Sir Walter Scott born 1771.
  - 16—Battle of Bennington (col. in Vt.).
  - 17—Fulton's first steamboat made trip New York to Albany, 1807.
  - 18—Virginia Dare, first child of English parents born in America at Roanoke Island, 1587; Thousand Islands International Bridge between United States and Canada opened 1938.
  - 19—National Aviation Day.
  - 22—Red Cross established in Geneva, 1864; Oliver Wendell Holmes born 1809.
  - 26—Woman Suffrage—19th Amendment, 1920.
  - 27—First petroleum well opened, Titusville, Pa., 1859.
  - 31—National Air Races in Cleveland, Aug. 31-Sept. 1-2.

## SEPTEMBER

- Flower—*Morning glory, aster; Birthstone—Beryl, chrysolite, sapphire.*
- 1—Germany invaded Poland, 1939; Labor Sunday; National Air Races in Cleveland; first air express service 1927.
  - 2—Labor Day, est. 1884; U. S. first country to set aside day for labor; National Air Races in Cleveland; Treasury Dept. created 1789.
  - 3—England and France entered into state of war against Germany, 1939.
  - 4—Henry Hudson, in "Half Moon", discovered Manhattan, 1609.
  - 5—First Continental Congress opened in Philadelphia, 1774.
  - 6—Lafayette Day (Lafayette born 1757). Also celebration of Battle of Marston, 1321.
  - 7—International Life Boat Races in New York; Boulder Dam in operation 1936.
  - 8—Globe circumnavigated in 1522.
  - 9—Schools open in most communities; National Display Week, Sept. 9-14; California joined Union, 1850.
  - 10—Elias Howe patented sewing machine, 1846.
  - 12—163rd birthday of New York State; Dr. Fender's Day in Maryland.
  - 13—Star-Spangled Banner written 1814.
  - 14—National Felt Hat Day.
  - 15—Nationally Advertised Brands Week, Sept. 15-21; National Newspaper Demonstration Week, Sept. 15-21; Federal Income Tax, third payment.
  - 16—Constitution Week, Sept. 16-21.
  - 17—Constitution Day (Constitution adopted 1787).
  - 21—National Retail Furniture Week, Sept. 21-28.
  - 22—Autumn begins today; National Dog Week, Sept. 22-28; National Newspaper Boys' Week, Sept. 22-28.
  - 23—American Legion 22nd Annual Convention, Boston, Sept. 23-26; first air mail flight in U. S. 1911; Earl Ovington, first mail pilot.
  - 28—College football season starts.
  - 29—Daylight saving ends; Gold Star Mother's Day; American Indian Day.

(Continued on page 100)





*Sales*  
**CORNERED**

**WCOP** is your best bet for results at low cost. That's why New England's biggest Advertisers use this Station to corner sales in our profitable daytime market. A 13-week "sentence" with us will convince you, too!

- WCOP**  
ADVERTISERS
- Jordan Marsh Co.
  - Community Opticians
  - Nature Food Centres
  - Beacon Non-Rubbing Wax
  - Kane Furniture Co.
  - Golden Bell Cleaners
  - H. P. Hood & Sons
  - R. H. White Co.
  - S. S. Pierce Co.
  - Joyce Brothers
  - I. J. Fox
  - Filene's

CHAPMAN

**WCOP BOSTON MASS.**

**HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta**

# ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1940

With All Available Dates and Names and Addresses of Sponsors

To tie-up a merchandise promotion with an established day or occasion, is to assure greater attention and response. Herewith the Weeks and Days and Events that may be important in 1940 sales planning. It is to be remembered that the information serves a great number and variety of businesses: certain listings that are uninteresting to some are most useful to others. Further information on any activity, or later information on dates marked (Tentative) will be gladly supplied by the Sales Promotion Division of the National Retail Dry Goods Association, through whose courtesy this index is published, or by the sponsors.

EVENT	DATE	SPONSOR	EVENT	DATE	SPONSOR
Advertising Fed. of Am. Conv., N. Y.	June	Advertising Federation of America, 330 West 42nd Street, N. Y.	Children's Day (in Churches)	June 9	Board of Domestic Missions, 25 East 22nd Street, N. Y.
Air Races, National, in Cleveland	Aug. 31-Sept. 1-2	National Air Races of Cleveland, Union Commerce Bldg., Cleveland, O.	Children's Day (Commercial)	June 15	Board of Domestic Missions, 25 East 22nd Street, N. Y.
All Saints' Day	Nov. 1	Holy Day	Children's Week, National	March	Infants' & Children's Wear Ass'n, 225 West 34th St., N. Y.
American Education Week	Nov. 10-16	National Education Assn. of U. S., 1201 16th St., N. W., Washington, D. C.	Christmas Day	Dec. 25	
American Indian Day	Sept. 29	Indian Confederation of America, Dr. A. Cumming, 150 W. 64th St., N. Y.	Christmas Seal Campaign, National	Nov. 28-Dec. 25	New York Tuberculosis Association, 386 Fourth Avenue, N. Y.
Am. Inst. and Engineering Fair, New York (formerly Children's Science Fair)	Apr. 14-20	American Institute, 60 East 42nd Street, N. Y.	Circus in New York	Apr. 6-May 8	Ringling Bros., Barnum & Bailey, Sarasota, Florida
American Legion Convention, Boston	Sept. 23-26	American Legion, Indianapolis, Ind.	Coffee Week, Iced	June 24-29	Pan American Coffee Bureau, 120 Wall Street, N. Y.
American Red Cross	Organized 1881 Chartered 1905		Columbus Day	Oct. 12	
American Toy Fair in New York	Apr. 8-20	Toy Manufacturers' Association, 200 Fifth Avenue, N. Y.	Conservation Week	Apr. 1-7	National Life Conservation Society, 2239 Tiebout Ave., N. Y.
Apple Week, National	Oct. 31-Nov. 6	International Apple Association, 1108 Mercantile Bldg., Rochester, N. Y.	Constitution Day	Sept. 17	
April Fool's Day	Apr. 1		Constitution Week	Sept. 16-21	Constitution Educational Assn., 28 E. Jackson Blvd., Chicago, Ill.
Arbor Day	Various	See World Almanac or write, U. S. Dept. of Agriculture	Cotton Week, National	May 17-25	Cotton Textile Institute, 320 Broadway, N. Y.
Armistice Day	Nov. 11		Day of Atonement (Yom Kippur)	Oct. 12	
Army Day	Apr. 6	Military Order of World War, 1518 K St., N. W., Wash., D. C.	Daylight Saving Time begins	Apr. 28	
Art Week, American	Nov. 1-7	Am. Artists' Professional League, Mrs. Topping, Green, Long Branch, N. J.	Daylight Saving Time ends	Sept. 29	
Ascension Thursday	May 2	Holy Day	Decoration Day (Memorial Day)	May 30	
Ash Wednesday (Beginning of Lent)	Feb. 7	Holy Day	Defense Week, National	Feb. 12-22	Reserve Officers Assn. of U. S., 1653 Penn. Ave., Wash., D. C.
Assumption, Feast of	Aug. 15	Holy Day	Demonstration, National Retail	September	National Retail Dry Goods Assn., 101 W. 31st St., N. Y.
Automobile Show, New York	October	National Automobile Ass'n, 366 Madison Avenue, N. Y.	Display Week, National	Sept. 9-14	International Assn. of Display Men, Evening Star Bldg., Wash., D. C.
Autumn Begins	Sept. 22		Dog Show New York	Feb. 12-14	Westminster Kennel Club, 690 Madison Avenue, N. Y.
Aviation Day, National	Aug. 19	President's Proclamation	Dog Week, National	Sept. 22-28	National Dog Week Committee, 3323 Michigan Blvd., Chicago, Ill.
Baby Week, National	Apr. 29-May 4	Earnshaw Publications, Inc., 71 West 35th Street, N. Y.	Donut Week, National	Oct. 7-12	Doughnut Corporation of America, 1170 Broadway, N. Y.
Baseball Week, National	Mar. 30-Apr. 8	Sporting Goods Dealer, St. Louis, Mo.	Drama Week, National	Feb. 4-11	Drama League—c/o Mrs. Samuel Newton, 1125 Park Ave., N. Y.
Basketball Season Opens	Dec. 7		Easter Sunday	Mar. 24	
Be Kind to Animals Anniversary	Apr. 14-20	American Humane Association, 80 Howard St., Albany, N. Y.	Egg Week, National	May 1-7	National Poultry Council, East Greenwich, R. I.
Better American Speech Week	Feb. 20-26	Nat. Ass'n for American Speech, 174 West 76th St., N. Y.	Election Day	Nov. 5	
Better Homes Week, National	Apr. 28-May 4	Purdue Research Foundation, Lafayette, Ind.	Elks Convention, Houston, Tex.	July 8-13	Elks (BPOE), 380 Lexington Avenue, N. Y.
Better Parenthood Week	Oct. 21-27	The Parents' Magazine, 9 East 40th Street, N. Y.	Fall begins	Sept. 22	
Better Light—Better Sight Month	October	Better Light—Better Sight Bureau, 420 Lexington Avenue, N. Y.	Father's Day	June 16	Father's Day Committee, New York
Book Week	Nov. 10-16	Book Week Committee, 62 West 45th St., N. Y.	Father and Son Week	Nov. 10-16	Intern'l Council of Relig. Education, 203 N. Wabash Ave., Chicago, Ill.
Bowling Championship, International, in Detroit	Mar. 7-Apr. 29	American Bowling Congress, Home Bank Bldg., Milwaukee, Wis.	Feast of Lots (Purim)	Mar. 24	Holy Day
Boy Scout Anniversary Week	Feb. 8-14	Boy Scouts of America, 2 Park Avenue, N. Y.	Feast of Tabernacles (Succoth) 1st day	Oct. 17	Holy Day
Bridge Championship (Summer Session)	Aug. 4-10	American Contract Bridge League, Park Central Hotel, N. Y.	Feast of Tabernacles (Succoth) 2nd day	Oct. 18	Holy Day
Bridge Olympics, World	Apr. 4	American Contract Bridge League, Park Central Hotel, N. Y.	Feast of Weeks (Shavuoth) 1st day	June 12	Holy Day
Buddy Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.	Feast of Weeks (Shavuoth) 2nd day	June 13	Holy Day
Business Show, National in New York	Oct. 21-26	National Business Show Company, 50 Church Street, N. Y.	Felt Hat Day	Sept. 14	Hat Institute, 358 Fifth Avenue, N. Y.
Business Show, Boston	Mar. 25-29		Fire Prevention Week	Oct. 6-12	National Board of Fire Underwriters, 85 John St., N. Y.
Business Women's Week	Oct. 7-12	Nat. Federation of Business and Professional Women's Clubs, Inc., 1819 Broadway, N. Y.	First Aid Week, National	May 19-25	National Ass'n of Retail Druggists, 205 W. Wacker Drive, Chicago, Ill.
Camp Season	Opens July 1		Fishermen's Week, National	Apr. 27-May 4	Sporting Goods Dealer, St. Louis, Mo.
Camp Week, Send a Child to	June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th Street, N. Y.	Flag Day	June 14	
Camps for Girl Scouts (Summer)	Open July 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.	Flower Show, International in New York	Mar. 11-16	Horticultural Society of N. Y., 598 Madison Avenue, New York
Camps for Girl Scouts (Winter)	Open Oct. 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.	Flower Show, International in New York	Mar. 11-16	Horticultural Society of N. Y., 598 Madison Avenue, New York
Canadian Thanksgiving Day	Oct. 9		Football Season Opens	Sept. 28	
Candlemas or Ground Hog Day	Feb. 2		Foot Health Week, National	Apr. 15-20	National Foot Health Council, Phoenix Bldg., Rockland, Mass.
Candy Week, National	Oct. 13-19	Nat. Confectioners' Assn. of U. S., 111 W. Washington St., Chicago, Ill.	Forefather's Day	Dec. 21	
Chanukkah (1st day)	Dec. 25	Holy Day	Foreign Trade Week	May 19-25	U. S. Chamber of Commerce, Washington, D. C.
Chanukkah (last day)	Jan. 1, 1941	Holy Day	Furniture Week, National	Sept. 21-28	National Retail Furniture Assn., 666 Lake Shore Dr., Chicago, Ill.
Cherry Week, National	Feb. 15-22	National Cherry Week Committee, Fremont, Mich.	Garden Week, National	Apr. 15-20	
Child Health Day or May Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.	Girl Scout Anniversary Week	Mar. 12-18	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Child Labor Day (in Synagogues)	Jan. 27	Nat. Child Labor Day Committee, 419 Fourth Avenue, N. Y.	Girl Scout Birthday	Mar. 12	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Child Labor Day (in Churches)	Jan. 28	Nat. Child Labor Day Committee, 419 Fourth Avenue, N. Y.	Girl Scout Week	Oct. 27-Nov. 2	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Child Labor Day (in Schools)	Jan. 29	Nat. Child Labor Day Committee, 419 Fourth Avenue, N. Y.	Girl Scout Summer Camps	Open July 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
			Girl Scout Winter Camps	Open Oct. 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
			Gold Star Mother's Day	Sept. 29	Resolution by 74th Congress.
			Golden Gate Bridge, San Francisco	Opened May 27 (1938)	
			Golf Week, National	May 4-11	Sporting Goods Dealer, St. Louis, Mo.
			Good Friday	Mar. 22	
			Grocers' Week, National Retail	Oct. 21-26	National Ass'n Retail Grocers, 360 N. Michigan Ave., Chicago, Ill.
			Ground Hog or Candlemas Day	Feb. 2	

(Continued on page 37)



1

1. Director Josef Cherniavsky, Producer Harold Carr and Songstress Sylvia Rhodes rehearsing a WLW commercial network origination, MARATHON MELODIES.
2. MELODY GROVE — featuring William Stoess Singers and Sylvia Rhodes in brilliant vocal arrangements of popular music.
3. Broadcast of FORTUNES WASHED AWAY — WLW soil conservation drama voted second best agricultural program in the country.
4. Tremendously popular BOONE COUNTY JAMBOREE also packs them in for its whopping big weekly stage and air show.



2



3

# Attuned TO THE TIMES

**WLW** has built and holds its enviable place in the minds and hearts of its millions of listeners because it keeps attuned to the lives and times of WLW-Land.

With the highest standard in programming — over three quarters of a million dollars is being spent on local programs in 1939 — WLW always endeavors to give listeners the best whether it is a service of information to farmers, a report of the news or a show purely for entertainment.

WLW's own originations, programs like EVERYBODY'S FARM HOUR, BOONE COUNTY JAMBOREE, TRULY AMERICAN, plus the best of NBC Red-Blue and Mutual shows, have made WLW a part of the daily lives of a community of over 27,000,000 consumers.



4

# 25 Cities



In CINCINNATI, largest city in WLW-land, the Nation's Station has 51.8% of the average weekly listening audience.



Percentage of WLW listeners in PORTSMOUTH, O., is 47.6%. In up-river sister cities of IRONTON, O., and ASHLAND, KY., 54.1% favor WLW.



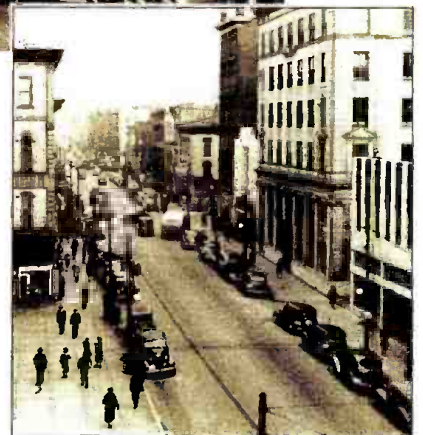
SPRINGFIELD, O., showed 63.9% of the average weekly listening audience tuned to WLW.



51.1% is WLW's weekly average of the BLOOMINGTON, IND., listening audience; in FT. WAYNE it is 34.7%; in KOKOMO, 53.3%; in ANDERSON, 70.8%; in MUNCIE, 62.4%; in RICHMOND, 73.4%.



LEXINGTON, in Kentucky's famed blue grass section, has a weekly average of 47.3% of the listeners preferring WLW; In LOUISVILLE the figure is 11.3%.



In ZANESVILLE, WLW wins 45.2% of the average weekly audience; in LANCASTER 56.4%.

# TURN SPOTLIGHT ON WLW



Spotlighted by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory — small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.



COLUMBUS, Ohio's capital city, has 39.6% of the listening audience choosing WLW; MARION, O., has 48.8%.



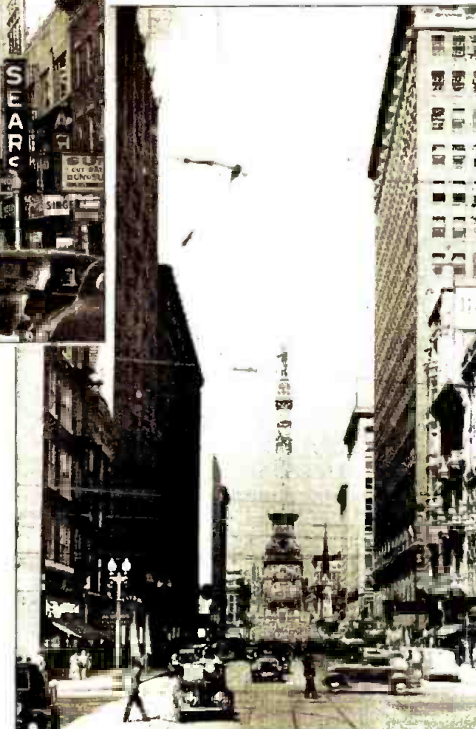
Among listeners in LIMA, O., 53.0% tune in the Nation's Station as do 69.2% in NEWARK.



Survey showed 50.2% as WLW's weekly average of listening audience in HUNTINGTON, W. VA. CHARLESTON, capital city, revealed 36.8% listening to WLW.



WLW's percentage of the listening audience in DAYTON, O., is 49.9%; in MANSFIELD, O., 54.2%.



INDIANAPOLIS showed 33.8% of radios in use were tuned to WLW; neighboring MARION showed 55.0%; TERRE HAUTE, 31.7%.



**THE CINCINNATI TRADING AREA IS A**

**\$600,000,000 MARKET**

which **WSAI** covers **EXTENSIVELY...**  
and **INTENSIVELY...**

**DURING 1939, THE MILLION-PLUS CONSUMERS IN THE CINCINNATI TRADING AREA HAD AN EFFECTIVE BUYING INCOME OF MORE THAN SIX HUNDRED MILLION DOLLARS.**

**WSAI EXTENSIVELY COVERS ALL OF CINCINNATI'S TRADING AREA—PLUS 251% MORE TERRITORY WITH 59% MORE MONEY TO SPEND.**

**WSAI INTENSIVELY COVERS "CINCINNATI" WITH EXCELLENT NBC RED AND BLUE NETWORK SHOWS; AND WITH OUTSTANDING LOCAL SHOWS. ADDITIONAL INTENSITY OF COVERAGE IS DERIVED FROM WSAI'S HABIT OF TELLING CONSUMERS AND RETAILERS ALL ABOUT SPONSORS' PROGRAMS. FOR WSAI INTENSIVELY MERCHANDISES ITS SPONSORS' PROGRAMS WITH DOUBLE-SIZE CARDS IN ALL STREET CARS AND BUSES, "TRAILERS" IN 32 THEATERS, DISPLAYS IN THE 268 DRUG STORES IN THE OHIO VALLEY DRUGGISTS ASSOCIATION, A HUGE NEON SIGN IN THE STREET RAILWAY TERMINAL, AND MONTHLY MAILINGS. ALL OF WHICH HELP YOU INTENSIVELY TO EXPLOIT THE \$600,000,000 CINCINNATI MARKET.**

# ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1940

(Continued from page 32)

EVENT	DATE	SPONSOR	EVENT	DATE	SPONSOR
Hallowe'en	Oct. 31		Palm Sunday	Mar. 17	
Hardware Open House, National	Apr. 25-May 4	Nat. Retail Hardware Association, Security Trust Bldg., Indianapolis	Pan-American Day	Apr. 14	
Hobby Week, National	Nov. 21-28	The Hobby Guild of America, 11 West 42nd Street, N. Y.	Passover (1st day)	Apr. 23	Holy Day
Hockey Season Opens	Nov. 10		Passover (2nd day)	Apr. 24	Holy Day
Holy or Maundy Thursday	March 21		Passover (7th day)	Apr. 29	Holy Day
Horse Show, National in New York	Nov. 2-9	National Horse Show Association, 90 Broad Street, New York	Passover (Last day)	Apr. 30	Holy Day
Hospital Day, National	May 12	American Hospitals Association, 22 E. Ontario St., Chicago, Ill.	Peace Week	May 12-18	World Fellowship, 155 N. Clark St., Chicago, Ill.
Humane Sunday	Apr. 14	American Humane Association, 80 Howard Street, Albany, N. Y.	Peanut Week, National	Jan. 18-25	Virginia-Carolina Peanut Ass'n., Suffolk, Virginia
Hunting Season	October		Pennsylvania Relay Carnival	Apr. 26-27	Pennsylvania University, Philadelphia, Pa.
Ice Carnival in New York	Mar. 22-27	Skating Clubs of New York, 320 West 50th Street, N. Y.	Pharmacy Week, National	Oct. 20-26	American Pharmaceutical Ass'n., 2215 Constitution Ave., Wash., D.C.
Ice Coffee Week	June 24-29	Pan American Coffee Bureau, 120 Wall Street, N. Y.	Poetry Week	May 19-26	
Ice Follies, Opens in N. Y.	Dec. 2	Madison Square Garden Corp., New York, N. Y.	Polo Matches, International, Westbury, L. I.	September	United States Polo Association, 551 Fifth Avenue, N. Y.
Immaculate Conception, Feast of	Dec. 8		Polo Matches, National Open, Westbury, L. I.	September	United States Polo Association, 551 Fifth Avenue, N. Y.
Independence Day	July 4		Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
International Association of Display Men's Convention in Detroit	June	Inter. Assn. of Display Men, Evening Star Bldg., Wash., D. C.	Prosperity Week, National	Dec. 1-7	Christmas Clubs, 341 Madison Avenue, N. Y.
International Flower Show in New York	Mar. 11-16	Horticultural Society of N. Y., 598 Madison Avenue, N. Y.	Purim (Feast of Lots)	Mar. 24	
International Golden Rule Week	Dec. 8-15	Golden Rule Foundation, 60 East 42nd Street, N. Y.	Raisin Week, National	May 5-11	Fresno Chamber of Commerce, 1039 H. St., Fresno, Calif.
International Good Will Day	May 18	World Fellowship, 155 N. Clark St., Chicago, Ill.	Red Cross Birthday (International)	Aug. 22, 1864	
International Lifeboat Race, New York	Sept. 7	Inter. Lifeboat Racing Ass'n., 30 Rockefeller Plaza, N. Y.	Red Cross (American)	Organized 1881; Chartered 1905	
International Polo Matches at Westbury, L. I.	September	United States Polo Ass'n., 551 Fifth Avenue, N. Y.	Red Cross Week	Nov. 11-21	American Red Cross, 815 Lexington Avenue, N. Y.
Inventors Exhibit, Kansas City	Mar. 5-8	Inventors of America, LaSalle Hotel, Chicago, Ill.	Restaurant Week, National	May 6-12	National Restaurant Association, 666 Lake Shore Dr., Chicago, Ill.
Labor Day	Sept. 2		Rodeo at Madison Square Garden, N. Y.	Oct. 7-10	
Labor Sunday	Sept. 1		Rosh Hashanah	Oct. 3-4	Jewish New Year
Lafayette Day	Sept. 6		St. Patrick's Day	Mar. 17	
Lent begins	Feb. 7		St. Swithin's Day	July 15	
Lent ends	Mar. 23		St. Valentine's Day	Feb. 14	
Lincoln's Birthday	Feb. 12		School Administrators' Convention in St. Louis	Feb. 24-29	Nat'l. Education Ass'n. of U. S., 1201 16th St., N.W., Washington, D. C.
Loyalty Days	Oct. 5 and 6	Golden Rule Foundation, 60 East 42nd St., N. Y.	Schools Open in New York	Sept. 9	
Maritime Day, National	May 22	National Maritime League, 11 Broadway, N. Y.	Send a Child to Camp Week	June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th Street, New York
May Day or Child Health Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.	Sew and Save Week, National	Feb. 24-March 2	National Needlecraft Bureau, 385 Fifth Ave., N. Y.
Memorial Day (Decoration Day)	May 30		Shriner's Convention, Memphis, Tenn.	June 11-13	James Price, Jr., Box 2028, Richmond, Va.
Mother's Day	May 12	Orig. by Ann Jarvis, Phil., 1908, Proclaimed by Pres. Wilson, 1914	Silk Parade	September	International Silk Guild, Inc., 250 Fifth Ave., N. Y.
Motor Boat Show, National in New York	Jan. 5-13	Ass'n. of Engine and Motor Boat Mfrs., 420 Lexington Ave., N. Y.	Sportsmen's Show, National (New York)	Feb. 17-25	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Music Week, National	May 5-12	National Music Week Committee, 45 West 45th Street, N. Y.	Sportsmen's and Boat Show (Boston)	Feb. 3-11	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Nationally Advertised Brands Week	Sept. 15-25	Drug Topics, 330 West 42nd St., N. Y.	Sportsmen's and Boat Show (Buffalo)	Mar. 30-Apr. 7	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
National Aviation Day	Aug. 19	President's Proclamation	Sportsmen's and Boat Show (Detroit)	Mar. 2-10	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
National Education Ass'n. Convention	June 30-July 4	National Education Ass'n., 1201-16th St., N. W., Wash., D. C.	Sportsmen's Show (Indianapolis)	Mar. 16-24	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
National Hardware Open House	Apr. 25-May 4	Nat. Retail Hardware Ass'n., Security Trust Bldg., Indianapolis	Spring begins	Mar. 20	
National Newspaper Demonstration Week	Sept. 15-21	Meyer Both, Chicago, Ill.	Straw Hat Day in many cities	May 15	
Nat. Open Polo Championship, Westbury, L. I.	September	United States Polo Association, 551 Fifth Avenue, N. Y.	Summer begins	June 21	
National Retail Demonstration	September	National Retail Dry Goods Ass'n., 101 W. 31st St., N. Y.	Sweetest Day (end of Candy Week)	Oct. 19	Nat. Confectioners' Ass'n., 111 W. Washington St., Chicago, Ill.
National Retail Grocers' Week	Oct. 21-26	National Ass'n. of Retail Grocers, 360 N. Mich. Ave., Chicago, Ill.	Swim-for-Health Week, National	June 24-29	National Swim for Health Committee, 122 E. 42nd St., N. Y.
National Retail Dry Goods Association Convention in New York	Jan. 15-19	National Retail Dry Goods Ass'n., 101 West 31st Street, N. Y.	Swiss Industries Fair, Basle	Mar. 30-April 9	Swiss Consulate, 468 Fourth Avenue, New York
National Ski Championship in Berlin, N. H.	February	Alf Halverson, Nansen Ski Club, Berlin, N. H.	Tea Week	Jan. 14-20	Tea Bureau, Inc., 500 Fifth Avenue, N. Y.
Navy Day	Oct. 27	Navy Department, Washington, D. C.	Tennis Week, National	May 25-June 1	Sporting Goods Dealer, St. Louis, Mo.
Newspaper Boys' Week, National	Sept. 22-28	Newspaper Boys of America, Inc., Indianapolis, Ind.	Thanksgiving Day	Nov. 21 (28)	Presidential Proclamation
New Year's Day	Jan. 1		Thanksgiving Day, Canadian	Oct. 9	
New York World's Fair Opens, Second Season	May 25	New York World's Fair, New York	Thrift Week, National	Jan. 17-23	National Thrift Week Committee, J. Robert Stout, 22 Park Pl., N. Y.
Notion Market Week	Feb. 12-17	National Notion Association, 1170 Broadway, N. Y.	Tny Fair, American	Apr. 8-20	Toy Manufacturers' Ass'n. of U. S., 200 Fifth Avenue, N. Y.
Official Speech Week	Nov. 5-10	National Ass'n. of American Speech, 174 W. 76th Street, N. Y.	Valentine's Day (Saint)	Feb. 14	
Old Christmas Day (Epiphany)	Jan. 6		Washington's Birthday	Feb. 22	
Open Polo Championship, Westbury, L. I.	September	United States Polo Association, 551 Fifth Avenue, N. Y.	West Coast Relays, Calif.	May 11	Fresno Chamber of Commerce, 1039 H. St., Fresno, Cal.
Open School Week	Nov. 10-11	Board of Education, N. Y., Park Avenue & 59th Street, N. Y.	Wine Week, National	November	Wine Advisory Board, 82 Second St., San Francisco, Cal.
Opera Season	November		Wild Life Week	Mar. 17-23	Wild Life Federation, 1626 K. Street, N.W., Wash., D. C.
Outdoor Cleanliness Day	May 21	Outdoor Cleanliness Association, 111 East 48th Street, N. Y.	Winter begins	Dec. 21	
			Women's Exposition of Arts & Industries	March	Women's Exposition of Arts & Industries, 411 Fifth Avenue, N. Y.
			World Bridge Olympics	Apr. 4	American Contract Bridge League, Park Central Hotel, N. Y.
			World Series (Baseball)	October	Professional Baseball, National & American Leagues
			World's Fair, N. Y.—Opens Second Season	May 25	New York World's Fair
			Yom Kippur (Day of Atonement)	Oct. 12	Holy Day

† Tentative date.

# Estimate of Radio Homes in the United States by States and Counties

(As of January 1, 1938)

Latest estimates, prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters; Total Families and Percent of Ownership Calculations by CBS; Urban and Rural Radio Families Estimated by BROADCASTING.

[NOTE: Since these figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties, according to the Joint Committee. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed the sum of the estimates for individual counties is sufficiently accurate for practical purposes. Complete details as to method used is available from the office of the Secretary of the Joint Committee.]

Total Radio Homes in United States: 26,666,500 or 82%. Urban Homes with Radio: 17,195,600 or 91%.

Rural Homes with Radios: 9,470,900 or 69%.

For additional data on rural and urban homes, see pages 58 and 59

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.		Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.		Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
<b>ALABAMA</b>						<b>Arkansas (Cont'd)</b>						<b>California (Cont'd)</b>					
Total State . . .	676,009	375,209	56.0	154,600	220,609	Benton . . . . .	10,410	5,000	48.0	900	4,100	Los Angeles . . .	737,000	694,810	94.2	610,650	84,160
Autauga . . . . .	5,080	2,380	46.8	-----	2,380	Boone . . . . .	4,080	2,110	51.7	860	1,260	Madera . . . . .	4,810	4,690	95.4	1,290	3,300
Baldwin . . . . .	7,410	3,830	51.7	-----	3,830	Bradley . . . . .	4,560	2,240	49.1	480	1,760	Marin . . . . .	11,980	11,380	95.1	6,450	4,900
Barbour . . . . .	8,080	4,080	50.5	990	3,090	Calhoun . . . . .	2,380	1,010	42.4	-----	1,010	Mariposa . . . . .	1,310	1,270	96.9	-----	1,270
Bibb . . . . .	5,200	2,680	51.5	-----	2,680	Carroll . . . . .	4,430	1,990	44.9	-----	1,990	Mendocino . . . .	7,110	6,820	95.8	1,760	5,020
Blount . . . . .	6,640	3,070	46.2	-----	3,070	Chicot . . . . .	6,980	3,260	46.7	710	2,560	Merced . . . . .	10,250	9,920	96.8	2,010	7,800
Bullock . . . . .	6,270	2,570	40.9	640	1,930	Clark . . . . .	6,350	3,110	48.9	700	2,410	Modoc . . . . .	2,400	2,320	96.5	-----	2,320
Butler . . . . .	7,410	3,730	50.3	740	2,990	Clay . . . . .	7,020	3,150	44.8	-----	3,150	Mono . . . . .	410	390	95.1	-----	390
Calhoun . . . . .	13,760	6,870	50.0	5,400	2,970	Cleburne . . . . .	2,950	1,280	43.3	-----	1,280	Monterey . . . . .	15,160	14,510	95.7	7,220	7,290
Chambers . . . . .	9,860	4,730	47.9	790	3,940	Cleveland . . . .	3,200	1,310	40.9	-----	1,310	Napa . . . . .	6,460	6,160	95.2	2,110	4,050
Cherokee . . . . .	4,740	2,090	44.0	-----	2,090	Columbia . . . . .	7,030	3,220	45.8	690	2,530	Nevada . . . . .	3,620	3,440	95.0	1,140	2,300
Chilton . . . . .	6,020	2,800	46.5	-----	2,800	Conway . . . . .	5,420	2,580	47.6	840	1,740	Orange . . . . .	37,990	36,130	95.1	20,170	15,960
Choctaw . . . . .	6,040	2,430	40.2	-----	2,430	Craighead . . . .	11,240	5,780	51.4	2,270	3,610	Placer . . . . .	7,600	7,250	95.3	2,760	4,490
Clarke . . . . .	6,680	3,200	48.0	-----	3,200	Crittford . . . . .	5,320	3,060	57.5	1,180	1,870	Plumas . . . . .	2,380	2,310	97.0	-----	2,310
Clay . . . . .	4,230	1,910	45.1	-----	1,910	Cross . . . . .	7,020	3,270	46.5	780	2,490	Riverside . . . . .	25,390	24,810	97.7	11,790	12,520
Cleburne . . . . .	3,030	1,390	45.8	-----	1,390	Dallas . . . . .	3,670	1,850	50.4	660	1,190	Sacramento . . . .	40,530	38,400	94.7	20,210	12,190
Coffee . . . . .	7,630	3,730	48.8	1,080	2,650	Desha . . . . .	6,480	3,160	48.7	790	2,370	San Benito . . . . .	3,170	3,120	98.4	1,120	2,050
Colbert . . . . .	7,650	4,420	57.7	2,320	2,100	Drew . . . . .	5,390	2,520	46.8	690	1,830	San Bernardino . .	41,740	39,600	94.8	35,130	4,470
Conecuh . . . . .	6,090	2,920	47.9	-----	2,920	Faulkner . . . . .	7,000	3,450	49.2	1,290	2,160	San Diego . . . . .	71,570	67,530	94.3	56,420	11,110
Coosa . . . . .	2,880	1,330	46.1	-----	1,330	Franklin . . . . .	4,010	1,780	44.3	-----	1,780	San Francisco . . .	201,700	189,470	93.9	189,470	-----
Covington . . . . .	9,830	5,160	52.4	1,840	3,320	Fulton . . . . .	2,740	1,150	41.9	-----	1,150	San Joaquin . . . .	29,170	27,690	94.9	16,340	11,360
Crenshaw . . . . .	5,860	2,760	46.9	-----	2,760	Garland . . . . .	10,280	6,930	67.4	4,970	1,960	San Luis Obispo . .	9,400	9,010	95.8	3,450	5,560
Cullman . . . . .	6,680	4,500	67.4	580	3,920	Grant . . . . .	2,400	1,060	43.7	-----	1,060	San Mateo . . . . .	23,480	22,250	94.7	15,690	6,560
Dale . . . . .	5,720	2,820	49.3	580	2,240	Greene . . . . .	6,710	3,510	52.3	1,220	2,290	Santa Barbara . . .	10,670	10,330	96.7	13,160	5,470
Dallas . . . . .	15,490	8,450	54.5	4,090	4,360	Hempstead . . . .	3,090	3,940	128.1	1,850	2,590	Santa Clara . . . .	45,360	42,960	94.7	29,170	13,790
DeKalb . . . . .	9,370	4,350	46.4	620	3,730	Hot Spring . . . .	4,730	2,480	52.4	1,080	1,400	Santa Cruz . . . . .	18,080	12,410	68.6	7,750	4,660
Elmore . . . . .	8,180	3,850	47.0	-----	3,850	Howard . . . . .	4,560	2,050	44.9	-----	2,050	Shasta . . . . .	4,680	4,410	94.2	1,810	3,800
Escambia . . . . .	6,460	3,480	53.8	1,080	2,400	Independence . . .	6,200	3,030	48.8	940	2,090	Sierra . . . . .	850	820	96.4	-----	820
Etowah . . . . .	15,490	9,700	62.6	6,910	2,790	Isard . . . . .	3,350	1,390	41.4	-----	1,390	Siakiyou . . . . .	8,030	7,720	96.1	790	6,930
Fayette . . . . .	4,420	2,050	46.3	-----	2,050	Jackson . . . . .	6,950	3,320	47.7	920	2,400	Solano . . . . .	12,320	11,800	97.4	5,740	6,080
Franklin . . . . .	5,940	2,920	49.1	580	2,390	Jefferson . . . . .	18,850	10,280	54.5	4,920	5,360	Sonoma . . . . .	20,500	19,660	95.9	6,380	13,280
Geneva . . . . .	7,040	3,640	51.7	-----	3,640	Johnson . . . . .	4,970	2,430	48.8	660	1,780	Stanislaus . . . . .	17,280	16,570	95.8	5,660	11,010
Greene . . . . .	5,440	2,500	45.9	-----	2,500	Lafayette . . . . .	4,760	2,220	46.7	600	1,620	Sutter . . . . .	4,300	4,110	95.5	1,110	3,000
Hale . . . . .	6,920	3,150	45.5	-----	3,150	Lawrence . . . . .	5,530	2,470	44.6	-----	2,470	Tehama . . . . .	4,540	4,340	95.5	1,070	3,270
Henry . . . . .	5,350	2,480	46.3	-----	2,480	Lee . . . . .	7,930	3,610	45.5	1,030	2,520	Trinity . . . . .	1,010	980	97.0	-----	980
Houston . . . . .	11,290	6,250	55.3	2,950	3,300	Lee . . . . .	5,880	2,420	41.1	-----	2,420	Tulare . . . . .	22,870	21,800	95.3	8,470	13,330
Jackson . . . . .	8,740	4,080	46.6	-----	4,080	Lincoln . . . . .	5,880	2,420	41.1	-----	2,420	Toulumne . . . . .	2,980	2,890	96.9	-----	2,890
Jefferson . . . . .	118,780	85,710	72.1	67,140	18,570	Little River . . . .	4,240	1,860	43.8	-----	1,860	Ventura . . . . .	15,820	15,320	96.6	8,300	7,620
Lamar . . . . .	4,230	1,980	46.6	-----	1,980	Logan . . . . .	6,010	2,860	47.5	630	2,230	Yolo . . . . .	6,830	6,550	95.9	1,700	4,850
Lauderdale . . . .	10,230	5,480	53.5	2,420	3,060	Lonoke . . . . .	8,910	3,790	42.5	-----	3,790	Yuba . . . . .	3,550	3,380	95.2	1,620	1,760
Lawrence . . . . .	6,490	2,860	44.0	-----	2,860	Laudison . . . . .	3,450	1,410	40.8	-----	1,410	<b>COLORADO</b>					
Lee . . . . .	9,280	5,270	56.7	3,100	2,170	Marion . . . . .	2,240	960	42.4	-----	960	Total State . . . .	233,000	233,500	81.0	133,200	95,900
Limestone . . . . .	8,980	4,270	47.5	880	3,390	Miller . . . . .	8,420	4,740	56.2	2,610	2,130	Adams . . . . .	5,000	3,660	73.2	800	2,860
Lowndes . . . . .	5,070	2,700	53.2	-----	2,700	Mississippi . . . .	18,900	9,060	47.8	2,870	6,180	Alamosa . . . . .	2,270	1,930	80.6	1,240	690
Macon . . . . .	6,690	3,230	48.4	660	2,570	Monroe . . . . .	5,850	2,790	47.6	720	2,070	Arapahoe . . . . .	6,490	5,210	80.2	2,130	3,080
Madison . . . . .	16,220	8,530	52.5	2,480	6,050	Montgomery . . . .	2,730	1,210	44.3	-----	1,210	Archuleta . . . . .	2,440	2,400	98.4	-----	2,400
Marango . . . . .	10,010	4,780	47.7	890	3,890	Nevada . . . . .	5,220	2,420	46.5	690	1,740	Baca . . . . .	2,660	1,760	66.1	-----	1,760
Marion . . . . .	5,880	2,770	47.1	-----	2,770	Newton . . . . .	2,500	1,020	40.8	-----	1,020	Bent . . . . .	2,230	1,620	72.6	590	1,030
Marshall . . . . .	9,450	4,580	48.4	1,060	3,520	Ouachita . . . . .	7,870	4,240	53.8	1,530	2,710	Boulder . . . . .	9,700	7,980	82.2	4,950	3,030
Mobile . . . . .	31,960	21,880	68.4	16,410	5,470	Perry . . . . .	1,900	820	43.1	-----	820	Chaffee . . . . .	2,190	1,800	82.1	1,220	580
Monroe . . . . .	7,150	3,370	47.1	-----	3,370	Phillips . . . . .	12,940	6,740	52.0	3,100	3,640	Cheyenne . . . . .	1,000	670	67.0	-----	670
Montgomery . . . .	27,410	18,520	67.5	14,870	3,650	Pike . . . . .	3,130	1,420	45.3	-----	1,420	Clear Creek . . . .	800	640	80.0	-----	640
Morgan . . . . .	11,900	6,780	57.0	3,370	3,420	Polk . . . . .	7,750	3,600	46.4	550	3,050	Conejos . . . . .	2,230	1,540	69.0	-----	1,540
Perry . . . . .	6,740	3,130	46.4	-----	3,130	Poinsett . . . . .	4,090	2,020	49.3	700	1,320	Costilla . . . . .	1,370	1,370	100.0	-----	1,370
Pickens . . . . .	6,180	2,810	45.5	-----	2,810	Pope . . . . .	6,850	3,440	50.2	1,260	2,180	Crowley . . . . .	1,540	1,070	69.4	-----	1,070
Pike . . . . .	8,070	4,170	51.6	1,410	2,760	Prairie . . . . .	4,050	1,790	44.1	-----	1,790	Custer . . . . .	670	460	68.6	-----	460
Randolph . . . . .	6,430	3,110	48.3	800	2,310	Pulaski . . . . .	8,630	28,430	329.9	25,890	2,540	Delta . . . . .	3,890	2,770	71.2	740	2,030
Russell . . . . .	6,820	3,420	50.1	1,270	2,150	Randolph . . . . .											





**FIRST AGAIN**  
**...in 1939**

***KNX led all Los Angeles network stations in quarter-hours of national spot and local business in 1939 as in 1938 and 1937. ● 78% more than Station A; 85% more than Station B; 255% more than Station C! ● Results, and only results, can account for such uninterrupted leadership!***

**COLUMBIA'S STATION FOR SOUTHERN CALIFORNIA**

***Palace Hotel, San Francisco – Columbia Square,  
Los Angeles. Represented by Radio Sales – New  
York, Chicago, Detroit, St. Louis, Charlotte, N. C.***

# Radio Homes in the United States by States and Counties

(Continued from page 38)

State	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.		
<b>Colorado (Cont'd)</b>						<b>GEORGIA</b>						<b>Georgia (Cont'd)</b>					
Pueblo	17,250	14,800	85.7	12,130	2,670	Total State	716,000	370,800	51.7	180,500	190,300	Muscogee	15,000	10,050	67.0	8,280	1,770
Rio Blanco	830	570	68.7	---	570	Appling	2,990	1,270	42.4	---	1,270	Newton	4,190	1,940	46.3	970	970
Rio Grande	2,570	1,910	74.3	670	1,240	Atkinson	1,590	720	45.2	---	720	Oconee	1,930	710	36.8	---	710
Roller	2,700	2,000	74.1	---	2,000	Bacon	1,570	640	40.8	---	640	Oglethorpe	3,060	1,150	37.6	---	1,150
Saguache	1,660	1,200	72.3	---	1,200	Baker	1,870	690	36.9	---	690	Paulding	2,850	1,050	36.8	---	1,050
San Juan	480	380	79.1	---	380	Baldwin	3,980	2,090	52.5	1,040	1,050	Peach	2,620	1,320	50.4	820	500
San Miguel	670	480	71.6	---	480	Banks	2,120	750	35.4	---	750	Pickens	2,240	980	43.8	---	980
Sedgwick	1,410	1,000	70.9	---	1,000	Barrow	3,040	3,040	100.0	640	720	Pierce	2,820	1,180	41.8	---	1,180
Summit	360	280	77.8	---	280	Bartow	5,860	2,730	46.5	920	1,810	Pike	2,520	960	37.2	---	960
Teller	1,470	1,150	78.2	---	1,150	Ben Hill	3,400	1,820	53.5	1,270	550	Polk	5,670	2,940	51.9	1,800	1,140
Washington	2,460	1,590	64.6	---	1,590	Berrien	3,300	1,320	40.0	---	1,320	Fulaski	2,320	950	40.9	---	950
Weld	16,590	12,090	72.9	3,270	8,820	Bibb	21,060	13,860	65.8	10,920	2,940	Fulton	2,020	860	42.6	---	860
Yuma	3,600	2,420	67.2	---	2,420	Bleckley	2,220	880	39.6	---	880	Quitman	890	340	38.2	---	340
<b>CONNECTICUT</b>						<b>FLORIDA</b>											
Total State	437,000	402,100	92.0	281,400	120,700	Total State	443,000	297,900	67.2	189,500	108,400	Muscogee	15,000	10,050	67.0	8,280	1,770
Fairfield	105,930	97,620	92.2	72,130	25,490	Alachua	9,690	5,660	58.4	2,320	3,340	Newton	4,190	1,940	46.3	970	970
Hartford	118,470	104,450	88.2	76,750	27,700	Baker	1,640	1,070	65.0	---	1,070	Oconee	1,930	710	36.8	---	710
Litchfield	22,820	21,060	92.3	8,380	12,680	Bay	3,510	2,120	60.3	1,010	1,110	Oglethorpe	3,060	1,150	37.6	---	1,150
Middlesex	13,490	12,410	92.0	4,960	7,450	Bradford	2,470	1,260	51.0	---	1,260	Paulding	2,850	1,050	36.8	---	1,050
New Haven	125,770	115,870	92.1	94,950	20,920	Brevard	4,430	2,670	60.2	700	1,970	Peach	2,620	1,320	50.4	820	500
New London	32,190	29,590	91.9	18,310	14,280	Broward	6,570	4,530	69.3	3,480	1,050	Pickens	2,240	980	43.8	---	980
Tolland	8,110	7,340	90.5	3,010	4,330	Calhoun	1,850	970	52.4	---	970	Pierce	2,820	1,180	41.8	---	1,180
Windham	15,220	13,760	90.4	5,910	7,850	Charlotte	1,350	780	57.8	---	780	Pike	2,520	960	37.2	---	960
<b>DELAWARE</b>						<b>IDAHO</b>											
Total State	67,000	57,600	86.1	30,800	26,800	Total State	124,000	98,700	79.6	34,200	64,500	Ada	11,390	9,690	85.1	6,240	3,450
Kent	9,810	7,990	81.4	1,850	6,140	Adams	860	640	74.4	---	640	Adams	860	640	74.4	---	640
New Castle	43,130	38,260	88.7	28,360	9,900	Bannock	8,320	7,060	84.9	4,390	2,670	Bannock	8,320	7,060	84.9	4,390	2,670
Sussex	14,060	11,350	80.7	590	10,760	Bear Lake	1,970	1,500	76.1	---	1,500	Bear Lake	1,970	1,500	76.1	---	1,500
<b>DISTRICT OF COLUMBIA</b>						<b>ILLINOIS</b>											
Washington	168,000	152,900	91.0	152,900	---	Total State	2,063,000	1,857,100	90.0	1,426,600	430,500	Adams	18,150	15,900	87.6	10,630	5,270

# *We're "firsting" again!*

**WJSV** has had so many firsts in Washington during 1939 that it's kind of embarrassing to talk about it. First in number of hours sold...first in dollars of revenue...first among dealers...first place for our announcers in the popularity polls...first in power.

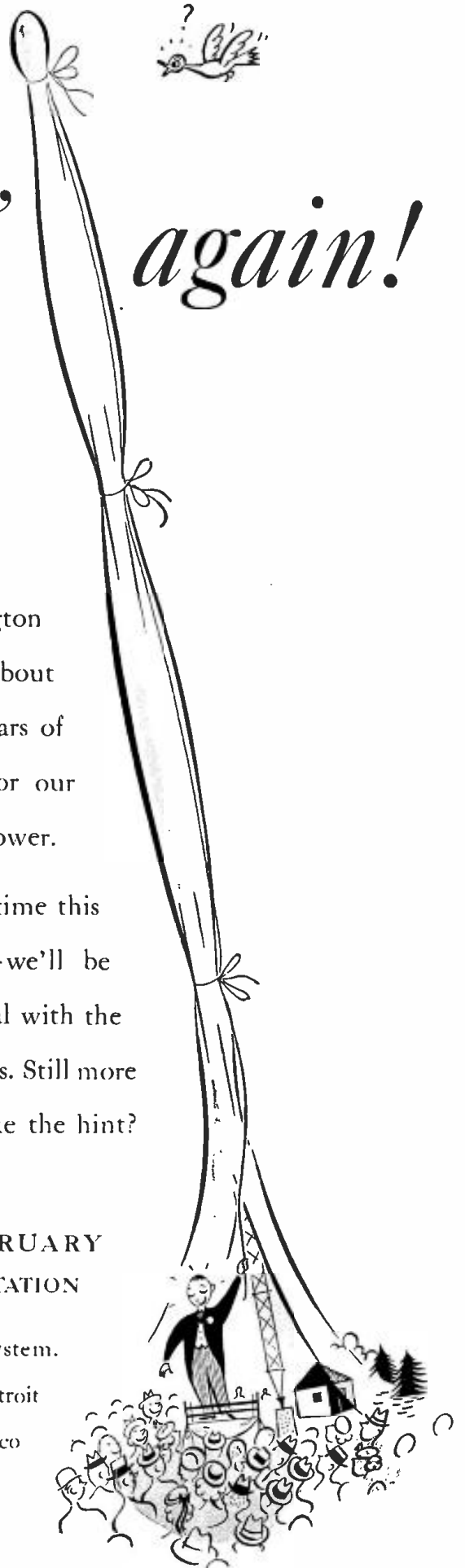
And now we went and did it again. About the time this book goes to press—February, they tell us—we'll be 'firsting' again. We'll be pounding out our signal with the first 50,000 watts of power in this neck of the woods. Still more people listening. Still more families buying. Take the hint?

**WJSV** 50,000 WATTS IN FEBRUARY  
WASHINGTON, D. C. • A CBS STATION

Owned and operated by the Columbia Broadcasting System.

Represented by Radio Sales: New York • Chicago • Detroit

St. Louis • Charlotte, N. C. • Los Angeles • San Francisco





# There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

**KSCJ** AFFILIATE  
NBC  
**The JOURNAL**  
SIoux CITY, IOWA  
Represented by George Hollingbery  
C. W. Corkhill, Manager



# WE LIKE THE BLUE

... because the Blue can offer more and better availabilities today than any other major network.

This is another way of saying that the Blue is the Network of Opportunity, and this is also true of its individual affiliates.

To hundreds of advertisers today, radio broadcasting offers the difference between leading and not leading in their respective fields. With the Blue network schedule not so rigid as that of the other major chains we at St. Louis KWK have been able to offer this opportunity to many local and national spot advertisers during the past year.

One KWK sponsor's half hour five nights a week competes with at least two of the first ten programs on the air—yet this advertiser recently acquired first place in sales in his field in the St. Louis Market.

We like the Blue because it gives KWK the freedom to extend to you, too, the opportunity of excellent availabilities combined with the prestige and audience loyalty of an outstanding network schedule.

ST. LOUIS  
**KWK**

**Thomas Patrick, Incorporated**  
HOTEL CHASE • • ST. LOUIS

*Representative*  
**PAUL H. RAYMER CO.**  
NEW YORK • CHICAGO • SAN FRANCISCO





# EIGHTH YEAR CHAMPION



***It's KMOX again!***

**DIALERS:** More people listen more hours to KMOX than to any other St. Louis station! And each year KMOX leads by a wider margin! That's what was proved by *every* major study of St. Louis listening for more than *eight years*.

**DOLLARS:** KMOX carried more local and national spot business for the twelve months of 1939 than the other *two* St. Louis network stations *combined!*

**DISTANCE:** The 50,000 watt voice of KMOX is *ten* times as powerful as any other St. Louis station! Within its primary listening area *alone* KMOX serves more than one million eight hundred thousand radio listeners who spend close to six hundred million a year! It's the largest market reached — and sold — by any St. Louis station!

Today — as for the eight challenging years before — KMOX is champion. KMOX can help *you* be a champion in St. Louis, too. Would you like us to send the details?

**KMOX** 50,000 WATTS • A CBS STATION • ST. LOUIS  
Owned and operated by Columbia Broadcasting System. Represented by Radio Sales:  
New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco





WBEN



REPRESENTED by EDW. PETRY CO.



*3 out of every 4  
are on for more...*

*75% of all current WBT advertisers  
were WBT advertisers a year ago.*

WBT wears well! How else can we explain this record: three out of every four program sponsors who were on WBT a year ago are *still using WBT advertising today*. And here's a point that rounds out the picture of WBT's overwhelming popularity among Southern advertisers: more and more *new* clients are speaking their pieces over WBT—Columbia's 50,000 watts in the Carolina's!

WBT wins friends because it influences people . . . close to a million and a quarter radio listeners in 65 Carolina counties. WBT offers the only *one*-station coverage of all this four-hundred-million-dollar market — the "Blue Chip" market of the South. If you want thousands of friends with millions to spend, we suggest a WBT program.

**WBT** 50,000 WATTS • CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.  
Represented by Radio Sales: New York, Chicago, Detroit,  
St. Louis, Charlotte, N. C., Los Angeles, San Francisco



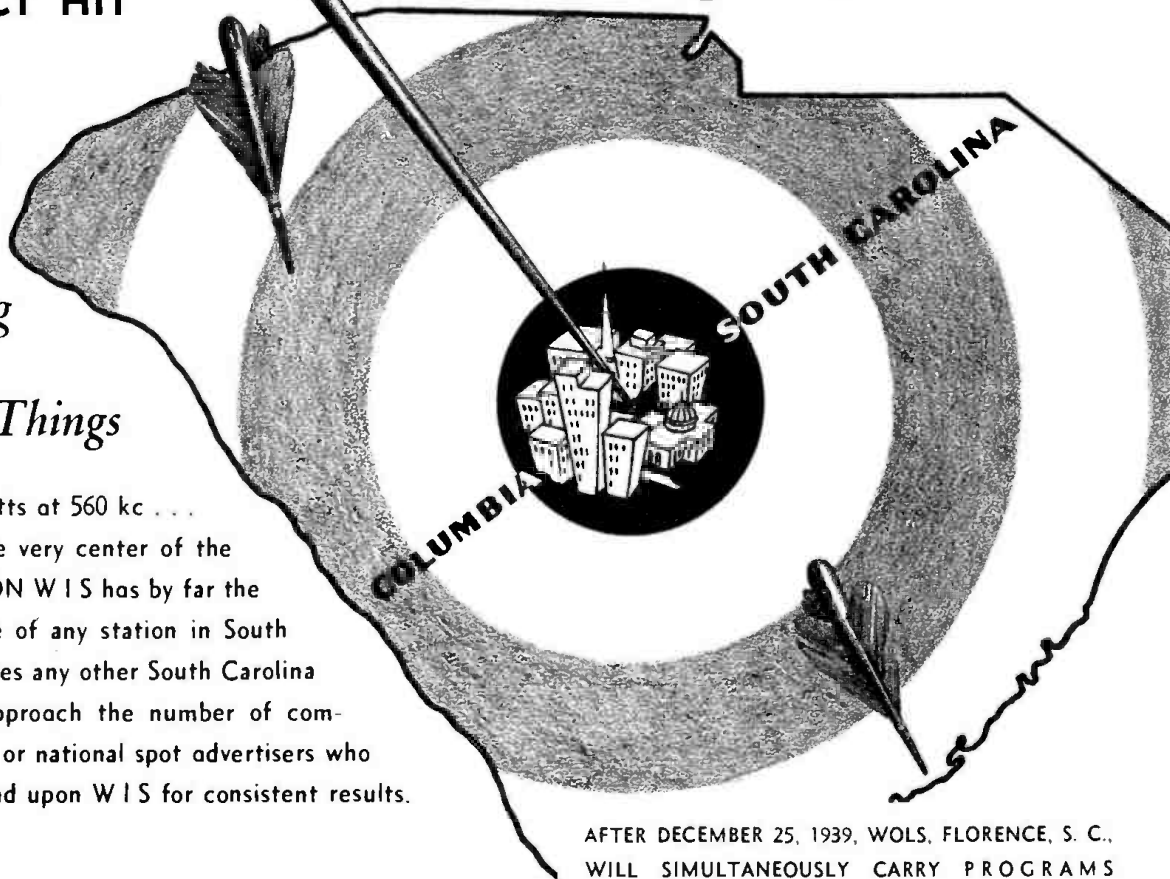
**IT'S THE Bull's Eye THAT SCORES**

**Make South Carolina Your Target  
In The Rich Southeastern  
Trading Area**

**SCORE  
A DIRECT HIT  
WITH  
WIS**

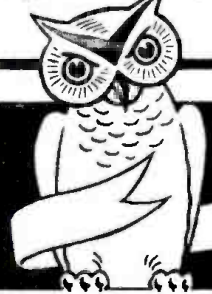
*By Aiming  
at the  
Center of Things*

With its 5,000 watts at 560 kc . . .  
its location in the very center of the  
State . . . STATION WIS has by far the  
greatest coverage of any station in South  
Carolina. Nor does any other South Carolina  
station closely approach the number of com-  
mercial network or national spot advertisers who  
continue to depend upon WIS for consistent results.



AFTER DECEMBER 25, 1939, WOLS, FLORENCE, S. C.,  
WILL SIMULTANEOUSLY CARRY PROGRAMS  
ORDERED ON WIS, AT PREVAILING WIS RATES.

**WIS-DOM**



N. B. C. --- BOTH RED AND BLUE NETWORKS

**WIS**  
**COLUMBIA, SOUTH CAROLINA**

FREE & PETERS, INC., --- NATIONAL REPRESENTATIVES

5,000  
WATTS DAY  
560 kc  
1,000 WATTS NIGHT





# SUPREME IN THE WEST



KSL's dominant coverage of the Intermountain West is a fact proven in the sales files of both local and national advertisers

**I**N the Intermountain West Market — a wealthy buying area scattered over seven states — only KSL's 50,000 watts can serve the national advertiser's demand for dominant, concentrated, convincing coverage.

Wielding a tangible influence in the listening and buying habits of the West, KSL in

1940 — as for 18 years past — is your best radio buy in Western America.

KSL's new 50,000 watt transmitter, its new vertical radiator now intensify the quality of a radio signal heard and welcomed in the rich market it covers. You blanket the Intermountain West when you choose KSL.

**KSL.—Columbia's 50,000 Watt Affiliate in Salt Lake City**

**EDWARD PETRY & COMPANY, INC. - NATIONAL REPRESENTATIVES**

NEW YORK \* CHICAGO \* DETROIT \* ST. LOUIS \* SAN FRANCISCO \* LOS ANGELES



# Summary of Canadian Radio Homes by Provinces, Counties and Census Divisions

Estimated as of 1937; Data Supplied October, 1939  
(Compiled by Statistica Branch, Engineering Division, Canadian Broadcasting Corp.)  
Total Canada Population: 11,120,000. Total Families: 2,419,360. Total Radio Homes: 1,438,602  
Urban Families: 1,333,579. Rural Families: 1,085,781

## ALBERTA

Census Divisions	Radio Homes
Total Province	124,283
1 (Medicine Hat)	4,687
2 (Lethbridge)	8,672
3 (Brooks)	1,982
4 (High River)	4,583
5 (Hanna)	1,982
6 (Calgary)	34,841
7 (Provost)	4,980
8 (Red Deer)	10,725
9 (Jasper)	3,393
10 (Vermilion)*	5,685
11 (Edmonton)	32,934
12 (Edson)	1,818
13 (St. Paul)	2,127
14 (Athabasca)	3,680
15 (Peace River)	1,127
16 (Grande Prairie)	2,723
17 (Waterways)	187

\* Municipality designated by editor, as none shown in Canada Year Book.

## BRITISH COLUMBIA

Census Divisions	Radio Homes
Total Province	120,287
1 (Fernie)	3,093
2 (Trail)	8,309
3 (Kelowna)	7,179
4 (Vancouver)	73,448
5 (Victoria)	20,425
6 (Kamloops)	3,115
7 (Powell River)	1,958
8 (Prince George)	1,891
9 (Prince Rupert)	981
10 (Finlay Forks)	288

## MANITOBA

Census Divisions	Radio Homes
Total Province	94,212
1 (Giroux)*	587
2 (Morden)	2,785
3 (Pilot Mound)	2,495
4 (Dolomine)	1,482
5 (Beausejour)*	2,335
6 (Winnipeg)	62,418
7 (Brandon)	5,581
8 (Souris)	2,201
9 (Stonewall)*	1,970
10 (Neepawa)	2,186
11 (Minnedosa)	3,340
12 (Gimli)	728
13 (Dauphin)	2,186
14 (Gilbert Plains)	1,468
15 (Swan River)	708
16 (The Pas)	1,551

\* Municipality designated by editor, as none shown in official Canada Year Book.

## NEW BRUNSWICK

Counties	Radio Homes
Total Province	35,710
Albert	346
Carleton	1,652
Charlotte	2,177
Gloucester	894
Kent	438
Kings	1,931
Madawaska	866
Northumberland	1,553
Queens	749
Restigouche	1,736
Sunbury	389
St. John	10,581
Victoria	879
Westmorland	7,762
York	3,758

The Radio Year of 1937-38 marked the establishment of commercial network activities by the Canadian Broadcasting Corp. This undertaking immediately created a demand for a type of statistics not previously available through organized sources.

The publishing of results with any degree of authority is dependent upon the availability of reliable information. Machinery required for the gathering of coverage and survey statistics had to be established and set in motion collecting material which could be vouched for and conservatively represent the picture. Physical proof of listener interest to both day and night programmes on the network and on individual stations is constantly being assembled by the C. B. C.

This information, combined with estimates of the population within the 0.5 millivolt per meter contours of each station, known as the primary listening area, has formed a basis from which to calculate.

Note: In the western Canadian provinces of Manitoba, Saskatchewan, Alberta, and British Columbia, there are no county divisions, but census divisions. The census divisions are known by number and so shown in this summary. To assist in locating the census divisions on a map, each census division is designated by its main municipality as shown on a map in the official government Canada Year Book.

## NOVA SCOTIA

Counties	Radio Homes
Total Province	52,470
Annapolis	1,140
Antigonish	538
Cape Breton	11,321
Colchester	2,652
Cumberland	4,221
Digby	1,229
Guysboro	656
Halifax	15,301
Hants	1,674
Inverness	687
Kings	2,488
Lunenburg	2,348
Pictou	4,350
Queens	722
Richmond	333
Shelburne	750
Victoria	259
Yarmouth	1,826

## ONTARIO

Counties	Radio Homes
Total Province	572,998
Algoma	5,700
Brant	9,690
Bruce	4,782
Carleton	39,426
Cochran	5,957
Dufferin	1,417
Dundas	2,061
Durham	3,247
Elgin	6,248
Essex	22,866
Frontenac	7,308
Glenora	988
Grenville	3,154
Grey	6,175
Haldimand	2,412
Haliburton	504
Halton	5,155
Hastings	6,337
Huron	4,948
Kenora	3,877
Kent	8,563
Lambton	7,516
Lanark	5,244
Leeds	4,346
Lennox & Addington	2,367
Lincoln	10,956
Manitoulin	598
Middlesex	23,289
Muskoka	2,369

## ONTARIO (Cont'd)

Counties	Radio Homes
Nipissing	5,369
Norfolk	3,881
Northumberland	3,378
Ontario	10,518
Oxford	8,165
Parry Sound	1,978
Peel	3,481
Perth	9,150
Peterboro	6,981
Prescott	1,659
Prince Edward	3,254
Rainy River	1,937
Renfrew	5,230
Russell	1,238
Simcoe	6,919
Starnant	5,459
Sturby	5,649
Thunder Bay	12,553
Timiskaming	6,573
Victoria	3,520
Waterloo	16,823
Welland	16,887
Wellington	8,081
Wentworth	38,190
York	178,706
District of Patricia	91

## PRINCE EDWARD ISLAND

Counties	Radio Homes
Total Province	10,831
Kings	1,641
Queens	5,897
Prince	3,793

## QUEBEC

Counties	Radio Homes
Total Province	317,780
Abitibi	1,306
Argenteuil	1,864
Arsabaska	1,289
Basot	7,622
Beauce	1,514
Beauharnois	2,627
Bellechasse	629
Berthier	747
Bonaventure	610
Brome	1,884
Chamby	1,752
Champlain	4,293

## QUEBEC (Cont'd)

Counties	Radio Homes
Charlevoix	547
Chateauguay	812
Chicoutimi	6,867
Compton	1,126
Deux-Montagnes	533
Dorchester	460
Drummond	2,380
Frontenac	690
Gaspe	506
Hull	5,867
Huntingdon	743
Iberville	2,649
Joliette	2,268
Kamouraska	581
LeBel	891
Lac St. Jean	2,179
Laprairie	485
L'Assomption	770
Levis	3,613
L'Islet	725
Lotbiniere	762
Maskinonge	362
Matane	1,299
Megantic	2,057
Missisquoi	1,562
Montcalm	629
Montmagny	920
Montmorency	579
Montreal Dist. & Jesus Island	187,468
Napierville	255
Nicolet	1,063
Papineau	1,567
Pontiac	404
Portneuf	2,283
Quebec	25,792
Richlieu	1,631
Richmond	1,602
Rimouski	862
Rouville	729
Saguenay	404
Shefford	1,882
Sherbrooke	5,761
Soulanges	504
Stanstead	2,540
St. Hyacinthe	2,987
St. Jean	2,487
St. Maurice	7,605
Temiskamingue	1,277
Temiscouata	1,418
Terrbonne	3,498
Vaudreuil	706
Vercheres	953
Wolf	401
Yaniska	386

## SASKATCHEWAN

Census Divisions	Radio Homes
Total Province	110,851
1 (Estevan)	2,895
2 (Weyburn)	4,362
3 (Assiniboia)	2,901
4 (Shaunavon)	1,485
5 (Moosomin)	5,589
6 (Regina)	20,910
7 (Moose Jaw)	10,468
8 (Swift Current)	4,904
9 (Yorkton)	4,466
10 (Wynyard)	3,250
11 (Saskatoon)	17,461
12 (Biggar)	4,322
13 (Wilkie)	3,656
14 (Melfort)	5,719
15 (Prince Albert)	8,903
16 (North Battleford)	5,818
17 (Lashburn)	3,173
18 (North of 54th Parallel of Latitude)*	269

\* Designated by editor, as not designated in Canada Year Book.

CKAC  
MONTREAL

Covers 90% of the population of the  
PROVINCE OF QUEBEC  
CANADA'S BUSIEST STATION

in  
CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL  
U. S. AND TORONTO, CANADA. JOE. H. MCGILLVRA—MONTREAL. PHIL LALONDE





# UNITED STATES FAMILIES: A RADIO TIME-BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

STATES	ALL FAMILIES					URBAN FAMILIES						RURAL FAMILIES							
	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rural Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama.....	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona.....	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas.....	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California.....	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	26	96
Colorado.....	288,000	34	233,500	32	81	152,000	31	53	188,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut.....	437,000	28	402,100	20	92	806,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware.....	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col.....	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91	.....	.....	.....	.....	.....	.....	.....
Florida.....	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia.....	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho.....	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois.....	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana.....	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa.....	680,000	17	577,800	18	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,800	9	55	79
Kansas.....	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky.....	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana.....	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine.....	221,000	85	201,100	85	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland.....	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts.....	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan.....	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota.....	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi.....	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	35
Missouri.....	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana.....	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	38	61	75
Nebraska.....	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada.....	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire.....	136,000	41	124,400	39	92	77,000	38	57	69,700	36	56	91	59,000	43	43	54,700	41	44	93
New Jersey.....	1,098,000	9	1,022,600	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico.....	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York.....	3,872,000	1	3,132,300	1	93	2,808,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina.....	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	580,000	6	72	246,700	15	60	47
North Dakota.....	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio.....	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	31	91
Oklahoma.....	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62	251,800	12	55	65
Oregon.....	299,000	33	285,400	29	95	157,000	29	53	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania.....	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island.....	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	93
South Carolina.....	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota.....	167,000	38	182,900	88	80	34,000	43	20	31,700	43	24	93	133,000	38	80	101,200	35	76	76
Tennessee.....	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas.....	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,300	4	46	56
Utah.....	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont.....	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia.....	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington.....	468,000	26	443,300	18	95	271,000	16	58	254,400	16	57	94	197,000	28	42	188,900	21	43	96
West Virginia.....	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin.....	735,000	18	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming.....	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.....	32,641,000	..	26,666,500	..	82	18,920,000	..	58	17,195,600	..	64	91	13,721,000	..	42	9,470,900	..	36	69

Reproduced Courtesy of National Broadcasting Co.

\* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

\*\* Estimated as of January 1, 1938 by Joint Committee on Radio Research

# 3 VALUABLE MARKETS DOMINATED BY WHAM

## 1 ROCHESTER, N. Y...

In Rochester—No. 1 Test City in the No. 1 Test State—WHAM is *First*. First in length of service (since 1922), first in power (50,000 watts), first in program popularity (carries 7 of the 10 leading network shows). WHAM is NBC—Blue and Red.

Proof of WHAM'S city leadership is its domination of programs of civic interest. Rochester Philharmonic Orchestra, Rochester Civic Orchestra, University of Rochester, Board of Education, Federation of Churches, City Clubs—all broadcast regularly over WHAM. Such leadership is a powerful influence in producing sales results. That is why, for example, Rochester's leading retail institution has used WHAM continuously for 7 years—are now on a 5-times weekly schedule.

## 3 PRIMARY AREA...

of WHAM produces more than 4% of the nation's wealth—more than is produced by 40 of our United States. WHAM is the only station that provides dependable single-station coverage of this entire area day or night.

No wonder, then, that recent surveys show WHAM listeners in the rich Rochester trading area out-number those of any other station by 4 to 1. And it's a responsive audience, too! Recently, a new WHAM show brought in 1173 letters in its *first week*—without any advance publicity or outside promotion. Over 90% of these letters contained actual orders. That's results!

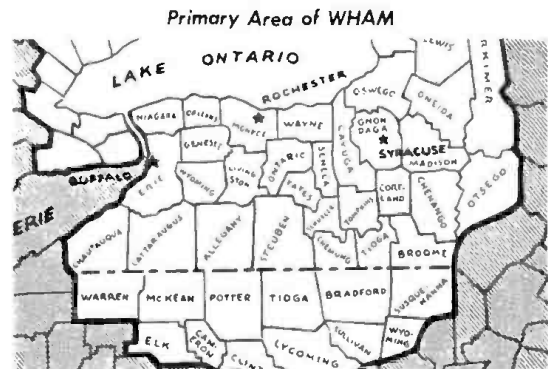
NATIONAL REPRESENTATIVE:  
GEORGE P. HOLLINGBERRY CO.  
NEW YORK, CHICAGO

## 2 RURAL MARKET...

Station WHAM covers one of the richest, most profitable farm districts. Here are the figures for WHAM'S Primary Area:

140,518 FARMS  
\$214, 145,000 ANNUAL INCOME  
\$1,500 AVERAGE INCOME PER FARM  
(about 25% above the national average)

And these profit-making farmers favor WHAM! Ever since 1928 WHAM has brought them the National Farm and Home Hour, popular network feature. Now, also, WHAM broadcasts a daily Farm Bulletin—a *service* program which brings important marketing news, prices, weather reports, soil information, etc., from authoritative sources. If you sell to farmers and their families, here's how to do it! Use WHAM!



★ WRITE: For latest information on available time or other data to the national representatives or Mr. J. W. Kennedy, Jr., commercial manager.

# WHAM

ROCHESTER N.Y.

50,000 WATTS  
*The Stromberg-Carlson*  
*Station*

WILLIAM FAY—GENERAL MANAGER

# DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

\* Denotes new station authorized but not yet in operation as of January 15, 1940  
 [See page 64 for W listings]

<b>K</b> KABC...San Antonio, Tex. KADR...Aberdeen, S. D. KADA...Ada, Okla. KALB...Alexandria, La. KALE...Portland, Ore. KAND...Coriicana, Tex. KANS...Wichita, Kan. KARK...Little Rock, Ark. KARM...Fresno, Cal. KASA...Elk City, Okla. KAST...Astoria, Ore. KATE...Albert Lea, Minn. KAWM...Gallup, N. M. KBIX...Muskegoe, Okla. KBKR...Baker, Ore. KBND...Bend, Ore. KBPS...Portland, Ore. KBST...Big Spring, Tex. KBTM...Jonesboro, Ark. KCKN...Kansas City, Kan. KCMC...Texarkana, Tex.-Ark. KCMO...Kansas City, Mo. KCRG...Enid, Okla. KCRJ...Jerome, Ariz. KDAL...Duluth, Minn. KDB...Santa Barbara, Calif. KDFN...Casper, Wyo. KDKA...Pittsburgh KDLR...Devils Lake, N. D. KDNT...Denton, Tex. KDON...Monterey, Calif. KDRO...Sedalia, Mo. *KDTH...Dubuque, Ia. KDYL...Salt Lake City, Utah KECA...Los Angeles KEEN...Seattle, Wash. KELA...Centralia, Wash. KELD...El Dorado, Ark. KELO...Sioux Falls, S. D. KERN...Bakersfield, Calif. KEUB...Price, Utah KEX...Portland, Ore. KFAB...Lincoln, Neb. KFAC...Los Angeles KFAM...St. Cloud, Minn. KFAR...Fairbanks, Alaska KFBB...Great Falls, Mont. KFBI...Wichita, Kan. KFBA...Sacramento, Calif. KFDA...Amarillo, Tex. KFDM...Beaumont, Tex. KFDY...Brookings, S. D. KFEL...Denver	KFEQ...St. Joseph, Mo. KFGQ...Boone, Ia. KFH...Wichita, Kan. KFI...Los Angeles KFIO...Spokane, Wash. KFIZ...Fond du Lac, Wis. KFJB...Marshalltown, Ia. KFJI...Klamath Falls, Ore. KFJM...Grand Forks, N. D. KFJZ...Fort Worth, Tex. KFKA...Greely, Colo. KFKU...Lawrence, Kan. KFNF...Shenandoah, Ia. KFOR...Lincoln, Neb. KFOX...Long Beach, Calif. KFPL...Dublin, Tex. KFPW...Fort Smith, Ark. KFPY...Spokane, Wash. KFDQ...Anchorage, Alaska KFRC...San Francisco KFRO...Longview, Tex. KFRU...Columbia, Mo. KFSD...San Diego, Calif. KFSG...Los Angeles KFUD...St. Louis KFV...Los Angeles KFVS...Cape Girardeau, Mo. KFWB...Hollywood, Calif. KFXD...Nampa, Idaho KFXJ...Grand Junction, Colo. KFXM...San Bernardino, Calif. KFYO...Lubbock, Tex. KFYR...Bismarck, N. D. KGA...Spokane, Wash. KGB...San Diego, Calif. KGBU...Ketchikan, Alaska KGBX...Springfield, Mo. KCCA...Decorah, Ia. KCCU...Mandan, N. D. KGCX...Wolf Point, Mont. KGDE...Fergus Falls, Minn. KGDW...Stockton, Calif. KGEK...Sterling, Colo. KGER...Long Beach, Calif. KGEZ...Kalispell, Mont. KGGF...Shawnee, Okla. KGGI...Brownsville, Tex. KGFJ...Los Angeles KGF...Roswell, N. M. KGFV...Kearney, Neb. KGFY...Pierre, S. D. KGGF...Coffeyville, Kan. KGGM...Albuquerque, N. M. KGFH...Fueblo, Colo. KGHI...Little Rock, Ark.	KGHL...Billings, Mont. KGR...Butte, Mont. KGW...Alamosa, Colo. KGBK...Tyler, Tex. KGGK...San Angelo, Tex. KGGO...Fort Worth, Tex. KGGY...Scottsbluff, Neb. KGL...Mason City, Ia. KGLU...Safford, Ariz. KGM...Honolulu, Hawaii KGN...Amarillo, Tex. KGNF...N. Platte, Neb. KGN...Dodge City, Kan. KGO...San Francisco KGU...Honolulu, Hawaii KGV...Missoula, Mont. KGW...Portland, Ore. KGY...Olympia, Wash. *KHAS...Hastings, Neb. KHBC...Hilo, Hawaii KHG...Oklmulgee, Okla. KHJ...Los Angeles KHQ...Spokane, Wash. KHSL...Chico, Calif. KHUB...Watsonville, Calif. KICA...Clovis, N. M. KID...Idaho Falls, Idaho KIDO...Boise, Idaho KIDW...Lamar, Colo. KIDM...Eureka, Calif. KIEV...Glendale, Calif. KINY...Juneau, Alaska KIRO...Seattle, Wash. KIT...Yakima, Wash. KITE...Kansas City, Mo. KIUL...Garden City, Kans. KIUN...Pecos, Tex. KIUP...Durango, Colo. KJBS...San Francisco KJR...Seattle, Wash. KLAB...Carlsbad, N. M. KLEB...LaGrande, Ore. KLCN...Blytheville, Ark. KLO...Ogden, Utah KLPM...Minot, N. D. KLRA...Little Rock, Ark. KLS...Oakland, Calif. KLUF...Galveston, Texas KLX...Oakland, Calif. KLZ...Denver KMA...Shenandoah, Ia. KMAC...San Antonio, Tex. KMBC...Kansas City KMED...Medford, Ore. KMJ...Fresno, Calif.	KMLB...Monroe, La. KMMJ...Grand Island, Neb. KMO...Tacoma, Wash. KMOX...St. Louis KMPC...Beverly Hills, Calif. KMT...Hollywood, Calif. *KMYR...Denver, Colo. KNEL...Brady, Tex. KNET...Palestine, Tex. KNOW...Austin, Tex. KNX...Los Angeles KOA...Denver KOAC...Corvallis, Ore. KOAM...Pittsburg, Kan. KOB...Albuquerque, N. M. KOBH...Rapid City, S. Dak. KOC...Kilgore, Tex. KOCY...Oklahoma City KOH...Reno, Nev. KOIL...Omaha, Neb. KOIN...Portland, Ore. KORO...La Junta, Colo. KOL...Seattle, Wash. KOMA...Oklahoma City KOME...Tulsa, Okla. KOMO...Seattle, Wash. KONO...San Antonio, Tex. KOOS...Marshfield, Ore. KORE...Eugene, Ore. KORN...Fremont, Neb. KOTN...Pine Bluff, Ark. KOV...Valley City, N. Dak. KOV...Provo, Utah KOWH...Omaha, Neb. KOW...Phoenix, Ariz. KPAB...Laredo, Tex. KPAC...Port Arthur, Tex. KPDN...Fampa, Tex. KPEA...Helena, Mont. KPLC...Lake Charles, La. KPLT...Paris, Tex. KPMC...Bakersfield, Cal. KPO...San Francisco KPPF...Denver KPPC...Pasadena, Calif. KPR...Wenatchee, Wash. KQW...Houston, Tex. KQV...Pittsburgh KQW...San Jose, Calif. KRB...Lufkin, Tex. KRCB...Abilene, Tex. KRCM...Bozeman, Mont. KRE...Berkeley, Calif. KRGV...Weslaco, Tex. KRIC...Beaumont, Tex.	KRIS...Corpus Christi, Tex. KRRD...Los Angeles KRKO...Everett, Wash. KRCL...Lewiston, Idaho KRDL...Dallas, Tex. KRHL...Midland, Tex. KRMC...Jamestown, N. Dak. KRMD...Shreveport, La. KRNR...Roseburg, Ore. KRNT...Des Moines, Ia. KROC...Rochester, Minn. *KROD...El Paso, Tex. KROW...Oakland, Calif. KROY...Sacramento, Calif. KRRV...Sherman, Tex. KRSC...Seattle, Wash. KRSC...Manhattan, Kan. KSAL...Salina, Kan. KSAM...Huntsville, Tex. KSAN...San Francisco KSCJ...Sioux City, Ia. KSD...St. Louis KSEI...Pocatello, Idaho KSF...San Francisco, Calif. KSL...Salt Lake City, Utah KSLM...Salem, Ore. KSO...Des Moines, Ia. KSOO...Sioux Falls, S. D. KSRO...Santa Rosa, Calif. KBTP...Minneapolis-St. Paul KSUB...Cedar City, Utah KSUN...Lowell, Ariz. KTAR...Phoenix, Ariz. KTBC...Austin, Tex. KTBS...Shreveport, La. KTEM...Temple, Tex. KTFI...Twin Falls, Idaho KTH...Hot Springs, Ark. KTK...Visalia, Cal. KTM...Santa Barbara, Cal. *KTOH...Lihue, Hawaii KTO...Oklahoma City KTRB...Modesto, Calif. KTRH...Houston, Tex. KTRI...Sioux City, Ia. KTS...San Antonio, Tex. KTS...El Paso, Tex. KTSW...Emporia, Kan. KTUC...Tucson, Ariz. KTUL...Tulsa, Okla. KTW...Seattle, Wash. KUIN...Grants Pass, Ore. KUJ...Walla Walla, Wash. KUMA...Yuma, Ariz. KUOA...Sioux Springs, Ark.	KUSD...Vermillion, S. D. KUTA...Salt Lake City KVAK...Atchison, Kan. KVAN...Vancouver, Wash. KVCV...Redding, Calif. KVEC...San Luis Obispo, Cal. KVP...Ft. Dodge, Iowa KVB...Great Bend, Kan. KVI...Tacoma, Wash. KVIC...Victoria, Tex. KVNU...Logan, Utah KVOA...Tucson, Ariz. KVO...Denver, Colo. KVOE...Santa Ana, Calif. KVOL...Lafayette, La. KVOO...Tulsa, Okla. KVOR...Colorado Springs, Colo. KVOS...Bellingham, Wash. KVOX...Moorhead, Minn. KVRS...Rock Springs, Wyo. KVSF...Santa Fe, N. M. KVS...Ardmore, Okla. KVWC...Vernon, Tex. KVAL...Wallace, Idaho KWAT...Watertown, S. D. *KWBD...Plainview, Tex. KWBG...Hutchinson, Kan. KWEW...Hobbs, N. M. *KWFC...Hot Springs, Ark. KWFT...Wichita Falls, Tex. KWG...Stockton, Calif. KWJB...Globe, Ariz. KWJJ...Portland, Ore. KWK...St. Louis KWKH...Shreveport, La. KWLC...Decorah, Ia. KWLK...Longview, Wash. KWNO...Winona, Minn. KWOC...Poplar Bluff, Mo. KWOS...Jefferson City, Mo. KWSC...Pullman, Wash. KWTO...Springfield, Mo. KWYO...Sheridan, Wyo. KXA...Seattle, Wash. KXL...Portland, Ore. KXO...El Centro, Calif. KXOK...St. Louis, Mo. KXOX...Sweetwater, Tex. KXRO...Aberdeen, Wash. KXYZ...Houston, Tex. KYA...San Francisco *KYCA...Prescott, Ariz. KYOS...Merced, Cal. KYSM...Mankato, Minn. *KYUM...Yuma, Ariz. KYW...Philadelphia
--	---	---	---	--	--

Go Places!

with

**ALCAR**

1000-Streamlined-WATTS  
 (Day time)

Pontiac, Michigan





## A Simple Lesson in Mathematics and it's salesologically correct

**KFYR** with the largest primary area of any radio station in the United States wraps up these many small markets and delivers to you, Mr. Sponsor, **ONE LARGE MARKET!**

*Let Us Sell Your Story*

550 Kilocycles  
NBC Affiliate

# KFYR

5000 Watts Day  
1000 Watts Night

MEYER BROADCASTING CO. •

BISMARCK, NORTH DAKOTA

*National Representatives* •

John Blair and Company

# DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

\* Denotes new station authorized but not yet in operation as of January 15, 1940  
[See page 62 for K listings]

<p><b>W</b></p> <p>WAAB ..... Boston WAAP ..... Chicago WAAT ..... Jersey City, N. J. WABC ..... New York WABI ..... Bangor, N. Y. WABY ..... Albany, N. Y. WACO ..... Waco, Tex. WADC ..... Akron, O. WAGA ..... Atlanta WAGF ..... Dothan, Ala. WAGM ..... Presque Isle, Me. WAIR ..... Anderson, S. C. WAIR ..... Winston-Salem, N. C. *WAKR ..... Akron, O. *WALA ..... Mobile, Ala. WAML ..... Laurel, Miss. *WAOV ..... Vincennes, Ind. WAPI ..... Birmingham, Ala. WAPO ..... Chattanooga, Tenn. WARD ..... Brooklyn WASH ..... Grand Rapids, Mich. WATL ..... Atlanta, Ga. WATR ..... Waterbury, Conn. *WATW ..... Ashland, Wis. WAVE ..... Louisville, Ky. WAWZ ..... Zarephath, N. J. WAYX ..... Waycross, Ga. WAZL ..... Hazleton, Pa. WBAA ..... W. Lafayette, Ind. WBAB ..... Atlantic City, N. J. WBAL ..... Baltimore WBAP ..... Fort Worth, Tex. WBAX ..... Wilkes-Barre, Pa. WBBC ..... Wilkes-Barre, Pa. WBBL ..... Richmond, Va. WBMM ..... Chicago WBRR ..... Brooklyn WBZZ ..... Ponca City, Okla. WBCN ..... Bay City, Mich. WBEN ..... Buffalo, N. Y. WBFB ..... Huntington, Ala. WBIG ..... Greensboro, N. C. WBK ..... Clarksville, W. Va. WBNS ..... Columbus, O. WBX ..... New York WBNY ..... Buffalo, N. Y. WBOW ..... Terre Haute, Ind. WBRB ..... Red Bank, N. J. WBRC ..... Birmingham, Ala. WBRE ..... Wilkes-Barre, Pa. WBRI ..... Pittsfield, Mass. WBRV ..... Waterbury, Conn. WBT ..... Charlotte, N. C. WBTH ..... Williamston, W. Va. WBTM ..... Danville, Va. WBZ ..... Boston WBZA ..... Springfield, Mass. WBAD ..... Canton, N. Y. WCAE ..... Pittsburgh WCAL ..... Northfield, Minn. WCAM ..... Camden, N. J. WCAO ..... Baltimore WCAP ..... Asbury Park, N. J. WCAR ..... Pontiac, Mich. WCAT ..... Rapid City, S. D. WCAU ..... Philadelphia WCAX ..... Burlington, Vt. WCAZ ..... Carthage, Ill. WCBA ..... Allentown, Pa. WCBB ..... Chicago, Ill. WCBM ..... Baltimore WCBS ..... Springfield, Ill. WCCO ..... Minneapolis WCFB ..... Chicago WCHS ..... Charleston, W. Va. WCHV ..... Charlottesville, Va. WCKY ..... Cincinnati WCLE ..... Cleveland WCLO ..... Janesville, Wis.</p>	<p>WCLS ..... Joliet, Ill. WCMI ..... Ashland, Ky. WCNC ..... Elizabeth City, N. C. WCNW ..... Brooklyn WCOA ..... Pensacola, Fla. WCOC ..... Meridian, Miss. WCOL ..... Columbus, O. WCOP ..... Columbus, O. WCOS ..... Columbia, S. C. WCOU ..... Lewiston, Me. WCOV ..... Montgomery, Ala. WCPO ..... Cincinnati WCRW ..... Chicago, Ill. WCSC ..... Charleston, S. C. WCSH ..... Portland, Me. WDAB ..... Tampa, Fla. WDAF ..... Kansas City, Mo. WDAN ..... Danville, Ill. WDAS ..... Philadelphia WDAY ..... Fargo, N. D. WDBJ ..... Roanoke, Va. WDBO ..... Orlando, Fla. WDEL ..... Wilmington, Del. WDEV ..... Waterbury, Vt. WDGY ..... Minneapolis *WDLF ..... Panama City, Fla. WDMJ ..... Marquette, Mich. WDNC ..... Durham, N. C. WDOD ..... Chattanooga, Tenn. WDRR ..... Hartford, Conn. WDSM ..... Superior, Wis. WDSU ..... New Orleans WDWS ..... Champaign, Ill. WDZ ..... Tuscola, Ill. WEAF ..... New York WEAN ..... Providence, R. I. WEAU ..... Eau Claire, Wis. WEBC ..... Duluth, Minn. WEBC ..... Harrisburg, Ill. WEBS ..... Buffalo, N. Y. WEDC ..... Chicago WEED ..... Rocky Mount, N. C. WEEI ..... Boston WEIU ..... Reading, Pa. WELL ..... New Haven, Conn. WELL ..... Battle Creek, Mich. WEMP ..... Milwaukee WENR ..... Chicago WENY ..... Elmira, N. Y. WEOA ..... Evansville, Ind. WESG ..... Elmira, N. Y. WEST ..... Easton, Pa. WESX ..... Salem, Mass. WEVD ..... New York WEW ..... St. Louis WEXL ..... Royal Oak, Mich. WFAM ..... Dallas, Tex. WFAM ..... South Bend, Ind. WFAS ..... White Plains, N. Y. WFBC ..... Greenville, S. C. WFBG ..... Altoona, Pa. WFBL ..... Syracuse, N. Y. WFBM ..... Indianapolis WFBR ..... Baltimore WFDF ..... Flint, Mich. WFFA ..... Manchester, N. H. *WFIG ..... Sumter, S. C. WFIL ..... Philadelphia WFLA ..... Tampa, Fla. WFLM ..... Frederick, Md. WFMJ ..... Youngstown, O. *WFNC ..... Fayetteville, N. C. WFOY ..... St. Augustine, Fla. WFTC ..... Kingston, N. C. WFTL ..... Ft. Lauderdale, Fla. *WFTM ..... Ft. Myers, Fla. WFOA ..... Frederickburg, Va. WGAL ..... Lancaster, Pa. WGAN ..... Portland, Me. WGAR ..... Cleveland</p>	<p>WGAU ..... Athens, Ga. WGBB ..... Freeport, N. Y. WGBF ..... Evansville, Ind. WGBI ..... Scranton, Pa. WGBR ..... Goldsboro, N. C. WGCS ..... Gulfport, Miss. WGCS ..... Chicago WGH ..... Newport News, Va. WGIL ..... Galesburg, Ill. WGL ..... Charleston, W. Va. WGL ..... Fort Wayne, Ind. *WGN ..... Chicago WGNC ..... Gastonia, N. C. WGNV ..... Newburgh, N. Y. WGPC ..... Albany, Ga. WGR ..... Buffalo, N. Y. WGR ..... Buffalo, N. Y. WGR ..... New Albany, Ind. WGRM ..... Greenwood, Miss. WGST ..... Atlanta *WGTC ..... Greenville, N. C. WGTM ..... Wilson, N. Y. WGY ..... Schenectady, N. Y. WHA ..... Madison, Wis. WHA1 ..... Greenfield, Mass. WHA ..... Saginaw, Mich. WHAM ..... Rochester, N. Y. WHAS ..... Louisville, Ky. WHAT ..... Philadelphia WHAZ ..... Troy, N. Y. WHB ..... Kansas City, Mo. WHBB ..... Selma, Ala. WHBC ..... Canton, O. WHBF ..... Rock Island, Ill. WHBI ..... Newark, N. J. WHBL ..... Sheboygan, Wis. WHBQ ..... Memphis WHBU ..... Anderson, Ind. WHBY ..... Appleton, Wis. WHDF ..... Calumet, Mich. WHDH ..... Boston WHDL ..... Olean, N. Y. WHEB ..... Portsmouth, N. H. WHEC ..... Rochester, N. Y. WHFC ..... Cicero, Ill. WHIO ..... Dayton, O. WHIP ..... Hammond, Ind. WHIZ ..... Bluefield, W. Va. WHIZ ..... Zanesville, O. WHJB ..... Greensburg, Pa. WHK ..... Cleveland WHKC ..... Columbus, O. *WHKY ..... Hickory, N. C. WHLB ..... Virginia, Minn. *WHLD ..... Niagara Falls, N. Y. WHLS ..... Port Huron, Mich. WHMA ..... New York WHN ..... Anniston, Ala. WHO ..... Des Moines, Ia. WHOM ..... Jersey City, N. J. WHOP ..... Hopkinsville, Ky. WHP ..... Harrisburg, Pa. *WHUB ..... Cookeville, Tenn. WIBA ..... Madison, Wis. WIBC ..... Indianapolis, Ind. WIBG ..... Glenside, Pa. WIBW ..... Jackson, Mich. WIBU ..... Poyonette, Wis. WIBW ..... Topeka, Kan. WIBX ..... Utica, N. Y. WICA ..... Ashtabula, O. WICC ..... Bridgeport, Conn. WIL ..... St. Louis WILL ..... Urbana, Ill. WILM ..... Wilmington, Del. WIND ..... Gary, Ind. WING ..... Dayton, O. *WINN ..... Louisville, Ky. WINS ..... New York WIOD ..... Miami WIP ..... Philadelphia WIRE ..... Indianapolis</p>	<p>WIS ..... Columbia, S. C. WISE ..... Asheville, N. C. WISN ..... Milwaukee WJAC ..... Johnston, Pa. WJAG ..... Norfolk, Neb. WJAR ..... Providence, R. I. WJAS ..... Pittsburgh WJAX ..... Jacksonville, Fla. WJBC ..... Bloomington, Ill. WJBB ..... Detroit WJBO ..... Baton Rouge, La. WJBY ..... New Orleans WJBY ..... Gadsden, Ala. WJBJ ..... Jackson, Miss. WJET ..... Hagerstown, Md. WJHL ..... Johnson City, Tenn. *WJHP ..... Jacksonville, Fla. WJIM ..... Lansing, Mich. WJJD ..... Chicago WJLS ..... Beckley, W. Va. WJMC ..... Rice Lake, Wis. WJMS ..... Ironwood, Mich. WJNW ..... Palm Beach, Fla. WJPR ..... Greenville, Miss. *WJPF ..... Herrin, Ill. WJR ..... Detroit WJRD ..... Tuscaloosa, Ala. WJVS ..... Washington, D. C. WJTN ..... Jamestown, N. Y. WJW ..... Akron, O. WJZZ ..... New York WKAQ ..... San Juan, P. R. WKE ..... Lansing, Mich. WKEA ..... Miami Beach, Fla. WKB ..... Duquoy, Ia. WKBH ..... La Crosse, Wis. WKBW ..... Youngstown, O. WKBW ..... Harrisburg, Pa. WKBW ..... Richmond, Ind. WKBW ..... Buffalo WKBZ ..... Muskegon, Mich. WKEU ..... Griffin, Ga. WKE ..... Poughkeepsie, N. Y. WKNE ..... Keene, N. H. WKNY ..... Kingston, N. Y. WKOK ..... Sunbury, Pa. WKRC ..... Cincinnati WKST ..... New Castle, Pa. WKY ..... Oklahoma City WKZO ..... Kalamazoo, Mich. WLAC ..... Nashville, Tenn. WLAK ..... Lakeland, Fla. WLEX ..... Lexington, Ky. WLAW ..... Lawrence, Mass. WLB ..... Minneapolis WLB ..... Muncie, Ind. *WLB ..... Bowling Green, Ky. WLBL ..... Stevens Point, Wis. WLBZ ..... Bangor, Me. WLEU ..... Erie, Pa. WLLH ..... Lowell, Mass. WLNH ..... Laconia, N. H. WLOK ..... Lima, Ohio *WLPM ..... Suffolk, Va. WLS ..... Chicago WLTH ..... New York WLVA ..... Lynchburg, Va. WLW ..... Cincinnati *WMA ..... Washington, D. C. WMAM ..... Marinette, Wis. WMAN ..... Mansfield, O. WMAQ ..... Chicago WMA ..... Springfield, Mass. WMAZ ..... Macon, Ga. WMB ..... Detroit WMB ..... Peoria, Ill. WMBH ..... Richmond, Va. WMBI ..... Joplin, Mo. WMBI ..... Chicago WMB ..... Auburn, N. Y. WMBR ..... Jacksonville, Fla.</p>	<p>WMBS ..... Uniontown, Pa. WMC ..... Memphis WMCA ..... New York WMEY ..... Boston, Mass. WMEY ..... Wilmington, N. C. WMFF ..... Plattburg, N. Y. WMFG ..... Hibbing, Minn. WMFJ ..... Daytona Beach, Fla. WMFR ..... High Point, N. C. WMGA ..... Moultrie, Ga. WMIN ..... St. Paul, Minn. *WJM ..... Cordele, Ga. WMBN ..... Fairmont, W. Va. WMOB ..... Mobile, Ala. *WMOG ..... Brunswick, Ga. WMPR ..... Lapeer, Mich. WMPS ..... Memphis, Tenn. WMRO ..... Aurora, Ill. WMSD ..... Muscogee Shoals City, Ala. WMSL ..... Decatur, Ala. WMT ..... Cedar Rapids, Ia. WNAC ..... Boston WNAD ..... Norman, Okla. WNAX ..... Yankton, S. D. WNBC ..... New Britain, Conn. WNBF ..... Binghamton, N. Y. WNBH ..... New Bedford, Mass. WNBZ ..... Saranac Lake, N. Y. WNL ..... San Juan, P. R. WNEW ..... New York WNLC ..... New London, Conn. WNOE ..... New Orleans, La. WNOX ..... Knoxville, Tenn. WNYC ..... New York WQAI ..... San Antonio, Tex. WOC ..... Davenport, Ia. *WOCB ..... Yarmouth, Mass. WOL ..... Ames, Ia. WOKO ..... Albany, N. Y. WOL ..... Washington, D. C. *WOLF ..... Syracuse, N. Y. WOLS ..... Florence, S. C. WOMI ..... Owensboro, Ky. WOMT ..... Manitowoc, Wis. WOD ..... Grand Rapids, Mich. WOP ..... Bristol, Tenn. WOR ..... Newark, N. J. *WORD ..... Spartanburg, S. C. WORC ..... Worcester, Mass. WORY ..... York, Pa. WORLD ..... Boston, Mass. WOSU ..... Columbus, O. WOV ..... New York WOW ..... Omaha, Neb. WOWO ..... Fort Wayne, Ind. WPAB ..... Ponce, P. R. WPAD ..... Paducah, Ky. WPAP ..... Parkersburg, W. Va. WPAX ..... Thomasville, Ga. WPAY ..... Portsmouth, Pa. WPEN ..... Philadelphia WPIC ..... Sharon, Pa. *WPID ..... Petersburg, Va. WPR ..... Maysague, P. R. WPRO ..... Providence, R. I. WPRP ..... Ponce, P. R. WPTF ..... Raleigh, N. C. WQAM ..... Miami WQAN ..... Scranton, Pa. WQBC ..... Vicksburg, Miss. WQDM ..... St. Albans, Vt. WQXR ..... New York WRAC ..... Williamsport, Pa. WRAL ..... Raleigh, N. C. WRAL ..... Reading, Pa. WRBL ..... Columbus, Ga. WRC ..... Washington, D. C. WRDO ..... Augusta, Me. WRDW ..... Augusta, Ga.</p>	<p>WREC ..... Memphis WREN ..... Lawrence, Kan. WROA ..... Rome, Ga. WRN ..... Racine, Wis. WRNL ..... Richmond, Va. WROK ..... Rockford, Ill. WROL ..... Knoxville, Tenn. WRR ..... Dallas, Tex. WRTP ..... Richmond, Va. WRUF ..... Gainesville, Fla. WRVA ..... Richmond, Va. WSAI ..... Cincinnati WSAJ ..... Grove City, Pa. WSAL ..... Salisbury, Md. *WSAM ..... Saginaw, Mich. WSPN ..... Allentown, Pa. WSAR ..... Fall River, Mass. WSAU ..... Wausau, Wis. WSAV ..... Savannah, Ga. WSAY ..... Rochester, N. Y. WSAZ ..... Huntington, W. Va. WSB ..... Atlanta WSB ..... Chicago WSBT ..... South Bend, Ind. WSPA ..... Montgomery, Ala. WWSN ..... Birmingham WWSN ..... Nashville, Tenn. WWSJ ..... Winston-Salem, N. C. WSKB ..... Macon, Miss. *WSLB ..... Ogdensburg, N. Y. WSM ..... Jackson, Miss. WSM ..... Nashville, Tenn. WSMB ..... New Orleans WSNJ ..... Bridgeton, N. J. WSOC ..... Charlotte, N. C. *WSOO ..... Sault Ste. Marie, Mich. WSOY ..... Decatur, Ill. WSPA ..... Spartanburg, S. C. WSP ..... Sarasota, Fla. WSPD ..... Toledo, O. WSPR ..... Springfield, Mass. WSTP ..... Salisbury, N. C. WSUI ..... Iowa City, Ia. WSUN ..... St. Petersburg, Fla. WSVA ..... Harrisonburg, Va. WSVS ..... Buffalo, N. Y. WSYB ..... Rutland, Vt. WSYR ..... Syracuse, N. Y. WTAD ..... Quincy, Ill. WTAR ..... Worcester, Mass. WTAL ..... Tallahassee, Fla. WTAM ..... Cleveland WTAQ ..... Green Bay, Wis. WTAR ..... Norfolk, Va. WTAW ..... College Station, Tex. WTAX ..... Springfield, Ill. WTEO ..... Cumberland, Md. WTCN ..... Minneapolis WTEL ..... Philadelphia WTHH ..... Hartford, Conn. WTIC ..... Hartford, Conn. WTJS ..... Jackson, Tenn. WTMA ..... Charleston, S. C. WTMC ..... Ocala, Fla. WTMJ ..... Milwaukee WTMV ..... East St. Louis, Ill. WTNJ ..... Trenton, N. J. WTOC ..... Savannah, Ga. WTOL ..... Toledo WTRC ..... Elkhart, Ind. *WTRY ..... Troy, N. Y. WTSP ..... St. Petersburg, Fla. WVFW ..... Brooklyn WVAE ..... Hammond, Ind. WVJ ..... Detroit WVW ..... New Orleans WVNC ..... Asheville, N. C. WVRL ..... Woodside, N. Y. WVSW ..... Pittsburgh WVVA ..... Wheeling, W. Va. WVYZ ..... Detroit</p>
--	--	---	--	---	--

## DETROIT

*If you need take it the Easy Way—*

5000 Watts, day and night—Cleared Channel preferred programs that's **CKLW**

MEMBER MUTUAL BROADCASTING SYSTEM

# IF IT'S CROWDS YOU WANT

(AT LOWEST COST PER LISTENER)

....it's **KSFO**  
you want in  
Northern California

● NORTHERN CALIFORNIA . . . the seller's Northern California . . . is a compact area. Not so very far from the San Francisco-Oakland market centers it becomes sparsely settled, with scattered small towns instead of closely-knit cities. And the KSFO primary area is just about tailor-made to fit the seller's Northern California, beyond which sales made by men or radio increase drastically in cost per sale. Concentrate where there's concentration! « Ask your Free & Peters man for details



**COLUMBIA BROADCASTING SYSTEM**

National Representatives: **FREE & PETERS, INC.**



A stylized black and white illustration of a hand with the index finger pointing towards a large, dark, circular radio dial button. The button has the call letters 'WMCA' printed on it in a bold, white, sans-serif font. The background is a light gray with a fine, woven texture.

# WMCA

**"FIRST  
ON YOUR DIAL"  
*in* NEW YORK**

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 66)

Table with columns: 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. Contains station listings for frequencies 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, and 1350 KC.

(Continued on page 70)

# KRRLD

Only Columbia Outlet  
Covering Texas With

## 50,000 WATTS

**OPERATING 18 Hours DAILY---1040 Kilocycles**

**The Branham Company**

**National Advertising Representatives**

Chicago

New York

Dallas

St. Louis

Detroit

Kansas City

San Francisco

Los Angeles

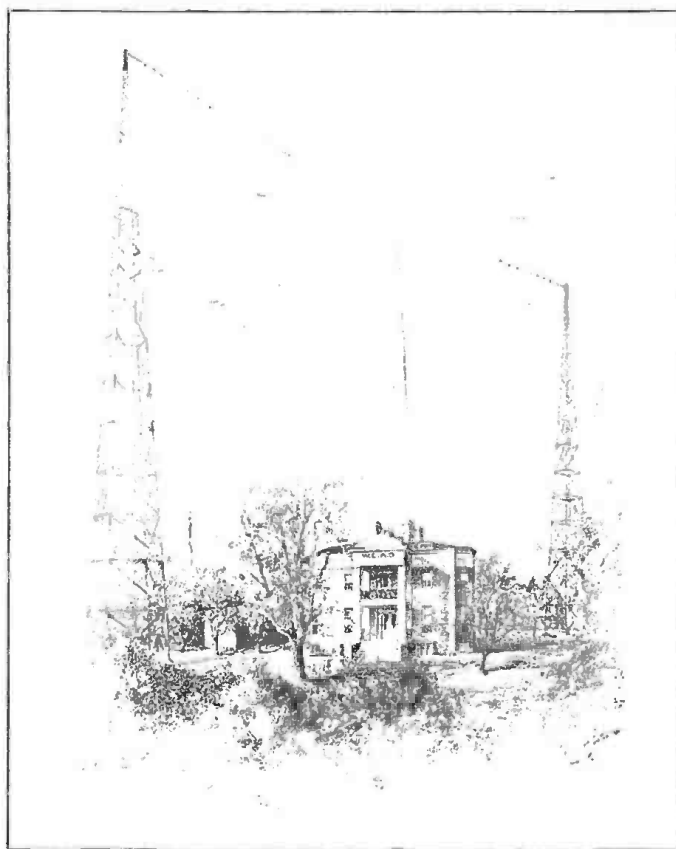
Portland

Seattle

**KRRLD—The Voice of The Dallas Times Herald**







# WCAO

**“The Voice of Baltimore”**

*Established May 1922*

*600 Kilocycles*

Maryland's only CBS Outlet Since 1926

The story of WCAO is a parallel to the story of American radio.

WCAO began broadcasting in the very early days of radio. Today WCAO is considered Maryland's standard station.

Every year is a WCAO year in Baltimore.

*National Representatives*

**Paul H. Raymer Company**

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Revised to January 1, 1940. (†) Denotes station under construction.)

Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power
540 KC.			780 KC. (U. S. CANADIAN SHARED)			1050 KC. (U. S. CLEAR. NOW PARTLY SHARED)			1310 KC. (U. S. AND CANADIAN LOCAL)		
CBK	Watrous, Sask.	50,000	CHWK	Chilliwack, B. C.	100	CBA	Sackville, N. B.	50,000	CHCK	Charlottetown, P.E.I.	50
550 KC.			CKSO	Sudbury, Ont.	1,000				CJLS	Yarmouth, N. S.	100
CFNB	Fredericton, N. B.	1,000	810 KC. (CANADIAN EXCLUSIVE)						CKCV	Quebec, Que.	100
560 KC.			CBL	Toronto, Ont.	50,000	1100 KC. (U. S. CLEAR. NOW PARTLY SHARED)			1370 KC. (U. S. AND CANADIAN LOCAL)		
CJKL	Kirkland Lake, Ont.	1,000	880 KC. (U. S.-CANADIAN SHARED)			CBR	Vancouver, B. C.	5,000	CFAR	Flin Flon, Man.	100
580 KC. (U. S.-CANADIAN SHARED)			CBO	Ottawa, Ont.	1,000				†CFOS	Owen Sound, Ont.	100
CFPR	Prince Rupert, B. C.	50	CFJC	Kamloops, B. C.	1,000	1120 KC. (U. S.-CANADIAN SHARED)			CKCW	Moncton, N. B.	100
CHRC	Quebec, Que.	100	910 KC. (CANADIAN EXCLUSIVE)			CBJ	Chicoutimi, Que.	100	CKRN	Rouyn, Que.	100
CKCL	Toronto, Ont.	100	CBF	Montreal, Que.	50,000	CHLP	Montreal, Que.	100	1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CKUA	Edmonton, Alta.	500	CJAT	Trail, B. C.	1,000	CHSJ	Saint John, N. B.	100	CKFC	Vancouver, B. C.	50
CKPR	Fort William, Ont.	1,000	CKY	Winnipeg, Man.	15,000	CKOC	Hamilton, Ont.	1,000—D 500—N	CKMO	Vancouver, B. C.	100
600 KC. (U. S.-CANADIAN SHARED)			930 KC. (CANADIAN EXCLUSIVE)			CKX	Brandon, Man.	1,000	1420 KC. (U. S. AND CANADIAN LOCAL)		
CFCF	Montreal, Que.	500	CFAC	Calgary, Alta.	1,000	1200 KC. (U. S.-CANADIAN SHARED)			CBY	Toronto, Ont.	100
CFQC	Saskatoon, Sask.	1,000	CFCH	North Bay, Ont.	100	CFGP	Grande Prairie, Alta.	100	CHLN	Three Rivers, Que.	150
CJOR	Vancouver, B. C.	500	CFLC	Prescott, Ont.	100	CHAB	Moose Jaw, Sask.	100—N 250—D	CKCA	Kenora, Ont.	250—D 100—N
610 KC.			CHNS	Halifax, N. S.	1,000	CHGB	St. Anne de la Poetiere, Que.	100	†CHNB	North Battleford, Sask.	100
CHNC	New Carlisle, Que.	1,000	CKPC	Brantford, Ont.	100	CKNX	Wingham, Ont.	100	CKLN	Nelson, B. C.	100
630 KC. (U. S.-CANADIAN SHARED)			950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)			CKTB	St. Catharines, Ont.	100	1430 KC.		
CFCO	Chatham, Ont.	100	CBV	Quebec, Que.	1,000	CKVD	Val d'Or, Que.	100	CJGX	Yorkton, Sask.	1,000
CFCY	Charlottetown, P.E.I.	1,000	CJRM	Regina, Sask.	1,000	1210 KC. (U. S.-CANADIAN SHARED)			CKGH	Timmins, Ont.	1,000
CJRC	Winnipeg, Man.	1,000	960 KC. (CANADIAN EXCLUSIVE)			CHLT	Sherbrooke, Que.	100	1440 KC.		
CKOV	Kelowna, B. C.	1,000	CBM	Montreal, Que.	5,000	CJCS	Stratford, Ont.	50	CKGB	Timmins, Ont.	1,000
690 KC. (CANADIAN EXCLUSIVE)			CFRN	Edmonton, Alta.	100	CJOC	Lethbridge, Alta.	100	1450 KC. (U. S. AND CANADIAN REGIONAL)		
CFRB	Toronto, Ont.	10,000	1010 KC. (U. S.-CANADIAN SHARED)			CKBI	Prince Albert, Sask.	100	CFCT	Victoria, B. C.	500
CJCJ	Calgary, Alta.	100	CHML	Hamilton, Ont.	100	CKCH	Hull, Que.	100	CHGS	Summerside, P.E.I.	50
730 KC. (CANADIAN EXCLUSIVE)			CKCD	Vancouver, B. C.	100	CKMC	Cobalt, Ont.	50	1500 KC.		
CFPL	London, Ont.	100	CKCO	Regina, Sask.	1,000	†CKNB	Campbellton, N. B.	100	CJIC	Sault Ste. Marie, Ont.	100
CJCA	Edmonton, Alta.	1,000	CKCW	Vancouver, B. C.	100	1240 KC. (U. S. REGIONAL)			1510 KC.		
CKAC	Montreal, Que.	5,000	1030 KC. (CANADIAN EXCLUSIVE)			CJCB	Sydney, N. S.	1,000	CFRC	Kingston, Ont.	100
			CFCN	Calgary, Alta.	10,000	1290 KC.			CKCR	Kitchener, Ont.	100
			CJBR	Rimouski, Que.	1,000	†CJHC	Halifax, N. S.	1,000			
			CKLW	Windsor, Ont.	5,000						

# DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

\*Indicates station not yet in operation as of January 1, 1940)

Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power
CBA	Sackville, N. B.		CFCT	Victoria, B. C.		CHLN	Three Rivers, Que.		*CJHC	Halifax, N. S.	
CBF	Montreal, Que.		CFCY	Charlottetown, P.E.I.		CHLP	Montreal, Que.		CJIC	Sault Ste. Marie, Ont.	
CBJ	Chicoutimi, Que.		CFPG	Grande Prairie, Alta.		CHLT	Sherbrooke, Que.		CJLJ	Kirkland Lake, Ont.	
CBK	Watrous, Sask.		CFJC	Kamloops, B. C.		CHML	Hamilton, Ont.		CJLS	Yarmouth, N. S.	
CBL	Toronto, Ont.		CFLC	Prescott, Ont.		*CHNB	North Battleford, Sask.		CJOC	Lethbridge, Alta.	
CBM	Montreal, Que.		CFNB	Fredericton, N. B.		CHNC	New Carlisle, Que.		CJOB	Vancouver, B. C.	
CBQ	Ottawa, Ont.		*CFOS	Owen Sound, Ont.		CHNS	Halifax, N. S.		CJRC	Winnipeg, Man.	
CBR	Vancouver, B. C.		CFPL	London, Ont.		CHRC	Quebec, Que.		CKAC	Montreal, Que.	
CBV	Quebec, Que.		CFPR	Prince Rupert, B. C.		CHSJ	St. John, N. B.		CKBA	Prince Albert, Sask.	
CBY	Toronto, Ont.		CFQC	Saskatoon, Sask.		CHSW	Chilliwack, B. C.		CKCA	Kenora, Ont.	
CFAC	Calgary, Alta.		CFRB	Toronto, Ont.		CJAT	Trail, B. C.		CKCD	Vancouver, B. C.	
CFAR	Flin Flon, Man.		CFRN	Edmonton, Alta.		CJBR	Rimouski, Que.		CKCH	Hull, Que.	
CFCF	Montreal, Que.		CHAB	Moose Jaw, Sask.		CJCA	Edmonton, Alta.		CKCK	Regina, Sask.	
CFCH	North Bay, Ont.		CHCK	Charlottetown, P.E.I.		CJCB	Sydney, N. S.		CKCL	Toronto, Ont.	
CFCN	Calgary, Alta.		CHGB	St. Anne de la Poetiere, Que.		CJCJ	Calgary, Alta.		CKCO	Ottawa, Ont.	
CFCO	Chatham, Ont.		CHGS	Summerside, P.E.I.		CJCS	Stratford, Ont.		CKCR	Waterloo, Ont.	
						CJGX	Yorkton, Sask.		CKCV	Quebec, Que.	
									CKUA	Edmonton, Alta.	
									SHORT WAVE		
									CJCY	Sydney, N. S.	
									CJRO	Winnipeg, Man.	
									CJRX	Winnipeg, Man.	
									CFCK	Montreal, Que.	
									CFRK	Toronto, Ont.	
									CFVP	Calgary, Ont.	
									CHNX	Halifax, N. S.	
									CKFX	Vancouver, B. C.	

## International Broadcasting Stations of the United States

Authorized by FCC as of January 15, 1940<sup>1</sup>

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts	Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WCBX <sup>2</sup>	Columbia Broadcasting System Transmitter: Neer Wayne, N. J.	6120, 6170, 9650 11830, 16270, 17830, 21570	10,000	WBOS <sup>3</sup>	Westinghouse E. & M. Co. Transmitter: Millis, Mass.	6140, 9570, 15210, 21540	10,000
WLWO <sup>3</sup>	The Crosley Corp. Transmitter: Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP-50,000	WPIT <sup>4</sup>	Westinghouse E. & M. Co. Transmitter: Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
WGEA <sup>4</sup>	General Electric Co. Transmitter: S. Schenectady, N. Y.	9550, 15330, 21500	25,000	WRUL	World Wide Broadcasting Corp. Transmitter: Scituate, Mass.	6040, 11780, 11790 15130, 16250, 21460	20,000
WGEO <sup>4</sup>	General Electric Co. Transmitter: S. Schenectady, N. Y.	6190, 9530, 21590	100,000	WRUW	World Wide Broadcasting Corp. Transmitter: Scituate, Mass.	11780, 15130, 25600	20,000
KGEI <sup>4</sup>	General Electric Co. Transmitter: San Francisco, Cal.	6190, 9530, 15330	20,000	<sup>1</sup> In conformity with FCC Rules: Sections 4.41-4.47. (Sec. 4.43(a) suspended indefinitely Sept. 27, 1939.) <sup>2</sup> Also licensee of WABC, New York City. <sup>3</sup> Also licensee of WLW and WSAI, Cincinnati. <sup>4</sup> Also owner of WGY, Schenectady, and KGO, San Francisco. <sup>5</sup> Also licensee of WIOD, Miami. <sup>6</sup> Also licensee of WJZ, New York City. <sup>7</sup> Also licensee of WJZ, New York City. <sup>8</sup> Also licensee of WCAU, Philadelphia. <sup>9</sup> Also owner of WBZ-WBZA, Boston-Springfield. <sup>10</sup> Also owner of KDKA, Pittsburgh. CP—Construction permit only.			
WDJM <sup>5</sup>	Isle of Dreams Broadcasting Corp. Transmitter: Miami, Fla.	6040	5,000				
WRCA <sup>6</sup>	National Broadcasting Co. Transmitter: Bound Brook, N. J.	9670, 21630	35,000				
WNBI <sup>7</sup>	National Broadcasting Co. Transmitter: Bound Brook, N. J.	6100, 17780	35,000				
WCAB <sup>8</sup>	WCAU Broadcasting Co. Transmitter: Newtown Square, Pa.	6060, 9590, 15270 21620, 25725	10,000				



### *Tested Shows*

60 Min. (Daily Partic.)	Italo-American Revue
30 Min. (Daily Partic.)	La Famiglia Italiana
6 — 15 Min. Weekly	Album of Love
5 — 15 Min. Weekly	The Veiled Lady
3 — 15 Min. Weekly	Sports by Spadara
2 — 15 Min. Weekly	Here's Yaur Answer
1 — 60 Min. Weekly	Untold Glories of Italy

**S**TATISTICS show that the Italo-American Market in the New York-Metropolitan District has a greater Population, more Radio Homes and bigger Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in addition to their English programs in New York. The low cost per sale results they enjoy convinces them of the need for such specialized advertising.

With any of the tested shows listed above, you, too, can capitalize on our definite buying influence with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

**WOV**  
**GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY**

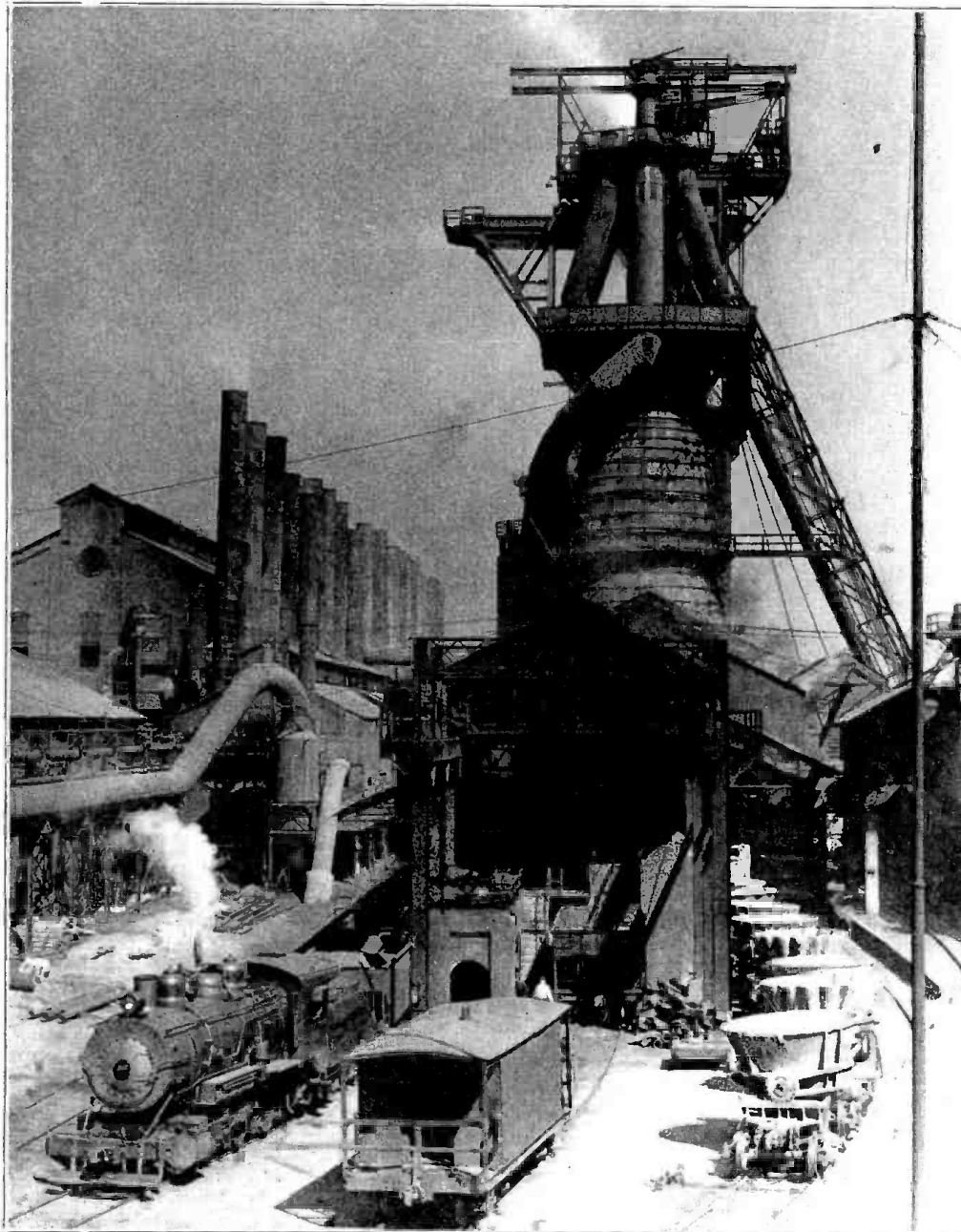
# NEW BROADCAST STATIONS AUTHORIZED BY THE FCC DURING 1939

Total: 56

\* Asterisk denotes station was on the air as of January 15, 1940

- ALABAMA**
- \*WMOB, Mobile—Licensed to S. B. Quiley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.
- ARIZONA**
- KYUM, Yuma—CP issued to Yuma Broadcasting Co.; 45% of stock owned by KTAR Broadcasting Co., licensee of KTAR, Phoenix, and KVOA, Tucson; 25% by R. N. Campbell, attorney, vice-president and treasurer; 15% by D. Morgan Campbell, attorney, secretary; 15% by John H. Huber, merchant, president. Granted Aug. 8; 100 watts night and 250 day on 1210 kc.
- ARKANSAS**
- KWFC, Hot Springs—CP issued to Hot Springs Broadcasting Co.; 50% of stock each owned by Howard A. Shuman, broadcaster, and Clyde E. Wilson, local furniture dealer. Granted July 26; 100 watts night and 250 day on 1810 kc.
- COLORADO**
- KMYR, Denver—CP issued to F. W. Meyer, manager of KLZ, Denver. Granted Nov. 16; 100 watts night and 250 day on 1810 kc.
- FLORIDA**
- \*WFTL, Fort Lauderdale—Licensed to Tom M. Bryan, contracting and real estate. Granted July 13; 100 watts night and 250 day on 1870 kc.
  - WFTM, Fort Myers—CP issued to Fort Myers Broadcasting Co.; W. E. Bennis Jr., president; Mrs. W. E. Bennis, vice-president and treasurer; R. Julian Skinner, director. Granted Oct. 3; 250 watts on 1210 kc.
  - \*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 18; 100 watts on 1500 kc.
  - WDLF, Panama City—CP issued to Panama City Broadcasting Co.; Phillip A. Roll, attorney, president, 33 1/3% stockholders; E. D. DeWitt, retired newspaper broker, vice-president, 33 1/3%; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer, 33 1/3%. Granted June 27; 100 watts night and 250 day on 1200 kc.
  - \*WSPB, Sarasota—Licensed to WSPB Inc.; 32% of stock each owned by S. H. Campbell Jr., Chattanooga oil distributor, president; R. C. Jones Jr., Chattanooga merchant; S. C. Hutcheson, Chattanooga miller; C. L. Babcock, Puna, Fla., retired, vice-president, 2%; Clyde H. Wilson, Sarasota, Fla., attorney, secretary, 2%. Granted July 13; 100 watts night and 250 day on 1420 kc.
  - \*WTSP, St. Petersburg—Licensed to Pinalas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share. Granted April 3; 250 watts on 1870 kc. (Sale to Nelson Poynter, publisher of *St. Petersburg Times*, pending FCC approval.)
- GEORGIA**
- WMOG, Brunswick—CP issued to Coastal Broadcasting Co.; 98% owned by Alma W. King, city manager for three theaters. Granted July 13; 100 watts night and 250 day on 1500 kc.
  - WMJM, Cordele—CP issued to Cordele Dispatch Publishing Co. Inc., publisher of *Cordele Dispatch*; John W. Greer Jr., president, 69% stockholder. Granted Oct. 3; 100 watts night and 250 day on 1500.
  - \*WMGA, Moultrie—Licensed to Frank R. Pidcock Sr., executive vice-president, Georgia Northern Railroad. Granted July 13; 250 watts on 1870 kc.
- ILLINOIS**
- WJPF, Herrin—CP issued to Orville W. Lyeria, local postmaster and farmer. Granted July 27; 100 watts night and 250 day on 1810 kc.
- INDIANA**
- WAOV, Vincennes—CP issued to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (E. C. Pulliam, operator of WIRE, Indianapolis, president). Granted Nov. 21; 100 watts on 1420 kc.
- IOWA**
- \*KVFJ, Fort Dodge—Licensed to Northwest Broadcasting Co.; Edward Breen, attorney, president; O. M. Oleson, vice-president; Allen R. Loomis II, secretary-treasurer. Granted July 18; 100 watts night and 250 day on 1870 kc.
- KENTUCKY**
- WLBJ, Bowling Green—CP issued to Bowling Green Broadcasting Co.; Rayburn R. Rose, real estate man, president, 5% stockholder; Ennis P. Harris, tobacco warehouse owner, vice-president, 5%; Lee B. Jenkins, Kingston, N. C., tobacco broker and farmer, secretary-treasurer, 90%. Granted June 27; 250 watts on 1310 kc.
  - WHOP, Hopkinsville—Licensed to Paducah Broadcasting Co. Inc.; same ownership as WPAD, Paducah, Ky. (Pierce E. Luckey). Granted Nov. 1; 250 watts on 1200 kc.
  - WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc.
- MASSACHUSETTS**
- \*WESX, Salem—Licensed to North Shore Broadcasting Co.; Charles W. Phelan, president and secretary, 1 share; Mrs. Margaret B. Phelan, secretary, 1 share; Edward F. Flynn, Boston attorney, 1 share. Granted July 13; 100 watts on 1200 kc.
- MICHIGAN**
- \*WCAR, Pontiac—Licensed to Pontiac Broadcasting Co.; 50% stock held by H. Y. Levinson, secretary-treasurer, publisher of *Farmington (Mich.) Enterprise* a weekly; 10% by Earle C. Kneale, local manufacturer, vice-president; 7.8% by Harold E. Howlett, president, lawyer; remainder of stock held by various local residents. Granted July 27; 1,000 watts daytime on 1100 kc.
  - WSAM, Saginaw—CP issued to Saginaw Broadcasting Co.; Milton L. Greenebaum, merchant, 35%, president; Morris Nover, merchant, 25%, vice-president; Adolph Greenebaum, merchant, 25%, secretary-treasurer; Burnett Abbott, H. D. Peet, G. M. Peet, J. W. Symons Jr., Feiler Harris. Granted Oct. 26; 100 watts night and 250 day on 1200 kc.
  - WHAL, Saginaw—CP issued to Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, attorney and Democratic National Committeeman from Michigan; each holds 45% of stock, with Charles Carlisle, Saginaw, 10%. Granted Oct. 26; 500 watts daytime on 950 kc.
  - WSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 65% of stock held by Vernon W. Atkins, insurance agent, president; 33% by George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer. Granted Aug. 8; 100 watts night and 250 day on 1200 kc.
- MISSISSIPPI**
- \*WJPR, Greenville—Licensed to John R. Pepper, wholesale crocer. Granted July 27; 250 watts on 1810 kc.
  - \*WSKB, McComb—Licensed to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts on 1200 kc.
- MISSOURI**
- \*KDRO, Sedalia—Licensed to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 250 watts on 1500 kc.
- NEBRASKA**
- \*KORN, Fremont—Licensed to Nebraska Broadcasting Corp.; Clark Standiford, manager, 9 shares; A. C. Sidner, attorney, 5; Arthur Baldwin, real estate, 1; Earl J. Lee, attorney, 1; C. C. Marshall, retired nurseryman, 1. Granted Nov. 3; 100 watts night and 250 day on 1870 kc.
  - KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 191 out of 320 issued shares owned by Fred A. Seaton, publisher of *Hastings Daily Tribune*; 25 by J. H. Hamil; 20 by Lloyd C. Thomas, manager; other stock held by more than 30 local citizens. Granted July 13; 250 watts on 1200 kc.
- NEW JERSEY**
- \*WBAB, Atlantic City—Licensed to Press-Union Publishing Co., publisher of *Atlantic City Press and Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.
- NEW YORK**
- \*WKNY, Kingston—Licensed to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.6% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 30%; Norman B. Furman, secretary-treasurer, 12.5%; Morris S. Novik, director, manager of WNYC, New York, 15%. Granted June 20; 100 watts daytime on 1500 kc.
  - WHLN, Niagara Falls—CP issued to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*. Granted Sept. 1; 1,000 watts daytime on 1280 kc.
  - WSLB, Ogdensburg—CP issued to St. Lawrence Broadcasting Corp.; Joseph R. Brandy Jr., president of *Ogdensburg Advance-News*, president, 49.66%; Harold J. Frank, merchant, secretary-treasurer, 49.66%; John V. Van Kernen, attorney, director, 57%. Granted Nov. 1; 250 watts on 1870 kc.
  - WKIP, Poughkeepsie—CP issued to Poughkeepsie Broadcasting Corp.; Richard E. Coon, editor of *Poughkeepsie Eagle-News and Star & Enterprise*, 70%; Mrs. Blanche J. Parka, publisher of *Poughkeepsie Eagle-News and Star & Enterprise*, 16%; John E. Mack, attorney, 10%; James Townsend, banker, 1%; John B. Grubb, attorney, 1%; Henry N. MacCracken, president of Vassar College, 1%; Charles S. Mitchell, 1%. Granted Oct. 17; 250 watts on 1420 kc.
  - WOLF, Syracuse—CP issued to Civic Broadcasting Corp.; T. Sherman Marshall, president; George E. Hughes, vice-president; Lawrence Sobik, attorney, secretary. Granted Oct. 3; 100 watts on 1500 kc.
- NORTH CAROLINA**
- \*WISE, Asheville—Licensed to Harold H. Thoms. Granted March 27; 250 watts on 1370 kc.
  - \*WCNC, Elizabeth City—Licensed to Albenmarie Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydtlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 250 watts on 1870 kc.
  - \*WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus and Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Welland, owner of WFTC, Kingston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 250 watts on 1870 kc.
  - WGTC, Greenville—CP issued to J. J. White, local auto dealer. Granted July 13; 250 watts daytime on 1500 kc.
  - WHKY, Hickory—CP issued to Catawba Valley Broadcasting Co. Inc.; C. V. Cline, hosiery and knitting goods manufacturer, president, 10 shares; Lester C. Gifford, publisher of *Hickory Daily Record*, vice-president, 25 shares; E. L. Fox, banker, secretary-treasurer; remainder of stock owned by various local citizens. Granted Sept. 13; 250 watts on 1370 kc.
- OHIO**
- WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of E. Bernard Berk, attorney and electrical shop owner, president; 10% by S. Bernard Berk. Other stockholders include Lily G. Mandelsohn, Cleveland; Mary M. Harvey, Akron; Donald Gottwald, Akron; David Kyman, Cleveland. Granted Aug. 8, 1939; regranted Jan. 10, 1940; 1,000 watts on 1530 kc.
  - \*WMAN, Mansfield—Licensed to Richland Inc.; George Satterlee, real estate, president; C. A. Kessel, Mansfield, vice-president; John F. Weimer, WJW Akron, secretary-treasurer. Granted July 13; 250 watts daytime on 1370 kc.
- OREGON**
- \*KUIN, Grants Pass—Licensed to Southern Oregon Broadcasting Co.; A. E. Voorhies, publisher of *Grants Pass Courier*, president, 50%; Red Wood Broadcasting Co. licensee of KIEM, Eureka, Cal., 50%. Granted Sept. 14; 100 watts on 1810 kc.
- SOUTH CAROLINA**
- WORD, Spartanburg—CP issued to Spartanburg Advertising Co.; Donald Russell, county attorney, 50%; A. B. Taylor, banker, 33 1/3%; C. J. Hearon, 16 2/3%. Granted Oct. 28; 100 watts night and 250 day on 1870 kc.
  - WFIC, Sumter—CP issued to J. Samuel Brody, son of local dry goods merchant. Granted July 13; 100 watts night and 250 day on 1310 kc.
- SOUTH DAKOTA**
- KWAT, Watertown—CP issued to Midland National Life Insurance Co. (J. J. Bell, president; D. F. Jones, vice-president; F. L. Bramble, secretary-treasurer). Granted Dec. 22; 250 watts on 1210 kc.
- TENNESSEE**
- WHUB, Cookeville—CP issued to M. L. Medley, merchant and farmer. Granted July 27; 250 watts on 1870 kc.
- TEXAS**
- KWBD, Plainview—CP issued to W. B. Dennis, radio sales and service. Granted July 12; 100 watts daytime on 1200 kc.
  - \*KKOX, Sweetwater—Licensed to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37 1/2 shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 8 1/2 shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.
  - \*KVIC, Victoria—Licensed to Radio Enterprises Inc.; 247 out of 250 shares held jointly by Charles C. Shea, attorney, and Fred W. Bowen, Dallas oil operator. Granted July 13; 100 watts night and 250 day on 1810 kc.
- UTAH**
- \*KOVO, Provo—Licensed to Clifton A. Tolboe, building contractor. Granted April 10; 250 watts on 1210 kc.
- VIRGINIA**
- \*WFVA, Fredericksburg—Licensed to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Goldmach Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.
  - WLPW, Suffolk—CP issued to Suffolk Broadcasting Corp.; one-third of stock held each by Fred L. Hart, druggist; Frank E. Butler Jr., attorney; Leo Brody, Kingston, N. C. merchant. Granted Aug. 20; 100 watts night and 250 day on 1420 kc.
- WISCONSIN**
- WATW, Ashland—CP issued to WJMS Inc., also licensee of WJMS, Ironwood, Mich.; William L. Johnson, president, 45%; N. C. Ruddell, Ironwood, Mich., 18%. Granted Nov. 21; 100 watts on 1370 kc.
  - \*WMAM, Marinette—Licensed to M. & M. Broadcasting Co.; W. E. Walker, manager of WIEW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 870 kc.
- PUERTO RICO**
- WPAB, Ponce—CP issued to Portorican American Broadcasting Co. Inc.; Juan Luis Boscio, president, 97 shares; Felipe Segara Serra, vice-president, 97 shares; Miguel Soltero Palermo, treasurer and manager, 96 shares; Francisco Rebolgar, secretary, 10 shares. Granted Dec. 18; 1,000 watts on 1840 kc.

# Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

**W  
F  
M  
J**

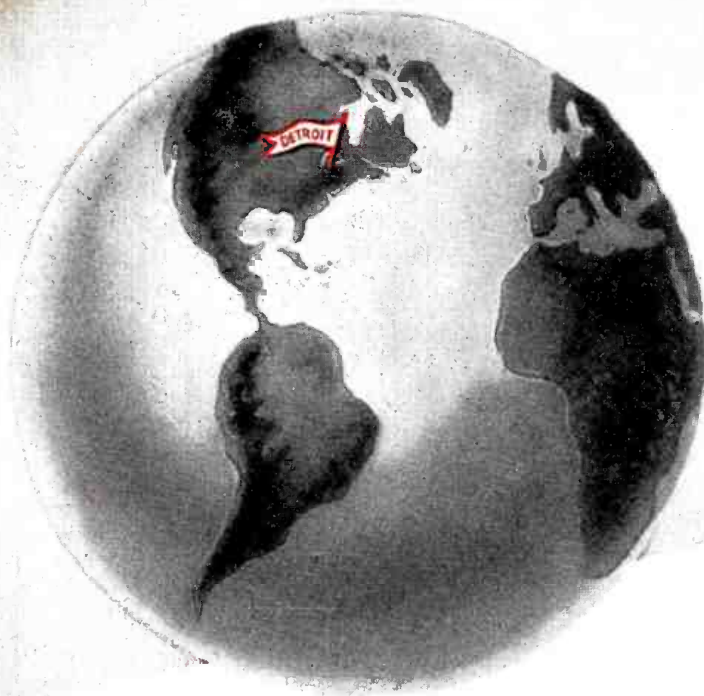
The Station All  
Youngstown  
Listens To

**WFMJ** • Youngstown, Ohio

National Representatives: Headley-Reed Co.

Graybar Building, New York City

New York • Chicago • Detroit • Atlanta



**T**his is not Our Primary Service  
America's 4th Market, is One of  
Important Markets. It is 48%\* of  
WWJ has Consistently Been the  
Station Since Its Inception,

Area; but Detroit,  
the World's Most  
Michigan and More.  
Preferred Detroit  
August 20, 1920



"The first station in America to  
broadcast a regular daily program."

—Dr. Lee A. DeForrest

**\*48% of Michigan's Population**

**54% of Michigan's Total Retail Sales**

**57% of Michigan's Gainful Workers**

**59% of Michigan's Industrial Plants**

**65% of Michigan's Income Tax Returns**

**WWJ**

*National Representatives*

**Geo. P. Hollingbery Co.**

*New York, Chicago, San Francisco, Atlanta*

# Directory of BROADCASTING STATION REPRESENTATIVES

[For lists of stations represented, see pages 84-85!]

\* Indicates company is engaged in newspaper representation and also represents stations

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
All-Canada Radio Facilities, Ltd.	Calgary, Alberta Toronto, Ontario Montreal, Quebec Winnipeg, Manitoba Vancouver, British Columbia	Southam Bldg. Victory Bldg. Dominion Square Bldg. Manitoba Telephone Bldg. 541 W. Georgia St.	R-2021 Elgin 2464 Lancaster 6400 92-191 Trinity 1891	H. R. Carson G. F. Herbert Burt Hall P. H. Gayner J. E. Baldwin
Associated Broadcasting Co., Ltd.	Montreal, Que.	Dominion Square Bldg.	Belair 3325	M. Maxwell
Bertha Bannan	Boston, Mass.	15 Little Bldg.	Hancock 6178	Bertha Bannan
Walter Biddick Co.	Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	Chamber of Commerce Bldg. Russ Bldg. Exchange Bldg.	Richmond 6184 Sutter 5415 Main 6440	Walter Biddick Gordon Owen Gordon Owen
John Blair & Co.	Chicago, Ill. New York City Detroit, Mich. Los Angeles, Cal. San Francisco, Cal. St. Louis, Mo.	520 N. Michigan Ave. 341 Madison Ave. New Center Bldg. Chamber of Commerce Bldg. Russ Bldg. Paul Brown Bldg.	Superior 8660 Murray Hill 9-6084 Madison 7889 Prospect 3584 Douglas 3188 Chestnut 4154	John Blair George W. Bolling R. H. Bolling Carleton Coveny Lindsay H. Spight J. C. Hetherington
*The Branham Co.	Chicago, Ill. New York City Atlanta, Ga. St. Louis, Mo. Kansas City, Mo. Dallas, Texas Detroit, Mich. Charlotte, N. C. San Francisco, Cal. Los Angeles, Cal. Portland, Ore. Seattle, Wash.	360 N. Michigan Ave. 230 Park Ave. Rhodes-Haverty Bldg. Arcade Bldg. National Fidelity Life Bldg. Mercantile Bldg. General Motors Bldg. Commercial National Bank 5 Third St. 448 S. Hill St. 429 SW. Fourth Ave. 1004 Second Ave.	Central 5726 Murray Hill 6-1860 Walnut 4851 Chestnut 6192 Harrison 1023 2-8569 Trinity 1-0440 8839 Garfield 6740 Michigan 1269 Atwater 7484 Melrose 9193	E. F. Corcoran M. H. Long J. B. Keough W. F. Patzlauff Geo. F. Dillon A. J. Putman H. A. Anderson H. L. Ralls George D. Close W. L. Blythe Fred Young A. G. Neitz
Broadcasting Abroad, Ltd. (Foreign Station Representation)	New York City Havana, Cuba Buenos Aires, Argentina Tampico, Mexico Sao Paulo, Brazil	119 W. 57th St. Edificio Nova Scotia 300 Ave. Roque Sanes Pena 567 Medaro 102 Ave. Sao Joao 1285	Circle 7-4161 ..... ..... ..... .....	Henry G. Hoberg Guido Garcia Inclan Harold Yale Rose Wendell Cox Olavo Deacastro Fontoura
Howard C. Brown Co. (Represents Stations in Australia and South Africa)	Hollywood, Cal.	6418 Santa Monica Blvd.	Hollywood 6045	Howard C. Brown

[Continued on Page 80]

## SALES HUNTERS:

# *Don't miss these 15 Vital Spots!*

In all Radio there are no spots more vital than these 15 NBC Programmed Stations...In reaching and influencing radio homes, each is an absolute natural for advertisers...For each of these 15 is more than just another local station. Completely programmed by NBC, each carries the prestige, popularity and sales vitality of "The World's Greatest Broadcasting System."

WBZ	50,000 Watts—990 kc . . . . .	Boston, Mass.
WBZA	1,000 Watts—990 kc . . . . .	Springfield, Mass.
WENR	50,000 Watts—870 kc . . . . .	Chicago, Illinois
WMAQ	50,000 Watts—670 kc . . . . .	Chicago, Illinois
WTAM	50,000 Watts—1070 kc . . . . .	Cleveland, Ohio
KOA	50,000 Watts—830 kc . . . . .	Denver, Colorado
WEAF	50,000 Watts—660 kc . . . . .	New York, New York
WJZ	50,000 Watts—760 kc . . . . .	New York, New York
KYW	10,000 Watts—1020 kc . . . . .	Philadelphia, Penn.
KDKA	50,000 Watts—980 kc . . . . .	Pittsburgh, Penn.
KGO	7,500 Watts—790 kc . . . . .	San Francisco, Calif.
KPO	50,000 Watts—680 kc . . . . .	San Francisco, Calif.
WGY	50,000 Watts—790 kc . . . . .	Schenectady, New York
*WMAL	500-250 Watts—630 kc . . . . .	Washington, D. C.
*WRC	5,000-1,000 Watts—950 kc . . . . .	Washington, D. C.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

\*WMAL and WRC will soon be operating with 5000 watts day and night.

# NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION  
OF AMERICA SERVICE





**FORGET THE BLUE-PLATE SPECIAL  
AND ORDER WHATEVER YOU PLEASE!**

**1** "That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO."

**2** "Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice."

**3** "SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more."

**4** "It gives you your selection of best available periods to fit the habits of people in each time-zone."

**5** "It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed."

**6** "And your distribution governs everything about SPOT RADIO—you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"

**On a flock of stations  
or just a handful—  
SPOT YOUR RADIO!**

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.

—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?



**ANY TIME ANY LENGTH ANY WHERE**

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

**EDWARD PETRY & CO.  
INCORPORATED**

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO  
DETROIT · ST. LOUIS · LOS ANGELES

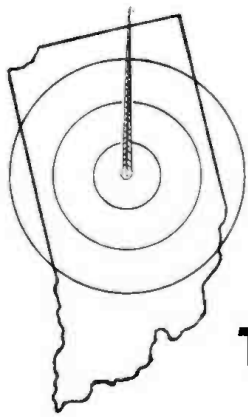
*This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.*

# DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

*\*Indicates company is engaged in newspaper representation and also represents stations*  
 [Continued from Page 78]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
Burn-Smith Co., Inc.	New York City Chicago, Ill. Detroit, Mich. Atlanta	7 W. 44th St. Bell Bldg. New Center Bldg. 1255 Boulevard Drive, S. E.	Murray Hill 2-7461 Central 4270 Madison 3350 Maine 5261	G. Byron Smith II John A. Toothill John R. Devine E. J. Hayes
Bryant, Griffith & Brunson, Inc.	New York City Chicago, Ill. Detroit, Mich. Boston, Mass. Atlanta, Ga.	9 E. 41st St. 360 N. Michigan Ave. General Motors Bldg. 201 Devonshire St. Walton Bldg.	Murray Hill 2-2174 Andover 1040 Madison 3534 Liberty 4259 Walnut 9116	Harry C. Griffith Fred F. Parsons Harry W. Pollard Joseph Walsh B. Frank Cook
Canadian Broadcasting Corp.	Toronto, Ont. Montreal, Que.	1 Hayter St. 1231 St. Catherine St., W.	Adelaide 7051 Marquette 5211	E. A. Weir J. A. Dupont
*Capper Publications	New York City Chicago, Ill. Detroit, Mich. St. Louis, Mo. San Francisco, Cal.	420 Lexington Ave. 180 N. Michigan Ave. General Motors Bldg. 2202 Pine St. Russ Bldg.	Mohawk 4-3280 Central 5977 Madison 2125 Central 3380 Douglas 5220	Philip Zach H. M. Brenela Francis X. Gaughen Clarence Eldredge W. B. Flowers
Conquest Alliance Co., Inc. (Foreign Station Representation)	New York City	515 Madison Ave.	Plaza 3-5650	A. M. Martinez
Associated Companies Broadcast Enterprises, Ltd. Informations et Publicite Ricardo Vivado O	Chicago, Ill. Havana, Cuba Buenos Aires, Argentina Rio de Janeiro, Brazil	203 N. Wabash Ave. Edificio La Metropolitana Sarmiento 559 Edificio Odeon	State 3348 M-2953 Retiro 0664 42-0945	A. V. Bamford Rene Canizares Carlos Deges R. Constantinescu
	London, England Paris, France Santiago, Chile	Abbey House 50 Rue de Chateaudun Casilla 627	Abbey 4093 Trinite 81-12 66-764	E. R. Voigt Jacques Parsons R. Vivado
	Philadelphia, Pa. New York City Chicago, Ill.	Drexel Bldg. 535 Fifth Ave. 228 N. LaSalle St.	Lombard 1720 Murray Hill 2-8284 Franklin 2095	E. R. Tanz A. P. Cox J. C. Cox
Cox and Tanz	Philadelphia, Pa. New York City Chicago, Ill.	Drexel Bldg. 535 Fifth Ave. 228 N. LaSalle St.	Lombard 1720 Murray Hill 2-8284 Franklin 2095	E. R. Tanz A. P. Cox J. C. Cox
De Lisser-Boyd, Inc.	New York City Chicago, Ill.	30 Rockefeller Plaza 180 N. Michigan Ave.	Circle 7-1435 Dearborn 8110	Grover W. Boyd W. J. Fitzpatrick
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams
Forjoe & Co.	New York City Chicago, Ill.	19 W. 44th St. 201 N. Wells St.	Vanderbilt 6-3816 Andover 1685	Forrest U. Daughdrill William L. Klein
Free & Peters, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal. Atlanta, Ga.	180 N. Michigan Ave. 247 Park Ave. New Center Bldg. 111 Sutter St. 650 S. Grand Ave. Walton Bldg.	Franklin 6373 Plaza 5-4131 Trinity 2-8444 Sutter 4353 Vandyke 0569 Jackson 1678	James L. Free H. Preston Peters Charles G. Burke A. Leo Bowman Hahn J. Tyler F. Laclelle Williams
Furgason & Walker, Inc.	New York City Chicago, Ill.	551 Fifth Ave. 360 N. Michigan Ave.	Murray Hill 2-3734 State 5037	Gene Furgason Wythe Walker
Norman B. Furman, Inc.	New York City	117 West 46th St.	Longacre 3-0035	Norman B. Furman
Homer Owen Griffith	Hollywood, Cal. San Francisco, Cal.	6362 Hollywood Blvd. 681 Market St.	Granite 1726 Douglas 4475	Homer Griffith Homer Griffith
Melchoir Guzman Co., Inc. (Represents Stations in Argentina)	New York City	Time & Life Bldg.	Circle 7-2450	Melchoir Guzman
*Arthur H. Hagg & Associates, Inc.	Chicago, Ill. New York City	360 N. Michigan Ave. 366 Madison Ave.	Central 7553 Murray Hill 2-8865	Arthur H. Hagg Phil A. Broderick
Headley-Reed Co.	New York City Chicago, Ill. Detroit, Mich. Atlanta, Ga.	420 Lexington Ave. 180 N. Michigan Ave. New Center Bldg. Glenn Bldg.	Murray Hill 3-5470 Franklin 4686 Madison 9444 Walnut 1636	Frank M. Headley Dwight S. Reed Robert B. Rains Gregory Murphy, Jr.
Homer Hogan (XEAW, Reynosa, Mexico)	Chicago, Ill. Dallas, Texas	410 N. Michigan Ave. 911 Commerce St.	Whitehall 4488 76381	Homer Hogan Carr P. Collins J. Mitchell Collins
George P. Hollingbery Co.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Atlanta, Ga.	307 N. Michigan Ave. 420 Lexington Ave. Park & Adams Monadnock Bldg. Walton Bldg.	State 2898 Murray Hill 3-8078 Cherry 5200 Douglas 4475 Walnut 4038	George P. Hollingbery F. E. Spencer, Jr. Fred F. Hague J. Leslie Meek George Kohn
Inland Broadcasting Ltd., Inc.	Winnipeg, Manitoba	171 McDermot Ave.	92-531	A. L. Garside
International Broadcasting Co., Ltd. (Represents European Stations Accepting Sponsored Programs)	London W-1, England	37 Portland Place	Langham 2000	Richard L. Meyer
International Radio Sales	New York City Chicago, Ill. San Francisco, Cal.	20 E. 57th St. 325 W. Madison St. Hearst Bldg.	Plaza 8-2600 Central 4547 Douglas 2536	Loren L. Watson Ralph N. Weil John Livingston
The Katz Agency, Inc.	New York City Chicago, Ill. Detroit, Mich. Kansas City, Mo. Dallas, Texas Atlanta, Ga. San Francisco, Cal.	500 Fifth Ave. 307 N. Michigan Ave. General Motors Bldg. Bryant Bldg. Republic Bank Bldg. 22 Mariette St. Bldg. Monadnock Bldg.	Longacre 5-4595 Central 4238 Trinity 2-7685 Victor 7095 Dallas 2-7936 Walnut 4795 Sutter 7498	Eugene Katz Paul Ray Ralph Bateman Gordon Gray Frank Brimm Fred M. Bell R. S. Railton
KFAR, Fairbanks, Alaska	Seattle, Wash.	American Bank Bldg.	Elliot 2414	G. A. Wellington
Maquarrie Network of Australia	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City	1560 Broadway	Bryant 9-2890	Fally Markus
McClatchy Broadcasting Co.	New York City San Francisco, Cal.	366 Madison Ave. 1814 Rust Bldg.	Murray Hill 2-8690 Douglas 2373	Humboldt Gregg David Sandberg
Joseph Hershey McGillvra	New York City Boston, Mass. Chicago, Ill. San Francisco, Cal. Los Angeles, Cal. Toronto, Ont. Montreal, Que.	366 Madison Ave. Hotel Touraine 919 N. Michigan Ave. Milla Bldg. 527 W. Seventh St. Metropolitan Bldg. Keefer Bldg.	Murray Hill 2-8755 Hancock 0900 Superior 3444 Sutter 1393 Van Dyke 6356 Adelaide 6383 Marquette 1184	Joseph H. McGillvra A. H. Swift S. M. Aston Duncan A. Scott William S. Wright C. William Wright Lovell Mickles, Jr.
*J. P. McKinney & Son	New York City Chicago, Ill. San Francisco, Cal.	30 Rockefeller Plaza 400 N. Michigan Ave. 742 Market St.	Circle 7-1178 Superior 9866 Garfield 4917	Norbert L. O'Brien C. W. Erwin R. G. Bidwell

(Continued on Page 82)



# ... *One* STATION SELLS THE 3 BIG HOOSIER MARKETS



**1** STABLE BUYING POWER—PLENTY OF IT—IN INDIANAPOLIS comes from diversified industry, commercial interests that dominate central Indiana, the political and cultural hub of Indiana, and, last year, one of the three most prosperous cities in the country, according to Brooke, Smith & French survey. 500,000 people live in Marion County—84% of them native white Americans.



**2** MAIN STREETS IN INDIANA, like Broad Street in New Castle, Indiana, are more than rural trading centers. Local and national industries put big money in small town HOOSIER pockets.



**3** WFBM GOES TO THE HOOSIER FARMER for programs that give the HOOSIER STATION the Number One spot on farm radio dials. Henry Wood, WFBM Farm Editor, here conducts interviews at the Indiana Farm Bureau Field Meet, near Westfield, Indiana, September 21, 1939.

● **THREE MARKETS** by geography and income, these Hoosier city, small town and farm markets, but **ONE** market to WFBM advertisers. The HOOSIER STATION'S appeal, intentionally so, is just as well balanced as the wealth of this rich HOOSIER area . . . a stable market that makes *test* campaigns significant and makes *selling* campaigns profitable. Plenty of advertisers already have increased sales and profits by adding this Hoosier buying area to their sales map. Let us show you how easily you can make it a buying area for your product—with WFBM.

**THE ONLY INDIANA BASIC COLUMBIA STATION**

To Reach the HOOSIER Market  
— Use the HOOSIER Station

# WFBM

INDIANAPOLIS

National Sales: VIRGIL REITER  
New York, 22 W. 48th • Chicago, 360 N. Michigan

# DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

*\*Indicates company is engaged in newspaper representation and also represents stations*

[Continued from Page 80]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
*Mitchell & Rudell, Inc.	New York City Chicago, Ill. Kansas City, Mo. St. Louis, Mo.	295 Madison Ave. 180 N. Michigan Ave. 1004 Baltimore Ave. Insurance Exchange Bldg.	Ashland 4-6698 Central 1160 Victor 1421 Chestnut 1965	P. J. Bogner H. B. Ruddell R. W. Mitchell Fred Wright
National Broadcasting Co. (National Spot Sales)	New York City  Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Boston, Mass. Pittsburgh, Pa. Washington, D. C. Cleveland, Ohio Detroit, Mich. Denver, Col.	30 Rockefeller Plaza  Merchandise Mart 111 Sutter St. Sunset Blvd. & Vine St. Hotel Bradford Grant Bldg. Trans-Lux Bldg. 815 Superior Ave., N. E. Fisher Bldg. 1625 California St.	Circle 7-6300  Superior 8300 Sutter 1920 Hollywood 6161 Hancock 4261 Grant 4200 Republic 4000 Cherry 0942 Trinity 2-7900 Main 6211	Jas. V. McConnell, Nat. Mgr. Maurice M. Boyd, Local Mgr. Oliver Morton Glenn Ticer Sydney Dixon Frank Bowes William E. Jackson John Dodge Don Stratton R. H. White A. W. Crapsay
Northern Broadcasting & Publishing Ltd.	Toronto	Victory Bldg.	Elgin 2464	Reg Beattie
Pan American Broadcasting Co. (Represents Stations in Latin America)	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald
*John H. Perry Associates	New York City Chicago, Ill. Detroit, Mich. Philadelphia, Pa. Atlanta, Ga. San Francisco, Cal. Los Angeles, Cal.	225 W. 39th St. 122 S. Michigan Ave. 7338 Woodward Ave. 1524 Chestnut St. Chamber of Commerce Bldg. 68 Market St. 1031 S. Broad St.	Bryant 9-3357 Harrison 8085 Madison 0790 Rittenhouse 0886 Walnut 3443 Garfield 0947 Prospect 4383	William K. Dorman O. J. Ranft J. J. Higgins M. S. Lewin R. S. Kendrick R. J. Bidwell H. Grubbs
Edward Petry & Co., Inc.	New York City Chicago, Ill. Detroit, Mich. Los Angeles, Cal. San Francisco, Cal. St. Louis, Mo.	17 E. 42nd St. 400 N. Michigan Ave. General Motors Bldg. 601 W. Fifth St. 111 Sutter St. Southern Bell Telephone Bldg.	Murray Hill 2-4401 Delaware 8600 Madison 1035 Michigan 8729 Garfield 4010 Garfield 5194	Henry I. Christal Edward E. Voynow William H. Cartwright Chester G. Matson Earle H. Smith George Kercher
Radio Advertising Corp.	New York City Chicago, Ill. Cleveland, Ohio San Francisco, Cal. Hollywood, Cal.	341 Madison Ave. 400 N. Michigan Ave. Terminal Tower 681 Market St. 6362 Hollywood Blvd.	Murray Hill 4-0212 Whitehall 4562 Prospect 5800 Douglas 4475 Hillside 7157	Henri O. Molley George Roesler  Homer Griffith Homer Griffith
Radio Sales (Division of Columbia Broadcasting System)	New York City  Chicago, Ill. Detroit, Mich. St. Louis, Mo. Los Angeles, Cal. San Francisco, Cal. Charlotte, N. C.	485 Madison Ave.  410 N. Michigan Ave. Fisher Bldg. Mart Bldg. Columbia Square Palace Hotel Wildier Bldg.	Wickersham 2-2000  Whitehall 6000 Trinity 2-5500 Central 8240 Hollywood 1212 Yukon 1700 3-8833	J. Kelly Smith, Gen. Mgr. H. Meighan, E. Sales Mgr. J. Kelly Smith Herbert A. Carlborg John Bohn Roger K. Huston Charles E. Morin Royal Penny
Radio Time Agency	Chicago, Ill.	360 N. Michigan Ave.	Dearborn 0851	Palmer Terhune
William G. Rambeau Co.	Chicago, Ill. New York City San Francisco, Cal.	360 N. Michigan Ave. Chanin Bldg. Russ Bldg.	Andover 5566 Caledonia 5-4940 Garfield 5533	William G. Rambeau Roy Schultz Ross C. Rambeau
Paul H. Raymer Co.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	Tribune Tower 366 Madison Ave. General Motors Bldg. Russ Bldg. 530 W. Sixth St.	Superior 4478 Murray Hill 2-8690 Trinity 2-8060 Douglas 2373 Vandike 1901	Paul H. Raymer Fred C. Brokaw George W. Diefenderfer Edward S. Townsend Leslie J. Fox
Virgil Reiter & Co.	Chicago, Ill. New York City	410 N. Michigan Ave. 22 W. 48th St.	Superior 8260 Pennsylvania 6-2409	Virgil Reiter, Jr.
*Reynolds Fitzgerald, Inc.	Chicago, Ill.  New York City Detroit, Mich. Philadelphia, Pa. San Francisco, Cal. Los Angeles, Cal. Seattle, Wash.	360 N. Michigan Ave.  515 Madison Ave. General Motors Bldg. Land Title Bldg. 58 Sutter St. 117 W. 9th St. Joseph Vance Bldg.	State 4294  Eldorado 5-7020 Madison 4250 Rittenhouse 3839 Garfield 6144 Tucker 2474 Elliot 6452	John T. Fitzgerald Ed. Allen M. H. Petersen Harry D. Reynolds Richard T. Healy J. D. Cathcart Judson H. Carter Charles E. Fisher Frederick A. Bartlett
Sears & Ayer, Inc.	Chicago, Ill. New York City	612 N. Michigan Ave. 565 Fifth Ave.	Superior 8177 Plaza 8-1312	B. H. Sears Paul F. Adler
Jack Slatter	Toronto, Ont.	Carty Bldg.	Waverly 5564	Jack Slatter
*William R. Stewart	Chicago, Ill.	9 S. Clinton St.	Franklin 1133	William R. Stewart
Texas State Network	New York City Chicago, Ill.	630 Fifth Ave. 400 N. Michigan Ave.	Circle 5-8395 Whitehall 6747	George Podyyn William Joyce
Edward S. Townsend Co.	San Francisco, Cal.	Russ Bldg.	Douglas 2373	Edward S. Townsend
J. Franklin Viola & Co. (Foreign Language Representation)	New York City	152 W. 42nd St.	Chickering 4-3254	J. Franklin Viola
Weed & Co.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.	350 Madison Ave. 208 N. Wabash Ave. Michigan Bldg. 111 Sutter St.	Vanderbilt 6-4542 Randolph 7730 Cadillac 3810 Douglas 6446	Joseph J. Weed C. C. Weed C. N. Adell Roy Frothingham
WGN, Chicago	New York City San Francisco, Cal. Los Angeles, Cal.	220 E. 42nd St. Russ Bldg. 530 West Sixth St.	Murray Hill 2-3033 Douglas 2373 Van Dyke 1901	William A. McGuiness Paul Raymer Co. Paul Raymer Co.
WHN, New York	Chicago, Ill.	360 N. Michigan Ave.	Randolph 5254	Hal Makelim
Howard H. Wilson Co.	Chicago, Ill. New York City Kansas City, Mo. San Francisco, Cal. Hollywood, Cal.	75 E. Wacker Drive 551 Fifth Ave. 1012 Baltimore St. 681 Market St. 6362 Hollywood Blvd.	Central 8744 Murray Hill 6-1230 Grand 0810 Douglas 4475 Hillside 7157	Howard H. Wilson Horace Hagedorn Joseph J. Farrell Homer Griffith Homer Griffith
WMCA, New York City	Chicago, Ill.	360 N. Michigan Ave.	State 9493	J. M. Ward
WOR, Newark, N. J.	Chicago, Ill. Boston, Mass. San Francisco, Cal.	Tribune Tower 80 Federal St. Russ Bldg.	Superior 5110 Liberty 0437 Douglas 1294	Harold Higgins Paul A. Belaire Edward S. Townsend

1 9 3 9

*Another Year--Another Step*

in our forward march to even greater effectiveness  
as Chicago's outstanding Radio Advertising Buy

**W J J D**

20,000 watts

*Chicago's Largest Independent Radio Station*

*National Representatives*

Paul H. Raymer Co.---Walter Biddick Co. (West Coast)

**America's Foremost Sports Station!**

- ★ Hoof-By-Hoof Horse Racing
- ★ Football--Professional and Collegiate
- ★ Basketball--Complete Collegiate Schedule (Play-By-Play)
- ★ Boxing--Chicago's Best Amateur and Pro Bouts
- ★ Baseball--Major League Play-By-Play and Receptions

*For CHICAGO and  
for SPORTS it's*

**W-I-N-D**

*"The Tip-Top Spot on Your Dial"*

National Sales Offices:

**201 NORTH WELLS STREET  
CHICAGO, ILL.**

**560 KILOCYCLES**

• **5000 WATTS DAYTIME**

• **1000 WATTS NIGHTTIME**

# National Representatives and Their Station Lists

(For Addresses and Executives, see pages 78-82)

## ALL-CANADA RADIO FACILITIES Ltd.

(Non-Exclusive)

CKLN, Nelson, B. C.  
CFJC, Kamloops, B. C.  
CJAT, Trail, B. C.  
CKWX, Vancouver, B. C.  
CFAC, Calgary, Alta.  
CJCA, Edmonton, Alta.  
CFGP, Grande Prairie, Alta.  
CJOC, Lethbridge, Alta.  
CHAB, Moose Jaw, Sask.  
CKBI, Prince Albert, Sask.  
CKCK, Regina, Sask.  
CKX, Brandon, Man.  
CFAR, Flin Flon, Man.  
CKY, Winnipeg, Man.  
CKOV, Kelowna, B. C.  
VONF, St. John's, Newfoundland

## JOHN BLAIR & COMPANY

(Exclusive)

Dun Lee Broadcasting System.  
Pacific Broadcasting Co.  
Arizona Radio Network  
KSUN, Lowell-Bisbee, Ariz.  
KOY, Phoenix, Ariz.  
KPHS, Hot Springs, Ark.  
KPMC, Bakersfield, Cal.  
KHSL, Chico, Cal.  
KJEM, Eureka, Cal.  
KHJ, Los Angeles  
KYOS, Merced, Cal.  
KDON, Monterey, Cal.  
KVCV, Redding, Cal.  
KFXM, San Bernardino, Cal.  
KGB, San Diego, Cal.  
KFRS, San Francisco  
KVEC, San Luis Obispo, Cal.  
KVOE, Santa Ana, Cal.  
KDB, Santa Barbara, Cal.  
KGD, Stockton, Cal.  
KTKC, Visalia, Cal.  
KFEL, Denver  
\*WJAX, Jacksonville, Fla.  
WJLAK, Lakeland, Fla.  
WQAM, Miami, Fla.  
\*WFLA, Tampa, Fla.  
KGM-BKHC, Honolulu  
KIDMO, Boise, Ida.

## BERTHA BANNEN

(Non-Exclusive)

WCAU, Philadelphia  
WTAG, Worcester  
WHN, New York City  
WCHS, Portland, Me.  
WNEK, Keene, N. H.  
WDEV, Waterbury, Vt.  
WJAR, Providence  
WLAW, Lawrence, Mass.  
WSAR, Fall River, Mass.

## WALTER BIDDICK CO.

(Pacific Coast)

KARM, Fresno, Cal.  
KTRB, Modesto, Cal.  
KROY, Sacramento, Cal.  
KRRO, Santa Rosa, Cal.  
KTM, Santa Barbara, Cal.  
KHUB, Watsonville, Cal.  
KXO, El Centro, Cal.  
KGU, Honolulu

## THE BRANHAM COMPANY

(Exclusive)

KWKH, Shreveport, La.  
KTBS, Shreveport, La.  
WVNC, Asheville, N. C.  
KBIX, Muskogee, Okla.  
WTJS, Jackson, Tenn.  
WCPO, Cincinnati  
West Virginia Network  
WCHS, Charleston, W. Va.  
WBLK, Clarksburg, W. Va.  
WPAR, Parkersburg, W. Va.

## BRYANT-GRIFFITH & BRUNSON

WFBC, Greenville, S. C. KLO, Ogden, Utah

## BURN-SMITH CO. Inc.

(Exclusive)

WAGF, Dothan, Ala.  
WMSD, Muscle Shoals, Ala.  
City, Ala.  
KMTR, Hollywood  
WRDW, Augusta, Ga.  
WKEU, Erie, Pa.  
WTA, Springfield, Ill.  
WGR, New Albany, Ind.  
WORL, Boston  
WELL, Battle Creek, Mich.  
WFDF, Flint, Mich.  
WKBZ, Muskegon, Mich.  
WGCM, Gulfport, Miss.  
Oklahoma Network

## CANADIAN BROADCASTING CORP.

(Exclusive)

CBA, Sackville, N. B.  
CBJ, Chicoutimi, Que.  
CBF, Montreal, Que.  
CBM, Montreal, Que.  
CBV, Quebec, Que.

## CAPPER PUBLICATIONS Inc.

(Exclusive)

WIBW, Topoka, Kan. KCKN, Kansas City, Kan.

## CBS RADIO SALES

(Exclusive)

WABC, New York  
WBMM, Chicago  
WJVS, Washington  
KNX, Los Angeles  
WAPI, Birmingham, Ala.  
CBS New England Network  
CBS Pacific Network  
CBS California Network

## COX & TANZ

(Exclusive)

KGLU, Safford, Ariz.  
KGFJ, Los Angeles  
KTRB, Modesto  
WFOY, St. Augustine  
KRRC, Lewiston, Idaho  
WJBC, Bloomington, Ill.  
KJUL, Garden City, Kan.  
WPA, Paducah, Ky.  
KBND, Bend, Ore.  
KFJL, Klamath Falls, Ore.  
KLB, La Grande, Ore.  
KBJJ, Portland  
WFBG, Altoona  
WJAC, Johnstown, Pa.  
WWSW, Pittsburgh  
KOBH, Rapid City, S. D.

## DOMINION BROADCASTING CO.

(Toronto only)

CFPL, London, Ont.  
CKCR, Kitchener, Ont.  
CKTB, St. Catharines, Ont.  
CKCH, Hull, Que.  
CFRO, Longview, Tex.  
KSN, San Francisco  
WCOU, Lewiston, Me.  
KCRC, Enid, Okla.  
KXRO, Aberdeen, Wash.  
WEMP, Milwaukee  
CHLT, Sherbrooke, Que.  
CHLN, Three Rivers, Que.  
CHRC, Quebec City  
CJLS, Yarmouth, N. S.  
WLB, Muncie, Ind.  
KPAB, Laredo, Tex.  
WNT, New Castle, Pa.  
WMSL, Dothan, Ala.  
KICA, Clovis, N. M.  
WORL, Boston

## FREE & PETERS Inc.

(Exclusive)

WGR-WKBW, Buffalo  
WKY, Cincinnati  
WOC, Davenport, Ia.  
WEO, Des Moines  
WDAY, Fargo, N. D.  
WQW-WOL, Fort Wayne  
KMBC, Kansas City  
WAVE, Louisville  
WTCN, Minneapolis  
WMBD, Peoria, Ill.  
KSD, St. Louis  
WFBL, Syracuse  
WJAG, Norfolk, Neb.  
WCSC, Charleston, S. C.  
WIS, Columbia, S. C.  
WTFE, Raleigh  
WBJ, Roanoke, Va.  
KGO, Ft. Worth  
KOMA, Oklahoma City  
KTUL, Tulsa  
KECA, Los Angeles  
KOIN-KALE, Portland, Ore.  
KSFO-KROW, San Francisco  
KVI, Seattle-Tacoma

## FURGANON & WALKER Inc.

(Exclusive)

KMPC, Beverly Hills, Calif.  
WIND, Gary, Ind.  
WHEF, Rock Island, Ill.  
KTFL, Twin Falls, Ida.  
KSEI, Pocatello, Ida.  
WELI, New Haven, Conn.  
WATR, Waterbury, Conn.  
WBRK, Pittsfield, Mass.  
WTAD, Quincy, Ill.  
WLAW, Lawrence, Mass.  
KTRI, Sioux City, Ia.  
WSAR, Fall River, Mass.  
WABI, Bangor, Me.  
KGIR, Butte, Mont.  
KPPA, Helena, Mont.  
KRBM, Bozeman, Mont.  
WCOS, Columbia, S. C.  
WGN, Alton, Pa.  
KOAM, Pittsburg, Kan.  
KQOA, Siloam Spgs., Ark.  
WHB, Kansas City  
WJAS, Pittsburgh  
KQV, Pittsburgh  
WHJB, Greensburg, Pa.

## HOMER OWEN GRIFFITH

(California representation; also functions as Western Division, Howard H. Wilson Co.)

KJBS, San Francisco  
KHUB, Watsonville, Cal.  
KWOY, Sheridan, Wyo.  
KMTR, Hollywood  
KADA, Ada, Okla.  
KGF, Shawnee, Okla.

## ARTHUR H. HAGG & ASSOCIATES

(Exclusive)

KGNO, Dodge City, Ia.  
KGF, Shawnee, Okla.  
WSJS, Winston-Salem, N. C.  
WJW, Akron, O.  
WFMJ, Youngstown, O.  
WSIX, Nashville  
KRIC, Beaumont, Tex.  
WKIP, Poughkeepsie, N. Y.  
WHL, Niagara Falls, N. Y.  
Aisauema Network

## GEORGE P. HOLLINGBERRY CO.

(Exclusive)

WHAM, Rochester, N. Y.  
WWJ, Detroit  
WHIO, Dayton, O.  
WIBC, Duluth, Minn.  
KSCJ, Sioux City, Ia.  
WJDX, Jackson, Miss.  
WADC, Akron, O.  
WBG, Greensboro, N. C.  
WEAU, Eau Claire, Wis.  
WTMA, Charleston, S. C.  
WIRE, Indianapolis  
WIOD, Miami, Fla.  
WEEU, Reading, Pa.  
WAAF, Chicago  
WBCM, Bay City, Mich.  
WJBO, Baton Rouge, La.  
WSPR, Springfield, Mass.  
KOWH, Omaha, Neb.  
KTSB, El Paso, Tex.  
WMMF, Plattsburg, N. Y.  
WNBZ, Saranac Lake, N.Y.

## INLAND BROADCASTING SERVICE

(Exclusive in Winnipeg and Canadian West)

CKPR, Fort William, Ont.  
CJRC, Winnipeg, Man.  
CJGX, Yorkton, Sask.  
CFRN, Edmonton, Alta.  
CJRM, Regina, Sask.  
CFQC, Saskatoon, Sask.  
CFCN, Calgary, Alta.  
CFPR, Prince Rupert, B. C.  
CJOR, Vancouver, B. C.

## INTERNATIONAL RADIO SALES

(Exclusive)

WCAE, Pittsburgh  
WBAL, Baltimore  
WISN, Milwaukee  
WSA, Cincinnati  
KYA, San Francisco  
WKB, Dubuque, Ia.  
WSUN, St. Petersburg, Fla.

(Non-Exclusive)

WINS, New York City WQXR, New York City

## THE KATZ AGENCY Inc.

(Exclusive)

KLRA, Little Rock, Ark.  
KVOR, Colorado Springs  
KLZ, Denver  
WDAE, Tampa, Fla.  
WGST, Atlanta  
WMAZ, Macon, Ga.  
WTOC, Savannah, Ga.  
\*KGU, Honolulu  
WCFL, Chicago  
WMT, Cedar Rapids, Ia.  
KRNT-KSO, Des Moines  
KANS, Wichita, Kan.  
WWL, New Orleans  
KGHL, Billings, Mont.  
KFAB-KFOR, Lincoln, Neb.  
KOIL, Omaha  
KOE, Albuquerque, N. M.  
WSPD, Toledo  
WKY, Oklahoma City  
WNAX, Yankton, S. D.  
WREC, Memphis  
KIRO, Seattle  
KFPY, Spokane

\*Represented on West Coast by Walter Kiddick Co.

## JOSEPH HERSHEY McGILLVRA

(Exclusive)

CKLW, Windsor-Detroit  
KUTA, Salt Lake City  
KELD, El Dorado, Ark.  
KGLK, San Angelo, Tex.  
KTUC, Tucson, Ariz.  
KARM, Fresno, Cal.  
KJBS, San Francisco  
KQW, San Jose, Cal.  
KVC, San Luis Obispo, Cal.  
WBRY, Waterbury, Conn.  
WHAJ, Greenfield, Mass.  
WHDH, Boston  
WTBO, Cumberland, Md.  
KROC, Rochester, Minn.  
KGVO, Missoula, Mont.  
KVSF, Santa Fe, N. M.  
KINY, Juneau, Alaska  
WSVA, Harrisonburg, Va.

(Canadian)

CFCN, Calgary, Alta.  
CFRN, Edmonton, Alta.  
CFJC, Kamloops, B. C.  
CKOV, Kelowna, B. C.  
CJOR, Vancouver, B. C.  
CJRC, Winnipeg, Man.  
CJGX, Yorkton, Sask.  
CKCW, Moncton, N. B.  
CHSJ, St. John, N. B.  
CKPC, Brantford, Ont.  
CFCO, Chatham, Ont.  
CFPL, London, Ont.  
CKCO, Ottawa, Ont.  
CJIC, Sault Ste. Marie, Ont.  
CFRB, Toronto, Ont.  
CKNX, Wingham, Ont.  
CKAC, Montreal, Que.  
CHNC, New Carlisle, Que.  
CHRC, Quebec, Que.  
CJBR, Rimouski, Que.  
CJRM, Regina, Sask.  
CFQC, Saskatoon, Sask.

## J. P. McKINNEY & SON

(Exclusive)

WESG, WENY, Elmira, N. Y.  
WABY-WOKO, Albany, N. Y.

## MITCHELL & RUDDELL Inc.

(Exclusive)

WHDF, Calumet, Mich. WJMS, Ironwood, Mich.

## NBC NATIONAL SPOT SALES

(Exclusive)

WEAF, New York  
WJZ, New York  
WMAQ, Chicago  
WENR, Chicago  
KGO, San Francisco  
KPO, San Francisco  
WGY, Schenectady, N. Y.  
WBZ, Boston  
WBZA, Springfield, Mass.  
KYW, Philadelphia  
KDKA, Pittsburgh  
WRC, Washington  
WMAL, Washington  
WTAM, Cleveland  
KOA, Denver

## NORTHERN BROADCASTING & PUBLISHING Ltd.

CFCH, North Bay, Ont.  
CJKL, Kirkland Lake, Ont.

## JOHN H. PERRY ASSOCIATES

WALA, Mobile, Ala.  
WCOA, Pensacola, Fla.  
WTMC, Ocala, Fla.  
WLAP, Lexington, Ky.  
WCMI, Ashland, Ky.  
KFDA, Amarillo, Tex.  
WJHP, Jacksonville, Fla.  
WDLF, Panama City, Fla.

## EDWARD PETRY & CO. Inc.

(Exclusive)

WSB, Atlanta  
WFBR, Baltimore  
WAAB, Boston  
WNAC, Boston  
WICC, Bridgeport, Conn.  
WBEN, Buffalo  
WGAR, Cleveland  
WFAA, Dallas  
WBAF, Fort Worth  
KVD, Denver  
WJR, Detroit  
KPRC, Houston  
WDAF, Kansas City  
KARK, Little Rock, Ark.  
KFI, Los Angeles  
WHAS, Louisville  
WLLH, Lowell, Mass.  
WTMJ, Milwaukee  
KSTP, St. Paul  
WSM, Nashville  
WSMB, New Orleans  
WTAR, Norfolk, Va.  
WFIL, Philadelphia  
KGW, Portland, Ore.  
KEX, Portland, Ore.  
WEAN, Providence  
WRD, Richmond, Va.  
KSL, Salt Lake City  
WOAI, San Antonio  
KOMO, Seattle  
KJR, Seattle  
KHQ, Spokane  
KGA, Spokane  
WMAS, Springfield, Mass.  
KVOO, Tulsa, Okla.  
KFH, Wichita, Kan.  
WTAG, Worcester, Mass.  
The Yankee Network  
The Colonial Network  
Texas Quality Network  
Minnesota Radio Network

**RADIO ADVERTISING CORP.**  
(Exclusive)

WHK. Cleveland  
WCLE. Cleveland  
WHKC. Columbus, O.

WKBN. Youngstown, O.  
WIP. Philadelphia  
KITE. Kansas City

**RADIO TIME AGENCY**  
(Chicago only)

WRNX. New York City  
KFRQ. Longview, Tex.  
KCMC. Texarkana, Ark.

**PAUL H. RAYMER CO.**  
(All Exclusive)

Michigan Radio Network  
Arizona Broadcasting Co.  
WPRO. Providence  
KWK. St. Louis  
WSYR. Syracuse, N. Y.  
WHEC. Rochester, N. Y.  
WRVA. Richmond, Va.  
WMBR. Jacksonville, Fla.  
WJTN. Jamestown, N. Y.  
KFWB. Los Angeles  
WLAC. Nashville  
WDBO. Orlando, Fla.  
KTAR. Phoenix, Ariz.  
KVOA. Tucson, Ariz.  
WGAN. Portland, Me.  
KOH. Reno, Nev.  
KFBK. Sacramento, Cal.  
KERN. Bakersfield, Cal.  
KMI. Fresno, Cal.

Mason-Dixon Group  
KWG. Stockton, Cal.  
WCAO. Baltimore  
WBRC. Birmingham, Ala.  
WDOD. Chattanooga, Tenn.  
WJJD. Chicago  
WXYZ. Detroit  
WOOD-WASH. Grand Rapids, Mich.  
WKBO. Harrisburg, Pa.  
WOPK. York, Pa.  
WDRG. Hartford, Conn.  
KWFT. Wichita Falls, Tex.  
WDEL. Wilmington, Del.  
KFSB. San Diego, Cal.  
WSBT-WFAM. South Bend, Ind.  
WKNE. Keene, N. H.

**VIRGIL HEITER & CO.**

WCAU. Philadelphia  
WFBM. Indianapolis

**REYNOLDS-FITZGERALD Inc.**  
(Exclusive)

WTAQ. Green Bay, Wis.  
WHBY. Appleton, Wis.  
WIBA. Madison, Wis.

WSAU. Wausau, Wis.  
WMAM. Marinette, Wis.  
KFNF. Shennandoah, Va.  
WLL. St. Louis

**SEARS & AYER Inc.**  
(Non-Exclusive)

WJBY. Gadsden, Ala.  
WGPC. Albany, Ga.  
WATL. Atlanta  
WRBL. Columbus, Ga.  
KID. Idaho Falls, Ida.  
WSTP. Salisbury, N. C.  
KWYO. Sheridan, Wyo.  
KRLC. Lewiston, Ida.  
WDSW. Champaign, Ill.  
WGIL. Galesburg, Ill.

WCBS. Springfield, Ill.  
KTSW. Emporia, Kan.  
WAIR. Winston-Salem, N. C.  
KUJ. Walla Walla, Wash.  
KWOS. Jefferson City, Mo.  
WMBH. Joplin, Mo.  
WSOC. Charlotte, N. C.  
WRAL. Raleigh, N. C.  
WAIM. Anderson, S. C.  
KDFN. Casper, Wyo.

**JACK SLATTER**

CFCN. Calgary, Alta.  
CFRN. Edmonton, Alta.  
CFQC. Saskatoon, Sask.

CJGX. Yorkton, Sask.  
CJRC. Winnipeg, Man.  
CKPR. Ft. William, Ont.  
CJRM. Regina, Sask.

**WILLIAM R. STEWART**

WLBC. Muncie, Ind.  
WCOV. Montgomery, Ala.  
WBBU. Anderson, Ind.

WCNW. Brooklyn  
KPAB. Laredo, Tex.  
CKMO. Vancouver, B. C.

**EDWARD S. TOWNSEND CO.**  
(Pacific Coast representation)

WOR. New York  
WCAU. Philadelphia

WGN. Chicago

**WEED & CO.**  
(Exclusive)

WTIC. Hartford  
KARM. Fresno, Cal.  
KTMS. Santa Barbara, Cal.  
WJNO. West Palm Beach, Fla.  
WEOA-WGBF. Evansville, Ind.  
WBOW. Terre Haute, Ind.  
KGLO. Mason City, Ia.  
WRDO. Augusta, Me.  
WLBZ. Bangor, Me.

WCSH. Portland, Me.  
WJAR. Providence  
WORC. Worcester  
KFRU. Columbia, Mo.  
KXOK. St. Louis  
KFHB. Great Falls, Mont.  
WFBA. Manchester, N. H.  
WBBR. Buffalo  
WCOL. Columbus, O.  
WRAX. Wilkes-Barre, Pa.  
KABR. Aberdeen, S. D.  
WKRC. Cincinnati

(Canadian)

CFAC. Calgary, Alta.  
CJCA. Edmonton, Alta.  
CFGP. Grand Prairie, Alta.  
CJOC. Lethbridge, Alta.  
CFJC. Kamloops, B. C.  
CJAT. Trail, B. C.  
CKWX. Vancouver, B. C.  
CKX. Brandon, Man.  
CKY. Winnipeg, Man.  
CFAR. Flin Flon, Man.  
CFNB. Fredericton, N. B.  
CHNS. Halifax, N. S.  
CKPR. Fort William, Ont.

CFRC. Kingston, Ont.  
CJKL. Kirkland Lake, Ont.  
CFCH. North Bay, Ont.  
CKGB. Timmins, Ont.  
CJCS. Stratford, Ont.  
CKOC. Hamilton, Ont.  
CFCY. Charlottetown, P. E. I.  
CFCF. Montreal, Que.  
CKBI. Prince Albert, Sask.  
CHAB. Moose Jaw, Sask.  
CKCK. Regina, Sask.  
CJCB. Sydney, N. S.

**HOWARD H. WILSON CO.**  
(Exclusive)

KFYO. Lubbock, Tex.  
KGNC. Amarillo, Tex.  
KRGV. Weslaco, Tex.  
KTTA. San Antonio  
KFBL. Wichita, Kan.  
KELQ-KSOO. Sioux Falls, S. D.  
KWTQ-KGBX. Springfield, Mo.  
KGER. Long Beach  
KGGM. Albuquerque, N. M.  
KMMJ. Grand Island, Neb.

KMA. Shenandoah, Ia.  
WHBL. Sheboygan, Wis.  
WJAG. Norfolk, Neb.  
WKBH. LaCrosse, Wis.  
WKZO. Kalamazoo, Mich.  
WDZ. Tuscola, Ill.  
KGHF. Pueblo, Colo.  
KYSM. Mankato, Minn.  
WDEV. Waterbury, Vt.  
WREN. Lawrence, Kan.  
WBC. Indianapolis  
KMMJ. Grand Island, Neb.

**FORJOE & CO.**

THE ENGLISH DEPARTMENT

Represents

**RICH LOCAL MARKETS**

NEW ENGLAND

**WCOU** Lewiston, Me.  
**WORL** Boston, Mass.

SOUTH WEST

**KFRO** Longview, Tex.  
**KPAB** Laredo, Tex.  
**KCRC** Enid, Okla.  
**KICA** Clovis, N. Mex.  
**WMSL** Decatur, Ala.

MID WEST

**WEMP** Milwaukee, Wis.  
**WLBC** Muncie, Ind.  
**WKST** New Castle, Pa.

WEST COAST

**KSAN** San Francisco, Cal.  
**KXRO** Aberdeen, Wash.

**SPOT ADVERTISING  
BRINGS SPOT CASH**

**FORJOE & CO.**

THE FOREIGN DEPARTMENT

Represents

**THE MARKET WITHIN  
THE MARKET**

Leading U. S. Foreign-Language  
Radio Stations available as  
\***NETWORK**, or **SPOT**, in:

**POLISH  
ITALIAN  
JEWISH  
GERMAN**

and other languages.

Complete coverage of the rich  
U. S. Urban-Foreign Markets

Complete Foreign Language  
Program Service for your  
National, or Spot, campaigns

\*See Foreign Networks  
on page 197

**FORJOE & COMPANY**  
*Radio Station Representatives*

**NEW YORK**  
19 West Forty-Fourth Street

**CHICAGO**  
201 North Wells Street

# Directory of Transcription, Recording, Program Producing, Script and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined.  
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

(For Directory of Talent Agencies, see pages 96-97)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
A. A. Recording Studio	New York City	3543 Broadway	Edgecombe 4-7600	Leslie C. Boyd	Recording service, production
ADL Recording Studios	Chicago, Ill.	4334 N. Kenmore Ave.	Wellington 3267	Jerry A. Callner	Recording service
Aerogram Corp.	Hollywood, Cal.	1611 Cosmo St.	Hillside 7211	G. Curtis Bird	Production, transcriptions
Air Features, Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
Air-Shows Inc.	Hollywood, Cal.	8511 Sunset Blvd.	.....	Hugh Ernst Jr.	.....
Norman Alexandroff & Co.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production, scripts, talent
All-Canada Radio Facilities Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Virtory Bldg. Manitoba Telephone Bldg. 541 W. Georgia St.	R-2021 J-6400 Flrin 2464 92-191 Trinity 1391	H. R. Carson B. Hall G. F. Herbert P. H. Gavner J. E. Baldwin	Production, transcriptions
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records, apparatus
Amalgamated Wireless (Asia) Ltd.	Sydney, Australia	47 York St.	BO 522	V. M. Brooker	Transcriptions, recording, production, talent
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	"Talking book" records and machines
American-Jewish Broadcasting Co.	New York City	86 Chambers St.	Rector 2-5341	Maurice Rappel	Jewish programs
American Radio Newreel, Inc.	New York City	General Electric Bldg.	.....	Erick Don Pam	Production, scripts
American Royal Productions	Oakland, Cal.	1622 Harrison St.	Higate 3738	M. Scott Weakley	Production
Artist's Recording Studios	Chicago, Ill.	4896 N. Ashland Ave.	Ravenwood 3087	E. W. Polzin	Recording service, production
Arthur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Production, talent, scripts
Associated Broadcasting Co., Ltd.	Montreal, Quebec	Dominion Sq. Bldg.	Belair 3325	Martin Maxwell	Transcriptions, production, scripts
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	M. E. Tompkins	Transcription library, production
Associated Transcriptions of Hollywood	Hollywood, Cal.	5636 Melrose Ave.	Hillside 4229	Harry F. Walstrum	Production, transcriptions
Audio-Scriptons, Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Recording service (library of voices)
Audisc Transcriptions	Utica, N. Y.	1202 Brinckerhoff Ave.	4-5250	Donald Gaffney	Recording service, production
Don Avlon's Greek Hour	New York City	414 W. 57th St.	Columbus 2525	Don Avlon	Greek programs
Ayers-Prescott, Inc.	New York City	RKO Bldg.	Columbus 5-1811	S. Kirley Ayers	Production, scripts, recorded news features
David S. Bailou Productions	Hollywood, Cal.	5827 Gregory Ave.	Gladstone 0894	David S. Bailou	Production
Bell Syndicate, Inc.	New York City	247 W. 43rd St.	Chickering 4-1690	Henry M. Snevily	Newspaper features adaptable to radio
Better Bakers' Bureau	New York City	551 Fifth Ave.	Vanderbilt 6-3258	M. I. White	Scripts for bakery programs
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	M. Thompson	Transcriptions, production, scripts
Joseph Bloom	New York City	19 W. 44th St.	Vanderbilt 8-3816	Joseph Bloom	Production
British Australian Programmes Pty. Ltd.	Sydney, N.S.W., Australia	60 Hunter St.	BW 4111	George Matthews	Transcriptions, production, script; sales agency for export
Broadcast Producers of N. Y., Inc.	New York City	501 Madison Ave.	Eldorado 5-9300	George W. Dan Junas	Transcriptions, production
Broadcasters Mutual Transcription	St. Louis, Mo.	818 S. Kingshighway	Franklin 2060	James M. Althouse	Recording service, production
Broadcasting Programme Service	Marseille, France	5 Av. Paul Carrere	Marengo 62-23	Herbert Rosen	Transcriptions, scripts; represents U. S. program producers in Europe
Kenneth Burton Radio Productions	New York City	117 W. 12th St.	Gramercy 7-5384	Kenneth Burton	Production, scripts
Canadian Broadcast Co.	Montreal, Quebec	1231 St. Catherine St., W.	Lancaster 1164	Rupert Caplan	Production, scripts
Champion Recording Service	New York City	1600 Broadway	Columbus 5-4445	Joy J. Pierri	Recording service
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production
Cleveland B. Chase, Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Cleveland B. Chase	Sound slide films
Chicago Recording Studios, Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production
Chicago Tribune-New York News Syndicate	New York City Chicago, Ill.	220 E. 42nd St. Tribune Tower	Murray Hill 2-1243 Superior 0100	Arthur W. Crawford .....	Newspaper features adaptable to broadcasting
Christensen Recording Studios	Chicago, Ill.	306 S. Wabash Ave.	Harrison 5669	Carle A. Christensen	Recording service, production
Arthur B. Church Productions	Kansas City, Mo. Chicago, Ill.	Pickwick Hotel 400 Deming Place	Harrison 2650 Diversey 4400	Arthur Church George E. Halley	Production, scripts
Clark Phonograph Record Co., Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 N. LaSalle St.	Humboldt 2-0880 Central 5275	George H. Clark L. S. Toogood	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 N. Michigan Ave.	Franklin 7100	Leslie Clucas	Production, scripts
Columbia Recording Corp. (Subsidiary of CBS)	New York City Bridgeport, Conn. Hollywood, Cal.	799 Seventh St. 1478 Barnum Ave. 6824 Romaine St.	Circle 5-7300 Bridport 9-0181 Granite 4134	Edward Wallerstein William A. Schudt Jr. Paul E. Crowley	Phonograph records, transcriptions
Russell C. Comer Advertising Co.	Kansas City, Mo.	Fairfax Bldg.	Harrison 3964	Russell C. Comer	Production, transcriptions
Commercial Broadcasting Services Ltd.	Toronto, Ontario	Hermant Bldg.	Elgin 3345	E. A. Byworth	Production, syndicated transcriptions, recording
Commercial Recording Studios, Inc.	New York City	56 W. 45th St.	Vanderbilt 6-3808	Florence M. Law, Jr.	Recording service
Compo Co. Ltd.	Montreal, Quebec	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	Processing acetate recordings

[Continued on Page 88]

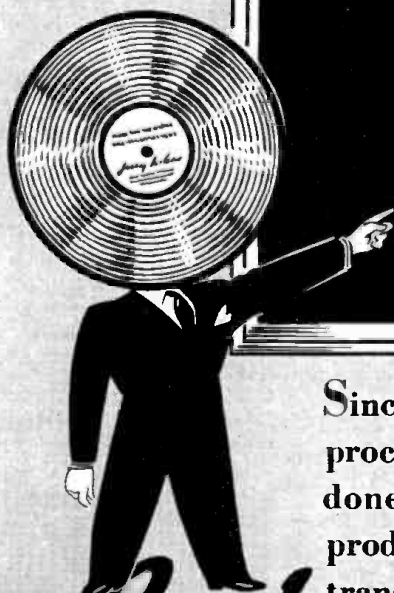


# CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

T-R-A-N-S-C-R-I-P-T-I-O-N

P-R-O-C-E-S-S-I-N-G



Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a CLARK client. If you are interested in quality transcription processing we are at your service.

*Clark* **PHONOGRAPH RECORD COMPANY**

*Main Office:* NEWARK, N. J. • 216 HIGH ST. • HUMBOLDT 2-0880

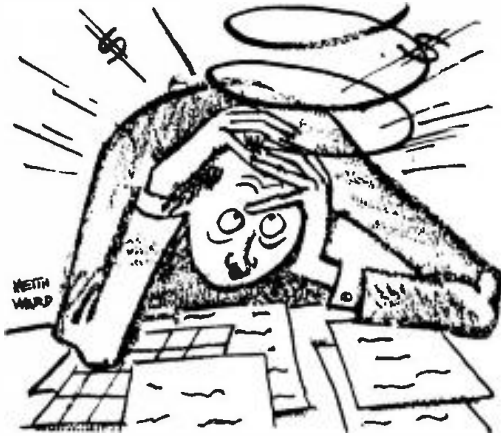
*Midwest Office:* CHICAGO, ILL. • 221 N. LASALLE ST. • CENTRAL 5275

# Directory of Transcription, Production and Related Services

[Continued from Page 86]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Conquest Alliance Co., Inc.	New York City	515 Madison Ave.	Plaza 3-5650	A. M. Martinez	Transcriptions, production
J. Ralph Corbett, Inc.	Cincinnati, O.	801 E. Third St.	Cherry 3145	J. R. Corbett	Production, transcriptions
Paul Cruger	Hollywood, Cal.	5800 Carlann Way	Hollywood 9352	Paul Cruger	Production, scripts
Davis & Schwiegler, Inc.	Los Angeles, Cal.	1009 W. Seventh St.	Trinity 2006	Herbert H. Aronson	Transcription library, music publishers
Decca Records, Inc.	New York City	50 W. 57th St.	Columbus 5-5662	C. D. MacKinnon	Phonograph records, transcriptions
	Chicago, Ill.	22 W. Hubbard St.	Delaware 8800	S. C. Schulz	
	Boston, Mass.	25 Brighton Ave.	Algonquin 3160	J. W. Meyerson	
	New Orleans, La.	517 Canal St.	Raymond 1924	R. N. McCormick	
	St. Louis, Mo.	1515 Market St.	Central 0199	J. T. Turner	
	San Francisco, Cal.	35 Stillman St.	San Francisco 3324	F. C. Allen	
Dan Dunn Productions	Hollywood, Cal.	650 N. Bronson Ave.	Hillside 2825	A. B. Lapie	Production
D'Arcy Laboratories	Chicago, Ill.	421 S. Wabash St.	Webster 0914	E. W. D'Arcy	Recording service
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, talent
Walter P. Downs	Montreal, Que.	2313 St. Catherine's St., W.	Westmont 6967	Walter P. Downs	Production, recordings
Earnshaw Radio Productions (Earnshaw-Young, Inc.)	Los Angeles, Cal.	1151 S. Broadway	Richmond 6184	H. Lewis Earnshaw	Production, scripts
Eccles Disc Recordings	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 5257	C. R. Alford	Recording service
Electrical Sound Engineering Co.	Baltimore, Md.	904 E. 41st St.	University 7513	Frank X. Green	Recording service
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording service
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Eugene L. Bresson	Production, transcriptions, scripts
Esary Productions	Los Angeles, Cal.	4354 W. Third St.	Drexel 7331	Howard Esary	Production
Federal Transcribed Programs, Inc.	New York City	101 Park Ave.	Caledonia 5-7530	A. R. Steinberg	Transcriptions
Fidelity Sound Studios	Los Angeles, Cal.	3819 Wilshire Blvd.	Exposition 9395	Neil P. Jack	Recording service
Fields Brothers, Q. S.	Hollywood, Cal.	6253 Hollywood Blvd.	Hollywood 7305	Leo E. & Harry D. Fields	Production
Film Associates	Dayton, O.	429 Ridgewood Drive	Walnut 4841	E. H. Arn, Jr.	Transcriptions
Irving Fogel & Associates, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Howard Esary	Production, transcriptions
The Frahen Co.	New York City	152 W. 42nd St.	Chickering 4-3254	George Field	Transcription producers' representative
Gellatly, Inc.	New York City	9 Rockefeller Plaza	Circle 7-6120	Wm. B. Gellatly	Transcriptions, scripts, production
General Broadcasting System	Detroit, Mich.	Buhl Bldg.	Cherry 0400	Donald C. Jones	Production, recording service
	Cleveland, O.	1227 Prospect Ave.	Prospect 7716	Bob Haviland	
Gennett Records (Division, The Starr Piano Co.)	Richmond, Ind.	Richmond, Ind.	1117	W. Timmins	Recorded sound effects, processing acetate discs
	New York City	729 Seventh Ave.	Bryant 9-5543	T. J. Valentino	
	Los Angeles, Cal.	1344 S. Flower St.	Prospect 2035	Harry Gennett, Jr.	
Clark H. Getts, Inc.	New York City	Waldorf-Astoria	Plaza 3-9005	J. Howard Andrews	Production, scripts, talent
Bruce Gilbert Productions Ltd.	Hollywood, Cal.	1742 Laurel Canyon Blvd.	Hillside 6663	Bruce Gilbert	Production
Harry S. Goodman	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production, syndicated transcriptions
Gordoni & Lee Radio Productions	Chicago, Ill.	1258 S. Michigan Ave.	Calumet 6700	Lillian Gordoni	Production, scripts, talent
Gould-Moody Co.	New York City	395 Broadway	Canal 6-3446	Sidney Gould William Moody	Manufactures recording blanks
Max Graf Productions	San Francisco, Cal.	455 Hyde St.	Ordway 9754	Max Graf	Syndicated transcriptions, production, scripts
Graham Gladwin Radio Productions	Fresno, Cal.	Fresno		Graham Gladwin	Production, recording
Jean V. Grombach, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Jean V. Grombach	Transcriptions, production
Grombach Productions, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Jean V. Grombach	Production, scripts
Guild Productions, Inc.	Cleveland, O.	3910 Carnegie Ave.	Henderson 3320	William A. D. Millson	Production, slide films
H. S. G. Advertising Agency, Inc.	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production
Sam Hammer Radio Productions	New York City	2 W. 45th St.	Murray Hill 2-0174	Floyd Buckley	Production, scripts
Hansen Associates	New York City	420 Lexington Ave.	Lexington 2-5457	Robert R. Hansen	Production, scripts, talent
Harris Radio Productions	Salt Lake City, Utah	First National Bank Bldg.	Wasatch 1373	R. T. Harris	Recording service, scripts
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-8390	Harry Harrison	Recording service
Harvey & Howe, Inc.	Chicago, Ill.	919 N. Michigan Ave.	Delaware 1155	W. S. Harvey, Jr.	Production
Heffelfinger Radio Features	New York City	522 Fifth Ave.	Vanderbilt 6-2450	C. H. Pearson	Scripts
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	George Heid	Production, scripts
Edmund J. Holden & Reginald Sharlund	Hollywood, Cal.	1680 N. Vine St.	Hempstead 3225	Edmund J. Holden	Production
Hollywood Recorders	Hollywood, Cal.	1441 N. McCadden Pl.	Hollywood 1554	Eurenz H. Fordor	Syndicated transcriptions, production
Hollywood Recording Co.	Hollywood, Cal.	1731 N. Highland Ave.	Hillside 3097	John Hirsch	Recording service
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Production
Hood Educational Broadcasts, Inc.	New York City	142 E. 32nd St.	Murray Hill 4-8777	Archer L. Hood	Scripts
Intercontinental Audio Video Corp.	New York City	9 Rockefeller Plaza	Circle 7-4560	Winton L. Miller, Jr.	Recording service
International Broadcasting Co.	El Paso, Texas	P. O. Box 335	Main 4455	Lester L. Farber	Spanish productions
International Radio Productions (Transcription Div., International Radio Sales)	New York City	20 E. 57th St.	Plaza 8-2600	Loren L. Watson	Production
Jacky & Thorndyke	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	George Thorndyke	Production, scripts
Warren C. Jaynes Recording Service	Lake Bluff, Ill.	340 Scranton Avenue	2359	Warren C. Jaynes	Recording service
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish programs

[Continued on Page 90]



## Why radio men miss the 5:15

ONCE UPON A TIME a radio executive ate dinner at home. Years ago.

But there are 300 reasons why a certain one we know never catches the 5:15. Account Executives may. Art Directors may. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each one this man must develop cauliflower ears from listening—over-work his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains even if we may miss some business. But we believe it will help us make more friends.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the daze of our enthusiasm.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or will be written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on our time will save *your* time—get you home more frequently for dinner—build up your contacts with your family—and perhaps make you look even more often than ever to "Gellatly for good shows".

### **GELLATLY, INC.**

9 Rockefeller Plaza • New York City

---

WILLIAM B. GELLATLY, President

• LOUIS J. F. MOORE, Vice-President

---

# Directory of Transcription, Production and Related Services

(Continued from Page 88)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Archie Josephson Enterprises, Inc.	Hollywood, Cal.	6313 Bryn Mawr Drive	Gladstone 6802	Archie Josephson	Transcriptions, production
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper	Production, scripts, syndicated transcriptions
Frank Kay Recording Studios	New York City	156 W. 44th St.	Longacre 5-0242	Robert Scheuing	Recording service
John Keating Studios	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording
Walter Patrick Kelly	New York City	RKO Bldg.	Circle 5-5780	W. P. Kelly	Recording services, production
James B. Keyser Co., Inc.	Salt Lake City, Utah	137 Motor Ave.	Wasatch 2552	J. B. Keyser	Recording service
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Stewart Hopkins	Newspaper features adaptable to broadcasting
Langlois & Wentworth, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcriptions, production, public domain library
Lang-Worth Feature Programs, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	R. C. Wentworth	Transcription library (public domain), transcriptions, production, scripts
Latin-American Adv. Co.	Los Angeles, Cal.	2217 Canyon Dr.	Hollywood 3246	Fred Vignati	Production, scripts
Lewis Recording Studio, Inc.	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Ralph Castle	Recording service
Mort Lewis	New York City	39 Fifth Ave.	Gramercy 3-2465	Mort Lewis	Production, scripts
Lippe & Lazarus Productions	Hollywood, Cal.	429 N. Orange Drive	Walnut 2445	M. M. Lippe	Production, scripts
Lone Ranger, Inc.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	George Trendle	Production
Phillips H. Lord, Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	John O. Ives	Production
C. P. MacGregor	Hollywood, Cal.	729 S. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, transcriptions, production
Mak-A-Record Transcription Co.	New York City	640 Riverside Drive	Edgecomb 4-7267	Owen M. Seelig	Recording service
Harry Martin Enterprises	Chicago, Ill.	360 N. Michigan Ave.	Randolph 3842	Harry Martin	Production
Masque Sound Recording Corp.	New York City	521 Fifth Ave.	Vanderbilt 6-1050	H. J. Gluskin	Recording service
R. V. McIntosh & Associates, Inc.	N. Hollywood, Cal.	10558 Camarillo St.	Stanley 7-1035	R. U. McIntosh	Syndicated transcriptions
Thomas H. McKnight	New York City	17 E. 49th St.	Eldorado 5-6110	Edith Meiser	Production
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen	Production, scripts
Mertens & Price, Inc.	Los Angeles, Cal.	3923 W. 6th St.	Drexel 1118	George Logan Price	Transcriptions, production, scripts
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	Hermant Bldg.	Adelaide 0181	Kenneth D. Sobie	Production
Meyer & Ferris Radio News Features	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 6834	A. D. Meyer	Scripts, production
Michelson & Sternberg, Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Charles Michelson	New York City	67 W. 44th St.	Murray Hill 2-3376	Charles Michelson	Speedy-Q Sound Effects Library
Miller Broadcasting System	New York City	118 W. 57th St.	Circle 6-0141	David D. Chrisman	Sound on film recording
Miller Bros.	Los Angeles, Cal.	445 S. La Cienega Blvd.	Bradshaw 2-1233	W. H. Miller	Recording service
George Miller Productions, Inc.	St. Louis, Mo.	P. O. Box 1115	.....	George Miller	Production, scripts
Modern Productions	Akron, O.	Keith-Palace Arcade	Hemlock 4916	Dr. C. S. Williams	Production
Moonbeams Broadcasts, Inc.	New York City	1440 Broadway	Longacre 5-8005	George Shackley	Production, talent
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production
Muscraft Records, Inc.	New York City	10 W. 47th St.	Bryant 9-6564	Duane M. Davis	Recordings, production
Mutual Booking Corp.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 2427	N. S. Caplow	Production
Robert S. Nash Co., Inc.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	Robert S. Nash	Production, scripts, recording
National Broadcasters & Entertainers	Indianapolis, Ind.	K. of P. Bldg.	Market 8082	Kay Keiser	Production, talent, radio school
NBC Radio-Recording Division	New York City	30 Rockefeller Plaza	Circle 7-8300	C. Lloyd Egner, Mgr. Frank E. Calzini, Sales Mgr. Maurice Wetzel Robert F. Schuetz	Transcription Library (Thesaurus); production scripts, talent
NBC Radio Features Division (NBC Affiliate)	New York City Chicago, Ill. Hollywood, Cal. San Francisco, Cal.	30 Rockefeller Plaza Merchandise Mart 1500 N. Vine St. 111 Sutter St.	Circle 7-8300 Superior 8300 Hollywood 6161 Sutter 1920	William Hillpot James Stirton Alex Robb Alex Haas	Package shows
National Radio Advertising Agency	Hollywood, Cal.	1655 N. Cherokee Ave.	Hempstead 1551	D. D. Crawford	Production
National Features, Inc.	Chicago, Ill.	14 E. Jackson Blvd.	Harrison 6484	Ota Gygi	Production
National Radio Service	Hollywood, Cal.	1584 Crossroads	Hillside 9008	S. James Friedman	Production, scripts
National Radio Sports Service	New York City	306 W. 57th St.	Endicott 2-8650	Stanley Allen	Production
National Recording Co.	New York City	1650 Broadway	Circle 7-2829	Ben Greene	Recording service, slide films
Lillian Okun, Inc.	New York City	15 Central Park West	Columbus 5-0060	Lillian Okun	Production, talent
Pacific Productions, Inc.	Hollywood, Cal.	8780 Sunset Blvd.	Crestview 5-0280	Frank W. Purkett	Production
Pan American Broadcasting Co.	New York City	830 Madison Ave.	Murray Hill 2-0811	A. Alexander	Production
Donna Parker Productions	Chicago, Ill.	540 N. Michigan Ave.	Delaware 2277	Donna Parker	Production
Pasadena Transcription Co.	Pasadena, Cal.	15 N. Fair Oaks Ave.	Sycamore 7-6514	Jack P. Prather	Recording service
Peck Radio Productions	Los Angeles, Cal.	3275 Wilshire Blvd.	Fitzroy 8131	Wm. M. Peck	Production, scripts
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, scripts (specializes in religious programs)
Poinsettia, Inc.	Pitman, N. J. Chicago, Ill. Louisville, Ky.	Pitman 4461 Irving Park Blvd. 705 S. First St.	Pitman 511 Kildare 9181 Wabash 3/73	E. Poinsett L. H. Ottoly George Neville	Recording and processing; supplies
Ralph L. Power (Australian Record Co.)	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions for export; sells Australian produced transcriptions
Premier Radio Enterprises, Inc.	St. Louis, Mo.	Mart Bldg.	Garfield 8395	H. S. Somson	Recording service, production

(Continued on Page 92)



**Call NBC**

**FOR LOCAL STATION PROGRAMS**

To radio stations, NBC offers two outstanding services for building local commercial and sustaining programs:

First is NBC THESAURUS... "A Treasure House of Recorded Programs"—supplying a wide variety of fine musical material recorded by established "name" artists and ensembles, with weekly continuity for eighteen sparkling program series (total, 65 programs per week).

Second is NBC Syndicated Program Service—skilfully produced dramatic and musical shows that are tops in entertainment, among them "The Lone Ranger," "Secret Agent K-7 Returns," "Carson Robinson and His Buckaroos," "Heart Throbs of the Hills," "Five Minute Mysteries" and others.

**Call NBC**

**FOR "SPOT" PROGRAMS**

NBC plans and produces complete "custom" recorded programs. This service covers writing, casting and production of the show, plus recording, processing, manufacturing and distribution of duplicate pressings.

For agencies having their own production

facilities, recording by the RCA-NBC ORTHACOUSTIC Recording System together with processing and manufacturing of pressings is available.

"Spot" and local advertisers have discovered a gold mine in NBC THESAURUS programs available for sponsorship at economical cost on over 200 stations. The Syndicated Programs described above are also available to "spot" advertisers in one or more markets.

**Call NBC**

**FOR PLANNING AID**

NBC is eager to assist advertising agencies in the planning of recorded programs. It offers studios and the finest technical service with or

without casting help and other production aids.

The outstanding facilities of the "Program Center of Radio" are yours to command when your show is recorded by NBC. What's more, the recorded program is the nearest thing to a live studio broadcast when reproduced, as it is recorded on RCA-NBC ORTHACOUSTIC Transcriptions. With the same care, NBC handles the processing and the manufacture and distribution of duplicate pressings.

**Call NBC**

**FOR AIR-CHECKS**

If you are a radio artist, call NBC for your "off-the-line" or "off-the-air" recording requirements.



**NBC Radio-Recording Division**

**NATIONAL BROADCASTING COMPANY**  
A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago  
Sunset and Vine, Hollywood

# Directory of Transcription, Production and Related Services

(Continued from Page 90)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Press-Radio Features	Chicago, Ill.	360 N. Michigan Ave.	Randolph 9333	Paul G. Weichelt	Production, recorded programs
Radiant Productions, Inc.	New York City	522 Fifth Ave.	Murray Hill 2-2532	John A. Kappes	Production
Radio Centre, Ltd.	Toronto, Ont. Calgary, Alta.	100 Adelaide St., W. 127 Seventh Ave., E.	Waverly 2036 Main 5204	Spencer Grow M. H. Pitcher	Productions, transcriptions, talent
Radioids, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	E. D. Bedell	Production
Radio Events, Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts, transcriptions
Radio Features Advertising Agency	Cincinnati, O.	Carew Tower	Main 1329	W. H. Schaeffer	Production, scripts
Radioart Guild of America	Los Angeles, Cal.	122 S. Benton Way	Federal 2236	Ruth Clark	Production
Radio Attractions, Inc.	New York City	RKO Bldg.	Circle 7-4483	Herbert E. Ebenstein	Syndicated transcriptions
RCA Mfg. Co., Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 153 E. 24th St. 445 N. Lake Shore Drive 1016 N. Sycamore Ave.	Camden 8000 Bogardus 4-8200 Delaware 4774 Hillside 5171	Frank B. Walker George Keane A. E. Hindle Harry Meyerson	Transcriptions, phonograph records
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Script service
Radio News Column Service (Boake Carter)	Philadelphia, Pa.	1622 Chestnut St.	Locust 7700	Alan Scott	Boake Carter syndicated transcriptions
Radio News Reel Productions	Hollywood, Cal.	1006 Cahuenga Blvd.	Hillside 1161	Ted N. Turner	Transcriptions of news events
Radio Producers of Hollywood	Hollywood, Cal.	930 N. Western Ave.	Hollywood 6288	Lou R. Winston	Production
Radio Program Associates	New York City	40 E. 49th St.	Eldorado 5-4228	Bernard Zisser	Production
Radio Programme Producers	Montreal, Que. Toronto, Ont.	1440 St. Catherine St., W. 350 Bay St.	Marquette 1184 Waverly 8914	Paul L. Anglais Anne McLean	Production, transcriptions
Radio Receiving Record Co.	Providence, R. I.	304 Smith St.	Dexter 4081	Lewis A. McGowan, Jr.	Recording service
Radio Recorders, Inc.	Los Angeles, Cal.	932 N. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service
Radio Recording Studios	Chicago, Ill.	4701 N. Winchester Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio-Rundfunk Corp.	New York City	207 E. 84th St.	Rhineland 4-9609	Herbert F. Oetgen	Foreign language programs
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, recording, scripts
Radioscriptions, Inc.	Washington, D. C.	726 Eleventh St., N. W.	Republic 0861	Marshall L. Faber	Recording service, production
Radio Transcription Co. of America	Hollywood, Cal.	1651 Cosmo St.	Hollywood 3545	Andrew J. Schrade	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	.....	2-1387	M. S. Miller	Scripts
Ready-to-Air Service	New London, Conn.	P. O. Box 1057	.....	Robert Howell	Scripts, quiz shows
Rec-Art Studios	Los Angeles, Cal.	1120 S. Main St.	Prospect 9232	Al Nazareth	Production, scripts
Recordings, Inc.	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	E. Avery	Recording service
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Recording service
Max Reinhardt Recording Studios	Hollywood, Cal.	5939 Sunset Blvd.	Hillside 8185	Shelby York	Production
Religious News Service	New York City Washington, D. C. Chicago, Ill. San Francisco, Cal.	300 Fourth Ave. Southern Bldg. 203 N. Wabash Ave. Kohl Bldg.	Algonquin 4-9746 National 4273 Central 2029 Garfield 1641	Louis Minsky Donald T. Sheehan Dr. James M. Yard George Saunders	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service
Rocke Productions, Inc.	New York City	1270 Sixth Ave.	Circle 7-7630	Ben Rocke	Production
Norman Ross, Inc.	Chicago, Ill.	605 N. Michigan Ave.	Superior 2168	Norman Ross	Production, scripts
Roth & Berdun	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Cecil Berdun	Recording service, production
Selvaire Broadcasting System, Inc.	Chicago, Ill.	75 E. Wacker Drive	Randolph 8877	Irving Rocklin	Production, scripts
Service Programs, Inc.	New York City Hollywood, Cal.	535 Fifth Ave. 601 N. Rossmore	Murray Hill 6-3489 Hempstead 8898	Gladys Miller Marque Richard	Production, scripts
Shank & Tuvim	New York City	RKO Bldg.	Columbus 5-1332	Mary L. Shank	Production, talent bookings
Stephen Slesinger, Inc. (NEA representative)	New York City	250 Park Ave.	Eldorado 5-2545	Stephen Slesinger	Newspaper features adaptable for radio
Edward Sloman Productions	Hollywood, Cal.	8782 Sunset Blvd.	Crestview 1-2242	Sam Martin Kerner	Production
J. Hall Smith	Detroit, Mich.	1119 Webb Ave.	Townsend 6-1100	J. H. Smith	Recording service, production
Sound Projects Co.	Chicago, Ill.	3140 W. Walton St.	Nevada 6262	M. F. Leclair	Transcription reproducers
Sound Recording Service	Rochester, N. Y.	240 East Ave.	Stone 830	R. A. Goering	Recordings, airchecks
Southern Radio Features	Dallas, Texas	Mercantile Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 S. Flower St.	Prospect 2035	Harry Gennett, Jr.	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-0808	Sherman Price	Film transcriptions
Standard Radio	Hollywood, Cal. Chicago, Ill. New York City Dallas, Texas Seattle, Wash. Paris, France	6404 Hollywood Blvd. 360 N. Michigan Ave. RKO Bldg. P. O. Box 933 White-Henry-Stuart Bldg. 12 Rue Abel Ferry (16e)	Hillside 0188 State 3153 Circle 5-4895 Main 6626 .....	Gerald King Milton M. Blink Robert McCullough Herbert Denny Hal Pearce Herbert Rosen	Transcription library, transcriptions
Star Radio Programs, Inc. (Affiliated with All-Canada Radio Facilities, Inc.)	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Edwin Strong, Inc.	New York City	71 W. 45th St.	Bryant 9-5758	Edwin Strong	Production, scripts
Technisonic Recording Laboratories	St. Louis, Mo.	818 S. Kingshighway Blvd.	Franklin 2060	Charles Edw. Harrison	Recording service, production, scripts
Time Abroad Ltd.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. F. Brinckerhoff	Recording service
Transair, Inc.	Chicago, Ill.	105 W. Adams St.	Central 0320	W. F. Arnold	Transcriptions

(Continued on Page 94)

# INTRODUCING BLANK

*The Perfect Recording*



What is a "perfected" recording blank? The answer is simple. One that reaches you in the same condition as it comes off the machine. This is a problem of packing and shipping so as to prevent spoilage in transit by damage, warpage and lint—and this is how we meet it!

We pack our blanks in a specially-built metal container. Each disc is packed in this container without an envelope directly on it, and is virtually suspended in air by an ingenious device of locking the discs on bolts and spacing each one with a fibre washer. Envelopes are packed separately and enclosed in the same carton in which the metal container is packed.

That's the way and the *only* way you will receive "perfected" blanks. Oh, we almost forgot. These containers serve as storage cabinets in which the discs can be retained until ready for recording.

You'll see for yourself when you order. Inquire about our Factory lots, for there is a special discount saving of 25%.

## Advantages of The GOULD-MOODY Blank

### PROCESS:

Covered in ONE operation by air and electrically-controlled machinery to an average thickness of .0075 inch. This thickness is perfect for precise record cutting.

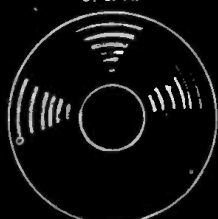
### CUTTING & PLAYBACK:

Blanks reproduce with the highest fidelity. Permit long playback use, and are Not Perishable. (No surface noises and stylus scratches.)

### GUARANTEE:

THE GOULD-MOODY COMPANY guarantees that the stylus cut on its records will be and must be absolutely and micrometrically uniform in depth.

MADE IN  
U. S. A.

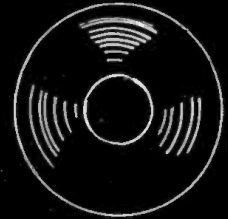


RECORDING BLANK  
DIVISION

*The*  
**GOULD-MOODY CO.**

395 BROADWAY  
NEW YORK CITY

MADE IN  
U. S. A.



RECORDING BLANK  
DIVISION

# Directory of Transcription, Production and Related Services

[Continued from Page 92]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal	1 East 54th St. 230 N. Michigan Ave. 5833 Fernwood Ave.	Plaza 5-9800 State 0366 Hollywood 6315	John L. Clark E. J. Rosenberg Walter Callahan William V. Ray	Transcriptions, production
Transcribed Radio Shows, Inc.	New York City	2 W. 47th St.	Longacre 5-3440	M. E. Moore	Transcriptions, scripts, production
Trans-Radio Adv. & Program Service	Sydney, Australia	Asbestos House	B-5407	S. A. Maxwell	Transcriptions, production, script, talent
Trans-Radio Enterprises	Hollywood, Cal.	5513 Sunset Blvd.	Hillside 1414	Frank Robinson Brown	Recording service, production
Transradio News Features, Inc.	New York City	9 Rockefeller Plaza	Circle 7-4560	W. G. Quisenberry	News features, scripts, production
Transray Recording & Production Co.	Toronto, Ont.	10-18 McCaul St.	Adelaide 2/72	John H. Part	Production, transcriptions, talent
Transradio Recording Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gilis, Jr.	Recording service, production
Tullen Sound Recording Studio	Hartford, Conn.	40 Euclid St., W.	6-7481	David B. Tullen	Recording service
Twentieth Century Radio Productions	Hollywood, Cal.	1611 Cosmo St.	Granite 9021	Archie Josephson	Syndicated transcriptions
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1645	William L. Klein	Foreign language programs
United Radio Shows, Inc. (Affiliated with United Press)	New York City	220 E. 42nd St.	Murray Hill 2-0400	Hartzell Spence	Scripts, production
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Recording Co. Inc.	Chicago, Ill.	Merchandise Mart	Delaware 6384	S. T. Pierce	Recording service
United States Record Corp.	New York City	1780 Broadway	Circle 5-1190	Eli E. Oberstein	Phonograph records, transcriptions, production
U. S. Recording Co.	Washington, D. C.	712 Eleventh St., N. W.	District 1640	R. C. Miller	Recording service
Universal Radio Features	San Francisco, Cal.	200 Buan St.	Sutter 6720	Ronald Guy Patrick	Production, scripts
Universal Recording Co., Inc.	New York City	120 Sixth Ave.	Circle 5-4895	Allen Best	Recording service, production
Thomas J. Valentino	New York City	729 Seventh Ave.	Bryant 9-5543	Thomas J. Valentino	Production, recording
Waxelbaum & Co.	New York City	110 W. 40th St.	Pennsylvania 6-0048	B. Waxelbaum	Jewish radio programs
L. A. Weinrott & Associates	Chicago, Ill.	75 E. Wacker Drive	State 4207	L. A. Weinrott	Production, scripts
Wells Feature Syndicate	Hollywood, Cal.	Hollywood Center Bldg.	Gladstone 9110	Alan W. Wells	Production, scripts
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl Wester	Production
WHN Transcription Services	New York City	1540 Broadway	Bryant 9-7800	Robert Patt	Recording service, transcriptions
Fletcher Wiley Productions	Los Angeles, Cal.	6121 Sunset Blvd.	.....	Fletcher Wiley	Production
Witte Radio Productions	Los Angeles, Cal.	740 S. Broadway	Vandike 5436	I. O. Witte	Production, scripts
Wolf Associates, Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Columbus 5-1621 Gladstone 0676	Ed Wnif L. Wolfe Gilbert	Production
Woods Recording Studios	Chicago, Ill.	54 W. Randolph St.	Dearborn 3646	Henry A. Kaufman	Recording service
WOR Electrical Transcription & Recording Service	New York City	1440 Broadway	Pennsylvania 6-8383	Ray S. Lyon	Recording service, production, talent
World Broadcasting System, Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 801 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2000	Percy L. Deutsch Read H. Wight C. C. Langevin P. W. Campbell Harold A. Lafount	Transcription Library, transcriptions, production, scripts, talent
World High Fidelity Recording, Inc.	Montreal, Quebec	1159 St. Lawrence Blvd.	Lancaster 8833	.....	Recording service
Frederic W. Ziv, Inc.	Cincinnati, O.	2436 Reading Rd.	University 6124	Frederic W. Ziv	Transcriptions, scripts

**"The reproduction is almost flawless. There is absolutely no needle scratch."**

**LEE DE FOREST**

*"The Father of Radio"—in a letter written to WOR acknowledging recordings made for him.*

This is typical of the hundreds of enthusiastic statements made by members of the radio industry and private individuals whenever WOR recordings are heard.

Why then risk the disappointment of inferior recordings when the best can be had at practically the same cost?

**WOR** Electrical Transcription and Recording Service  
1440 Broadway in New York

NOW AVAILABLE ON TRANSCRIPTIONS

**MAY ROBSON**

The grand lady of the movies in her greatest dramatic role . . .

**"LADY OF MILLIONS"**

105 Fifteen Minute Episodes

Written by Hector Chevigny, author of "Lost Empire". Musical score under direction of Salvatore Santaella.

COMPLETELY MERCHANDISED

Newspaper ads, Publicity articles, Counter Displays, Window Streamers.

"An Outstanding Record of Success"

Write or Wire

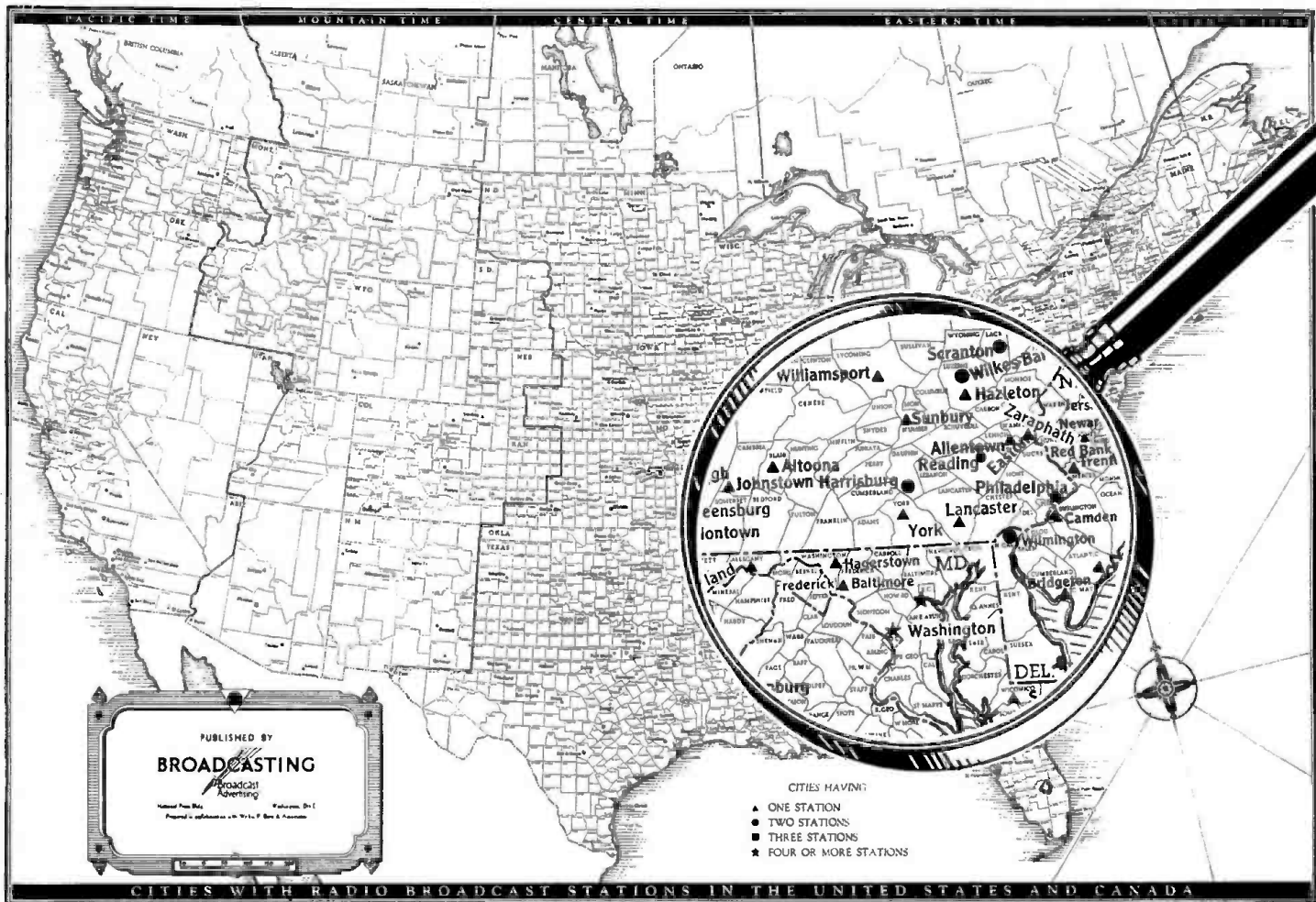
**FREDERIC W. ZIV, Inc.**  
2436 Reading Road  
Cincinnati, Ohio

Producers of transcribed programs for local and regional sponsorship.



# IMPROVED GIANT SIZE 1940 RADIO OUTLINE MAP

( $\frac{1}{4}$ th larger than last year's map—U. S. Possessions included for first time)



Magnified Portion of Map is Actual Size

ALL map and a yard wide . . . that's the big new 1940 Radio Outline Map of the United States, Possessions and Canada. Actually, it measures 38 $\frac{1}{2}$ " wide by 26" deep; embraces Alaska, Hawaii and Puerto Rico for the first time; includes locations of all radio stations, county outlines, time zones, number of stations per city.

The reverse side of the map carries a complete log of United States, Canadian and Territorial stations alphabetically by States, Cities and Call Letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Last year 10,000 Radio Outline Maps were used by advertising

agencies, radio advertisers, radio stations, radio station representatives and others engaged in the business of broadcasting. Its utilities are many. There is no substitute. Order a supply now.

SINGLE COPIES 35C  
10 OR MORE COPIES 25C EACH  
10% discount in quantities of 50 or more

## BROADCASTING

National Press Bldg.



Washington, D. C.

# Directory of TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers and, in many cases, Production)

Agency	City	Address Telephone Number	Executives	Agency	City	Address Telephone Number	Executives
Charles H. Allen Agency	New York	1270 Sixth Ave. Circle 7-4124	Charles H. Allen	Bernie Foyer	New York	1540 Broadway Bryant 9-2030	Bernie Foyer
Artists & Authors Corp. of America	Los Angeles	8555 Sunset Blvd. Oxford 2371	Arthur Landau	Freddie Fralick Management	Beverly Hills, Cal.	204 S. Beverly Drive Crestview 3-6111	Freddie Fralick
Artists Management, Inc.	New York	17 E. 45th St. Murray Hill 2-1888	Frank Burke	George Frank, Inc.	Hollywood	1626 N. Vine St. Hillside 3188	George Frank
Authors & Artists, Inc.	New York	630 Fifth Ave. Circle 5-8133	Norman H. White, Jr.	Gale, Inc.	New York	48 W. 48th St. Longacre 3-6111	Moe Gale
Barcler Enterprises, Inc.	New York	1270 Sixth Ave. Columbus 5-6773	Howard Kelly	Bruce Gear Agency	Hollywood	8949 Sunset Blvd. Crestview 6-6466	Bruce Gear
M. S. Bentham	New York	1564 Broadway Bryant 9-1227	M. S. Bentham	General Amusement Corp.	New York	RKO Bldg. Circle 7-7550	Thomas G. Rockwell
Stanley Bergerman & Co.	W. Hollywood	9165 Sunset Blvd. Oxford 3196	Stanley Bergerman		Chicago	32 W. Randolph St. State 6288	Bob L. Weems
Herman Bernie, Inc.	New York	522 Fifth Ave. Vanderbilt 6-3980	Herman Bernie		Hollywood	9028 Sunset Blvd. Crestview 1-8101	Ralph Wonders
Bob Brandies Agency	Hollywood	7904 Santa Monica Blvd. Hempstead 3922	Bob Brandies		London, England	199 Piccadilly	Leslie A. Macdonnell
Briscoe & Goldsmith, Inc.	New York	522 Fifth Ave. Murray Hill 2-6244	.....	General Program Service, Inc. (Affiliated with Station WLW)	Cincinnati	3401 Colerain Ave. Kirby 4800	George C. Biggar Wm. McCluskey
Chamberlain Brown	New York	145 W. 45th St. Bryant 9-8480	Chamberlain Brown	William Gernannt	New York	521 Fifth Ave. Vanderbilt 6-1750	William Gernannt
Curtis Brown-Alan Collins, Inc.	New York	347 Madison Ave. Murray Hill 6-6170	Frank Chase	Glaser Consolidated Attractions, Inc.	New York	30 Rockefeller Plaza Circle 7-0862	Joe Glaser
Ted Collins	New York	1819 Broadway Circle 7-0094	Ted Collins	Lew Golder Agency	Hollywood	9122 Sunset Blvd. Crestview 1-2127	Lew Golder
Columbia Artists, Inc. (Subsidiary of Columbia Broadcasting System)	New York	485 Madison Ave. Wickersham 2-2000	Herbert I. Rosenthal	Nat Goldstone Agency	Hollywood	9121 Sunset Blvd.	Nat Goldstone
	Chicago	Wrigley Bldg. Whitehall 6000	Nan Elliott	Mark Hanna	New York	654 Madison Ave. Regent 4-6250	Mark Hanna
Columbia Concerts Corp. (Subsidiary of Columbia Broadcasting System)	New York	113 W. 57th St. Circle 7-6900	Arthur Judson	Harris & Steele, Inc.	New York	320 W. 78th St. Endicott 2-9555	Wager S. Harris
	Chicago	Wrigley Bldg. Whitehall 6000	Arthur Wisner	Leland Hayward, Inc.	New York	654 Madison Ave. Regent 4-7000	Larry White
	Hollywood	Columbia Square Hollywood 6365	Murry Brophy		Beverly Hills	9200 Wilshire Blvd. Crestview 1-5151	Leland Hayward
Consolidated Radio Artists, Inc.	New York	30 Rockefeller Plaza Columbus 5-3580	Charles E. Green	Walter Herzbrun Agency	Los Angeles	9000 Sunset Blvd. Oxford 4157	Louis Cline
	Chicago	32 W. Randolph St. Franklin 8300	Stanford Zucker		New York	1440 Broadway Longacre 5-3364	A. O. Herzbrun
	Hollywood	8555 Sunset Blvd. Oxford 1005	Lou Irwin	International Broadcasting Co. Ltd.	London, W-1, England	37 Portland Place Langham 2000	Richard L. Meyer
	Cleveland	838 Keith Bldg. Main 3454	Ben Zucker	Lou Irwin, Inc.	Los Angeles	9134 Sunset Blvd. Oxford 1005	Lou Irwin
	Dallas	109 N. Akard St. 7-9384	Bob Sanders	Kane-Wertheimer Agency	Hollywood	8485 Sunset Blvd. Oxford 2396	Walter Kane
	San Francisco	111 Sutter St. Exbrook 8033	Larry Allen	Jesse L. Kaufman, Inc.	New York	22 W. 48th St. Pennsylvania 6-2409	Jesse L. Kaufman
Hallam Cooley Agency & S. George Ullman	Hollywood	9111 Sunset Blvd. Crestview 5-6161	Hallam Cooley	Al Kingston & Co., Inc.	Beverly Hills	9441 Wilshire Blvd. Crestview 1-8161	Eugene Hill
Everett N. Crosby, Ltd.	Hollywood	9028 Sunset Blvd. Crestview 1-1171	Pete de Lima	KSTP Artists, Inc.	St. Paul, Minn.	Radisson Hotel Bridgeport 3222	Charles E. Smith
Ernest Cutting's Talent Development Center	New York	538 Fifth Ave. Vanderbilt 6-5995	Ernest Cutting	Jack Lavin	New York	Park Central Hotel Circle 7-8000	Jack Lavin
Benjamin David	New York	18 E. 48th St. Eldorado 5-1908	Benjamin David	Leading Attractions, Inc.	New York	515 Madison Ave. Plaza 3-8093	A. B. Steiner
Dolan & Doane, Inc.	Hollywood	8905 Sunset Blvd. Crestview 1-9185	C. Colton Cronin	William C. Lengel— Literary Associates	New York	654 Madison Ave. Regent 7-0770	Fred Waible
Harry S. Dube	New York	RKO Bldg. Columbus 5-7035	J. Knight	W. Biggie Levin	Chicago	612 N. Michigan Ave. Superior 0506	W. Biggie Levin
W. M. Ellsworth	Chicago	75 E. Wacker Drive Central 0942	W. M. Ellsworth	Lichtig & Englander	Hollywood	8776 Sunset Blvd. Crestview 1-2141	B. A. Englander
Evans & Salter, Inc. (Division of Columbia Concerts Corp.)	New York	113 W. 57th St. Circle 7-6900	Lawrence Evans Jack Salter	Ray Linton	Chicago	360 N. Michigan Ave. State 6662	Ray Linton
F. & M. Stageshows, Inc. (Fanchon & Marco)	New York	30 Rockefeller Plaza Circle 7-5630	Samuel Shayon	Ben B. Lipset	New York	1850 Broadway Chickering 4-2466	Ben B. Lipset
	Hollywood	5600 Sunset Blvd. Hollywood 5341	Marco Wolff	Estelle Lutz Artist Bureau	Chicago	410 S. Michigan Ave. Harrison 0536	Estelle A. Lutz
	St. Louis	527 N. Grand Ave. Newstead 3600	Harry Arthur	A. & S. Lyons, Inc.	New York	515 Madison Ave. Plaza 3-5181	Samuel T. Lyons
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd. Crestview 1-5222	William Collier, Jr. George Rosenberg	Gene Mann Agency	Hollywood	8949 Sunset Blvd. Crestview 1-1135	Gene Mann
Featured Artists Service, Inc.	New York	247 Park Ave. Plaza 5-5044	Maurice Scopp	Hesse & McCaffrey	New York	501 Madison Ave. Eldorado 5-1076	Nelson S. Hesse William McCaffrey
				Metro Artist Bureau	New York	1650 Broadway Circle 7-2829	Ted Nelson
				Mills Artists, Inc.	New York	1619 Broadway Columbus 5-6350	Irving Mills

(Continued on Page 98.)

**Now the fact is proved**

# WNEW IS FIRST

**among New York Non-Network Stations**

**FIRST IN  
AUDIENCE  
LISTENING—**

(Hooper-Holmes Survey of New York listening) WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience as opposed to 18.8% by any other local station.

**FIRST IN  
STATION  
PUBLICITY—**

No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 leading articles in TIME. All these praise WNEW.

**FIRST IN  
CLASSIFIED  
BILLINGS—**

Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification... a testimonial to WNEW's ability to move products *fast*.

**FIRST IN  
PROGRAM  
IDEAS—**

(Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U.S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

**PUT IT FIRST**  
ON YOUR N. Y. SCHEDULE  
FOR BANNER SALES  
IN '40

**WNEW NEW YORK 1250 ON THE DIAL**

**SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY**

**5000 WATTS BY DAY — 1250 KILOCYCLES — 1000 WATTS BY NIGHT**

**NEW YORK OFFICE AT 501 MADISON AVENUE**

# TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers, and, in many cases, Production)  
[Continued from Page 96]

Agency	City	Address Telephone Number	Executives	Agency	City	Address Telephone Number	Executives
Monter-Gray, Inc.	Hollywood	8736 Sunset Blvd. Crestview 1-1191	Edward M. Gray	Rubinfoff Orchestras	New York	1501 Broadway Lackawanna 4-7147	Phil Rubinfoff
William Morris Agency, Inc.	New York	RKO Bldg. Circle 7-2160	William B. Murray	Myron Selznick, Ltd.	New York	680 Fifth Ave. Circle 7-8201	.....
	Chicago	203 N. Wabash Ave. State 3682	Wallace Jordan		Beverly Hills, Cal.	9700 Wilshire Blvd. Crestview 1-9171	Myron Selznick
	Beverly Hills, Cal.	202 N. Canon Dr. Crestview 1-6161	George Gruskin		London, England	7 & 9 St. James St. Whitehall 9654	Harry Ham
Leo Morrison, Inc.	Beverly Hills, Cal.	204 S. Beverly Dr. Crestview 1-9191	Leo Morrison	Max Shagrin Agency	Hollywood	6263 Hollywood Blvd. Granite 5171	Max Shagrin
Sidney P. Morse	Chicago	162 N. State St. State 1728	Sidney P. Morse	Louis Shurr	New York	1501 Broadway Chickering 4-5240	Louis Shurr
John Moses	New York	730 Fifth Ave. Circle 6-2677	John Moses	The Small Co.	Hollywood	8272 Sunset Blvd. Hollywood 2722	Reuben Smolen
Music Corporation of America	Chicago	430 N. Michigan Ave. Delaware 1100	M. B. Lipsey	Ken Soble Artists Bureau	Toronto, Ont.	Hermant Bldg. Adelaide 0181	Jack M. Saaley
	New York	745 Fifth Ave. Wickersham 2-8900	William Goodheart	Henry Souvaine, Inc.	New York	30 Rockefeller Plaza Circle 7-5666	Henry Souvaine
	Cleveland	Union Commerce Bldg. D'Arv Barton Cherry 6010		Douglas F. Storer	New York	1270 Sixth Ave. Circle 7-1150	Douglas F. Storer
	Dallas	Tower Petroleum Bldg. Norman Stepp 2-1448		H. N. Swanson, Inc.	Hollywood	8523 Sunset Blvd. Crestview 1-5115	Robert D. Lewis
	San Francisco	111 Sutter St. Exbrook 8922	Lyle Thayer	Tyro Productions, Inc.	New York	1697 Broadway Columbus 5-3737	Lou Goldberg
	Beverly Hills, Cal.	9870 Burton Way Woodbury 6-3211	Taft F. Schreiber	Rudy Vallee Orchestra Units Corp.	New York	9 Rockefeller Plaza Circle 7-2620	Lester Laden
	Atlanta	Rhodes-Haverty Bldg. Main 4770	George Walker	A. George Volek, Inc.	Beverly Hills, Cal.	California Bank Bldg. Oxford 8121	Frances L. Inglis
	Detroit	Michigan Bldg. Cadillac 4812	Merle Jacobs	WFAA Artists Service	Dallas	Baker Hotel 7-9631	Martin Campbell
	London, England	16 Old Bond St., W-1 Regent 6505	Earl Bailey	Roger White Artist Bureau	New York	RKO Bldg. Circle 7-4948	Roger White
NBC Artists Service	New York	30 Rockefeller Plaza Circle 7-8800	George Engles	WHN Artist Bureau	New York	1540 Broadway Bryant 9-7800	Leo Cohen
	Chicago	Merchandise Mart Superior 8300	James L. Stirtion	Wilson, Powell & Hayward, Inc.	New York	444 Madison Ave. Plaza 5-5480	James V. Peppe
	Hollywood	Sunset Blvd. & Vine St. Hollywood 6161	Alex Robb	WLS Artists Bureau	Chicago	1280 Washington Blvd. Haymarket 7500	George R. Ferguson
North & Flaum	New York	1564 Broadway Bryant 9-8667	Meyer B. North	WMCA Artists Bureau	New York	1657 Broadway Circle 6-2200	Ed. W. Scheuing Charles S. Wilshin
Phillips-Roberts, Inc.	New York	565 Fifth Ave. Plaza 8-2650	Edythe Phillips	WNEW Artist Bureau	New York	501 Madison Ave. Plaza 8-3800	Bill McGrath
The Roth Agency	New York	1619 Broadway Circle 7-8220	Fred Robbins	Wolf Associates, Inc.	New York	RKO Bldg. Columbus 5-1621	Ed Wolf
					Hollywood	6912 Hollywood Blvd. Gladstone 0676	L. Wolfe Gilbert
				WOR Program Service	New York	1440 Broadway Pennsylvania 6-8883	Nathan M. Abramson
				Yankee Network Artists Bureau	Boston	23 Brookline Ave. Commonwealth 0800	Van Sheldon

## THE O'NEILLS

Fifth Year for Procter & Gamble  
Through Compton Advertising

## MARY SMALL

Radio's outstanding young popular singing star  
on the *Ben Bernie Half and Half* program.

## HILLTOP HOUSE

Third Year for Colgate-Palmolive-Peet  
Through Benton & Bowles

## PICK & PAT

On the *National Barn Dance* for Alka-Seltzer.  
Available for other programs.

— Presentations of —

**WOLF ASSOCIATES • RKO Building • Radio City • N. Y. C.**

— AVAILABLE —

## HER HONOR NANCY JAMES

A proven, five-a-week script series—40 weeks for  
Kleenex—now available for new sponsorship.

## THE MATINEE PLAYHOUSE

A new idea that brings the biggest hits of Litera-  
ture, Movies and Stage to five-a-week radio.

## 3 JUVENILE HITS

The Rover Boys, Nancy Drew, Detective, "Hopalong" Cassidy. Clean, wholesome action, thrills and fun . . . with the approval and support of parents, teachers and the clergy.

**FUN WITH THE FAMOUS** . . . *The biggest names in Radio, Stage and Screen, the arts, and industry let their hair down for thirty minutes of fun at their own expense. . . . A tested success on N.B.C. Acclaimed by the press as Radio's outstanding novelty program.*

**CHARADE PARADE** . . . A Brand New Audience Participation Show . . . interesting, intriguing, swell entertainment for young and old alike.

# Protection of Radio Program Ideas —By Stuart Sprague\*

[Revised to January 1, 1940]

**T**HE only sure method of protecting a radio program idea is to divulge it to no one. Even then the same idea may be conceived quite independently by another, because no one person has a monopoly on thought. It is at once apparent that this method, although sound theoretically, is valueless in practice, because the creator is unable to realize any profit from an idea unless it is put to use, which cannot be done without divulging it. In disclosing it, he should protect himself as much as he can.

As most radio program ideas will require dramatization before they can be broadcast, it is advisable for the idea man to put his thoughts into radio script form. If he himself cannot do this, he should engage an experienced radio writer for the work on some suitable written profit-sharing arrangement signed by both parties. Preferably, such an agreement should put the ownership of all rights in the idea man, so that only he can sell the material.

Aside from the better protection afforded, which will be discussed later, a practical sales advantage is to be gained. Many networks, stations, advertisers and agencies which will not listen to just an idea will consider finished radio scripts. A copy should be kept because the submitted script might be lost; in fact, many companies insist upon this protection for the author because of having had experience with persons who claimed to have submitted manuscripts which were never received or were lost.

Can a mere idea be copyrighted? No! However, if the idea is expressed in a radio script consisting of dramatic or dramatico-musical material or in a lecture, sermon or address, the Copyright Office will issue a certificate of registration upon the deposit of one copy with an application for registration and a \$1 fee. The copyright gives the owner no exclusive rights to use the title of the script or to the ideas expressed, although the use of certain titles can be enjoined if by reason of extensive use they have acquired a special meaning to the public.

It does give him exclusive rights as

to his manner of expressing the ideas and no one can thereafter broadcast, perform or copy the script without his permission. The advantages of registration are (1) *prima facie* proof of authorship (2) proof that the work was created not later than the date of registration. (3) statutory damages and counsel fees allowable in case of infringement, and (4) psychological effect of the term "copyright" on the public and on potential or actual infringers.

It should be stated that it is not legally necessary to copyright radio scripts as they are protected by our common law until such times as copies are made for publication or sale. Public performance does not amount to publication. The advantages of this common law protection are (1) perpetual term until publication, (2) no registration formalities, (3) protection even if not in dramatic or lecture form and (4) no expense. In practice, only a small percentage of radio scripts broadcast are copyrighted, due, no doubt, to the expense and trouble of copyrighting.

Some believe that certain rights can be secured in a plan, idea or script merely by mailing it in a postpaid sealed envelope addressed to the sender or some responsible third party, the receiving party keeping the package unopened. In the writer's opinion, all that can be said for this protection scheme is that it furnishes some evidence that the idea, plan or script was conceived or written not later than the postmark date. It creates no rights that the creator of the idea would not otherwise possess. A sworn affidavit of the creator to the script or idea with a county clerk's certificate affixed (to disprove any contention that the affidavit was dated back) would seem equally effective. The important thing to bear in mind is that the rights of the parties are established by the negotiations with the prospective purchaser rather than by the affidavit or the mailing of the idea or plan.

Should the originator of a program idea or plan submit it to a station or an advertiser without having placed it in some literary form, he cannot object to its use unless he has a contract. The contract may be verbal and in some instances its terms need not even have been discussed, the courts implying a contract where the circumstances indicate that the idea man had no intention of making a gift of the idea for the commercial advantage of the other party. The jury may decide on the facts of the case to award a reasonable sum to the plaintiff; an award equal to all of defendant's profits would be excessive.

On the other hand, they may conclude that the idea was not original

or that the plaintiff had no intention of securing financial compensation when he submitted it or that the defendant made no use of the idea, or that the plaintiff gave the defendant full discretion as to what, if anything, should be paid for the use of the idea. In any of which cases no recovery should be allowed.

If a program idea is submitted, both the party submitting it and the party to whom it is submitted should want it expressed in writing. Then neither party could later be confronted with the contention that the program idea was quite different from that actually submitted.

Occasionally originators of sales or program ideas have been known to submit a formal contract requiring the payment of a percentage of increased sales and to insist upon the contract being signed before divulging any details. If one were looking for the best way of killing off a prospect, this would be it. No sane advertiser could be expected to put his name to a contract that might tie his hands from using similar ideas created by his own advertising department or by other idea men.

Because of a number of court decisions allowing recoveries for the alleged use of slogans or plans, many advertising agencies have devised a form of protection against unfounded suits—a document which they require the idea man to sign. A person might hesitate to sign this form because it seems to make the agency the sole arbiter as to whether the idea is original or not and what price should be paid. However, if the agency has a reputation for fair dealing, he should rely on it and sign the agreement because no reputable agency could afford to jeopardize its good name by using an idea without paying the originator.

Various courts have held that a contract to pay for the use of an idea lacking originality is unenforceable. There are decisions that an idea for increasing profits by merely raising the price of the article sold lacked novelty and that an idea of rearranging the weight of an automobile to equalize the strain upon the springs lacked novelty. Courts have held that a plan for insurance sales could be used by the company to which it was submitted, as no steps had been taken to protect the plan from escape or disclosure; that a slogan submitted to and claimed to have been used by a department store justified a jury verdict for the idea man; that the submission of ideas or plans to an agency on a speculative basis, the agency submitting them to an advertiser, who, however, did not use them, justified a verdict against the agency for the value of services

performed at the agency's request on the theory that the prestige of the agency was enhanced in the eyes of the advertiser; that when an advertiser agreed to consider an idea only on the understanding that the use to be made of it and the price, if any, to be paid for it, were to rest solely in the advertiser's discretion there could be no recovery for the use of the idea thus submitted as the creator relied solely upon the good faith and sense of fairness of the advertiser in paying for the idea; that an agency which creates an advertising plan for a client, but which is unable to reap its benefits because the client engages a different agency to use the plan, is entitled to a verdict.

Recently the courts have decided the following additional cases. A plaintiff failed to prove originality of an idea and that he originated and submitted the idea for the March of Time motion picture newsreels and, therefore, his case was dismissed at the trial. A plan for cardboard reproductions of Charlie McCarthy as "give aways" in exchange for coupons contained in coffee cartons was held lacking in originality as an idea and, because based on the dummy created and owned, not by plaintiff, but by Bergen, made famous by defendant's radio broadcasts, no action of any kind could be maintained to secure compensation for the use of the plan. In another instance a plaintiff's verdict was set aside and a new trial ordered because of failure to prove that the idea submitted to the advertising agency induced the tobacco advertiser to entrust its advertising campaign to the agency or that the idea was drawn to the attention of, or, embodied in advertising approved by, the advertiser. In another tobacco case, the Court refused plaintiff a recovery on a plan claimed to have been submitted directly to the advertiser, the Court finding that the idea was not original. In another case, a plaintiff secured a jury verdict based on an alleged implied contract and conversion of a plan for a "touring telegram", a special type of telegraph message.

It is evident from the decisions handed down thus far that the law furnishes a remedy in situations in which the idea is original and is submitted and used under conditions which make some compensation not only expected but also virtually necessary. However, since the law always favors the diligent, persons who put their ideas into the most tangible form possible and who protect them as suggested in this article are more apt to meet with success in both negotiation and litigation than persons who have mere intangible ideas or plans.

LEADING THE FIELD IN PROGRAM IDEAS FOR FIVE YEARS

STAR RADIO PROGRAMS INC.

America's Leading Script Service

Write For FREE Catalogue and Sales Brochure

250 PARK AVENUE

Phone: Plaza 3-4991

NEW YORK CITY

# IN NEW YORK HOTEL M'ALPIN

"A Great Hotel"



FROM \$3.00 A DAY, SINGLE • FROM \$4.50 DOUBLE  
 LARGE, BRIGHT ROOMS, NEWLY FURNISHED!  
 NEWLY DECORATED! EACH WITH PRIVATE BATH!

CONVENIENT TO BROADCASTING OFFICES

# HOTEL M'ALPIN

BROADWAY AT 34th STREET, NEW YORK

Under KNOTT Management JOHN J. WOELFLE, Manager

## Calendar of Events

(Continued from page 30)

### OCTOBER

- Flower—Dahlia, holly; Birthstone—Opal, tourmaline, beryl.*
- Moving Day in many cities; opening of Girl Scout winter camps; Missouri Day (celebrated in state's schools).
  - Rosh Hashanah (1st day) Jewish New Year.
  - Rosh Hashanah (2nd day); †Rodeo at Madison Square Garden, Oct. 4-29.
  - Loyalty Days, Oct. 5-6.
  - Loyalty Day; Fire Prevention Week, Oct. 8-12.
  - National Business Women's Week, Oct. 7-12; National Donut Week, Oct. 7-12; first U. S. railroad, 1826.
  - Chicago Fire, Oct. 9-11, 1871; Canadian Thanksgiving Day.
  - Columbus Day (celebrating discovery of America, 1492); Yom Kippur (Day of Atonement) Jewish holiday.
  - National Candy Week, Oct. 13-19.
  - William Penn born 1644.
  - U. S. Mint established in Philadelphia, 1786.
  - Sweetest Day (last day of Candy Week).
  - National Pharmacy week, Oct. 20-26.
  - National Retail Grocers' Week, Oct. 21-26; †Better Parenthood Week, Oct. 21-27; National Business Show in New York, Oct. 21-26.
  - Girl Scout Week, Oct. 27-Nov. 2; Navy Day; Theodore Roosevelt born 1858; first World War shot fired by American troops 1917.
  - Statue of Liberty unveiled on Bedloe's Island, 1886; anniversary of freedom of U. S. press, 1733.
  - Nevada admitted to Union, 1864.
  - Hallowe'en; National Apple Week, Oct. 31-Nov. 6; birthday of Juliette Low, founder of Girl Scouts.

### NOVEMBER

- Flower—Chrysanthemum; Birthstone—Topaz.*
- All Saints' Day (Parochial schools close); National Author's Day; National Art Week, Nov. 1-7.
  - National Horse Show, Nov. 2-9; North and South Dakota joined Union, 1889.
  - Election Day; Official Suceeb Week, Nov. 5-10.
  - Montana joined Union, 1889.

- Book Week, Nov. 10-16; Father-and-Son Week, Nov. 10-16; American Education Week, Nov. 10-16; †Hockey season opens.
- Armistice Day, ending of World War, 1918; Washington joined Union, 1889; Red Cross Week, Nov. 11-21.
- Robert Louis Stevenson born 1850.
- Oklahoma entered Union, 1907; Russia recognized by United States, 1933.
- Congress adopted Standard Time in 1883.
- Lincoln's Gettysburg Address, 1863.
- Thanksgiving Day by Presidential Proclamation; Hobby Week, Nov. 21-28; North Carolina joined Union 1789.
- U. S. Patent System established 1836.
- Thanksgiving Day in some states; Christmas Seal Campaign, Nov. 28 to Dec. 25; first U. S. Government Post Office, 1783.
- Louisa May Alcott, author of "Little Women" born 1832.

### DECEMBER

- Flower—Holly, poinsettia; Birthstone—Turquoise, ruby, lapis, lazuli, bloodstone.*
- National Prosperity Week, Dec. 1-7.
  - Ice Follies, open in New York.
  - Illinois admitted to Union, 1818.
  - Thomas Carlyle born 1795.
  - 18th Amendment repealed 1933.
  - College basketball season opens; Delaware joined Union, 1787.
  - International Golden Rule Week, Dec. 8-15; Feast of Immaculate Conception, Mississippi joined Union, 1817.
  - Indiana admitted to Union, 1816.
  - Pennsylvania joined Union, 1787.
  - Alabama joined Union, 1819.
  - Federal Income Tax, last payment.
  - Boston Tea Party 1773; Beethoven, composer, born 1770.
  - John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903.
  - New Jersey entered Union, 1787.
  - Winter begins today; Firstfather's Day (landing of Pilgrims in 1620) celebrated mostly in New England; Christmas Day.
  - Iowa admitted to Union, 1846.
  - Texas admitted to Union, 1845.
  - New Year's Eve.

## Air Features INCORPORATED

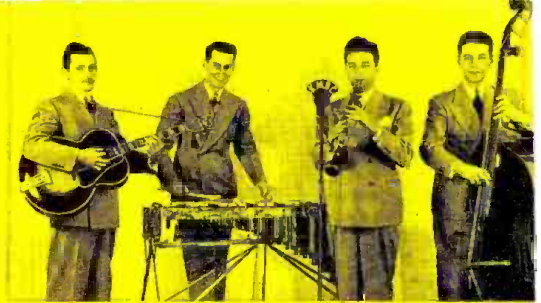
247 PARK AVENUE  
NEW YORK, N. Y.



Erle Smith  
News Editor



Prairie Pioneers



Midland Minstrels



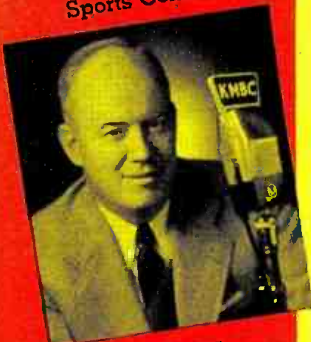
Walt Lochman  
Sports Commentator



Rhythm Riders



Kit and Kay



Phil Evans  
Director Farm Service



Colorado Pete



Ezra Hawkins and  
Aunt Fay



Bonnie King



Beulah Karney, Director  
KMBC Happy Kitchen

**SHOWMANSHIP IN SERVICE**  
That means listeners and sales!



Hiram Higsby



Santa Fe Slim



Bob Riley, KMBC Live  
Stock Market Reporter

To the Man About to Spend Money on radio, it's mightily important to know that in Kansas City there's a station that gives service like this: 27 staff people appearing on KMBC Daily Farm Programs, with a nationally known farm personality as Director of Farm Service . . . 375 solid hours of play-by-play sports within a year . . . an exclusive full-time news editor, veteran of more than a dozen successful sponsorships . . . an exclusive full-time home economics director who is ninety per cent commercial the year 'round! We've got two and a third million listeners by the ears now—all you have to do is chime in!

FREE & PETERS, Nat'l Reps.



Bud and Spud

**★ KMBC of KANSAS CITY**  
The Program Building and Testing Station



Caroline Ellis, author and star of "Caroline's Golden Store" on CBS for General Mills Gold Medal Flour.



"PHENOMENON, Electrifying History," world's most romantic adventure story, load-builder for power and light industry. 65 episodes transcribed; written and produced by KMBC staff members.



Texas Rangers, radio's most versatile musical-dramatic organization featuring more than 20 instruments. More than two years on CBS coast-to-coast; three 1939 movies now showing throughout the country. Available network or transcriptions. Personal management Harry Singer. CBS, Hollywood.



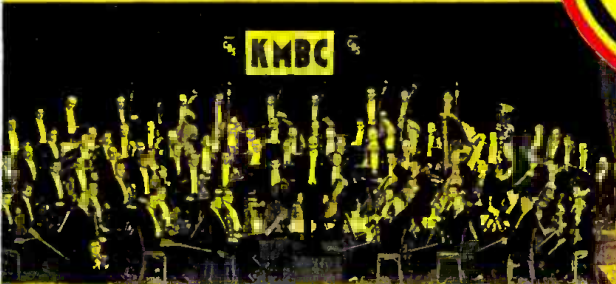
Fran Heyser, KMBC producer in charge of "Caroline's Golden Store"; available for other productions in Chicago.



"Life on Red Horse Ranch" with music by the Texas Rangers. Transcribed music-dramatic series with two successful sponsorships behind it. 65 episodes a sure bet for the all-family audience.



BRUSH CREEK FOLLIES, KMBC's big barn dance program originated coast-to-coast on CBS Saturday afternoons from Kansas City.



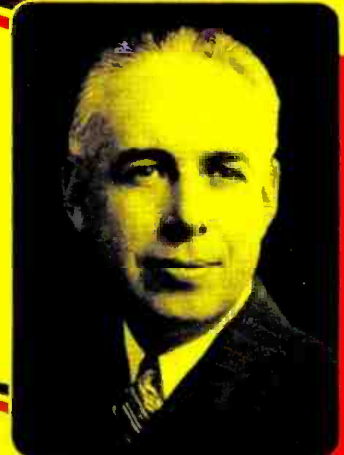
Kansas City Philharmonic Orchestra, originated to CBS from Kansas City, dramatizing high quality of KMBC musical productions.



Margaret and Gordon Munro—"Across The Breakfast Table," early morning show that steals the audience for the sales story of any product the family buys.

# VARIETY 1939

Showmanship Plaque as  
Program Originating Station  
for these Arthur B. Church  
Productions



Arthur B. Church, President and Founder of KMBC, director of Arthur B. Church Productions.

It takes foresight — and a stern middle — to maintain a talent and production staff of 47 (no, that doesn't include staff announcers). But Variety's 1939 award proves we know what it takes to build big time radio personalities and programs. Here are several — developed at KMBC — who have done outstanding jobs for national advertisers. Some of them are currently available on network or transcriptions. Call or write one of the offices indicated below — you'll hear something, brother!

**COLUMBIA ARTISTS, Inc.**  
485 Madison Ave.  
Wickersham 2-2000  
New York City

**GEORGE E. HALLEY**  
400 Deming Place  
Diversey 4400  
Chicago

**ARTHUR B. CHURCH**  
KMBC—Pickwick Hotel  
Harrison 2650  
Kansas City, Mo.

**COLUMBIA MANAGEMENT**  
Inc.  
Columbia Square  
Hollywood 2484  
Hollywood, Calif.

**HARRY SINGER**  
Personal Manager  
The Texas Rangers  
CBS—Columbia Square  
Hollywood



# Directory of BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANNISTON	WHMA	1420	250	Harry M. Ayers WHMA Bldg. 2380	....	Harry M. Ayers John S. Pitts A. Lynne Brannen	Harold Russey Edwin Mullinax Vernon Story	.....
BIRMINGHAM	WAPI	1140	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	Lionel Baxter ..... N. S. Hurley	Radio Sales
	WBRC	980	5,000-LS 1,000-N	Birmingham Bestg. Co. Inc. Bankhead Hotel 3-9298	NBC-Red	K. G. Marshall J. C. Bell K. G. Marshall	Herbert C. Grieb ..... J. C. Bell	Raymer
	WSGN	1310	250-LS 100-N	Birmingham News Co. Tutwiler Hotel 4-3434	NBC-Blue Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	Robert McRaney Carl Cannon Paul B. Cram	Headley-Reed
DECATUR	WMSL	1370	250	Tennessee Valley Bestg. Co. Inc. Mutual Life Insurance Bldg. 802	Alabama	M. K. Vickrey Ted R. Woodward R. H. Albright	Kenneth Vance Ted R. Woodward Ted Jeffries	Forioe Headley-Reed
DOTHAN	WAGF	1370	250-D	Dothan Broadcasting Co. 204 1/2 E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Samuel Hall Art Creamer John T. Hubbard	Burn-Smith
GADSDEN	WJBY	1210	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 8862	Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	B. T. Benton Sam Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1200	100	Wilton Harvey Pollard 318 W. Clinton St. 313	....	W. H. Pollard W. H. Pollard W. H. Pollard	John Garrison ..... Maurice McKinney	.....
MOBILE	WALA	1380	1,000	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape J. H. Hunt Jr. H. K. Martin	Jack Bridges ..... R. M. Cole	Perry
	WMOB	1200	100-D	S. B. Quigley P. O. Box 235	....	S. B. Quigley S. B. Quigley Richard Kingston	..... ..... .....	.....
MONTGOMERY	WCOV	1210	100	Capital Broadcasting Co. Inc. 2 Montgomery St. Cedar 3301	....	G. W. Covington Jr. G. W. Covington Jr. R. B. Raney	Weston E. Britt John C. Hughes John A. Thompson	Stewart
	WSFA	1410	1,000-D 500-N	Montgomery Bestg. Co. Jefferson Davis Hotel Cedar 5880	CBS Alabama	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart Howard E. Pill Paul B. Duncan	Headley-Reed
MUSCLE SHOALS CITY	WMSD	1420	250	Muscle Shoals Bestg. Corp. Box 688, Sheffield, Ala. 181	....	Dr. E. L. Chapman Joe Van Sandt Joe Van Sandt	James Connally Joe Van Sandt Virgil Sanderson	Burn-Smith
SELMA	WHBB	1500	100	Selma Broadcasting Co. Inc. 209 Washington 1283	....	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Fred Le Mieux ..... John Yarns	.....
TUSCALOOSA	WJRD	1200	250-LS 100-N	James R. Doss Jr. First National Bank Bldg. 1401	Alabama	James R. Doss Jr. J. L. Doss J. Ed. Reynolds	Wilhelmina Quarles J. L. Doss Fred L. James	Headley-Reed

## ARIZONA

GLOBE	KWJB	1210	250	Sims Broadcasting Co. P. O. Box 905 41	Arizona ABC	Bartley Sims Bartley Sims Vester Sansing	Bartley Sims ..... Howard Seitz	Raymer
JEROME	KCRJ	1310	250	Central Arizona Bestg. Co. 711 Main St. 88	Arizona ABC	Mrs. Della Stuart Howard Kuhn .....	..... ..... D. E. Towne	Raymer
LOWELL	KSUN	1200	250	Copper Electric Co. Lowell Sta., Bisbee Bisbee 9	Arizona	James S. Maffeo Carleton W. Morris Carleton W. Morris	Mary Ellen Bergman Harmon A. Bergman David C. Karbach	Blair
PHOENIX	KOY	1390	1,000	Salt River Valley Bestg. Co. 888 N. Central Ave. 4-4144	CBS Arizona	Burrige D. Butler Fred A. Palmer Lou Kroeck	Jack Williams Gordon Wiggin Robert Thompson	Blair
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC Arizona ABC	Sam Kahan Dick Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	Raymer
PRESCOTT	KYCA (Construction permit)	1500	250-LS 100-N	Southwest Broadcasting Co. Prescott	....	Albert Stetson Les Mawhinney Les Mawhinney	..... ..... .....	.....
SAFFORD	KGLU	1420	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	....	Louis F. Long John Merino John Merino	Beatrice Merino Lester MacBride Paul Merrill	Cox & Tanz
TUCSON	KTUC	1370	250	Tucson Motor Service Co. Sixth Ave. & 12th St. 5800	CBS Arizona	Frank Z. Howe Dow Ben Roush Dow Ben Roush	Dick Johnson Gertrude Dossenbach Cliff Livingston	Blair McGillvra
	KVOA	1260	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizona ABC	R. B. Williams R. B. Williams S. H. Schaeffer	Andrew White ..... Leonard L. Nalley	Raymer
YUMA	KUMA	1420-SH	100	Dr. A. H. Schermann Lee Hotel 88	Arizona ABC	Dr. A. H. Schermann G. E. Akers E. N. Sturdivant	Irene Belzer ..... G. L. Fisher	Raymer
	KYUM (Construction permit)	1210	250-LS 100-N	Yuma Broadcasting Co. First National Bank Bldg. 470	Arizona ABC	John H. Huber ..... .....	..... ..... .....	Raymer

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
BLYTHERVILLE	KLCN	1290	100-D	Fred O. Grimwood 218 W. Walnut St. 1000	.....	Fred O. Grimwood Fred O. Grimwood Algie Bishop	Cleo Garner Harold Sudbury Joe Harrington	.....
EL DORADO	KELD	1370	250	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	R. E. Meinert F. E. Bolis F. E. Bolis	Rodney Smith Roger Laux Carl M. Wilson	McGillvra
FORT SMITH	KFPW	1370	250	Southwestern Hotel Co. Goldman Hotel 7069	Arkansas	John A. England Dorothy Gibson J. A. Barry	Dorothy Gibson C. H. Miller Duane W. Holington	.....
HOT SPRINGS	KTHS	1040†	10,000	Chamber of Commerce 135 Benton St. 1160	NBC-Blue	S. A. Kemp John I. Prosser Edward C. Appler	Ewald Kockritz Ewald Kockritz Clinton Norman	Blair
	KWFC (Construction permit)	1310	250-LS 100-N	Hot Springs Broadcasting Co. Hot Springs	.....	Clyde E. Wilson Howard A. Schuman Howard A. Schuman	.....	.....
JONESBORO	KBTM	1200	250-LS 100-N	Regional Broadcasting Co. 104½ W. Washington 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Ottis Roush Clarence Adams J. C. Warren	.....
LITTLE ROCK	KARK	890	1,000	Arkansas Radio & Equip. Co. Inc. 212 Center St. 2-1841	NBC-Red Arkansas Tri-State	Col. T. E. Barton G. E. Zimmerman C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Wian	Petry
	KGHI	1200	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	.....	A. L. Chilton R. G. Terrill Bob Bulce	Jimmy Woodward Bob Bulce V. O. Van Dusen	.....
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ahles P. E. Denton K. F. Tracy	Katz
PINE BLUFF	KOTN	1500	100	Universal Broadcasting Corp. 505½ Main St. 721	Arkansas	James A. Noe B. J. Parrish R. W. Etter	Frederica Whitworth R. W. Etter J. R. Whitworth	.....
SILOAM SPRINGS	KUOA	1260	5,000-D	KUOA Inc. Siloam Springs 11	Arkansas	John E. Brown Storm Whaley Storm Whaley	Leslie Wright ..... J. L. Miller	Ferguson & Walker
TEXARKANA	KCMC	1420	250	(See Texarkana, Tex.)	.....	.....	.....	.....

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore on 1060 kc.

## CALIFORNIA

BAKERSFIELD	KERN	1370 CP-1380	100 CP-1,000	McClatchy Broadcasting Co. Elks Bldg. 5-700	NBC California	Guy C. Hamilton Robert L. Stoddard Robert L. Stoddard	..... Walter Baziuk Verne Shatto	Raymer
	KPMC	1550	1,000	Pioneer Mercantile Co. 1526 20th St. 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	..... H. Carlock L. P. Jarvis	Blair
BERKELEY	KRE	1370	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7713	.....	Arthur Westlund Arthur Westlund Don Hamby	Don Hamby Don Hamby James Moore	.....
CHICO	KHSL	1260	250-U CP-1,000-LS CP-500-N	Golden Empire Bstg. Co. 2nd & Flume Sts. 237	MBS Don Lee	Horace Thomas M. F. Woodling Earl Wright	Neil McIntyre Morton Weibers	Blair
EL CENTRO	KXO	1500	100	E. R. Irey & F. M. Bowles Main St.	MBS Don Lee	.....	.....	Biddick
EUREKA	KIEM	1450	1,000-LS 500-N	Redwood Broadcasting Co. Inc. Vance Hotel 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Wm. B. Smullin	Dean Metcalf Hugh Gilmore Alvor Olson Chas. Baker	Blair
FRESNO	KARM	1310	250	George Harm 1333 Van Ness Ave. 2-4151	CBS	George Harm Estate Lou Keplinger Lou Keplinger	Dick Wegener ..... John Scales	Biddick McGillvra Weed
	KMJ	580	1,000 CP-5,000-LS	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC-Red California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Frank Wilbur Frank Wilbur Irvin E. Dickinson	Raymer
GLENDALE	KIEV	850	250-D	Cannon System Ltd. 701 E. Broadway Chapman 52399	.....	David H. Cannon Reed E. Callister L. W. Peters L. W. Peters	Wally McLain ..... George Neff	.....
LONG BEACH	KFOX	1250	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols John T. Hughes Lawrence W. McDowell	.....
	KGER	1360	1,000	Consolidated Bstg. Corp. Ltd. 485 Pine Ave. 660-41	.....	C. Merwin Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Lee Wynne Jay Tapp	Wilson
LOS ANGELES	KECA	780	5,000-LS 1,000-N	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Blue	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch Dave Nowinson Curtis W. Mason H. L. Blatterman	Free & Peters
	KFAC	1300	1,000	Los Angeles Bstg. Co. Inc. 645 S. Mariposa Fitzroy 1231	.....	E. L. Cord Calvin J. Smith Charles T. Hughes	R. Van Des Antels ..... H. W. Anderson	.....
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliday Clyde Scott	Glan T. Heisch Dave Nowinson Curtis W. Mason H. L. Blatterman	Petry

*Yours for the asking*



**THE BILLION DOLLAR -  
SOUTHERN CALIFORNIA  
"Buy Minded"  
MARKET**

In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . the greatest line up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is DOMINANT in this "buy-minded try-minded" third major market.

**YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET**

**780  
KECA**  
NBC BLUE NETWORK  
5000 watts day  
1000 watts night

Owned and Operated by  
*Paul C. Anthony, Inc.*  
LOS ANGELES, CALIFORNIA

**640  
KFI**  
NBC RED NETWORK  
50,000 watts  
clear channel

**FREE & PETERS, Inc.**  
KECA National Sales Representative

**EDWARD PETRY & CO.**  
KFI National Sales Representative

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Shares Time.      STN—Shares Time Night.      SH—Specified Hours.      SHN—Specified Hours Night.  
 LS—Local Sunset.                      L—Limited Time with Dominant Station.      SA—Special Authorization.      U—Unlimited.      CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
LOS ANGELES (Continued)	*KFSG	1120 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	....	Aimee Semple McPherson Dr. Giles N. Knight	Phil Kerr Myron E. Kluge	.....
	KFVD	1000 L-WHO	1,000	Standard Broadcasting Co. 388 S. Western Ave. Drexel 2391	....	Frank Burke Frank Burke F. J. Smalley Jr.	Howard Gray John Smithson	.....
	KFWB	950	5,000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	Jack L. Warner Harry Matzlish Jack O. Gross	Manning Ostroff William Ray Harry Myers	Raymer
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner H. Duke Hancock H. Duke Hancock	Cox & Tanz
	KHJ	900	5,000-LS 1,000-N	Don Lee Bcstg. System 1076 W. Seventh St. Vandyke 7111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 L-WOR	5,000-LS 1,000-N	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Oxford 6211	CBS	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur Faust Richard Clark Roger Love	Ferguson & Walker
	KMTR	570	1,000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	....	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Mort Werner Kenneth O. Tinkham Carroll Hauser	Burn-Smith
	KNN	1050	50,000	Columbia Bcstg. System Inc. Columbia Square Hollywood 1212	CBS	CBS—D. W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales
	KRKD	1120 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell Willis O. Freitag	.....
	MERCED.....	KYOS	1040	250-D	Merced Broadcasting Co. Merced 1430	MBS Don Lee	Hugh McClung John W. Crews George J. Roth	C. H. Kinsley Jr. C. H. Kinsley Jr. La Rue Curd
MODESTO.....	KTRB	740	250-D	T.R. McTammany & W.H. Bates Jr. P. O. Box 405 774	....	Thomas R. McTammany William H. Bates Jr. William H. Bates Jr. Thomas R. McTammany	Cecil Lynch Douglas McCreary Wayne Berthold	Biddick Cox & Tanz
MONTEREY.....	KDON	1210	100	Monterey Bcstg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	J. W. Eliassen Howard V. Walters Melvin Johnson	Blair
OAKLAND.....	KLS	1280	250	Warner Bros. 327 21st St. Higate 1212	....	S. W. & E. N. Warner S. W. Warner F. Wellington Morse	Catherine de Costa F. Wellington Morse Russell Butler	.....
	KLX	880	1,000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Jr. Preston D. Allen Preston D. Allen	Charles Lloyd Roswell S. Smith	.....
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	....	Wesley I. Dumm Phillip G. Lasky Phillip G. Lasky	Scott Weakley C. E. Downey	Free & Peters
PASADENA.....	*KPPC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2198	....	David Black David Black	Leon Hall N. Vincent Parsons	.....
REDDING.....	KVCV	1200	250	Golden Empire Bcstg. Co. Box 447 900	MBS Don Lee	Hugh McClung E. P. Milburn Carl Winther	Clyde Weigand Carl Winther Clyde Weigand	Blair
SACRAMENTO.....	KFBK	1490	10,000	McClatchy Broadcasting Co. 708 Eye St. Main 5000	NBC California	Guy C. Hamilton Howard Lane Leo Ricketts	George Breece Leo Ricketts Norman D. Webster	Raymer
	KROY	1210	100	Royal Miller Hotel Sacramento Main 666	CBS	Royal Miller Will Thompson Jr. D. E. Lundy	Garland Schuler Elton Rule Milton Cooper	Biddick
SAN BERNARDINO..	KFXM	1210 ST-KPPC	100	Lee Bros. Bcstg. Co. California Hotel 4761	MBS Don Lee	J. C. & E. W. Lee J. Clifford Lee Gene W. Lee	Howard Baichly Gene W. Lee Richard Sampson	Blair
SAN DIEGO.....	KFSD	600	1,000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC-Blue California	Thomas E. Sharp Sam Lipsett John Babcock	Leah McMahon John Babcock	Raymer
	KGB	1330	1,000 CP-5,000	Don Lee Bcstg. System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller D. J. Donnelly	Edgar Tidwell Milam D. Cater	Blair
SAN FRANCISCO....	KFRC	610	5,000-LS 1,000-N CP-5,000-U	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Ward D. Ingram	Benjamin Harkins Gary Krijdt Ernest Underwood	Blair
	KGO	790	7,500	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Blue	Gen. Elec. Co.—NBC A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Feck	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	Ralph R. Brunton E. P. Franklin E. P. Franklin	E. P. Franklin E. P. Franklin Ken Owen	McGillvra
	KPO	680	50,000	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC—A. E. Nelson A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Feck	NBC
	KSAN	1420	250	Golden Gate Bcstg. Corp. 1355 Market St. Market 8171	California	S. H. Patterson S. H. Patterson Wm. C. Grove	Bernice Sullivan C. E. Hopkins Wm. C. Grove	Forjoe

# Inner California A Rich Market

Inaugurating Construction Of The Friant Dam  
Unit Of The Central Valleys Project, The  
Honorable Harold Ickes Said:

*“California’s Central Valleys comprise an inland empire of approximately 25,000 square miles, with a soil as rich and a climate as favorable as any agricultural area in the world.*

*“This rich valley, surrounded by mountains, is the Granary of the West and the Fruit Basket of the World. Here a million people have their homes.*

*“Nature has blessed this valley and provided an abundance of many things.”*

The RADIO  
STATIONS of

**The McClatchy Broadcasting Company**

**KFBK — Sacramento**

one of the four high powered Pacific Coast stations

**KWG**

Stockton

**KERN**

Bakersfield

**KMJ — Fresno**

Now 5,000 watts day time, 1,000 watts night time

Purveying News, Entertainment and special features, these stations affiliated with the networks of the National Broadcasting Company and the California Radio System offer you

## Blanket Coverage of a Top Market

*Represented Nationally by Paul H. Raymer Company*

# McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

Affiliated with McClatchy Newspapers, The Sacramento Bee, The Fresno Bee and The Modesto Bee

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    STN—Share Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    S.A.—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mtdg. or Promotion Mgr. Chief Engineer	Representative
SAN FRANCISCO (Continued)	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	CBS	Wesley I. Dumm Lincoln C. Dellar Lincoln C. Dellar	Arthur E. Stowe Robert W. Dumm Royal V. Howard	Free & Peters
	KYA	1230	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	....	Hearst Radio Inc. Reiland Quinn Gurden Mooser	Reiland Quinn Gurden Mooser Paul C. Schulz	International
SAN JOSE	KQW	1010	5,000-LS 1,000-N	Pacific Agricultural Foundation 87 E. San Antonio St. Ballard 2616	MBS Don Lee	Ralph R. Brunton C. L. McCarthy H. O. Fiebig	..... Ray Lewis C. V. Davey	McGillvra
SAN LUIS OBISPO	KVEC	1200	250	Valley Broadcasting Co. Mountain View & Hill Sts. 134	MBS Don Lee	Christina M. Jacobson Les Hacker John C. Clifton	Aram Rejebian ..... Earl Travis	Blair McGillvra
SANTA ANA	KVOE	1500	100	Voice of the Orange Empire Inc. Walter L. Moore Bldg. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ed McCaffrey	Wallace S. Wiggins Victor Rowland Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters Ltd. 17 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Earl M. Pollock Arthur Manuel Jr.	Ken Aitken Arthur Manuel Jr. Robert E. Arne	Blair
	KTMS	1220	500	News-Press Publishing Co. De la Guerra Plaza 611	NBC-Blue California	Thomas M. Storke Frank V. Webb Jr. Frank V. Webb Jr.	..... Clinton Van Cott	Biddick Weed
SANTA ROSA	KSRQ	1310	250	Press-Democrat Publishing Co. Press-Democrat Bldg. 110	....	E. L. Finley Wilt Gunzendorfer Gordon Brown	Gordon Brown Wilt Gunzendorfer Robert Nichols	Biddick
STOCKTON	KGDM	1100	1,000-D	E. F. Peffer 40 S. California St. 4-4551	....	E. F. Peffer Joe D. Carroll Joe D. Carroll	Donald Ralph ..... Max Kelch	Blair
	KWG	1200	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	NBC California	Eleanor McClatchy George Ross George Ross	Nelda Ormiston Russell Bennett	Raymer
VISALIA	KTKC	890	1,000	Tulare-Kings Counties Radio Assoc. Box 511 574	MBS Don Lee	Charles A. Whitmore Charles P. Scott Millard Kibbe	Charles B. Foll Art Primm Bert Williamson	Blair
WATSONVILLE	KHUB	1310	250	John P. Scripps P. O. Box 349 1700	....	John P. Scripps Marion S. Walker George Barringer	Jack R. Wagner Jack R. Wagner	Biddick

## COLORADO

ALAMOSA	KGW	1420 SH-KIDW	100	E. L. Allen Alamosa 26	....	E. L. Allen E. L. Allen	.....	.....
COLORADO SPRINGS	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Hugh B. Terry	Lucille Santarelli J. I. Meyerson H. C. Strang	Katz
DENVER	KFEL	920	1,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Eugene P. O'Fallon (Frank L. Bishop {Holly Moyer	Don McCaig Don McCaig J. P. Veatch	Blair
	KLZ	560	5,000-LS 1,000-N CP-5,000-U	KLZ Broadcasting Co. Shirley Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer F. L. Allen	A. P. Wuth Jeff Baker T. A. McClelland	Katz
	KMYR (Construction permit)	1310	250-LS 100-N	F. W. Meyer Denver	....	F. W. Meyer	.....	.....
	KOA	830	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	Gen. Elec. Co.—NBC Lloyd E. Yoder A. W. Crapsey	C. C. Moore James McPherson Robert H. Owen	NBC
	*KPOF ST-KFKA	880	1,000	Pillar of Fire Inc. 1845 Champa St. Taber 3733	....	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White ..... Paul H. Schlissler	.....
	KVOD	630	1,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	NBC-Blue	William D. Pyle T. C. Ekrem T. C. Ekrem	J. E. Finch Ben Stanton W. D. Pyle	Petry
DURANGO	KHUP	1370	100	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	....	John L. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner Raymond M. Beckner Gordon L. Schmehl	.....
GRAND JUNCTION	KFXJ	1200	250	Western Slope Bcastg. Co. Hotel La Court 126	MBS	Rex Howell Rex Howell Charles Howell	Rex Howell Alice Barber Fred Mendenhall	.....
GREELEY	KFKA	880 ST-KPOF	1,000-LS 500-N	Midwestern Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green H. E. Green William S. Wales	Patricia Murphy ..... George Pogue	.....
LA JUNTA	KOKO	1370	100	Southwest Broadcasting Co. Box 225 42	....	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Edna Louise Bulger Roy Cohen Leonard E. Wilson	.....
LAMAR	KIDW	1420 SH-KGIW	100	Lamar Broadcasting Co. Lamar 16	....	W. G. Brown	.....	.....
PUEBLO	KGHF	1320	500	Curtis P. Ritchie 111 Broadway 3877	NBC	Curtis P. Ritchie J. H. McGill Maxson I. Bevens	Fred Amos	Wilson
STERLING	KGEK	1200-SH	100	Elmer G. Beehler Sterling 679	....	Elmer G. Beehler Elmer G. Beehler	.....	.....



## *If You Know the Family* **YOU KNOW ENOUGH!**

● There is an importance and a validity in a family name that no single brand name can muster whether you have automobiles, breakfast cereals or radio stations under discussion. Oklahoma Publishing Company is one of those names. It lends the weight, influence and power to WKY, Oklahoma City, KVOR, Colorado Springs, and KLZ, Denver, to deliver their respective markets to sponsors convincingly . . . impeccably. The prestige of this name has been built up through more than a third of a century of public service. It antedates coincidental checks and package deals. It overshadows listening area studies and Crossley ratings. WKY, KVOR and KLZ each has unqualified proof of

listener loyalty and advertiser amazement at its ability to influence sales. But above all this each has a background that spells confidence and authority. If you

are interested in the Oklahoma City, Colorado Springs or Denver markets you can forget the figures and the charts. You know enough when you know the family.



THE OKLAHOMA PUBLISHING COMPANY OWNS AND OPERATES WKY AND KVOR; OPERATES KLZ UNDER AFFILIATED MANAGEMENT; PUBLISHES THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN—NATIONAL REPRESENTATIVE. THE KATZ AGENCY, INC.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT	WICC	600	1,000-LS 500-N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd Joseph Lopez Richard Voynow	Florence Ballou Frank P. Foster II F. Carleton McVarish Garo Ray	Petry
HARTFORD	WDRC	1330	5,000-LS 1,000-N CP-5,000-U	WDRC Inc. 750 Main St. 7-1138	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter Haase Italo Martino	Raymer
	WTHT	1200	250-LS 100-N	Hartford Times 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric W. Foster Charles Glover DeLaney	Laureat H. Martineau Richard K. Blackburn	McKinney
	WTIC	1060-ST SA-1040-U	50,000	Travelers Bestg. Service Corp. 26 Grove St. Hartford 2-3181	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter C. Johnson	Thomas C. McCray J. F. Clancy J. Clayton Randall	Weed
NEW BRITAIN	WNBC	1380	1,000	State Broadcasting Corp. 147 Main St. New Britain: 240 Hartford: 7-9131	NBC-Blue American	Patrick J. Goode Richard W. Davis Laurence C. Edwardson	Doris M. Peck Richard W. Davis Rogers B. Holt	Headley-Reed
NEW HAVEN	WELI	930	500-LS 250-N	City Broadcasting Corp. 221 Orange St. 8-1133	American	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Headley-Reed Furgason & Walker
NEW LONDON	WNLC	1500	100	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Francis Garufy	
WATERBURY	WATR	1290	250	WATR Co. Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker John Burke	Furgason & Walker
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape E. J. Frey Murray Grossman	Jack Henry Frank Hales	McGillvra

## DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON	WDEL	1120	1,000-LS 250-N	WDEL Inc. 10th & King Sts. 7268	NBC-Red	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning Lonny Starr J. E. Mathiot	Raymer
	WILM	1420	250	Delaware Broadcasting Co. 920 King St. 7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Byron Millenson J. E. Mathiot	Raymer

## DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON	WJSV	1460	10,000 CP-50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Harry Butcher A. D. Willard Jr. William D. Murdock	Lloyd Dennis John Heiney Clyde M. Hunt	Radio Sale
	WMAL	630	500-LS 250-N CP-5,000-U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Blue	NBC—Frank M. Russell Kenneth M. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1230	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	Mrs. LeRoy Mark William B. Dolph James Fishback	Madeline Ensign James Fishback Henry H. Lyon	Rambeau
	WRC	950	5,000-LS 1,000-N CP-5,000-U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Red	NBC—Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

## FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH	WMFJ	1420	250	W. Wright Esch Daytona Beach 91	....	W. Wright Esch W. Wright Esch	.....	.....
FORT LAUDERDALE	WFTL	1370	250-LS 100-N	Tom M. Bryan 2700 S. Andrews Ave. 1370	....	Tom M. Bryan Winston L. Clark Winston L. Clark	.....	Francis G. Carroll
FORT MYERS	WFTM (Construction permit)	1210	250	Fort Myers Bestg. Co. Fort Myers	....	W. E. Venns Jr. .....	.....	.....
GAINESVILLE	WRUF	890 L-KOA	5,000	University of Florida Gainesville 1000	....	State of Florida Garland Powell Garland Powell	Garland Powell Banks Duncan	Burn-Smith



# More "REACH" For Your Money

A new antenna system goes to work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.

Our area of *full-strength reception* will be extended to 10,000 square miles, including a population of 2,570,000—a notable increase over our present 6,000 mile area embracing 1,855,000 people.



## Better Reception

Not only will our new equipment extend our "reach" but it will also bring a marked improvement in reception quality and in fidelity of tone.

This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

## Reaching Up and Out

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system will extend WTIC's "reach" 72% in area, and include 38% more families than at present.

IN SOUTHERN NEW ENGLAND WTIC RATES

# FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

# WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation

Member NBC Red Network and Yankee Network

Representatives: Weed & Company

New York Chicago Detroit San Francisco

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsr. or Promotion Mgr. Chief Engineer	Representative
JACKSONVILLE	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Place 5-5821	NBC	Thomas C. Imeson John T. Hopkins III John T. Hopkins III	John T. Hopkins III John T. Hopkins III John T. Hopkins III	Blair
	WJHP (Construction permit)	1290	250	The Metropolis Co. Jacksonville	.....	John H. Perry H. G. Wells Jr. .....	..... ..... .....	Perry
	WMBR	1370	250	Florida Broadcasting Co. Atlantic Nat'l Bank Bldg. 5-4887	CBS	Frank King Glenn Marshall Jr. Glenn Marshall Jr.	..... ..... Jack Greene	Raymer
LAKELAND	WLAK	1310	250	Lake Region Bestg. Co. Inc. Lakeland 2128	NBC	J. P. Marchant Bert Arnold Bert Arnold	Gordon G. Fletcher David Brown Powell Hunter	Blair
MIAMI	WIOD	610	1,000	Isle of Dreams Bestg. Corp. News Tower 3-6444	NBC	{D. J. Mahoney Hal Leyshon Martin S. Wales S. A. Vetter	Martin S. Wales J. M. Le Gate Milton C. Scott Jr.	Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred W. Mizer Norman MacKay	Hasel McGuire Norman MacKay Fred Eugene Rider	Blair
MIAMI BEACH	WKAT	1500	250	A. Frank Katzentine 1759 N. Bay Road 5-7471	.....	A. Frank Katzentine John C. McCloy John C. McCloy	Bettylee Taylor Walter E. Kinney	.....
OCALA	WTMC	1500	100	Ocala Broadcasting Co. 1 Broadcast Place 125	.....	John T. Alsop Jr. R. R. Powell Hal Davis	Bob McConnell Bert Mead	Perry
ORLANDO	WDBO	580	5,000-LS 1,000-N	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth Harold P. Danforth	Emily Humphries Orval Anderson James E. Yarbrough	Raymer
PANAMA CITY	WDLF (Construction permit)	1200	250-LS 100-N	Panama City Bestg. Co. Panama City	.....	Phillip A. Roll ..... .....	..... ..... .....	Perry
PENSACOLA	WCOA	1840	1,000-LS 500-N	Pensacola Broadcasting Co. Inc. San Carlos Hotel 4111	NBC	John H. Perry Henry G. Wells Jr. Irving F. Welch	C. Edward Vann C. B. McAllister Beecher Hayford	Perry
ST. AUGUSTINE	WFOY	1210	250	Fountain of Youth Properties Inc. Magnolia Ave. 1400	.....	Walter B. Fraser R. M. Tigert John Cummins	Ruth Loring Tanksley John Cummins Ernst Raistrick	Cox & Tanz
ST. PETERSBURG	WSUN	620 SH-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Comm. Recreation Pier 4747	NBC	G. V. Leland Harold H. Meyer Jerry Wigley	Bob Wilbur Olive Saylor Louis Link	International
	WTSP	1370	250	Pinellas Broadcasting Co. 3508 Fourth St., N. 8108	.....	Sam H. Mann Fred Bugg Heidt Swearingen	Ralph Feather Fred Bugg Carl Carrier	.....
SARASOTA	WSPB	1420	250-LS 100-N	WSPB Inc. City Island 2541	.....	Sam H. Campbell Frank S. Lane Frank S. Lane	Jack Daub ..... .....	.....
TALLAHASSEE	WTAL	1310	250-LS 100 N	Florida Capitol Broadcasters Inc. Thomasville Highway 1310-R	.....	Gilbert Freeman William C. Wyatt William C. Wyatt	W. A. Snowden Jr. Ben Eulenfeld	.....
TAMPA	WDAE	1220	5,000-LS 1,000-N CP-5,000-U	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William Pharr Moore	Katz
	WFLA	620 SH-WSUN	5,000-LS 1,000-N	Fla. West Coast Bestg. Co. Inc. Tarr Bldg. H-1828	NBC	W. Walter Tison W. Walter Tison W. Walter Tison	Paul M. Jones Bonnie Rodgers Joe H. Mitchell	Blair
WEST PALM BEACH	WJNO	1200	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	J. J. O'Brien Reginald J. Martin Reginald J. Martin	Ron Jenkins Ralph Rogers John Moore	Weed

## GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsr. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WGPC	1420	100	Albany Broadcasting Co. 127 1/2 N. Jackson St. 1370	Georgia	J. W. Woodruff Sr. Stewart Watson Stewart Watson	Louis B. Poole Louis B. Poole Byron Lindsey Jr.	Sears & Ayer
ATHENS	WGAC	1310	250	J. K. Patrick & Co. Athens 1741	.....	Partnership ..... .....	..... ..... .....	.....
ATLANTA	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	NBC-Blue	James M. Cox Jr. Jesse M. Swicegood Jesse M. Swicegood	Earle J. Pudney Joe Hill Cliff Hanson	.....
	WATL	1370	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS Southern Georgia	J. W. Woodruff Maurice C. Coleman Maurice C. Coleman	Ken Keese Harry Pomar J. M. Comer Jr.	Sears & Ayer
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Operated under lease (Sam Pickard) Clarence H. Calhoun .....	John Fulton Frank Galtner Ben Akerman	Katz

*Spot Shot!*

NOW AVAILABLE ON

**WSUN**

ST. PETERSBURG - TAMPA

620 KC  
DAY  
5000 W.  
NIGHT  
1000 W.

*Honored by*  
**VARIETY**  
*with showmanship plaque*  
*for 1939*

FOR FURTHER DETAILS

In New York	call Plaza 8-2600
In Chicago	call Central 4547
In San Francisco	call Douglas 2536
In St. Petersburg	call 4747 or 4748



**INTERNATIONAL RADIO SALES**  
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO



*Business Office*  
ST. PETERSBURG, FLORIDA  
**HAROLD H. MEYER, Gen. Mgr.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ATLANTA (Continued)	WSB	740	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox Lambdin Kay John M. Outler Jr.	Roy A. McMillan John M. Outler Jr. C. F. Daugherty	Petry
AUGUSTA	WRDW	1500	250	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	James A. Davenport Thurston Bennett Harvey Aderhold	Burn-Smith
BRUNSWICK	WMOG (Construction permit)	1500	250-LS 100-N	Coastal Broadcasting Co. Brunswick	....	Alma W. King	.....	.....
COLUMBUS	WRBL	1200	250	Columbus Bestg. Co. Inc. 1420 Second Ave. 4800	CBS Georgia	J. W. Woodruff J. W. Woodruff Jr. J. W. Woodruff Jr.	Jack Gibney Johnnie Clark O. H. Heely	Sears & Ayer
CORDELE	WMJM (Construction permit)	1500	250-LS 100-N	Cordele Dispatch Pub. Co. Inc. Cordele	....	John W. Greer Jr.	.....	.....
GRIFFIN	WKEU	1500	100-D	Radio Station WKEU Griffin Hotel 90	....	{A. W. Marshall Jr. A. W. Marshall Sr.	.....	.....
MACON	WMAZ	1180 L-KOB	5,000-LS 1,000-N	Southeastern Bestg. Co. Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Mrs. Allie V. Williams Wilton E. Cobb George P. Rankin Jr.	Katz
MOULTRIE	WMGA	1370	250	F. R. Pidenock Sr. Moultrie 999	....	John Pidenock W. T. Hix W. T. Hix	Earl Caton Earl Caton James W. Stewart	.....
ROME	WRGA	1500	250	Rome Broadcasting Corp. National City Bank 1995	....	John W. Quarles Happy Quarles Price Selby	Jimmie Kirby Pinkie Talley R. L. Starr	.....
SAVANNAH	WSAV	1310	100	WSAV Inc. Liberty National Bank Bldg.	....	Arthur Lucas Harben Daniel N. W. Brandon	.....	.....
	WTOC	1260	5,000-LS 1,000-N	Savannah Bestg. Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. Majorie B. Willis W. T. Knight Jr.	Fred P. Pfahler Jr. William B. Smart James R. Donovan	Katz
THOMASVILLE	WPAX	1210	250	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton James W. Poole	.....
WAYCROSS	WAYX	1200	250	Jack Williams 820 Plant Ave. 965	....	Jack Williams John J. Tobola Jack Harder	Ken White Jack Harder John J. Tobola	.....

## IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BOISE	KIDO	1350	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	{C. G. Phillips Frank L. Hill C. G. Phillips Richard G. McBroom	Billy Phillips Clete Lee H. W. Toedemeier	Blair
IDAHO FALLS	KID	1320	5,000-LS 500-N	KID Broadcasting Co. Inc. KID Bldg. 4	....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Raymond McKenzie Maxine A. Chaffin W. J. Provis	Sears & Ayer
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel 1950	....	H. E. Studebaker Donald A. Wike R. A. Klise	.....	Cox & Tanz Sears & Ayer Biddick
NAMPA	KFXD	1200	250	Frank E. Hurt 1024 12th Ave. S. 1200	....	Frank E. Hurt Frank E. Hurt Doyle Cain	Maxine Hurt Edward Hurt	.....
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruth A. Fletcher Henry H. Fletcher James E. Mitchell	Ferguson & Walker
TWIN FALLS	KTFI	1240	1,000	Radio Broadcasting Corp. Radio Center 30	NBC	O. P. Soule John E. Gardner John E. Gardner	Florence M. Soule John E. Gardner Franklin V. Cox	Ferguson & Walker
WALLACE	KWAL	1420	250-LS 100-N	Chester Howarth & Clarence Berger Wallace	....	{Chester Howarth Clarence Berger Clarence Berger	.....	.....

## ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1250	250-D	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Russ Salter Vincent G. Cofey Leo Burch	.....
BLOOMINGTON	WJBC ST-WSOY	1200	250	A. M. & D. C. McGregor Bloomington 585	....	A. M. McGregor A. M. McGregor Hugh L. Gately	Donald Glasgow Hugh L. Gately Marshall Seacrist	Cox & Tanz
CARTHAGE	WCAZ	1070	100-D	Superior Bestg. Service Inc. Carthage 520	....	Bob Compton John Palmer John Palmer	John Palmer John Palmer Byrl Shreve	.....
CHAMPAIGN	WDWS	1370	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	....	Helen M. Stevick Marajen Stevick Frank R. Mills	Ken Rice Jack Beynon G. M. Kimbrel	Sears & Ayer

**NEW OWNERSHIP  
EQUIPMENT**

**WISB**

**GREATER COVERAGE**

**FOR 18 YEARS  
THE VOICE OF THE SOUTH**

*In  
Southern  
Ohio*  
IT'S  
**WHIO**  
DAYTON

*In  
Florida*  
IT'S  
**WIOD**  
MIAMI

**The Atlanta Journal**

**50,000 WATTS — NBC — CLEAR CHANNEL**

**EDWARD PETRY & CO., INC.—National Representatives**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.*  
*LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.*  
*(Data corrected to January 15, 1940)*

## ILLINOIS—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
CHICAGO	WAAF	920	1,000-D	Drovers Journal Publishing Co. Palmer House Randolph 1932	....	Ward A. Neff William E. Hutchinson Arthur F. Harre	Richard N. Chindblom Bradley R. Eidman Carl W. Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770	50,000	Columbia Broadcasting System Inc. 110 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown Wayde Grinstead Frank B. Falknor	Radio Sales
	WCBD L-WBT ST-WMBI	1080	5,000	WCBD Inc. 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer Joe Rudolph M. E. Clemens	Peter Bradley Edward Jacker	.....
	WCFL	970	5,000	WCFL Inc. 666 Lake Shore Dr. Superior 5300	CBS	Chicago Federation of Labor Maynard F. Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210	100	Clinton R. White 2756 Pine Grove Ave. Diversy 4440	....	Clinton R. White J. A. White J. A. White	J. A. White J. A. White Clinton R. White	.....
	WEDC	1210	250	Emil Denmark Inc. 8860 Ogden Ave. Crawford 4100	....	Emil Denmark Frank J. Kotnour Frank J. Kotnour	William P. Brady Fred C. Dierking Caleb C. Frisk	.....
	WENR	870	50,000	National Broadcasting Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Blue	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	WGES	1860	1,000-LS (Sunday) 500	Oak Leaves Bestg. Station Inc. 2400 Madison St. Seeley 8066	....	Harry J. Guyon Gene T. Dyer Gene T. Dyer	Arnold B. Hartley A. C. Perkins E. W. Jacker	.....
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	W. E. Macfarlane Quin A. Ryan Edward W. Wood	Quin A. Ryan Frank P. Schreiber C. J. Meyers	WGN Townsend
	WJJD	1180	20,000	WJJD Inc. 201 N. Wells St. State 5466	....	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	J. L. Allabough Jr. Walter Myers	Raymer
	WLS	870	50,000	Agricultural Bestg. Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder William R. Cline	Harold Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670	50,000	National Bestg. Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Red	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard Luttgens	NBC
	*WMBI L-WBT ST-WCBD	1080	5,000	Moody Bible Institute 158 Institute Place Diversy 1570	....	Moody Bible Institute Henry C. Crowell	W. P. Loveless A. P. Frye	.....
	WSBC	1210	250	WSBC Inc. 2400 Madison St. Canal 9241	....	Gene T. Dyer F. A. Stanford S. J. Shulman	John Steadman Norman Pierce Edward Jacker	.....
	WIND (Gary, Ind.)	560	5,000-LS 1,000-N	Johnson-Kennedy Radio Corp. 201 N. Wells St., Chicago State 4176	....	Ralph L. Atlass E. S. Mittendorf J. T. Carey	Brooks Connally Ken Shirk	Ferguson & Walker
CICERO	WHFC	1420	250	WHFC, Inc. 6188 Cermak Rd. Lawndale 8228	....	Richard W. Hoffman Marie E. Clifford	Marie E. Clifford David Mearns	.....
DANVILLE	WDAN	1500	250	Northwestern Publishing Co. Hotel Wolford Main 1700	....	Frank E. Gannett C. R. Richardson Ward White	Gleason Kistler Guy Kitchen Ted Magin	McKinney
DECATUR	WSOY	1310	250-LS 100-N	Commodore Broadcasting Inc. 363 N. Main St. 5371	....	Decatur Newspapers Inc. Merrill Lindsay Merrill Lindsay	Berne Enterline Milburn H. Stuckwisch	.....
EAST ST. LOUIS	WTMV	1500	250	(See St. Louis, Mo.)	....	Howard A. Miller Howard A. Miller Virgil Schmidt	..... Glenn Callison	Sears & Ayer
GALESBURG	WGIL	1600	250	Gales Bestg. Co. Hill Arcade Main 4626	....	Howard A. Miller Howard A. Miller Virgil Schmidt	..... Glenn Callison	Sears & Ayer
HARRISBURG	WEBQ	1210	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 23	....	Dr. J. V. Capel Ingils M. Taylor Ingils M. Taylor	Virginia Crane Lindie Moore Joseph R. Tate	.....
HERRIN	WJPF (Construction permit)	1310	250-LS 100-N	Orville W. Lyerla Herrin	....	Orville W. Lyerla	.....	.....
JOLIET	WCLS	1310-SHN	100	WCLS Inc. Joliet Bldg. 5656	....	L. W. Wood L. W. Wood L. W. Wood	Robert M. Holt George Ives	.....
PEORIA	WMBD	1440	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Gene Trace Russell Ehrsman T. A. Giles	Free & Peters
QUINCY	WTAD	900	1,000-D	Illinois Bestg. Corp. WCU Bldg. 364	....	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Donald F. Fischer Francis Wentura	Ferguson & Walker
ROCKFORD	WROK	1410	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Mrs. Ruth Hanna Simms Walter M. Kesler James W. Rodgers Bill Traun	John J. Dixon Allen O. Brophy Thomas C. Cameron	Headley-Reed
ROCK ISLAND	WHBF	1240	1,000	Rock Island Bestg. Co. Safety Bldg. 918	MBS	John W. Potter Leslie C. Johnson Maurice Corken	Ivan Streed Maurice Corken Robert J. Sinnett	Ferguson & Walker



for the past year  
and the years to come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.



**THE PRAIRIE FARMER STATION**  
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
SPRINGFIELD.....	WCBS	1420	250	WCBS Inc. 523 E. Capitol Ave. 9855	....	Harold L. Dewing Harold L. Dewing Jack Heintz	L. G. Pfefferle Carroll W. Neeld Richard L. Ashenfelter	Sears & Ayer
	WTAX	1210	100	WTAX Inc. Reisch Bldg. 2-4441	....	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Bob Kay Russell Harms Edward Ring	Burn-Smith
TUSCOLA.....	WDZ	1020	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Clair B. Hull Clair B. Hull	Don Eberzbach Tom McNutt Mark Spies	Wilson
URBANA.....	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	....	University of Illinois Joseph F. Wright .....	Frank E. Schooley A. James Ebel	.....

## INDIANA

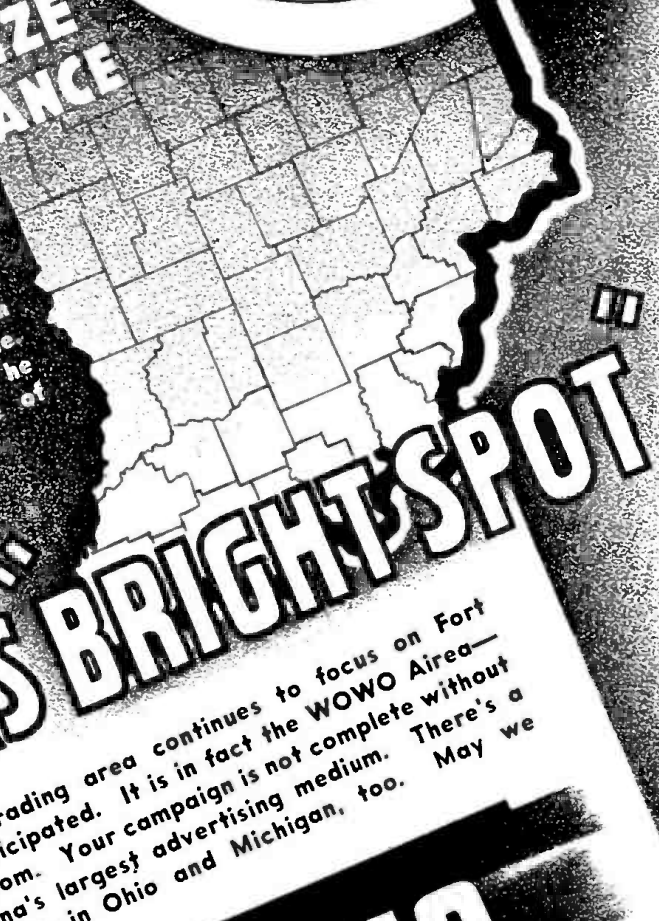
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WHBU	1210	250-LS 100-N	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	....	L. M. Kennett R. M. Blossom L. M. Kennett L. Podhaski	L. M. Shroyer ..... Wayne Reeves	Stewart
ELKHART.....	WTRC	1310	250	Truth Publishing Co. Inc. Hotel Elkhart 948	....	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Shrock ..... Kenneth Singleton	.....
EVANSVILLE.....	WEOA	1370	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Martin L. Leich	Pat Roper Clarence Leich John B. Caraway Jr.	Weed
	WGBF	630 STN-KFRU	1,000-LS 500-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper ..... Fay A. Gehres	Weed
FORT WAYNE.....	WGL	1370	250	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	W. Charles Roe Jack O'Mara Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC-Blue	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	Franklin Tooke Jack O'Mara Fred W. Fischer	Free & Peters
GARY.....	WIND	560	5,000-LS 1,000-N	(See Chicago, Ill.)	.....	.....	.....	.....
HAMMOND.....	WHIP	1480	5,000-D	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	....	Dr. George F. Courier Doris Keane O. E. Richardson	Elmer Herkner Sigmund Blomgren H. V. Fitzcharles	.....
	WWAE	1200 STN-WFAM	100	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	....	Dr. George F. Courier Doris Keane O. E. Richardson	Elmer Herkner Sigmund Blomgren H. V. Fitzcharles	.....
INDIANAPOLIS.....	WFBM	1280	5,000-LS 1,000-N	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Jesse L. Kaufman Jesse L. Kaufman Earl G. Thomas	Frank Sharp ..... M. R. Williams	Virgil Reiter
	WIBC	1050	1,000-D	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	....	H. G. Wall C. A. McLaughlin C. A. McLaughlin	Robert Longwell C. A. McLaughlin Harry Adams	Wilson
	WIRE	1400	5,000	Indianapolis Broadcasting Inc. 540½ N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam ..... Robert E. Bausman	J. P. Mason Lawrence O. Hammer Earl W. Lewis	Holingbery
MUNCIE.....	WLBC	1810	250	Donald A. Burton Anthony Bldg. 4404	....	D. A. Burton D. A. Burton W. F. Craig	Carl Noble ..... M. M. Crain	Forjoe Stewart
NEW ALBANY.....	WGRC	1370	250	(See Louisville, Ky.)	.....	.....	.....	.....
RICHMOND.....	WKBV	1500	100	Knox Radio Corp. Box 308 4134	....	William O. Knox William O. Knox William O. Knox	..... ..... .....	.....
SOUTH BEND.....	WFAM	1200 STN-WWAE	100	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
	WSBT	1360 ST-WGES	500	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE.....	WBOW	1200	250	Banks of Wabash Inc. 308 S. Sixth St. Crawford 3394	NBC	W. W. Behrman W. W. Behrman .....	Leo Baxter George Jackson Stokes Gresham	Weed
VINCENNES.....	WAOV (Construction permit; starts about April 1)	1420	100	Vincennes Newspapers Inc. 320 Buseron St. 79	....	Vincennes Newspapers Inc. Howard N. Greenlee .....	J. P. Mason ..... .....	.....
WEST LAFAYETTE..	*WBAA	890-SH	1,000-LS 500-N	Purdue University Electrical Engineering Bldg. 6076	....	Purdue University ..... .....	Gilbert D. Williams ..... Ralph R. Townsley	.....





**GEORGE WASHINGTON  
 WAS FIRST TO RECOGNIZE  
 ITS STRATEGIC IMPORTANCE**

... when he commissioned Anthony Wayne in April, 1792, to build a fort at the confluence of the three rivers in what is now the City of Fort Wayne. Nearly a century and a half ago he foresaw the national importance of this great region.




**INDIANA'S "BRIGHT SPOT"**

TODAY this natural trading area continues to focus on Fort Wayne just as Washington anticipated. It is in fact the WOWO Area—the "Bright Spot" of Hoosierdom. Your campaign is not complete without radio station WOWO—Indiana's largest advertising medium. There's a bonus coverage of rich counties in Ohio and Michigan, too. May we send you an interesting folder?

10,000 watts; 1160 Kc.  
 NBC Basic Blue Network

**WOWO**  
**FORT WAYNE, INDIANA**



Free & Peters, Inc., National Representatives

**INDIANA'S MOST POWERFUL RADIO STATION**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Share Time.      STN—Share Time Night.      SH—Specified Hours.      SHN—Specified Hours Night.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.      U—Unlimited.      CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee—Headquarters Address—Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotional Mgr. Chief Engineer	Representative
AMES	*WOI	640	5,000-D	Iowa State College Ames 2500	.....	Iowa State College W. I. Griffith	A. G. Woolfries L. L. Lewis	.....
BOONE	*KFGQ	1370-SH	100-D	Boone Biblical College Boone 616-W	.....	Boone Biblical College	.....	.....
CEDAR RAPIDS	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg. 6127	NBC-Blue MBS CBS (after Apr. 30) Cowlie	Gardner Cowles Jr. Summer D. Quarton William R. Quarton (Cedar Rapids { Doa E. Inman, Waterloo	Douglas B. Grant { Leo F. Cole, Cedar Rapids Jack Comfort, Waterloo Charles F. Quentin	Katz
DAVENPORT	WOC	1370	250	Tri-City Broadcasting Co. 1002 Duane St. 2-3521	CBS Cornbelt	B. J. Palmer J. Buryl Lottridge R. F. Hovel	J. Nell Reagan J. Neff Wells H. W. Higby	Free & Peters
DECOBAH	*FGCA (Silent since Oct. 24, 1938)	1270 ST-KWLC	100-D	Charles Walter Greenley 211 Winchester St. 131	.....	Charles W. Greenley	.....	.....
	*KWLC	1270 ST-KGCA	100-D	Luther College 600 Leif Erikson Drive 690	.....	Dr. O. J. H. Preus O. M. Eittrheim	F. C. Gamelin O. M. Fittreim	.....
DES MOINES	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Cowlie	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Fdmund Linehan Wayne Welch Paul R. Huntsinger	Katz
	KSO	1430	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Cowlie	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Fdmund Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	Col. B. J. Palmer J. O. Midland Hale Boudurant	Harold Fair Harold Fulton Paul E. Loyet	Free & Peters
DUBUQUE	KDTH (Construction permit)	1340	500-D	Dubuque Telegraph Herald Fifth Ave. & Fifth St.	.....	F. W. Woodward	.....	.....
	WKBB	1500	250	Sanders Bros. Hotel Bldg. 572	GRS	Walter E. Klauer James D. Carpenter James D. Carpenter	Norman H. Brinsley L. Vaughn Gayman Leonard A. Carlson	International
FORT DODGE	KVFD	1870-SH	250-LS 100-N	Northwest Broadcasting Co. Warren Bldg. Walcutt 3-741	.....	Edward Breen Edward Breen Charles A. Kennedy	Mel Galliard John Hunter Duncan	.....
IOWA CITY	*WSUI	880	1,000-LS 100-N CP-1,000-LS CP-1,000-N	State University of Iowa Iowa City 2111	.....	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam S. John Ebert	.....
MARSHALLTOWN	KFJB	1200	500	Marshall Electric Co. Marshalltown 3361	.....	F. N. Peak	.....	.....
MASON CITY	KGLO	1210	250	Mason City Globe Hotel Bldg. 2-000	CBS Cornbelt	Lee P. Tompkins E. C. Flehmay E. C. Flehmay	John J. Price George Milroy Leo W. Burn	Weed
SHENANDOAH	KPNF	890	1,000-LS 100-N CP-1,000-LS CP-1,000-N	KPNF 405 Commercial	Cowlie	Henry Field William F. MacDonald	William F. MacDonald William F. MacDonald Franz Charney	Reynolds- Fitzgerald
	KMA	930	250-LS 100-N	May State Lowell 199	NBC-Blue MBS Cornbelt	Carl E. May E. C. Rankin E. C. Rankin	Fred Greenlee Frank Jaffe Ray Schroeder	Wilson
SIoux CITY	KSCJ	1330	1,000-LS 1,000-N CP-1,000-LS	Parkinson 117 Duane 2-000	NBC-Blue	W. H. Sammons C. W. Corbhill C. W. Corbhill	..... Stephen Dier	Hollingbery
	KTRI	1420	250	Sioux City Press Commercial Bldg. 1210	.....	Dietrich Dirks Dietrich Dirks Ray Jensen	Gordon Horner Carleton Grey	Ferguson & Walker

## KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee—Headquarters Address—Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotional Mgr. Chief Engineer	Representative
ATCHISON	KVAK	1420	100	Carroll 22 Commercial 1-000	.....	Carl Latenser W. H. Dotz W. H. Dotz	Lynne V. Butcher H. R. Scarborough W. H. Reitz	.....
COFFEYVILLE	KGGF	1010 SH-WNAD	1,000	Hugh J. Powell John Powell 1-000	.....	Hugh J. Powell Mel F. Powell Hugh J. Powell	Clair A. Foster Hugh J. Powell J. Fred Case	.....
DODGE CITY	KGNO	1340	250 CP-1,000-LS	Dodge City Globe 1300	.....	.....	J. A. Allen Vaughn A. Kimball Emil Doane	Hagg
EMPORIA	KTSW	1370	250	Emporia Press 613 Commercial 1-000	.....	.....	Larry Simms K. W. Trimble Paul H. Daniels	Sears & Ayer
GARDEN CITY	KIUL	1210	100	Garden City Press 404 N. Main 666	.....	Frank D. Conard Clem Morgan Frank D. Conard	Clem Morgan Clem Morgan Ralph Childs	Cox & Tanz
GREAT BEND	KVGB	1370	250	Helen Townsley 2103 Forstner 10-000	.....	Helen Townsley Helen Townsley Everette Smart	Dave Wilson Justin Bradshaw Leo Legleiter	.....

# THINGS ARE "SUB" IN NORMAL (Ky.)!

It's really no reflection on the few people who live in Normal, or Chicken Bristle, or Cub Run (Ky.) that their purchasing power isn't so *powerful*. It simply means that you're not missing so much, by reason of WAVE's inability to cover them (or the residents of *other* sparsely-settled sections of Kentucky). But the other side of this picture is that WAVE does a perfectly swell job of covering the Louisville Trading Area—the Area that buys more than twice as much as all the rest of the State, *combined!* And covers this Area at approximately *half* the cost of any other medium! . . . Shall we send you the whole story? You'll be intensely interested!

*An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives*

Station **WAVE** Louisville  
1000 WATTS INCORPORATED 940 K. C.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    STN—Share Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA	KALB	1210	250	Alexandria Broadcasting Co. 3rd & Jackson Sts. 65	Louisiana	W. H. Allen C. Edly Rogers C. Edly Rogers	Gordon Loudon Edgar Cappellini Truman L. Stanley	.....
BATON ROUGE	WJBO	1120	500 CP-1,000	Baton Rouge Broadcasting Co. Magnolia & Fifth Sts. 3647	NBC-Blue Louisiana	Charles P. Manship Sr. H. Vernon Anderson J. Roy Dabadie	Ralph H. Sims William H. Bland Jr. Wilbur T. Golson	Hollingbery
LAFAYETTE	KVOL	1810	250	Evangeline Broadcasting Co. 330 Jefferson St. 1280	Louisiana	Morgan Murphy George H. Thomas Robert A. Escudier	A. B. Craft Mrs. Lela A. Turner J. G. Cooper	.....
LAKE CHARLES	KPLC	1500	250	Calcasieu Broadcasting Co. Majestic Hotel 82	Louisiana	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson ..... E. C. Moses	.....
MONROE	KMLB	1200	250	Liner's Broadcasting Station Inc. France Hotel 4321	Louisiana	J. C. Liner Sr. J. C. Liner Jr. J. C. Liner Jr.	Don Breitenmoeer J. C. Liner Jr. O. L. Morgan	.....
NEW ORLEANS	WDSU	1250	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	NBC-Blue Louisiana	J. H. Uhalt J. H. Uhalt P. K. Ewing	Billy Elliott P. K. Ewing Kenith Ervin	Blair
	WJBW	1200-SH	100	Charles C. Carlson 92 Fountain Bleu Drive Franklin 0644	....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Elsie Carlson ..... Charles C. Carlson	.....
	WNOE	1420	250	WNOE Inc. St. Charles Hotel Raymond 0423	....	James A. Noe Raymond F. Hufft Clarke Alexander	Hubert J. Grant Clarke Alexander C. E. Davidson	.....
	WSMB	1320	5,000-LS 1,000-N CP-5,000-U	WSMB Inc. 901 Canal St. Magnolia 5921	NBC-Red	E. V. Richards Harold Wheelaban T. J. Fontelieu	Bill Brengel H. Wheelaban H. G. Nebe	Petry
	WWL	850-SA	50,000	WWL Development Co. Inc. Roosevelt Hotel Raymond 2196	CBS	Andrew Fitzpatrick W. H. Summerville Albert J. Cummings	James V. Willson A. Louis Read J. D. Bloom Jr.	Katz
SHREVEPORT	KRMD	1810	250	Radio Station KRMD Inc. New Jefferson Hotel 6171	Louisiana	R. M. Dean Glenn V. Wilson David R. Wilson	Elizabeth Alford ..... W. J. Wilkinson Jr.	.....
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial Bldg. 2-8711	NBC-Red Tri-State	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1100	50,000	Tri-State Broadcasting Corp., Inc. Commercial Bldg. 2-8711	CBS Tri-State	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham

## MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDO	1870	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee	George F. Kelley Jr. Jack S. Atwood .....	Jack S. Atwood Walter W. Weightman Harold T. Dinamore	Weed
BANGOR	WABI	1200	250	Community Broadcasting Service 57 State St. 6658	CBS	F. B. Simpson R. M. Wallace R. M. Wallace	Maurice Dolbier ..... Nelson Lawson	Ferguson & Walker
	WLBZ	620	1,000-LS 500-N	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Norman Lambert ..... Bernard Kellom	Weed
LEWISTON	WCOU	1210	250	Twin City Broadcasting Co. Inc. 223 Liston St. 3040	MBS Yankee Colonial	Faust Couture Guy P. Ladoucer Guy P. Ladoucer	Elden H. Shute Jr. ..... Leslie R. Hall	Forjoe
PORTLAND	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 519 Congress St. 3-9667	NBC Yankee	Adeline B. Rines George F. Kelley Jr. Linwood T. Pitman	Albert W. Smith Linwood T. Pitman George F. Crandon	Weed
	WGAN	640 L-KFI	500	Portland Bestg. System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates ..... Roger W. Hodgkins	Raymer
PRESQUE ISLE	WAGM	1420-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	....	H. J. McGuire R. W. MacIntosh Lester E. Hughes	Ted Coffin ..... A. C. Hughes	Cox & Tanz

## MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS	Hearst Radio Inc. Harold C. Burke Harold C. Burke	Paul Girard G. W. Shultz Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N	Monumental Radio Co. 811 W. Lanvale St. Madison 7222	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon Schething L. Waters Milbourne Martin L. Jones	Raymer

† WBAL holds special experimental authorization to operate simultaneously until 9 p.m. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts.

**WBAL**

*means business  
in Baltimore*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

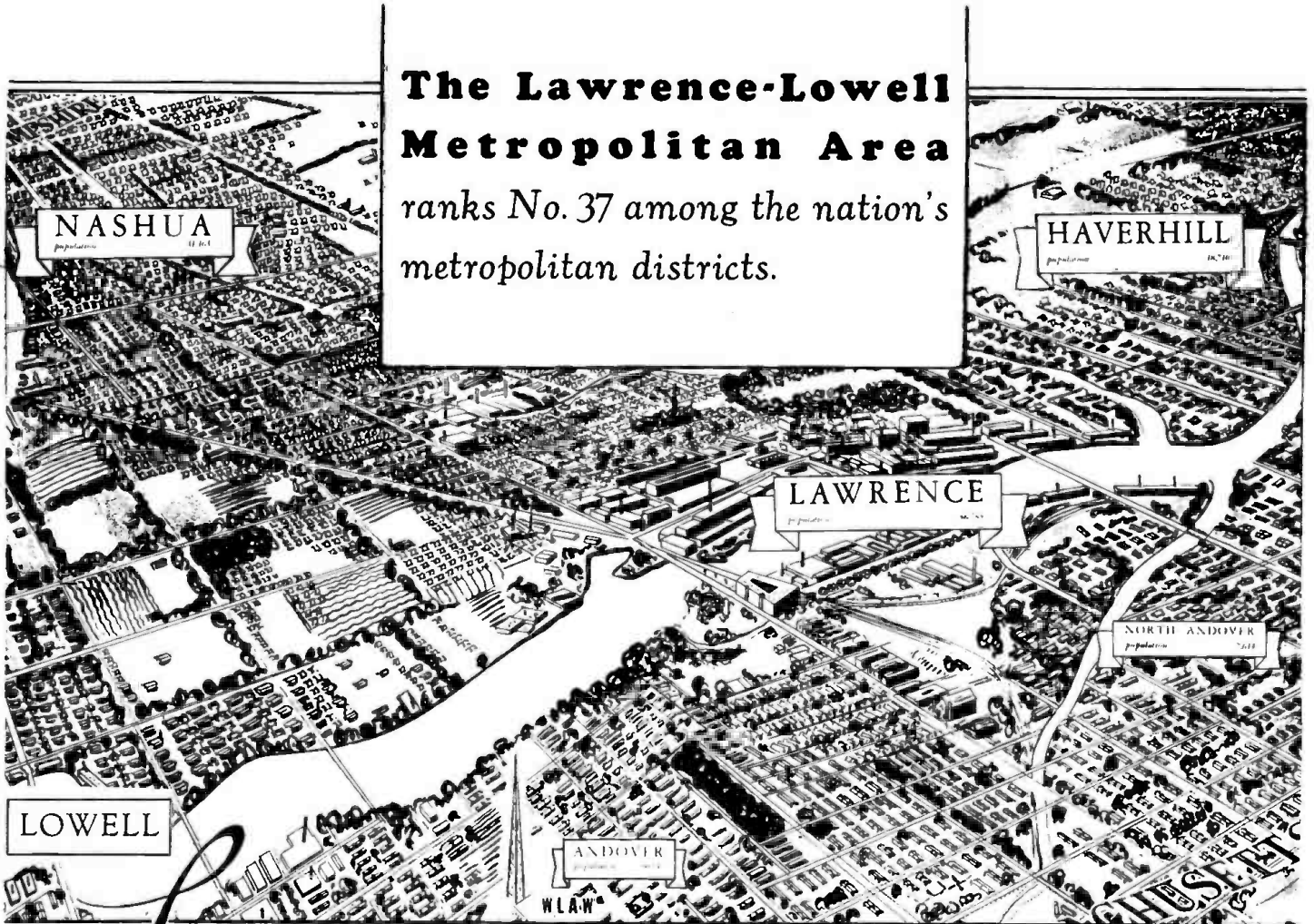
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## MARYLAND—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE (Continued)	WCBM	1370	250	Baltimore Broadcasting Corp. North & Hanford Ave. Calvert 2840	Intercity	John Elmer George H. Roeder John Elmer	..... G. Porter Houston	.....
	WFBR	1270	5,000-LS 1,000-N	Baltimore Radio Show Inc. 10 E. North Ave. Vernon 6900	NBC-Red	Robert S. Maslin Hope H. Barroll Jr. Purnell Gould	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Petry
CUMBERLAND	WTBO	800	250-D	Associated Broadcasting Corp. Commercial Bank Bldg. 299	Quaker	Frank V. Becker Frank V. Becker William Mullen	Stewart Phillips F. V. Becker George Lenhart	McGillvra
FREDERICK	WFMD	900	500-D	Monocacy Broadcasting Co. Winchester Hall 1466	....	Laurence Leonard A. V. Tidmore Arthur Symons	Robert L. Longstreet Arthur Symons John A. Fels	.....
HAGERSTOWN	WJEJ	1210	250	Hagerstown Broadcasting Co. Franklin Court 2322	....	Arthur L. Blessing Grover C. Crilley Grover C. Crilley	William Paulgrove Grover C. Crilley Harold G. Brewer	.....
SALISBURY	WSAL	1200	250-D	Frank M. Stearns 315 E. Main St. 1540	....	Frank M. Stearns Frank M. Stearns Frank M. Stearns	Deane S. Long ..... Edward J. Hagert	.....

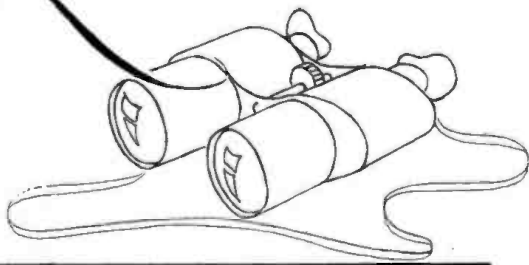
## MASSACHUSETTS

BOSTON	WAAB	1410	1,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy Harlow {Linus Travers William Warner	{Linus Travers Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving P. Robinson Paul deMars	Petry
	WBZ (Synchronizes with WBZA, Springfield)	990	50,000	Westinghouse Elec. & Mfg. Co. 275 Tremont St. Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120	500-D	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	American	Harold A. Lafount Gerald H. Slattery Gerald H. Slattery	Katherine F. Batchelder Gerald H. Slattery Whitnam N. Hall	Headley-Reed
	WEET	590	5,000	Columbia Broadcasting System 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo George R. Dunham Jr. Philip K. Baldwin	Radio Sales
	WHDH	830	1,000-D	Matheson Radio Co. Inc. Hotel Touraine Hancock 0900	....	John J. Matheson Ralph G. Matheson Ralph G. Matheson	Victor Kirby John J. Matheson Watson Kownaski	McGillvra
	WMEX CP-1470	1500	250 CP-5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly S. Alfred Wassner Alfred J. Pote	.....
	WNAC	1230	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy Harlow Linus Travers	Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving B. Robinson Paul deMars	Petry
	WORL	920	500-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100	....	Harold A. Lafount George Lanker Ashley L. Robison	Robert Perry ..... George Luckey	Forjoe Burn-Smith
FALL RIVER	WSAR	1450	1,000	Doughty & Welch Elec. Co. Inc. Academy of Music Bldg. 450	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin John C. Pavao	Ferguson & Walker
GREENFIELD	WHA1	1210	250	John W. Haigis 354 Main St. 4301	MBS Yankee Colonial	John W. Haigis James L. Spates James L. Spates	Warren M. Greenwood Hal Goodwin James L. Spates	McGillvra
LAWRENCE	WLAW	680	1,000-D	Hildreth & Rogers Co. 278 Essex St. 4107	....	Alexander H. Rogers Irving E. Rogers David M. Kimmel	{H. Harrison Flint M. William Noble ..... Herbert W. Brown	Ferguson & Walker
LOWELL	WLLH	1370	250	Merrimac Broadcasting Co. Inc. {Rex Center, Lowell {Cregg Bldg., Lawrence {Lowell, 8715 {Lawrence, 2-2148	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton Robert Donahue Anthony Michaels	Petry
NEW BEDFORD	WNBH	1310	250	E. Anthony & Sons Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Paul Stiles	Paul Stiles Paul Stiles Clyde Pierce	.....
PITTSFIELD	WBRK	1310	250	Harold Thomas 8 Bank Row 2-1553	MBS Yankee Colonial	Harold Thomas Harold Thomas Bruff W. Olin	Walcott Willie Bruff W. Olin Norman Blake	Ferguson & Walker
SALEM	WESX	1200	100	North Shore Broadcasting Co. 126 Washington St. 5678	....	Charles W. Phelan Van D. Sheldon Robert Taylor	Majorie W. Leadbetter Ray Willey Richard I. Hammond	.....
SPRINGFIELD	WBZA (Synchronizes with WBZ, Boston)	990	1,000	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 3-8836	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George F. Harder Harold Randal	NBC
	WMAS	1420	250	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke George F. Harder Earl G. Hewinson Sr.	Petry
	WSPR	1140 L-KVOO-WAPI	500	WSPR Inc. 63 Chestnut St. 6-2757	MBS Yankee Colonial	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham ..... Hillis W. Holt	Hollingbery



**The Lawrence-Lowell Metropolitan Area**  
ranks No. 37 among the nation's metropolitan districts.

*Let's Look a little Closer at Lawrence*



Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. This population figure is derived from figures of the Bureau of the Census based on Metropolitan Areas defined by the same source.

Lawrence alone ranks as the leading city of the United States in the production of woolsens and worsteds and the combined manufactures of the three cities provide payrolls of \$44,000,000 a year. Retail sales exceed \$86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available to the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune*, with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.

**RADIO STATION**  
**WLAW**  
Studios & Offices: OSWALD Bldg.  
Lawrence, Massachusetts

680 Kilocycles • 1,000 Watts

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representative
WORCESTER	WORC	1280	500	Alfred Frank Kleindienst 65 Elm St. 5-3101	CBS	Alfred Frank Kleindienst Mildred P. Stanton Lawrence J. Miron	William Brennan Edgar L. Marven	Weed
	WTAG	580	1,000 CP-5,000-LS	Worcester Telegram Publishing Co. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth E. E. Hill	William T. Cavanaugh Robert W. Booth Hobart H. Newell	Petry
YARMOUTH	WOCB (Construction permit)	1210	250	Cape Cod Broadcasting Co. Yarmouth 775	....	Harriett M. Alleman Heien W. MacLellan Harriett M. Alleman	.....	.....

## MICHIGAN

BATTLE CREEK	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller D. E. Jayne F. F. Owen	A. H. Haight R. B. Roof	Burn-Smith
BAY CITY	WBCM	1410	1,000-LS 500-N	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan (NBC-Blue)	Harley D. Peet H. A. Giesel Milton Greenebaum	Jack Parker A. F. Huebner Ralph H. Carpenter	Hollingbery
CALUMET	WHDF	1370	250	Upper Michigan Bcastg. Co. Hotel Scott, Hancock, Mich. Houghton 1	....	A. L. Burgan John W. Rice Merrill F. Trapp	Albert W. Payne Merrill F. Trapp George L. Burgan	Mitchell & Ruddell
DETROIT	WJBK	1500	250	James F. Hopkins, Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Arthur C. Croghan	Sybil Kreighoff Paul Frincke	.....
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott Andrew Friedenthal	Petry
	WMBC	1420	250	Michigan Broadcasting Co. Inc. 7310 Woodward Ave. Madison 9100	....	John Lord Booth Jonn Lord Booth	Hy Steed Edward Clark	.....
	WWJ	920	5,000-LS 1,000-N	Evening News Association 624 W. Lafayette Randolph 2000	NBC-Red	W. E. Scripps William J. Scripps Harry Bannister	Mel Wiseman Walter Hoffman	Hollingbery
	WXYZ	1240	5,000-LS 1,000-N	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Harry Sutton Jr.	James G. Riddell Charles C. Hicks Roy Gardner	Raymer
	CKLW (Windsor, Ont.)	1030	5,000	Western Ontario Bcastg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	CBC	Malcom G. Campbell J. E. Campeau L. J. Du Manaut	John Gordon Gordon B. Castle William G. Carter	McGillivra
EAST LANSING	*WKAR	850	1,000-D CP-5,000-D	Michigan State College East Lansing 5-9113	....	Michigan State College Robert J. Coleman	Robert J. Coleman Norris Grover	.....
FLINT	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-1158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian S. Cooper R. V. Osgood Frank D. Fallain	Burn-Smith
GRAND RAPIDS	WOOD- WASH	1270	500	King Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Fred W. Russell	Raymer
IRONWOOD	WJMS	1420	250	Mich.-Wis. Bcastg. Co. Inc. 124 E. McLeod Ave. 20	....	William L. Johnson N. C. Ruddell N. C. Ruddell	Harry Wills R. L. Johnson	Mitchell & Ruddell
JACKSON	WIBM	1370	250	WIBM Inc. Hotel Hayes 6121	Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	Wilbur C. Dunn Charles Wirtenan	.....
KALAMAZOO	WKZO	590	1,000-D CP-1,000-U	WKZO Inc. 124 W. Michigan Ave. 3-1223	Michigan	John E. Fetzer John E. Fetzer	Merlin Stonehouse Ted Matthews Edwin Rector	Wilson
LANSING	WJIM	1210	250	WJIM Inc. City National Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes Asa Adkins	.....
LAPEER	*WMPC	1200-SH	250	First Methodist Protestant Church 808 Liberty St. 455J	....	First Methodist Church Frank S. Hemingway	Frank S. Hemingway Hollis F. Hayes	.....
MARQUETTE	WDMJ	1810	250	Lake Superior Bcastg. Co. 146 W. Washington 616	....	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	William Croker Jr. Gordon H. Brozek	.....
MUSKEGON	WKBZ	1500	250	Ashbacker Radio Corp. Michigan Theatre Bldg. 26-051	....	Grant F. Ashbacker Grant F. Ashbacker Grant F. Ashbacker	Rolland Van Wyck Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC	WCAR	1100	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	....	Harold E. Howlett H. Y. Levinson W. K. Bailey	Stanley N. Schultz W. K. Bailey Wiley D. Wenger	.....
PORT HURON	WHLS	1370	250	Port Huron Broadcasting Co. 932 Military St. 6191	....	Harmon L. Stevens Herman L. Stevens Angus D. Pfaff Angus D. Pfaff	Harmon L. Stevens Harmon L. Stevens Wayne McDonnell	.....
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St. 0815	....	George B. Harrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Joseph L. McFarland	.....
SAGINAW	WHAL (Construction permit)	950	500-D	Harold F. Gross & E. C. Shields Saginaw	....	Harold F. Gross Edmund C. Shields	.....	.....
	WSAM (Construction permit)	1200-SH	250-LS 100-N	Saginaw Broadcasting Co. Saginaw	....	Milton L. Greenebaum	.....	.....
SAULT STE MARIE	WSOO (Construction permit)	1200	250-LS 100-N	Hiawathaland Bcastg. Co. Sault Ste. Marie	....	Vernon W. Atkins	.....	.....



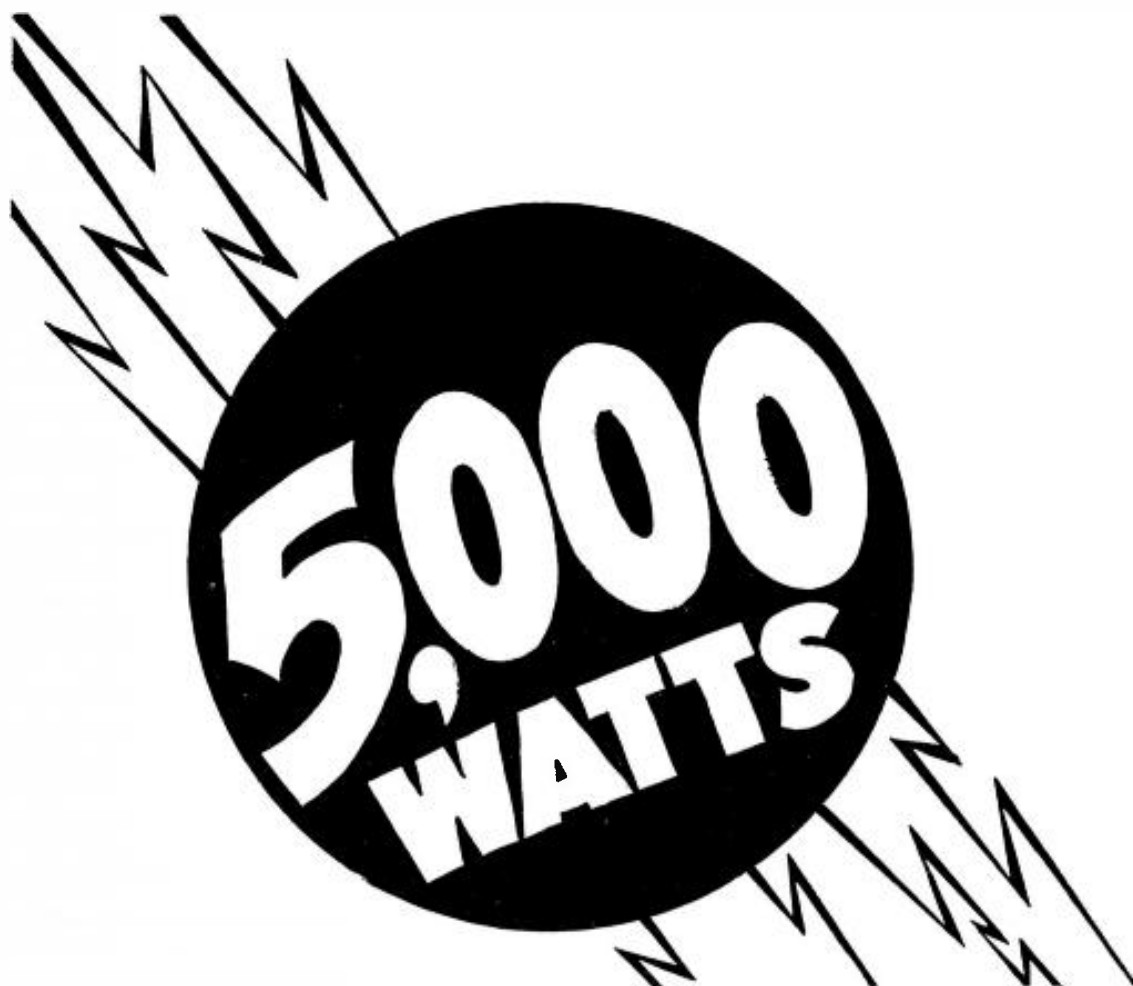
# WXYZ • DETROIT

## To Your Own Specifications

In Detroit, America's rich and most responsive big radio market . . . Basic Station NBC Blue . . . Originator and key station for award-winning programs of national circulation . . . Proved showmanship . . . Expert merchandising co-operation . . . Always a standout buy . . . Today, with upped daytime power and with new transmitter facilities adding greatly to 1000-watt night-time coverage, commandingly your first choice in Detroit.

# KING-TRENDLE

BROADCASTING CORPORATION



**NEW RCA TRANSMITTER—5000 WATTS Daytime, 1000 WATTS Nights**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Signal.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA.....	KATE	1420	250	Albert Lea Broadcasting Co. 330 S. Broadway 2338	....	E. L. Hayek E. L. Hayek Warner C. Tidemann	Sherman Booen Warner C. Tidemann George H. Church	.....
DULUTH.....	KDAL	1500	250-LS 100-N	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett Sam L. Levitan Robert A. Dettman	.....
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 1537	NBC MBS Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	..... ..... Charles Persons	Hollingbery
FERGUS FALLS.....	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	....	Charles L. Jaren Charles L. Jaren Charles L. Jaren	A. B. Woodard ..... .....	.....
HIBBING.....	WMFG	1210	250	Head of the Lakes Bcstg. Co. Inc. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	H. S. Hyett ..... C. B. Persons	.....
MANKATO.....	KYSM	1500	250	F. B. Clements & Co. 101 N. Second St. 4673	Minnesota NBC	F. B. Clements Ray E. Schwartz Ray E. Schwartz	John Hansen ..... Harbert D. Kimberly	Wilson
MINNEAPOLIS- ST. PAUL.....	KSTP	1460	10,000-N 50,000-LS CP-50,000-U	National Battery Bcstg. Co. St. Paul Hotel Cedar 5511	NBC-Red Minnesota	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Fred Laws Hector R. Skifter {Lealie H. Carr	Petry
	WCCO	810	50,000	Columbia Broadcasting System 625 Second Ave. S. Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Jr. Hugh S. McCartney	Radio Sales
	WDGY	1180 L-KEX	5,000-LS 1,000-N	George W. Young Hotel Nicollet Bridgeport 7777	MBS	George W. Young George W. Young .....	..... ..... .....	Rambeau
	*WLB	760 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	....	U. of Minnesota Burton Paulu .....	Charles T. Harrell ..... Waldemar Klima	.....
	WMIN	1370	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	....	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Frank Devaney Stanton H. Allison	.....
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	NBC-Blue	{Minneapolis Tribune {St. Paul Dispatch- {Pioneer Press Clarence T. Hagman Lee L. Whiting	Robert DeHaven ..... John M. Sherman	Free & Peters
MOORHEAD.....	KVOX	1310	250	KVOX Broadcasting Co. Inc. Comstock Hotel Fargo, N.D. 3-1523	....	R. K. Herbat M. M. Marget R. Steiny Jr.	Arv Johnson R. Steiny Jr. Robert Schulz	.....
NORTHFIELD.....	*WCAL	760 ST-WLB	5,000	St. Olaf College Northfield 731-J	....	L. W. Boe M. C. Jensen .....	A. B. Sandquist ..... M. C. Jensen	.....
ROCHESTER.....	KROC	1310	250	Southern Minnesota Bcstg. Co. 100 First Ave. 2727	Minnesota NBC	Gregory Gentling Gregory Gentling E. Anson Thomas	{Dwight Merriam {Gerald H. Wing Maxine Jacobs Fred C. Clarke	McGillvra
ST. CLOUD.....	KFAM	1420	250	Times Publishing Co. 712 1/2 St. Germain St. 3390	Minnesota NBC	Fred Schilplin George B. Bairey Edgar Parsons	George B. Bairey Edgar Parsons Robert Witschen	.....
VIRGINIA.....	WHLB	1370	250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin	Wayne Ebers William J. Lofback C. P. Persons	.....
WINONA.....	KWNO	1200	250	Winona Radio Service 216 Center St. 3314	....	M. H. White L. L. McCurnin L. L. McCurnin	L. A. Gifford Bob Owens Maurice Reutter	.....

## MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
GREENVILLE.....	WJPR	1310	250	John R. Pepper 107 S. Poplar St. 1770	....	John R. Pepper Paul Thompson Paul Thompson	Burt Ferguson Frank Baldwin Charlie Mathis Jr.	.....
GREENWOOD.....	WGRM	1210	250	P. K. Ewing Greenwood 1717	....	P. K. Ewing W. E. Williams P. K. Ewing	Harry Ridgley ..... C. A. Perkins	.....
GULFPORT.....	WGCM	1210	250-LS 100-N	WGCM Inc. Hotel Markham 1111	....	P. K. Ewing F. C. Ewing F. C. Ewing	Charles Saunders F. C. Ewing George Wilson	Burn-Smith
HATTIESBURG.....	WFOR	1370	250-LS 100-N	Forrest Broadcasting Co. 302 Hemphill St. 1866	....	C. J. Wright C. J. Wright C. J. Wright	Les Carmichael ..... C. H. Dyess	.....
JACKSON.....	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2161 2-1183	NBC	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy Jr.	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420	250	Standard Life Bcstg. Co. Robert E. Lee Hotel 3-2788	....	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Vassar Dubard T. H. Lathrop George McInnis	.....

# KSD

ON THE NBC RED NETWORK

*first* **in St. Louis**   
in **FIRST RANK STAR PROGRAMS**  
in **NATIONAL POPULARITY POLLS**

**4 of the  
FIRST 5**


most popular radio entertainers were heard on KSD, in the Motion Picture Daily Poll of 600 radio editors and commentators announced in 1939

**8 of the  
FIRST 12**

best programs were heard on KSD in the New York World-Telegram poll of Radio Editors of the United States and Canada, announced in 1939.

**5 of the  
FIRST 6**

leaders were heard on KSD in the Radio Guide popularity poll to select Radio Stars on the air in 1939.

 KSD has a Greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

***The Distinguished Broadcasting Station***

**Station KSD—The St. Louis Post-Dispatch**

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BILLINGS	KGHL	780	5,000-LS 1,000-N	Northwestern Auto Supply Co. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger D. H. Morris J. A. Kiechli	Katz
BOZEMAN	KRBM	1420	250	KRBM Broadcasters Bozeman 1420	Z-Bar	R. B. McNab Jr. E. B. Craney Pat Goodover J. MacLeod	Pat Goodover J. McGraw	Ferguson & Walker
BUTTE	KGIR	1340	5,000	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Sid Lines Sid Lines Jack Nicholas	Ferguson & Walker
GREAT FALLS	KFBB	1280	5,000-LS 1,000-N	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	John Alexander Josie Weir Willy Myhre	Weed Biddick
HELENA	KPFA	1210	250	Peoples Forum of the Air Helena 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernest Neath	Ferguson & Walker
KALISPELL	KGEZ	1310	100	Donald C. Treloar 203 First Ave., E. 332	.....	Donald C. Treloar Donald C. Treloar Donald C. Treloar	Oliver J. Hockley W. B. LaBonte Donald P. Gorman	.....
MISSOULA	KGVO	1260	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber Thomas E. Atherstone	McGillvra Burn-Smith
WOLF POINT	KGCX	1450	1,000	E. E. Krebsbach Wolf Point 102	.....	E. E. Krebsbach E. E. Krebsbach Milton J. Severson	Adolph Jystead E. A. Richmond Harold Kiimpel	.....

## NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
FREMONT	KORN	1370	250-LS 100-N	Nebraska Broadcasting Corp. Pathfinder Hotel	.....	Clark Standiford Clark Standiford Randy Ryan	Larry Coke E. A. Blackburn	.....
GRAND ISLAND	KMMJ	740 L-WSB	1,000	KMMJ Inc. 315 1/2 Locust St. 703	.....	Don Searle Herb Hollister Ted Matthews	..... M. A. Price	Wilson
HASTINGS	KHAS	1200 (Construction permit)	250	Nebraska Broadcasting Co. Hastings	.....	F. A. Seaton Lloyd C. Thomas	.....	.....
KEARNEY	KGFW	1310	250	Central Nebraska Bcastg. Corp. Federal Annex 31551	.....	Lloyd C. Thomas Lloyd C. Thomas Warren J. Binkley	Fred Christenson Kemper Wilkins Walter Ely	Biddick Cox & Tanz
LINCOLN	KFAB	770 (Synchronizes at night with WBBM, Chicago)	10,000	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank Throop W. Judson Woods Don Searle Frank Pellegrin	Lowell A. Miller R. Bruce Wallace Mark W. Bullock	Katz
	KFOR	1210	250-LS 100-N	Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank Throop Don Searle W. Judson Woods Frank Pellegrin	R. Bruce Wallace Mark W. Bullock	Katz
NORFOLK	WJAG	1060 L-WBAL-WTIC	1,000	Norfolk Daily News Norfolk 432	.....	Gene Huse Art Thomas Art Thomas	Russell Jensen Harold Kline Frank Weidenbach	Ferguson & Walker
NORTH PLATTE	KGNF	1430	1,000-D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	.....	W. I. LeBarron W. I. LeBarron Joe di Natale	Dorothy Roberts J. B. Eaves	.....
OMAHA	KOIL	1260	5,000-LS 1,000-N	Central States Broadcasting Co. Omaha Jackson 7626	CBS MBS	Frank Throop Don Searle Frank E. Pellegrin	Harold Hughes R. Bruce Wallace Mark Bullock	Katz
	KOWH	660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2228	NBC-Blue	Henry Doorly Vernon H. Smith Clement W. Young	Paul Fry Frank Shopen	Hollingbery
	WOW	590	5,000	Woodmen of the World Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red Cornbelt	DeEmmet Bradshaw William Ruess John J. Gillin Jr. John J. Gillin Jr.	Harry Burke Howard O. Peterson Bill Wiseman William J. Koters	Blair
SCOTTSBLUFF	KGKY	1500	250	Hilliard Co. 1517 1/2 Broadway 856	.....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter Harlan Morrison	.....

## NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
RENO	KOH	1380 CP-630	500 CP-1,000	Bee Inc. 440 N. Virginia St. 5106	NBC	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merle Snider Jerry Cobb Hewitt Kees	Raymer

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
KEENE	WKNE (Being moved from Springfield, Vt.)	1260	1,000	Twin State Broadcasting Corp. Dunbar St.	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Nick Carter E. S. Robinson Willis F. Moore	Raymer
LACONIA	WLNH	1310	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	Malcolm & Charles Jenney Earle G. Clement Albert Tyler	Sherman Greenlaw Earle G. Clement William MacDonald	
MANCHESTER	WFEA	1340	1,000-LS 500-N	New Hampshire Bcastg. Co. Carpenter Hotel 7970	NBC Yankee Colonial	Mrs. Henry P. Rines Charles G. H. Evans Leslie F. Smith	David Shurtleff Vincent H. Chandler	Woods
PORTSMOUTH	WHEB	740	250-D	Granite State Bcastg. Corp. 39 Congress St. 2670	....	H. J. Wilson H. C. Wilson H. C. Wilson	Hal Miller Herbert D. Miller D. R. Stevens	

## NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK	WCAP	1280 ST-WCAM-WTNJ	500	Radio Industries Broadcast Co. Convention Hall 1911	....	George S. Ferguson V. N. Scholes John C. Bird	Ernest G. Ruckie	
ATLANTIC CITY	WBAB	1200	250-LS 100-N	Press-Union Publishing Co. 1900 Atlantic Ave.	....	Albert J. Feyt Norman Reed	Earl Godfrey	Headley-Reed
BRIDGETON	WSNJ	1210	250	Eastern States Bcastg. Corp. P.O. Box 166 1600	....	Howard S. Frazier Howard S. Frazier Jack Plumley	Paul Alger Paul Alger Russell Ely	Cox & Tanz
CAMDEN	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	....	City of Camden Frederick S. Caperoon Charles Stahl	Robert Horn Charles Stahl Marvin Seimes	
JERSEY CITY	WAAT	940	500-D	Bremer Broadcasting Corp. 50 Journal Square Journal Square 2-0716	....	Paul H. LaStayo Paul H. LaStayo A. B. Schilin	Walter Patrick Kelly Anthony Castellani	Burn-Smith
	WHOM	1450	250	New Jersey Bcastg. Corp. 29 W. 57th St., N.Y.C. Plaza 3-4204	....	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox Fred Coll Allison Burnham	
NEWARK	WHBI	1250 ST-WNEW	2,500-LS 1,000-N	May Radio Broadcast Corp. 100 Shipman St. Mitchell 2-7354	....	James L. Shearar		
	WOR	710	50,000	(See New York City)	....			
RED BANK	WBRB	1210 ST-WFAS-WGBB	100	Monmouth Broadcasting Co. 63 Broad St. 980	....	Thomas F. Burley Jr. Lilian Mayhew V. N. Scholes	Robert Johnson	
TRENTON	WTNJ	1280 ST-WCAM-WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff F. J. Wolff	E. W. Tucker Jr. H. O. Stevens Edward P. Knowles	
ZAREPHATH	*WAWZ	1350 ST-WBNX	1,000	Pillar of Fire Zarephath Roundbrook 223	....	Alma White Ray B. White Arthur K. White	Ray B. White Nathaniel Wilson	

## NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	CBS	A. R. Hebenstreit Elmer Fondren	Elmer Fondren Mel Marshall Leonard Dodds	Wilson
	KOB	1180	10,000	Albuquerque Bcastg. Co. 420 W. Gold Ave. 1180	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Dorothy McCain George S. Johnson	Katz
CARLSBAD	KLAH	1210	250	Carlsbad Broadcasting Co. Crawford Hotel 244	....	Barney Hubb Jack W. Hawkins Jack W. Hawkins Lucille Neilson	Louis Pitchford Harry Bochnemann	
CLOVIS	KICA	1370 SHN-KGFL	100	Western Broadcasters Inc. 414 Pile St. 8	....	Charles C. Alsop Charles C. Alsop Charles C. Alsop	Karl Wm. Schroeder Charles C. Alsop Olin Johnson	Forjee
GALLUP	KAWM	1500	250-LS 100-N	A. W. Mills 1100 E. Aztec Ave. 19	....	A. W. Mills A. W. Mills A. W. Mills	Frances Dolan Wayne Fernyhough	Cox & Tanz
HOBBS	KWEW	1500	100-D	W. E. Whitmore P. O. Box QQ 495	....	W. E. Whitmore Orland A. Foster Orland A. Foster	Phil Reed Floyd Emanuel	
ROSWELL	KGFL	1370 SH-KICA	100	KGFL Inc. 502 W. Second St. 288	....	W. E. Whitmore W. E. Whitmore Charles Teas	Ed Safford Jr. James Simpson	
SANTA FE	KVSF	1310	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Ernest N. Thwaites Ivan R. Head Jack Aikire	McGillvra


# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representative	
ALBANY	WABY	1370	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4193	NBC-Blue MBS New York	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee James H. Corey	McKinney	
	WOKO	1430	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	Johnny Lee O. A. Sardi	McKinney	
AUBURN	WMBO	1310	250	WMBO, Inc. Metcalf Bldg. 433	New York	William O. Dapping Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin Herbert House		
BINGHAMTON	WNBF	1500	250	Howitt-Wood Radio Co. Inc. Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Lamb Leonard P. Whitelaw Lester H. Gilbert	Blair	
BROOKLYN	WARD	1400-ST*	500	United States Bstg. Corp. 427 Fulton St. Triangle 5-3800	.....	Aaron Kronenberg Aaron Kronenberg Oscar Kronenberg	Franklin H. Small Dick Weaver Abe Haas		
	WBBC	1400-ST*	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6890	.....	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child Peter Testan		
	*WBBR	1300-ST*	1,000	Watchtower Bible & Tract Soc. 124 Columbia Heights Main 4-9735	.....	.....	.....		
	WCNW	1500-ST*	250-LS 100-N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	.....	Arthur Faske A. R. Steinberg L. W. Berne	Roger Wayne L. W. Berne Arthur Faske	Stewart	
.....	WLTH	1400-ST*	500	Voice of Brooklyn Inc. 105 Second Ave., N.Y.C. Orchard 4-1203	.....	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Waresmbud Nathan Horowitz John M. Temple		
	WVFW	1400-ST*	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0813	.....	Harold Burke Salvatore D'Angelo Salvatore D'Angelo	Lillian Delson Salvatore D'Angelo Hermann Florez		
	BUFFALO	WBEN	900	5,000-LS 1,000-N	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Petry
	WBNY	1370-SH	250	Roy L. Albertson 485 Main St. Cleveland 3365	.....	Roy L. Albertson Roy L. Albertson Roy L. Albertson	Robert A. Sherry Thomas L. Vines		
	WEBR	1310	250	WEBR Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchofer C. Robert Thompson William Doerr Jr.	Kay Burkhardt Albert Zink Ralph Kingsley	Weed	
.....	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters	
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters	
	*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	.....	Elmer S. Pierce, Principal	.....		
CANTON	*WCAD	1220-SH	600-D	St. Lawrence University St. Lawrence University 276	.....	St. Lawrence University Harold K. Bergman	Richard C. Ellsworth Dr. Ward C. Priest		
ELMIRA	WENY	1200	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	MBS	Elmira Star-Gazette Inc. Dale L. Taylor Joseph M. Cleary	George R. Clapp Perry Eaten	McKinney	
	WESG	850 L-WWL	1,000-D	Cornell University Mark Twain Hotel 5181	CBS	Elmira Star-Gazette Inc. Lessee Dale L. Taylor Ernest F. Oliver	Hal Wagner Glenn Williams Perry Eaten	McKinney	
FREEPORT	WGBB	1210-ST*	100	Harry H. Carman 44 S. Grove St. 2418	.....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman A. E. Graubacka		
JAMESTOWN	WJTN	1210	250	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue New York	Harry C. Wilder Charles E. Denny Si Goldman	George Callison Si Goldman Harold Kratzert	Raymer	
KINGSTON	WKNY	1500	100-D	Kingston Broadcasting Co. Governor Clinton Hotel 4500	.....	John R. McKenna John R. McKenna Leon Bernard	Esra McIntosh Leon Bernard John R. McKenna		
NEWBURGH	WGNY	1220	250-D	Courier Publishing Corp. 161 Broadway 4600	.....	Merritt C. Speidel E. A. Chappell W. E. Dunkelbarger	Janet Lumb W. E. Dunkelbarger Patrick Simpson		
NEW YORK	WABC	860	50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley M. R. Runyon Arthur Hull Hayes	George Allen Victor Ratner Henry Grossman	Radio Sales	
	WBNX	1350 ST-WAWZ	1,000 CP-5,000-LS	WBNX Broadcasting Co., Inc. 260 E. 161st St. Melrose 5-0333	.....	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson H. L. Wilson		
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC	
	WEVD	1300-ST*	1,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	.....	Adolph Held Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles Brown		

# BEYOND THE HORIZON!



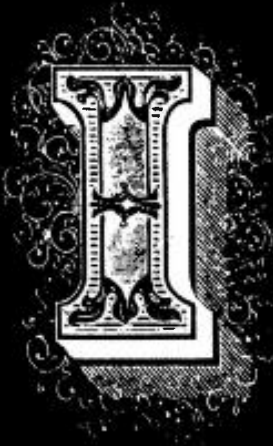
Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by but a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Surveys show and sales prove that these stations penetrate the horizons of space and habit which bound other advertising media. They cover the true Buffalo buying area which extends far beyond the city limits. They carry your sales message across the usual advertising horizon to rich new fields for sales. Get the WGR-WKBW story before you ignore that vast Western New York market that lies beyond the horizon of ordinary media.

**WGR**

**BUFFALO BROADCASTING CORP.**

**WKBW**

**NATIONAL REPRESENTATIVES - FREE & PETERS INCORPORATED**



*Advertisement*

*—more or less direct!*

Come butcher, come baker, come grocer all,  
There's jack to be had and loud is the call,  
Our listeners are restless and eager to show  
They always say "Yes" and never say "No"  
Come *on*, butcher!

Come canner, come carter, come even *tailor*,  
Old Profit's loose and we're out to nail 'er;  
Come builder, come planter, come maker of soap  
For our listeners are eager and never say "Nope."  
Come *on*, carter!

Come butcher, come grocer, come baker with bread,  
We're set for a job that'll turn your head;  
And this is a hint to Blank & Co.  
To give this great station first crack at its show.  
Come *on*, Blank!



Come banker, buyer, come doubters and all!  
To the top of the list, to the top of the wall!  
This verse may be crude, but smooth is our air  
From Hartford, Conn. to Delaware.

Come *on*, doubter!



Ho ho! for the buyer who buys us on sight,  
Hey, hey! for the client who proves that he's right,  
For Profit's the test of every new show  
And the luster of ducats all set in a row.

Come *on*, buyer!



# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdeq. or Promotion Mgr. Chief Engineer	Representative
NEW YORK (Continued)	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Herbert L. Pettey Frank Roehrenbeck Bertram H. Lebar Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN
	WINS	1180 L-KOB	1,000	Hearst Radio Inc. 110 E. 58th St. Eldorado 5-6100	New York	John S. Brookes Jr. Carl Calman E. S. Lennon	Hazel Bower Albert Grobe Paul von Kunita	International
	WJZ	760	50,000	National Broadcasting Co. Inc. 80 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC
	WMCA	570	1,000	Knickerbocker Bcastg. Co. Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald S. Shaw Charles Stark	Ed Scheuing Al Rose Frank Marx	WMCA
	WNEW	1250 ST-WHBI	5,000-LS 1,000-N	Wodaam Corp. 501 Madison Ave. Plaza 9-3300	....	{Arde Bulova Richard E. O'Dea Bernice Judis Herman Bess Walter Duncan	Program Board Halsey V. Barrett Max J. Weiner	Blair
	*WNYC	810	1,000-D	City of New York Municipal Bldg. Worth 2-5600	....	Municipality of N. Y. Morris S. Novik	Seymour N. Siegel Isaac Brimberg	....
	WOR (Newark)	710	50,000	Bamberger Bcastg. Service Inc. 144 Broadway Pennsylvania 6-8383	MBS	Alfred J. McConker Theodore C. Striebert Frank Braucher, V.P. Eugene Thomas, Sales Mgr.	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend
	WOV	1100	5,000	Greater New York Bcastg. Corp. 132 W. 43rd St. Bryant 9-6080	American	{Arde Bulova Harold A. Lafount Hyla Kizales Hyla Kizales	John C. Schramm Adrian J. Finster Robert E. Study	....
	WQXR	1550	1,000 CP-5,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Columbus 5-6366	....	John V. L. Hogan Elliott M. Sanger Robert M. Scholle	Elliott M. Sanger Norman S. McGee Russell D. Valentine	International
	WRRL (Woodside)	1500-ST <sup>1</sup>	250-LS 100-N	Long Island Bcastg. Corp. 41-30 58th St. Newton 9-3300	....	W. H. Reuman	....	....
NIAGARA FALLS....	WHLD (Construction permit)	1260	1,000-D	Niagara Falls Gazette Pub. Co. Niagara Falls	....	Allanson C. Deual Earl Hull	....	....
OGDENSBURG.....	WSLE (Construction permit)	1370	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 136	....	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Harold J. Frank	Headley-Reed
OLEAN.....	WHDL	1400	250-D	WHDL Inc. Exchange National Bank Bldg. 3300	....	E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Charles Sebastian Frederick G. Meyer Jr. Warren E. McDowell	McKinney
PLATTSBURG.....	WMFF	1310	250	Plattsburg Broadcasting Corp. Hotel Cumberland 1600	NBC-Blue MBS	George F. Bisell George F. Bisell Jay P. Shirley	Donald Hart Dale Jackson Jack Nazak	Hollingbery
POUGHKEEPSIE....	WKIP (Construction permit)	1420	250	Poughkeepsie Bcastg. Corp. Poughkeepsie	....	Richard E. Coon	....	Headley-Reed
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1864	NBC-Blue	Wesley M. Angle William A. Fay John W. Kennedy Jr.	Charles W. Siverson Arthur W. Kelly John J. Long Jr.	Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC Inc. 40 Franklin St. Stone 1820	CBS	{Frank E. Gannett Clarence Wheeler Gunnar O. Wiig Le Moine C. Wheeler	Ken Sparnon Maurice H. Clarke	Raymer
	WSAY	1210	250	Brown Radio Service Taylor Bldg. Stone 702	New York	Gordon P. Brown Gordon P. Brown Mortimer Nusbaum	Le Vere Fuller Winston Thornburg Gordon P. Brown	....
SARANAC LAKE....	WNBZ	1290	100-D	Upstate Broadcasting Corp. 70 Broadway 824	....	Carl F. Woese W. H. Carpenter W. H. Carpenter	L. H. Roberts Fred C. Ambrose	Hollingbery
SCHENECTADY....	WGY	790	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric—NBC Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bcastg. Corp. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule A. R. Marcy	Free & Peters
	WOLF (Construction permit; starts about Feb. 15)	1500	100	Civic Broadcasting Corp. 121 Wendell Terrace	....	T. S. Marshall T. S. Marshall	....	....
	WSYR	570	1,000	Central New York Bcastg. Corp. Starrett Syracuse Bldg. 3-7111	NBC-Blue New York	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist Arnold F. Schoen Jr. Armand G. Belle Isle	Raymer
TROY.....	WHAZ	1300-ST <sup>2</sup>	1,000	Rensselaer Polytechnic Institute 110 Eighth St. Troy 6810	....	William O. Hotchkiss W. J. Williams Mary L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	....
	WTRY (Construction permit; starts April, 1940)	950	1,000-D	Troy Broadcasting Co. Inc. Proctor Bldg.	....	Harry C. Wilder Fred R. Ripley Ed Robinson	....	....
UTICA.....	WIBX	1200	250	WIBX Inc. 187 Genesee St. 2-2101	CBS New York	Scott Howe Bowen E. K. Johnson L. W. Trenner	N. W. Cook Hubert M. Hathaway	Blair
WHITE PLAINS....	WFAS	1210-ST <sup>4</sup>	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	....	J. Noel Macy Frank A. Seitz Frederic W. Ayer	Ran Kaler Harry C. Laubenstein	Headley-Reed

<sup>1</sup> WARD, WBBC, WLTH and WVFV share time on 1400 kc.  
<sup>2</sup> WBBR, WEVD and WHAZ share time on 1300 kc.  
<sup>3</sup> WCNW and WRRL share time on 1500 kc.  
<sup>4</sup> WGBB, WFAS and WBRB, Red Bank, N. J., share time on 1210 kc.

In Rochester, N.Y.

the situation is

still the same.

Most any way you

look at it, it's

**WHIEC**

BASIC CBS

*Representatives: Paul H. Raymer Co. . . . New York, Chicago, Detroit, San Francisco*

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    ST.N—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE.....	WISE	1370	250	Harold H. Thoms Langren Hotel 1213	NBC	Harold Thoma Harold Thoma Baxter Barkley	Bernard Macy Ralph Kibler	.....
	WWNC	670	1,000	Asheville Citizen-Times Co 14 O. Henry Ave. 5500	CBS	Charles A. Webb Don S. Elias John E. Thayer	Robert B. Bingham John E. Thayer Cecil B. Hoskins	Branham
CHARLOTTE.....	WBT	1080	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. E. Joscelyn A. E. Joscelyn Royal E. Penny	Charles H. Crutchfield Arthur Forrest James J. Beloungy	Radio Sales
	WSOC	1210	250-LS 100-N	Radio Station WSOB Inc. Mecklenburg Hotel 7139	NBC MBS	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Paul W. Norris L. L. Caudle Jr.	Sears & Ayer
DURHAM.....	WDNC	1500	250	Durham Radio Corp. 138 Chapel Hill St. N-155	CBS	C. C. Council J. Frank Jarman Jr. C. J. Woodhouse	Olin Tice J. Frank Jarman Jr. Raymond A. Dalton	.....
ELIZABETH CITY....	WCNC	1370	250	Albermarle Broadcasting Co. Colonial Ave. 1370	.....	Trim W. Aydlett Trim W. Aydlett Nathan Frank	Paul O. Moyle Louis Highland	.....
FAYETTEVILLE.....	WFNC (Construction permit)	1340	250-D	Cumberland Broadcasting Co. Fayetteville	.....	W. C. Ewing Harry Layman	.....	.....
GASTONIA.....	WGNC	1420	250	F. C. Todd National Bank of Commerce Bldg. 732	.....	F. C. Todd Pat McSwain Frank C. Abernathy	W. Grady Newman Clarence Morse	.....
GOLDSBORO.....	WGBR	1370	250	East Carolina Bestg. Co. Inc. P. O. Box 372 1550	.....	A. T. Hawkins H. H. Lance R. L. Zealy	.....	.....
GREENSBORO.....	WBIG	1440	5,000 1,000	North Carolina Bestg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Faye Kenyon Virginia W. McKinney Earl Allison	Hollingbery
GREENVILLE.....	WGTC (Construction permit)	1500	250-D	J. J. White Greenville	.....	J. J. White	.....	.....
HICKORY.....	WHKY (Construction permit)	1370	250	Catawba Valley Bestg. Co. Hickory	.....	Carl V. Cline J. E. Coad	.....	.....
HIGH POINT.....	WMFR	1200	250	Radio Station WMFR, Inc. 156 1/2 S. Main St. 4593	.....	Wayne M. Nelson Wayne M. Nelson E. Z. Jones	Stan Conrad E. J. Day	Allied
KINSTON.....	WFTC	1200	250	Jonas Weiland Kinston 1200	.....	Jonas Weiland Rodney Prescott Rodney Prescott	Robert Brenner Rodney Prescott Glen Neuville	Burn-Smith
RALEIGH.....	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 8311	NBC	J. R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner B. Walter Huffington Henry Hulick Jr.	Free & Peters
	WRAL	1210	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St.	MBS	A. J. Fletcher Gillespie B. Murray Robert Wasdon	Fred Fletcher William Carpenter L. B. Terry	Sears & Ayer
ROCKY MOUNT.....	WEED	1420	250	William Avera Wynne Rocky Mount 1420	.....	William Avera Wynne William Avera Wynne B. W. Frank	Frank Vann Thomas Snowden I. G. Murphrey	.....
SALISBURY.....	WSTP	1500	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard John W. Schultz John W. Schultz	James McClendon John W. Schultz J. R. Yost	Sears & Ayer
WILMINGTON.....	WMFD	1370	250-LS 100-N	Richard Austin Dunlea 320 N. Front St. 3	.....	Richard Austin Dunlea Richard Austin Dunlea Arthur G. Montaigne	Harry W. Lee William Crist	Burn-Smith
WILSON.....	WGTM	1310	250	WGTM Inc. 115 W. Nash St. 2188	.....	H. W. Wilson H. W. Wilson Allen Wannamaker	Billy Steadman H. W. Wilson Jack Hudson	Cox & Tanz
WINSTON-SALEM....	WAIR	1250	250-D	C. G. Hill, G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Sears & Ayer
	WSJS	1310	250	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Grey Norria L. O'Neil Harold Essex	John Miller Harold Essex Phil Hedrick	Headley-Reed

## NORTH DAKOTA

BISMARCK.....	KFYR	560	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Wayne Griffin Mervin Clough Ivar Nelson	Blair
DEVILS LAKE.....	KDLR	1210	250	KDLR Inc. 1025 Third St. 1090	.....	Bert Wick Bert Wick Bert Wick	Merle Bjork Richard Moritz	Cox & Tanz
FARGO.....	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Fargo 5357	NBC	Earl C. Reineke Earl C. Reineke Barney J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS.....	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	.....	U. of North Dakota Dalton Le Masurier Elmer Hanson	Helen LaVelle Elwin J. O'Brien	.....
JAMESTOWN.....	KRMC	1370	250	Roberts-MacNab 412 Front St. 100	.....	R. B. MacNab Lloyd R. Amoo Gray Graham	Verna Bekken Lloyd R. Amoo	Cox & Tanz



# HIRAM'S COLD CASH IS RED HOT!

Inactive cash just burns holes in our hayseeds' pockets until they spend it for something they want! And the result is that our Red River Valley accounts for 46% of all retail sales in North Dakota, South Dakota and Minnesota [exclusive of the counties containing St. Paul and Minneapolis]. Cross-claims of your competitors can't lead these customers to confusion, because WDAY is the only station that covers all the valley. May we tell you more?

## WDAY, INC.

N. B. C.

### FARGO, N. D.

Affiliated with the Fargo Forum

FREE and  
PETERS, INC.  
NATIONAL  
REPRESENTATIVES

940 KILOCYCLES  
5000 WATTS DAY  
1000 WATTS NIGHT

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

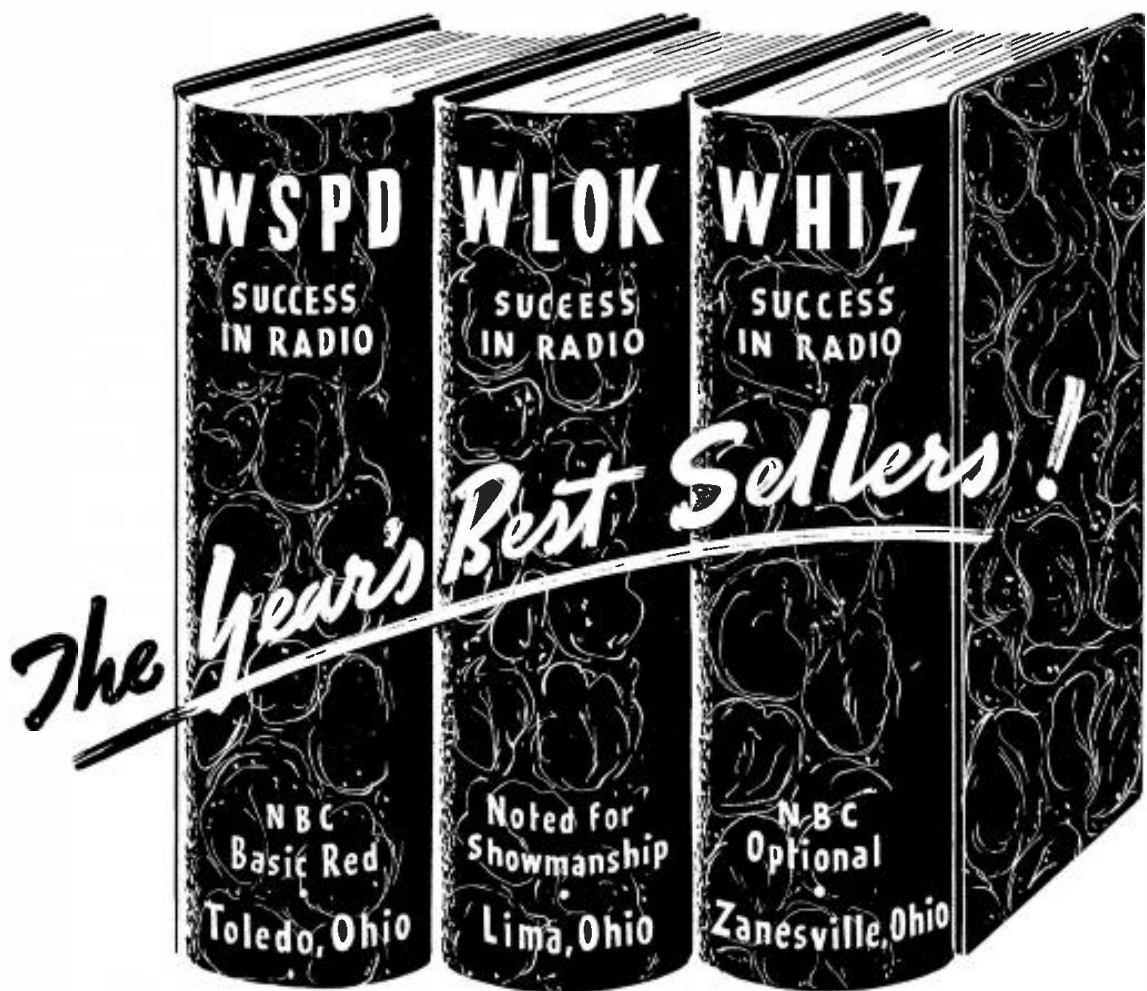
\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## NORTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
MANDAN	KGCU	1240	250	Mandan Radio Ass'n Inc. 205 First St., N.W. 631	.....	H. C. Schulte John K. Kennelly James E. Gilfoy	Arne J. Anzjon James E. Gilfoy	.....
MINOT	KLPM	1360	1,000-LS 500-N	John B. Cooley 118 A South Main St. 1267	.....	John B. Cooley Ethel H. Cooley Richard J. Schmidt	Kathryn McGrath Leslie E. Maupin C. W. Baker	.....
VALLEY CITY	KOVC	1500	250	KOVC Inc. Rudolf Hotel 408	.....	Milton Holiday Dalton Le Masurier William L. Wallace	Robert E. Ingstad William L. Wallace Bey Greene	.....

## OHIO

AKRON	WADC	1320	5,000-LS 1,000-N	Allen T. Simmons Box 830 Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	Harold Hageman R. B. Wilson John Aitkenhead	Hollingbery
	WAKR (Construction permit)	1530	1,000	Summit Radio Corp. Akron	.....	S. Bernard Berk S. Bernard Berk	.....	.....
	WJW	1210	250	WJW, Inc. 41 S. High St. Jefferson 6111	.....	John F. Weimer Edythe Fern Melrose	.....	Headley-Reed
ASHTABULA	WICA	940	250-D CP-500-D	WICA Inc. 221 Center St. 1211	.....	C. A. Rowley Robert B. Rowley Robert C. Marvin	Walter W. Walrath W. Kavanaugh Pruitt George F. Gauthney	.....
CANTON	WBBC	1200	250	Ohio Broadcasting Co. 550 Market Ave., S. 7166	.....	Louis H. Brush Felix Hinkle William Kirkendale	Truesdale Mayers William Kirkendale Kenneth Sliker	.....
CINCINNATI	WCKY	1490	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson E. C. Krautters	Mendel Jones Tom Mitchell Bey Dean George Moore C. H. Topmiller	Free & Peters
	WCPO	1200	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	.....	Jack R. Howard Mortimer C. Watters John P. Smith	Andre Carlon John P. Smith Glen A. Davis	Branham
	WKRC	550	5,000-LS 1,000-N	Cincinnati Times Star Co. Alma Hotel Woodburn 0650	MBS Southern	Hulbert Taft Sr. Hulbert Taft Jr. H. E. Fast	Ruth Lyons Harold Coulter J. M. Tiffany	Weed
	WLW	700	50,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George C. Biggar Josef Cherniavsky (Music dir.) W. Oldham B. Strawway Ronald J. Rockwell	Transamerican
	WSAI	1380	5,000-LS 1,000-N CP-5,000-U	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Dewey H. Long Archie Grinalds	Clair Shadwell Richard A. Ruppert Ronald J. Rockwell	International
CLEVELAND	WCLE	610	500-D	Cleveland Radio Broadcasting Corp. Terminal Tower Prospect 5800	MBS-D	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WGAR	1450	5,000-LS 1,000-N	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr	Carl George Ellis Vander Pyl R. Morris Pierce	Petry
	WHK	1390	5,000-LS 1,000-N	Radio Air Service Corp. Terminal Tower Prospect 5800	NBC-Blue MBS-N	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WTAM	1070	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N.E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1480	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 3265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Verian Bob Thomas Lester H. Nafziger	Blair
	WCOL	1210	100	WCOL Inc. 33 N. High St. Main 4681	NBC	Kenneth B. Johnaton Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson J. E. Lowe	Weed
	WHKC L-KFI	640	500	Associated Radiocasting Corp. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	Robert S. French Harry H. Hoessly J. E. Anderson	Radio Advertising
	*WOSU SH-WKBN	570	1,000	Ohio State University Campus University 3145	.....	Ohio State University R. C. Higgy	William Friel Heimlich ..... A. L. Hammerschmidt	.....
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Bcast. Corp. 46 S. Ludlow St. Adams 2261	CBS	J. M. Cox Jr. J. Leonard Reinsch David H. Brown	Lester Spencer A. H. Robb John Newssock Earnest L. Adams	Hollingbery
	WING	1380	500-LS 250-N	WSMK Inc. 121 N. Main St. Adams 3288	NBC	WSMK Inc. Ronald B. Woodyard	Walter Patterson J. D. Davis Paul Braden	Radio Advertising
LIMA	WLOK	1210	100	Fort Industry Co. Lima Trust Bldg. Main 1316	.....	George B. Storer Don Ioset Don Ioset	Howard Donahoe Don Ioset Russell Shettler	.....
MANSFIELD	WMAN	1370	250-D	Richland Inc. 140 Park Ave., W. Canal 1771	.....	George Satterlee Marie W. Vandergrift Marie W. Vandergrift John Weimer	Gwen Fields ..... John Weimer	.....
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1009 Gallia St. 1010	.....	Chester A. Thompson Ralph H. Patt Jr. Ralph H. Patt Jr.	Robert Horn Ralph H. Patt Jr. Maurice Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000-LS 1,000-N CP-5,000-U	Fort Industry Co. Commodore Perry Hotel Adams 3175	NBC-Red	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gohring Merrill N. Phaeat William Stringfellow	Katz
	WTOL	1200	250	Community Broadcasting Co. Bell Bldg. Adams 3291	.....	Frazier Reams Arch Shawd Arch Shawd	Larry Payne Herbert Gilleland Frank Ridgeway	.....



## THREE VOLUMES DEDICATED TO YOU

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company  
Toledo, Ohio

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.  
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
YOUNGSTOWN.....	WFMJ	1420	250	William F. Maag Jr. 101 W. Boardman St. 3-4121	....	William F. Maag Jr. William F. Maag Jr. Leonard E. Nasman	Edward J. Lord Frank Dieringer	Headley-Reed
	WKBN	570 SH-WOSU	1,000-LS 500-N	WKBN Broadcasting Corp. 17 N. Champion St. 42122	CBS	W. P. Williamson Jr. J. L. Bowden {C. Alden Baker Walter R. Link	G. Davidson B. T. Wilkens	Radio Advertising
ZANESVILLE.....	WHIZ	1210	100 CP-250	WALR Broadcasting Co. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William Hunt	Blair

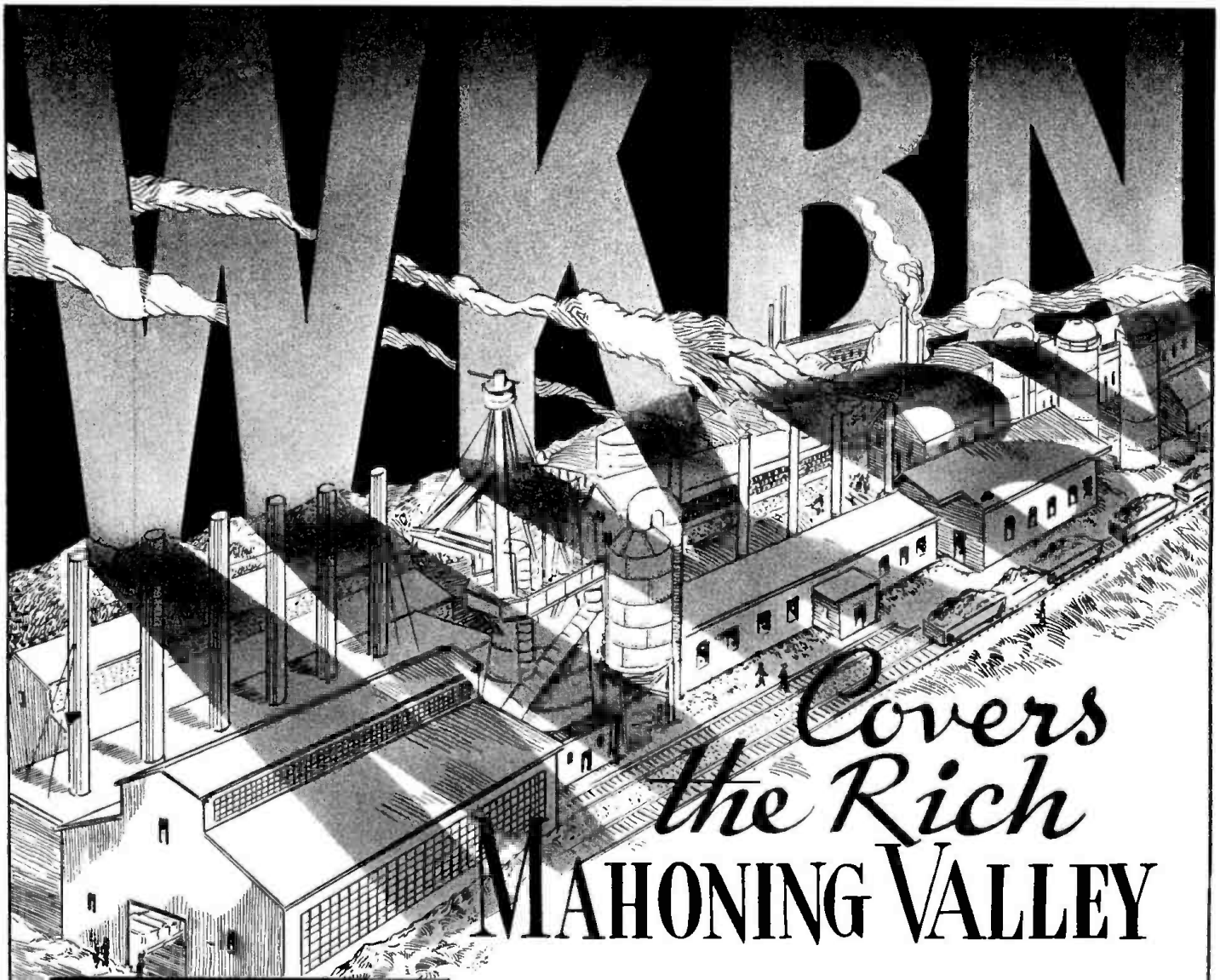
## OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
ADA.....	KADA	1200	100	C. C. Morris 115 1/4 S. Rennie 1212	MBS Oklahoma	C. C. Morris John M. Whitney John M. Whitney	Russell V. Miller Jack Cahill Leiland Seay	Hagg
ARDMORE.....	KVSO	1210	250-LS 100-N	Ardmoreite Pub. Co. 1611 N. Washington 3030	....	{John Easley Albert Riesen Albert Riesen James Griffin	Dolly Dutton Gene Coltry Paul Ross	.....
ELK CITY.....	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	....	E. M. Woody F. E. Mayhew F. E. Mayhew	Johnny Carman F. E. Mayhew G. W. Patterson	.....
ENID.....	KCRC	1360	250	Enid Radiophone Co. Enid 448	MBS Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Keith Painton James Stuart A. B. Clopton	Forjoe
MUSKOGEE.....	KBIX	1500	100	Oklahoma Press Pub. Co. P.O. Box 1512 302	MBS Oklahoma	C. M. Bixby Tarns Bixby Jr. Frank Rough	Mark Weaver Mark Weaver Lester Harlow	Branham
NORMAN.....	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Faculty Exchange 900, Station 124	....	U. of Oklahoma Homer R. Heck	Howard M. Leake Clyde L. Farrar	.....
OKLAHOMA CITY...	KOCY	1310	250	Plaza Court Bstg. Co. 1108 Classen Blvd. 3-4333	....	John D. Thomas M. H. Bonebrake Sam D. Jones	Marvin Krause Louis Hartman George W. Brock	.....
	KOMA	1480	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Neal Barrett Jack Howell	Jack Mitchell Wilbur Lukentz M. H. Thomas	Free & Peters
	KTOK	1370	250	Oklahoma Bstg. Co. Inc. 1800 W. Main St. 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglass Tom Johnson	Harold Shreve Paul Buening Bernard Tullins	Burn-Smith
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb Robert E. Chapman	Naiph J. Abodaher Allan Clark H. J. Lovell	Katz
OKMULGEE.....	KHBG	1210	250	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	....	Pat Buford Pat Buford Pat Buford	Lucille Buford A. F. Schultz	.....
PONCA CITY.....	WBBZ	1200	250	C. L. Carrell Fatate 615 W. Grand St. 2300	....	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	Edward S. Compton W. L. Stevenson William Tietzel	.....
SHAWNEE.....	KGFF	1420	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	MBS Oklahoma	Oscar Stauffer Joseph W. Lee Weldon Stamps	..... Maxine Eddy John Molloy	Hagg
TULSA.....	KOME	1310	250	Oil Capital Sales Corp. Radio Bldg. 3-4121	MBS Oklahoma	Harry Schwartz Jack Nell Harold Grimes	Robert Lattig James Manship	.....
	KTUL	1400	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 4-8188	CBS	J. T. Griffin Wm. C. Gillespie Lawson Taylor	Vivian Sandler John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI SA-U	25,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	William G. Skelly William B. Way Willard D. Egoft	Norvell E. Slater F. M. Hart L. W. Stinson	Petry

## OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
ASTORIA.....	KAST	1200	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	....	M. R. Chesman James C. Wallace Frank E. Marrion	Sylvia L. Chandler Lawrence L. King	Cox & Tanz Biddick
BAKER.....	KBKR	1500	250-LS 100-N	Louis P. Thornton Baker	....	Louis P. Thornton Ellwood W. Lippincott Fred Pelger	Robert B. Sutron	.....
BEND.....	KBND	1310	250	Bend Bulletin 812 Wall St. 848	....	Robert W. Sawyer Frank H. Loggan Chet Wheeler	William Murphy William Murphy Gene Lovejoy	Cox & Tanz
CORVALLIS.....	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 526	....	State of Oregon Luke L. Roberts	Luke L. Roberts Grant S. Fieker	.....





*Covers  
the Rich*  
**MAHONING VALLEY**

● If you are interested in figures to support these statements, send for our **New Radio Coverage Survey** just completed by Edgar Felix and Radio Coverage Reports.

● If you are interested in comparative market figures, write for our **DYNAMITE FOLDER**—Columbia's Ultra Conservative **MARKET ANALYSIS** of Youngstown and WKBN's Evening Listening Area.

● Or, for daytime data, ask for our **TNT FOLDER**, also taken from Columbia's Ultra Conservative Survey of Youngstown and WKBN's Daytime Listening Area.

Representatives  
Radio Advertising Corporation  
New York . Chicago . Cleveland . San Francisco

WKBN is the **ONLY** broadcasting station delivering a signal strength of 10 mv/m to Youngstown's Metropolitan **SHOPPING AREA**.

In time-buyer's language—Interference-Free Reception to over 190,000 radio families, totaling practically a million potential purchasers of radio advertised products. Add to this—the territory covered with adequate signal strength for good reception (1½ mv/m or more)—and you have a **PLUS MARKET** of over 4,700,000 population.

Don't overlook this **PROSPEROUS VALLEY**, where steel production has reached an all-time high and where retail sales are challenging pre-depression peaks!

And don't overlook **WKBN**—the **ONE STATION** that thoroughly covers it with strong, consistent, clear reception.

**WKBN** *Youngstown, O.*

Affiliated Station

THE COLUMBIA BROADCASTING SYSTEM

**1000 WATTS** **500 WATTS**  
**DAY** **NIGHT**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
EUGENE	KORE	1420	250	Eugene Broadcast Station S. Williamette St. 3	MBS Don Lee Pacific	Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster Harold Gander	Blair
GRANTS PASS	KUIN	1810	100	Southern Oregon Bcstg. Co. Grants Pass	....	A. E. Voorhies John G. Bauriedel John G. Bauriedel	Julius Hooven William R. Rambo	.....
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters 218 Main St. 2125	....	J. A. Kincaid George Kincaid George Kincaid	Jack Keating Lon Hunt	Cox & Tanz
LA GRANDE	KLBM	1420	250	Harold M. & Eloise Finlay 1402 Adams Ave. 220	....	Harold M. Finlay Harold M. Finlay Harold M. Finlay	..... Paul Walden	Cox & Tanz
MARSHFIELD	KOOS	1200	250	KOOS Inc. Hall Bldg. 482	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone A. Thomas Morris	Roger L. Spaugh Mark De Launay Roger L. Spaugh	Biddick
MEDFORD	KMED	1410	1,000-LS 250-N	Virgin's Broadcasting Station Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Gladys LaMarr A. A. Adler D. H. Rees	.....
PORTLAND	KALE	1300	1,000 CP-5,000-LS	KALE Inc. New Heathman Hotel Atwater 7209	MBC Don Lee Pacific	C. Roy Hunt Theodore Kooreman Charles C. Couche	H. M. Swartwood Jr. Charles C. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. East 8131	....	Portland Public Schools William Allingham .....	Hazel Kenyon Fred E. Miller	.....
	KEX	1160	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Blue	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KGW	620	5,000-LS 1,000-N	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Red	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KOIN	940	5,000-LS 1,000-N CP-5,000-U	KOIN Inc. Broadway & Salmon Sts. Atwater 3333	GBS	C. W. Myers C. Roy Hunt C. Roy Hunt	M. H. Swartwood Jr. Charles E. Couche Louis S. Bookwalter	Free & Peters
	KWJJ	1040-SA L-WBAL-WTIC	500	KWJJ Broadcast Co. Inc. 622 S.W. Salmon St. Atwater 4393	....	Wilbur J. Jerman John C. Egan Leon D. Henderson	Gerald E. Speerstra Sammy Taylor W. J. Jerman	Cox & Tanz
	KXL	1420 ST-KBPS	250	KXL Broadcasters KXL Bldg. Broadway 6451	....	T. W. Symons Jr. T. W. Symons Jr. T. W. Symons Jr.	T. W. Symons Jr. T. W. Symons Jr. Ralph Miffin	.....
ROSEBURG	KRNR	1500	250-LS 100-N	News Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert E. Walters Henry J. Chandler	Blair
SALEM	KSLM	1360	1,000-LS 500-N	Oregon Radio Inc. 633 N. Front St. 6131	MBS Don Lee Pacific	H. B. Read H. B. Read H. B. Read	Tommy Hoxie Tommy Hoxie Leslie Vaught	Blair

## PENNSYLVANIA

ALLENTOWN	WSAN WCBA	1440	500	Lehigh Valley Broadcasting Co. 39 N. 10th St. 9511	NBC Quaker	J. C. Shumberger B. Bryan Musselman .....	.....	Ferguson & Walker
ALTOONA	WFBG	1310	100	Gable Broadcasting Co. 1818 11th Ave. 6467	NBC-Red Quaker	George P. Gable Roy Thompson Roy Thompson	..... James E. Moffatt	Cox & Tanz
EASTON	WEST	1200	250	Associated Broadcasters Inc. 516 Northampton St. 8001	Quaker	Claire R. McCollough Elwood C. Anderson Elwood C. Anderson	Wilbur Markie Arthur McCracken J. E. Mathiot	.....
ERIE	WLEU	1420	250	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton-Weir V. Hamilton-Weir	James Hamilton V. Hamilton-Weir Harold Roess	Burn-Smith
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House Inc. Penn Albert Hotel 3740	....	H. J. Brennen Ray H. Verret Robert M. Thompson	Ray H. Verret ..... W. W. McCoy	Rambeau Ferguson & Walker
GROVE CITY	*WSAJ	1310-SH	100	Grove City College Grove City 168-J	....	Weir C. Ketter H. W. Harmon .....	Prof. R. G. Walters H. W. Harmon	.....
HARRISBURG	WHP	1430	5,000-LS 1,000-N	WHP Inc. 216 Locust St. 4-3211	CBS	Edward J. Stackpole Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan	.....
	WKBO	1200	250-LS 100-N	Keystone Broadcasting Corp. 31 N. Second St. 40191	NBC Intercity Quaker	Claire R. McCollough C. G. Moss C. G. Moss	Curtis Demmy George Smith J. E. Mathiot	Raymer
HAZELTON	WAZL	1420	250	Hazelton Broadcasting Service Hazelton National Bank Bldg. 1483	Quaker	Claire R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot	.....
JOHNSTOWN	WJAC	1370	250	WJAC Inc. Tribune Annex 24-361	NBC-Red Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster {Neville Straub {A. J. Reid	Cox & Tanz
LANCASTER	WGAL	1500	250	WGAL Inc. 8 W. King St. 5252	NBC Intercity Quaker	Claire R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanzola Walter O. Kirkwood J. E. Mathiot	.....
NEW CASTLE	WKST	1250	1,000-D	WKST Inc. Cathedral Bldg. 5050	....	S. W. Townsend Arthur W. Graham Herbert S. Kirk	A. W. Graham A. W. Graham Howard Condella	Forjo Burn-Smith

64,500 Personal Contacts at ...  
356 Public Meetings in ...  
7 Seasons!



*That's a record of*  
**PUBLIC RELATIONS**  
*activities that really means something!*

It's the story of the work of KOIN's "Ambassador of Goodwill"—ART KIRKHAM. His talks to club meetings, Chambers of Commerce, etc., both in Portland and neighboring towns, on radio and KOIN are so much in demand that he always has a waiting list of requests.

In the entire 356 talks, Kirkham has addressed only six groups twice.

And all 64,500 of those who have heard him have carried away a feeling of warm personal friendship for KOIN.

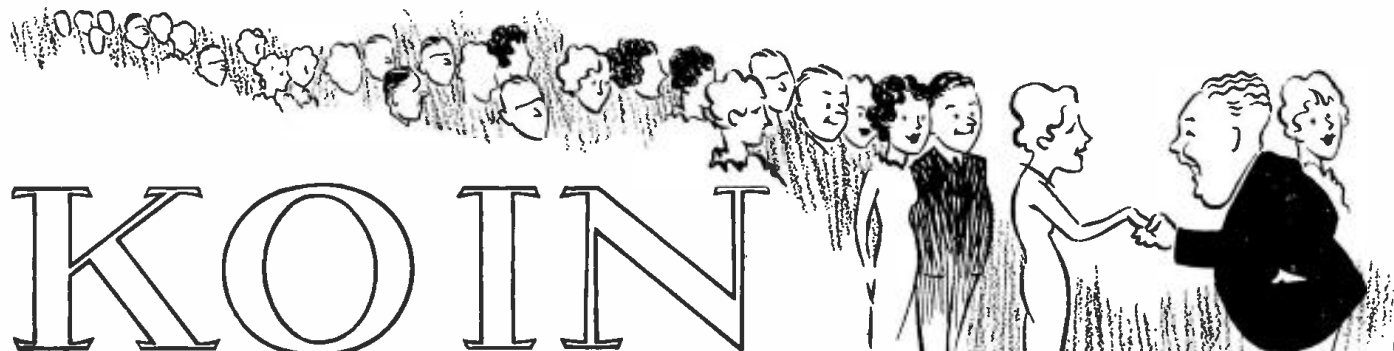
*This is just one reason for KOIN's unchallenged dominance in this Great "Evergreen" Market.*

- Others are . . . ● **Consistent "listener-first" policies . . .**  
under which every precaution is taken to eliminate the broadcasting of anything that might be considered objectionable. No spot medical, dental, liquor, beer, or wine advertising is accepted.
- **Only CBS outlet . . .**  
this advantage is obvious. There is no overlapping of stations in the 120,000 square mile market of Oregon and Southern Washington.
- **Production and news leadership . . .**  
KOIN consistently maintains the largest production staff in the Pacific Northwest. Popular local personalities and programs—plus complete, authoritative, news coverage, play an important role in maintaining audience preference. Showmanship endorsed by national VARIETY award.



ART KIRKHAM

In addition to Public Relations work he is the Pacific Northwest's favorite sports announcer and broadcasts two very popular daily participating features on KOIN.



**KOIN**

THE JOURNAL  
PORTLAND, ORE.

*National Representatives . . .*  
**FREE and PETERS**  
World Broadcasting System

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    STN—Share Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdeq. or Promotion Mgr. Chief Engineer	Representative
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse Elec. & Mfg. Co. Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse—NBC Leslie W. Joy Griffith B. Thompson	James P. Begley Lambert B. Beeuwkes Ernest H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza Robert Latham John G. Lietch	Virgil Reiter (Chicago) Bertha Bannan (Boston) Ed. Townsend (San Francisco)
	WDAS	1370	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	Alexander W. Dannenbaum Patrick J. Stanton A. W. Dannenbaum Jr.	Harold Davis Jerry Stone Frank Unterberger	.....
	WFIL	660	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp John Earle Surrick	James Allen Joseph T. Connolly Arnold Nygren	Petry
	WHAT	1810 ST-WTEL	100	Independence Bcastg. Co. Inc. Ledger Bldg. Lombard 2390	....	John E. Knox Milton Laughlin	Samuel Serota	.....
	WIP	610	1,000 CP-5,000	Pennsylvania Broadcasting Co. 85 S. Ninth St. Walnut 6800	MBS Intercity	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Murray Arnold Murray Arnold Clifford C. Harris	Radio Advertising
	WPEN	920	1,000	Wm. Penn Broadcasting Co. 2128 Walnut St. Rittenhouse 4140	American	Arde Bulova Arthur Simon Arthur Simon	Thomas B. Smith Arthur Simon Charles W. Burtis	.....
	WTEL	1810 ST-WHAT	100	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1310	....	E. Douglas Hibbe Henry N. Cocker Henry N. Cocker	E. Douglas Hibbe Lester M. Biederman	.....
WIBG (Glenside)	970	100-D	Seaboard Radio Bcastg. Co. 3 S. Easton Rd., Glenside Ogontz 3100	....	Paul F. Harron Edward T. Clery Edward T. Clery	Douglas Arthur Denby Sprout	.....	
PITTSBURGH.....	KDKA	980	50,000	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse—NBC S. D. Gregory W. E. Jackson	Denby Sprout W. B. McGill Lynden Morrow J. E. Baudino	NBC
	KQV	1380	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	MBS	H. J. Brennan John J. Laux Robert M. Thompson Sr.	Joe Villella Joe Villella Walter McCoy	Ferguson & Walker Rambeau
	WCAE	1220	5,000-LS 1,000-N CP-5,000-U	WCAE Inc. Wm. Penn Hotel Atlantic 6900	NBC-Red MBS	Hearst Radio Leonard Kapner Lester Lindow	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennan John C. Drummond Robert M. Thompson	James H. Hughea Walter McCoy	Ferguson & Walker Rambeau
	WWSW	1500	250	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	MBS Quaker	Paul Block Frank R. Smith Jr. Frank R. Smith Jr.	Walter E. Siskies H. B. Trautman Ancil A. Lewis	Cox & Tanz
	READING.....	WEEU	880	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey William A. Ripley	Paul J. Breedy H. O. Landis
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul Robert G. Magee	Paul J. Breedy Harold O. Landis	Hollingbery
SCRANTON.....	WGBI	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank M. Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI	1,000-LS 500-N	Scranton Times 149 Penn Ave. 5151	....	E. J. Lynnet	.....	.....
SHARON.....	WPIC	780	250-D	Sharon Broadcasting Co. Pine Hollow Boulevard 154	....	John Fahline Jr. John Fahline Jr. J. T. Van Sweringen	Paul Gamble John C. MacDonald A. Clyde Heck	De Limer-Boyd
SUNBURY.....	WKOK	1210	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	Harry H. Haddon Melvin Lahr Melvin Lahr	Paul Miller Homer Smith Clifford Kerstetter	.....
UNIONTOWN.....	WMBS	1420	250	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	....	Joseph C. Burwell Joseph C. Burwell M. E. Slagel	Sullivan Sages M. E. Slagel Kenneth Meredith	.....
WILKES-BARRE....	WBAX	1210	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. Dale Robertson Harry Thomas	Kenneth Beghold John Garfield John H. Stenger Jr.	Weed
	WBRE	1310	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore Sam R. Baltimore	Louis Savitt Charles Sakooski	.....
WILLIAMSPORT...	WRAK	1370	250	WRAK Inc. 244 W. Fourth St. 2-6116	Quaker	E. M. Case George E. Joy Thomas W. Metzger	Oscar M. Linn J. Wright Mackey Louis N. Persio	McKinney
YORK.....	WORK	1320	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC Intercity Quaker	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller Karl Hammels J. E. Mathiot	Raymer

## RHODE ISLAND

PROVIDENCE.....	WEAN	780	5,000-LS 1,000-N	Yankee Network Inc. Crown Hotel Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard 3rd Joseph C. Burwell Richard F. Voynow	Malcom T. Parker Frank P. Foster II F. Carleton McVarish Harry H. Tilley	Petry
	WJAR	890	5,000-LS 1,000-N	Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle	..... Thomas C. J. Prior	Weed
	WPRO	680	5,000-LS 1,000-N CP-5,000-U	Cherry & Webb Bcastg. Co. 15 Chestnut St. Plantation 9776	CBS Intercity	William S. Cherry Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

# "No Station for a Year-Book"

COMING SOON  
5000  
WATTS  
NIGHT

PROVIDENCE, DEC. 18, 1939 – Things are happening too fast to ever catch a Year-Book reader. WPRO has just been granted 5000-watts night. Another "first" for WPRO, as no radio station has ever perked as powerfully as that at night in Rhode Island.

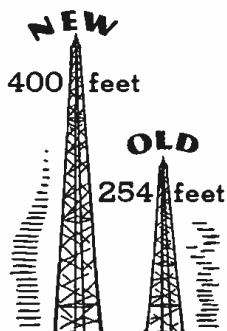
That grant comes on the heels of the completion of the brand new transmitter building with a 5000-watt transmitter installed. It's all tested – and in a week or ten days goes into regular service, 5000

A pair of new towers, too – former towers, 254 feet high.

5000  
~~1000~~ WATTS

watts day, 1000 watts night.

400 feet high, compared to our They're way out in salt-water



marsh land, setting on a nest of 20 miles of copper wire. The most socko radio ground system any man can have.

THE POINT IS: this is all brand new. As soon as possible, we'll have coverage maps, and what a story for radio in Southern New England. When you're reading this sometime in 1940, check with us for the latest facts on WPRO.

# WPRO

BASIC CBS – 630 Kilocycles

Cherry and Webb Broadcasting Co.

REPRESENTATIVE: Paul H. Raymer Co., New York  
Chicago • Detroit • San Francisco • Los Angeles

PROVIDENCE, R. I.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ANDERSON.....	WAIM	1200	100	Radio Station WAIM 112 E. Market St. 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	James Albert Bullett G. Paul Browne Wendell C. Roberts	Sears & Ayer
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon ..... J. B. Fuqua	Free & Peters
	WTMA	1210	250	Atlantic Coast Bcstg. Co. 134 Meeting St. 5522	NBC	Evening Post Publishing Co. William D. Workman Jr. Edward C. Powers	C. Wylie Calder Douglass M. Bradham	Hollingbery
COLUMBIA.....	WCOS	1370	250	Carolina Advertising Corp. 1202 Main St. 2-5601	...	A. B. Langley Hugh A. Deadwyler J. W. McIver	Sterling W. Wright David H. Graham Charles A. Thoman	Ferguson & Walker
	WIS	560	5,000-LS 1,000-N	Station WIS Inc. 1811 Main St. 2-2135	NBC	G. Richard Shaftu G. Richard Shaftu J. D. Saumenig	Floyd D. Rogers Jr. Harry W. Findley Scott Helt	Free & Peters
FLORENCE.....	WOLS	1200	250	O. Lee Stone Sanborn Hotel 48	NBC	O. Lee Stone O. Lee Stone Willard I. Miller	R. O. Dorsey Willard I. Miller Robert W. Wallace	.....
GREENVILLE.....	WFBC	1800	5,000-LS 1,000-N CP-5,000-U	Greenville News-Piedmont Co. Hotel Greenville 363	NBC	R. C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook W. C. Etheredge	Bryant-Griffith
SPARTANBURG.....	WORD (Construction permit)	1370	250-LS 100-N	Spartanburg Advertising Co. Spartanburg	...	G. O. Herron ..... .....	..... ..... .....	.....
	WSPA	920	1,000-D	Voice of South Carolina Radio-Press Bldg. 2900	.....	Virgil V. Evans Virgil V. Evans J. I. Brownlee	..... ..... George Tate	.....
SUMTER.....	WFIG (Construction permit)	1810	250-LS 100-N	J. Samuel Brody Sumter	.....	J. Samuel Brody ..... .....	..... ..... .....	.....

## SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.....	KABR	1890	1,000-LS 500-N	Aberdeen Broadcast Co. 117 1/2 S. Main St. 4626	.....	H. C. Jewitt Jr. A. A. Fahy A. A. Fahy	E. L. Weeks A. A. Fahy Delbert T. Hunt	Weed
BROOKINGS.....	*KFDY	780-SH	1,000-D	South Dakota State College College Station 702 K	.....	South Dakota State College Jack Towers .....	Jack Towers William H. Garble	.....
PIERRE.....	KGFX	680-SH	200-D	Dana McNeil Estate 203 W. Summit St. 2251	.....	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	.....
RAPID CITY.....	KOBH	1870	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	.....	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Abner H. George Al Arnold M. J. Jones	Cox & Tanz
	*WCAT	1200-SH	100-D	South Dakota School of Mines E. St. Joe St. 1600	.....	J. P. Connolly C. M. Rowe .....	George Glover ..... E. E. Clark	.....
SIOUX FALLS.....	KELO	1200	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
	KSOO	1110 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
VERMILLION.....	*KUSD	690 ST-KFNF	500	University of South Dakota Campus 209-J	.....	U. of South Dakota ..... .....	R. E. Rawlins ..... W. H. Jordan	.....
WATERTOWN.....	KWAT (Construction permit)	1210	250	Midland Life Insurance Co. Watertown	.....	J. J. Bell ..... .....	..... ..... .....	.....
YANETON.....	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS Cowles	Gardner Cowles Jr. Robert R. Tinscher Phil Hoffman	Arthur J. Smith C. E. La Grave Clifton Todd	Katz

# TOPS IN SOUTH CAROLINA!

5000 WATTS DAY  
NBC Affiliate

## WFBC

NEWS-PIEDMONT COMPANY  
GREENVILLE, S. C.

~~1000~~ 5000 WATTS NIGHT  
Studios Hotel Greenville

### Memo

The FCC has granted WFBC 5000 watts night power, making it South Carolina's most powerful station serving South Carolina's No. 1 market.

There are 300,000 persons within 25 miles of WFBC's transmitter. Over 72 per cent are white and they spend sixty million dollars annually with their retail merchants.

And to network advertisers WFBC offers WISE Asheville, N. C. as a bonus station without additional cost.

And Most Powerful  
SOUTH CAROLINA'S LEADING RADIO STATION

National Representatives

**BRYANT, GRIFFITH & BRUNSON**

New York • Chicago • Detroit  
Boston • Charlotte • Atlanta

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.      D—Day.      N—Night.      ST—Share Time.      STN—Share Time Night.      SH—Specified Hours.      SHN—Specified Hours Night.  
 LS—Local Sunset.      L—Limited Time with Dominant Station.      SA—Special Authorization.      U—Unlimited.      CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500	250	Radiophone Bstg. Station WOPI 410 State St.	...	W. A. Wilson W. A. Wilson Walter Pritchard	Fey Rogers Walter Pritchard R. H. Smith	Burn-Smith
CHATTANOOGA	WAPD	1420 CP-1120	250 CP-1,000-LS CP-500-N	W. A. Patterson Read House 6-6142	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	T. K. Nobles Helen Patterson M. E. Thompson	.....
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parham	Dorothy W. McCurdy Carter M. Parham Julius Vessels	Raymer
COOKEVILLE	WHUB (Construction permit: starts about Feb. 15, 1940)	1370	250	M. L. Medley Cookeville 200	....	M. L. Medley Jim Turner .....	..... ..... Charles R. Duke	.....
JACKSON	WTJS	1310	250	Sun Publishing Co. Sun Bldg. 1106	MBS	C. E. Pigford Albert A. Stone A. B. Robinson	Leslie Brooks Bill Winsett Carey B. Brummell	Branham
JOHNSON CITY	WJHL	1200	250	WJHL Inc. Johnson City	....	W. H. Lancaster .....	.....	.....
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio Inc. 110 So. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. B. Epperson	Branham
	WROL	1310	250	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier .....	John Reese Joe H. Wofford .....	Blair
MEMPHIS	WHBQ	1370	100	WHBQ Inc. Hotel Claridge 8-6868	....	Thomas Thompson H. B. & S. D. Wooten Jr. E. A. Alburty Eugene Pournelle	E. H. McMurray M. V. Kannon W. M. Roy	.....
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal Co. Hotel Gayoso 8-7464	NBC-Red Tri-State	John H. Sorrella H. W. Slavick J. C. Eggleston	John Cleghorn William Fielding Clyde Baker	Branham
	WMPS	1430	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	NBC-Blue MBS Southern	Jack R. Howard James C. Hanrahan James C. Hanrahan	Lawrence Trexler W. J. Towner J. B. Epperson	.....
	WREC	600	5,000-LS 1,000-N	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis Wooten	Roy Wooten Hoyt B. Wooten S. D. Wooten	Katz
NASHVILLE	WLAC	1470	5,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0160	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	S. O. Ward F. C. Sowell Jr. F. D. Binns	Raymer
	WSIX	1210	250	WSIX Inc. National Trust Bldg. 5-5431	MBS Southern	Jack M. Draughon Jack M. Draughon Gene Tanner	..... Gene Tanner Bascom E. Porter	Headley-Reed
	WSM	650	50,000	National Life & Acc. Ins. Co. 301 Seventh Ave., N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson J. H. DeWitt Jr.	Petry

## TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mng. or Promotion Mgr. Chief Engineer	Representative
ABILENE	KRBC	1420	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. Bernard Hanks Howard Barrett Poole Robertson	A. D. Whisenant Poole Robertson W. W. Robertson Jr.	.....
AMARILLO	KFDA	1500	250	Amarillo Broadcasting Corp. Nunn Bldg. 5343	MBS Lone Star	Gilmore N. Nunn Earl R. Strandberg Earl R. Strandberg	Bill Kilmer David Clark Ralph E. Cannon	Perry
	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. 8th & Harrison Sts. 4242	NBC-Red Lone Star	O. L. Taylor John Ballard John Ballard	Charles Belf James Stanberry W. S. Bledsoe	Wilson
AUSTIN	KNOW	1500	250	Frontier Broadcasting Co. Norwood Bldg. 2-6213	MBS TSN	H. M. Fentress James W. Pate Paul Forcheimer	Pat Adelman J. Mabel Clark Tom E. Daniels	.....
	KTBC	1120 SH-WTAW	1,000-D	State Capitol Bstg. Assn. Inc. 119A W. Eighth St. 8-4661	....	R. P. Anderson J. Bert Mitchell Jr. J. Bert Mitchell Jr.	..... ..... Harry Sife	.....
BEAUMONT	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3882	NBC-Blue MBS	C. W. Snider Darrold Kahn C. B. Locke C. B. Locke	Len Finger Glenn Hewitt Leonard Saye	Blair
	KRIC	1420	250	KRIC Inc. 130 Wall St. 4200	....	Beaumont Enterprise Bert Horwell Ewing Graham	Franklin Whitehead Don Mitchell	Headley-Reed
BIG SPRING	KBST	1500	100	Big Spring Herald Bstg. Co. Inc. Crawford Hotel 1500	MBS TSN	Joe Galbraith Howard Barrett Jack Wallace	..... Jack Wallace J. B. Casey	.....
BRADY	KNEI	1500	250-LS 100-N	G. L. Burns Brady 1077	....	G. L. Burns G. L. Burns Clinton Newlin	John Sloane Clinton Newlin Marion Crawford	Cox & Tanz
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Inc. 2701 San Benito St. 1044	....	E. E. Wilson Lawrence D. Yates James R. Moore	Wiltmar Simpson Wiley Poston Willis Wilson	Cox & Tanz



# THE FACT-FINDERS

Here are 14 points about the Mid-South's most popular and efficient radio station, WMC. They all add up to one conclusion: WMC is the station for results in Memphis and the Mid-South.

*A*  
fantasy  
based on  
**FACTS**

- 1 5,000 WATTS DAY  
1,000 WATTS NIGHT
- 2 NBC RED NETWORK
- 3 MID-SOUTH SPENDABLE INCOME \$693,524,000
- 4 780 KILO-CYCLES (DIAL CENTER)
- 5 MID-SOUTH RADIO HOMES 399,540
- 6 MID-SOUTH WHOLESALE SALES \$1,072,744,870
- 7 MID-SOUTH RETAIL SALES \$554,084,000
- 8 611 FOOT HALF WAVE VERTICAL ANTENNA
- 9 MID-SOUTH POPULATION 2,730,703
- 10 LEADS MID-SOUTH IN LOCAL, NATIONAL AND NETWORK RADIO BUSINESS
- 11 OWNED AND OPERATED BY THE COMMERCIAL APPEAL - SOUTH'S GREATEST NEWSPAPER
- 12 COMPLETE TRANSCRIPTION FACILITIES
- 13 3 SHORT-WAVE SUPPLEMENTARY STATIONS
- 14 NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

**WMC**  
MEMPHIS · TENN.  
**THE MID-SOUTH'S DOMINANT RADIO STATION.**

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
COLLEGE STATION.	*WTAW	1120 SH-KTBC	500-D	Agricultural & Mech. College of Tex. P. O. Box 34 4-6724	....	T. O. Walter F. C. Bolton	John O. Rosser H. C. Dillingham	.....
CORPUS CHRISTI...	KRIS	1830	500	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith	Charles Nethery H. B. Lockhart	Branham
COESICANA.....	KAND	1810	100	Navarro Broadcasting Assn. Corsicana 80	MBS	J. C. West	.....	.....
DALLAS.....	KRLD	1040 ST-KTHS	50,000	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch John W. Runyon Clyde W. Rembert	Ruth Clem Jim Crocker Roy M. Flynn	Branham
	WFAA	800	50,000	A. H. Belo Corp. Baker Hotel 7-9631	NBC TQN	G. B. Desley Martin B. Campbell Alex Keese	Ralph W. Nimmons Irvin Gross Raymond Collins Paul Barnes	Petry
	WRR	1280	500	City of Dallas Municipal Radio Bldg. 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddie Dale Drake Durward J. Tucker	.....
DENTON.....	KDNT	1420	100	Harwell V. Shepard Jackson Bldg. 276	....	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	..... ..... Bill Honeycutt	.....
DUBLIN.....	KFPL	1810	250-LS 100-N	C. C. Baxter 205 Grafton St. 183	....	C. C. Baxter M. D. Gallagher J. D. Gallagher	Mickey Murphy A. M. O'Donnell Clarence B. Williams	.....
EL PASO.....	KROD (Construction permit)	1500	100	Dorrance D. Roderick El Paso Times	....	Dorrance D. Roderick	.....	.....
	KTSM	1810 CP-1850	250 CP-500	Tri-State Broadcasting Co. Inc. P. O. Box 1976 Main 46	NBC	Mrs. Frances W. Bredberg Karl O. Wylar Willard O. Kline	Roy T. Chapman Eric Monro E. L. Gumo	Hollingbery
FORT WORTH.....	KFJZ	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 8-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Charles B. Meade	L. Roy Duffy James Beck Ed. L. Starnes	TSN
	KGKO	570	5,000-LS 1,000-N	KGKO Broadcasting Co. Medical Arts Bldg. 3-1234	NBC-Blue Lone Star	Amon G. Carter Harold V. Hough George Cranston Jack Keasler	Ed Lally Elbert Haling R. C. Stinson	Free & Peters
	WBAP	800 ST-WFAA	50,000	Carter Publications Inc. Blackstone Hotel 2-4468	NBC TQN	Amon G. Carter Harold V. Hough H. C. Southard H. C. Southard	David Byrn Jr. William Jolesch R. C. Stinson	Petry
GALVESTON.....	KLUF	1370	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6766	MBS	Geo. Roy Clough Geo. Roy Clough	..... .....	.....
HOUSTON.....	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew H. T. Wheeler	Petry
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Corp. Rice Hotel Preston 4261	CBS	George W. Cottingham B. F. Orr Ray E. Bright	Harry V. Grier Thomas L. Hiner	Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery Gerald R. Chinski	Branham
HUNTSVILLE.....	KSAM	1500	250-D	Sam Houston Bestg. Assn. 1021 12th St. 666	....	H. G. Webster V. A. Coker V. A. Coker	D. T. Phillips Jack Whitley	.....
KILGORE.....	KOCA	1210	250	Oil Capitol Bestg. Ass'n. 120 1/4 E. North St. 616	....	Roy G. Terry B. V. Hammond B. V. Hammond	Orvin Franklin Orvin Franklin Karem Soule	.....
LAREDO.....	KPAB	1500	250	Mervel M. Valentine 300 Loring Ave. 1490	....	Mervel M. Valentine Mervel M. Valentine Robert W. Bennett	..... Fred Hammond	Forjoe Stewart
LONGVIEW.....	KFRO	1870 CP-1840	250-D CP-1,000-U	Voice of Longview Glover-Crim Bldg. 411	MBS	James R. Curtis James R. Curtis James R. Curtis	.....	Forjoe Biddick
LUBBOCK.....	KFYO	1810	250-LS 100-N	Plains Radio Bestg. Co. Inc. 914 Avenue J 1700	MBS	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAllister Bruce Collier W. H. Torrey	Wilson
LUFKIN.....	KRBA	1810	250-D	Red Lands Broadcasting Assn. 108 1/4 S. First St. 272	....	Ben T. Wilson Darrell E. Yates Victor Bracht	Bob Thornton Richman Lewin Earle Pettey	Cox & Tanz
MIDLAND.....	KRLH	1420	100	Clarence Scharbauer 117 S. Lorraine 1070	TSN	Clarence Scharbauer W. H. McCumber W. H. McCumber	C. A. Roark Gladys Foster Robert Harmon	.....
PALESTINE.....	KNET	1420	100-D	Palestine Broadcasting Ass'n. John & Crawford Sta. 411	....	Dr. Boner Frizzell John Sullivan John Sullivan	W. D. Martin Jr. W. S. Hall	Cox & Tanz
PAMPA.....	KPDN	1810	100	R. C. Holles 212 1/4 N. Ballard 1100	....	R. C. Holles H. E. Kreiger Dale Robinson	Ray Monday H. E. Kreiger	.....

# HIGH IN THE TEXAS SKY!

## TAYLOR-HOWE- SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas' radio homes!

**KGNC**

AMARILLO

**KTSA**

SAN ANTONIO

**KFYO**

LUBBOCK

**KRGV**

WESLACO

**HOWARD H. WILSON COMPANY, REPRESENTATIVE**

New York

Chicago

Kansas City

San Francisco

**WFAA--WBAP** HAS THE LARGEST  
50,000 WATT PRIMARY COVERAGE IN THE U. S.  
... ORIGINATING IN THE PROSPEROUS  
DALLAS-FORT WORTH MARKET



*Represented Nationally by Edward Petry and Co., Inc.*

# "Come and get it"

... a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market - on a platter.

Cheerily we say, "Come and get it!"



50,000 WATTS  
CLEARED CHANNEL  
1190 KILOCYCLES

# WOAI

MEMBER TQN • AFFILIATE NBC  
REPRESENTED NATIONALLY BY  
EDWARD PETRY & CO.

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mtdg. or Promotion Mgr. Chief Engineer	Representative
PARIS	KPLT	1500	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	MBS TSN	A. G. Pat Mayse Frank O. Myers Frank O. Myers	Byron Buckeridge Weidon Jeffus	
PECOS	KIUN	1370	100	J. W. Hawkins & B. H. Hubbs KIUN Bldg. 21		Jack Hawkins Barney Hubbs Jack Hawkins Carl R. Watts	Bill Sharpe Carl R. Watts Grady Cotten	
PLAINVIEW	KWBD	1200 (Construction permit; starts about March 1)	100-D	W. B. Dennis Plainview		W. B. Dennis C. S. Gooch		
PORT ARTHUR	KPAC	1260 CP-1220	500-D CP-500-U	Port Arthur College 1500 Procter St. 7468		Carl Vaughn	Majorie Vickers Majorie Vickers Joe Walters	
SAN ANGELO	KGKL	1370	250	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	Henry Ragdale Fred E. Humphrey Lonnie Preston	Lynn Bigler Frank M. Jones	McGivra
SAN ANTONIO	KABC	1420	250	Alamo Broadcasting Co. Inc. Milam Bldg. Garfield 4241	MBS TSN	R. E. Willson Bert Mitchell Bert Mitchell	Dave Young Jerry Fisher Kenneth Hyman Jr.	TSN
	KMAC	1370 ST-KONO	250	Walmac Co. Smith Young Tower Cathedral 6211		W. W. McAllister Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan Richard R. Hayes	Burn-Smitb
	KONO	1370 ST-KMAC	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171		Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie George W. Ing	
	KTSA	650	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson Charles Balthrope	W. C. Bryan Charles Balthrope W. G. Egerton	Wilson
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Half Hugh A. L. Half	Dwight Bourn Walter S. Zahrt Fred Sterling	Petry
SHERMAN	KRRV	1310 CP-880	250-D CP-1,000-U	Red River Valley Bestg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	Gordon Rainey Maurice Wray T. E. Spellman	
SWEETWATER	KXOX	1210	250-D	Sweetwater Radio Inc. Radio Bldg. 2341		George & Russell Bennitt Russell Bennitt J. Allen Brown	Russell Bennitt J. Allen Brown George W. Dotson	
TEMPLE	KTEM	1370	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Ruth Mayborn Frank W. Mayborn Burton Bishop	Edwin Callaway Burton Bishop Paul Shaw	
TEXARKANA	KCMC	1420	250	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Cliff Tatom John E. Marsh	Thomas Dillahunty Foster W. Fort W. H. Robertson	
TYLER	KGKB	1500	250	East Texas Broadcasting Co. 115 S. College 1106	MBS	Dr. James G. Ulmer M. E. Danbom M. E. Danbom	Jack Kreisinger Tom Shugart John B. Sheppard	
VERNON	KVWC	1500	250	Northwestern Bestg. Co. 1813 Wilbarger St. 1048	MBS TSN	R. H. Nichols Herman Cecil W. J. Dickerson	Herman Cecil W. J. Dickerson W. A. Fowler	
VICTORIA	KVIC	1310	250-LS 100-N	Radio Enterprises Inc. P. O. Box 725 999		Charles C. Shea Charles C. Shea Charles C. Shea	Paul Wolf	
WACO	WACO	1420	250	Frontier Broadcasting Co. Amicable Life Bldg. 2700	MBS TSN	H. M. Fentress James W. Pate R. E. Lee Glasgow	Bernard Helton E. M. Clayton Leon H. Appleman	
WESLACO	KRGV	1280	1,000	KRGV Inc. 201 Border St. 375	NBC MBS Lone Star	O. L. Taylor Ken Lowell Sibson Ken Lowell Sibson	Dick Watkins Guy W. Bradford Neal McNaughten	Wilson
WICHITA FALLS	KWFT	620	1,000-LS 250-N	Wichita Broadcasting Co. Hamilton Bldg. 3135	CBS MBS	Joe B. Carrigan W. P. Hood Charles Clough	Edward Evans Harold Kimmell John H. Adams	Raymer

## UTAH

CEDAR CITY	KSUB	1310	100	Leland M. Perry El Escalante Hotel 898		Leland M. Perry Leland M. Perry		Cox & Tans
LOGAN	KVNU	1200	250	Cache Valley Broadcasting Co. 41 S. Main St. 1400		S. L. Billings Reed Bullen Jack Luther	Howard Martineau Clarence Layne	
OGDEN	KLO	1400	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	Ethel G. Clark Edward McCallum W. D'Orr Cozens	Bryant-Griffith
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200		Jack Richards Jack Richards Jack Richards	Jack Richards Owen J. Ford	
PROVO	KOVO	1210	250	Clifton A. Tolboe 108 W. Center St. 1680		Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	A. C. Priddy Evelyn Hansen Howard Johnson	
SALT LAKE CITY	KDYL	1290	5,000-LS 1,000-N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Myron Fox W. E. Wagstaff John M. Baldwin	Blair



5,000 WATS daytime  
1,000 WATS night

**KDKL**

THE popular STATION

NBC RED NETWORK

Alert showmanship... creative showmanship—that's the KDKL way of winning local audiences. It works! KDKL carries more local advertisers than any other Salt Lake station, although its local rate is no lower. Local advertisers know that KDKL's showmanship brings results. It will bring results for you.

for Listeners!  
for Results!

John Blair & Co.  
Representative:  
SALT LAKE CITY

1000 WATS

**SHOWMANSHIP**

Help Ladies  
The KDKL  
ANNOUNCES  
FROM 5:45  
MUSIC BY  
WALLACE KOTTER  
in Concert

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*N*—Non-Commercial Station.    *D*—Day.    *N*—Night.    *ST*—Share Time.    *STN*—Share Time Night.    *SH*—Specified Hours.    *SHN*—Specified Hours Night.  
*LS*—Local Sunset.    *L*—Limited Time with Dominant Station.    *SA*—Special Authorization.    *U*—Unlimited.    *CP*—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## UTAH—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdag. or Promotion Mgr. Chief Engineer	Representative
SALT LAKE CITY (Continued)	KSL	1180	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Rueben Clark Jr. Earl J. Glade Ivor Sharp Dan H. Vincent	Glenn Shaw Thomas Axelsen Willice E. Groves Eugene G. Pack	Petry
	KUTA	1500	250	Utah Broadcasting Co. Belverde Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman William B. Sears	Robert Hanson Hubert Blasing Lyle Walquist	McGillvra

## VERMONT

BURLINGTON	WCAX	1200	250	Burlington Daily News Inc. 203 College St. 4880		Charles P. Hasbrook H. B. Wight N. C. Goettler	H. B. Wight N. C. Goettler James T. Tierney	
RUTLAND	WSYB	1500	250	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss J. H. Weiss Philip Weiss	J. H. Weiss J. Houser	
ST. ALBANS	WQDM	1390	1,000-D	Regan & Bostwick 32 N. Main St. 1390		E. J. Regan F. Arthur Bostwick G. S. Wasser G. S. Wasser	Walter Murtaugh Airc Coursey E. J. Regan	
WATERBURY	WDEV	550	1,000-D	L. E. Squier & W. G. Ricker 8 Stowe St. 13-2		William G. Ricker Lloyd E. Squier Lloyd E. Squier William G. Ricker	Harold Deal William G. Ricker Melvin H. Stickle	Wilson

## VIRGINIA

CHARLOTTESVILLE	WCHV	1420	250	Community Broadcasting Co. 4th & Market Sts. 2500		John F. Arrington Jr. John F. Arrington Jr. George Bond Russell	Jane Prooks Clara Mitchell Walter Gray	Burn-Smith
DANVILLE	WBTM	1370	250-LS 190-N	Piedmont Broadcasting Corp. Hotel Danville 2350		Philip Allen James L. Howe James L. Howe	W. B. Heffernan John Croft Phillip Briggs	Burn-Smith
FREDERICKSBURG	WFVA	1260	250-D	Fredericksburg Broadcasting Corp. 528 Wolfe St. 1260		Richard F. Lewis Jr. Richard F. Lewis Jr. L. E. Smith	Carl Saunders Howard Severe	Burn-Smith
HARRISONBURG	WSVA	550	500-D	Shenandoah Valley Bcastg. Corp. Main & E. Market Sts. 875		Floyd Williams Estate Charles P. Blackley Charles P. Blackley	Wendell Siler U. L. Lynch	McGillvra
LYNCHBURG	WLVA	1200	250	Lynchburg Broadcasting Corp. Arts Bldg. 3930		Edward A. Allen Philip P. Allen James L. Howe	James H. Moore James L. Howe Albert E. Heiser	
NEWPORT NEWS	WGH	1810	250	Hampton Roads Bcastg. Corp. Portlock Bldg. 2297		Raymond B. Bottom Edward E. Blahop Edward E. Edgar	Miss Gene D. Stratton Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith
NORFOLK	WTAR	780	5,000-LS 1,000-N	WTAR Radio Corp. National Bank of Commerce Bldg 25671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher J. L. Grether	Petry
PETERSBURG	WPJD (Construction permit)	1210	250	Petersburg Newspaper Corp. Petersburg		Walter E. Harris P. S. Huber Campbell Arnoux		
RICHMOND	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument St. 57491		M. A. Sitton		
	WMBG	1350	500 CP-5,000-LS CP-1,000-N	Havens & Martin Inc. Broad & Tilden Sts. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. F. Mitchell Wilfred H. Wood	Blair
	WRNL	880	500-D CP-1,000-U	Richmond Radio Corp. 323 E. Grace St. 3-4242		John Stewart Bryan E. S. Whitlock E. S. Whitlock	William C. Hamilton W. R. Selden	
	WRTD	1500	100	Times-Dispatch Radio Corp. State Planters Bank Bldg. 37471	NBC-Blue	John D. Wise Ovelton Maxey Ovelton Maxey	Robert Ehrman David Bain	Petry
	WRVA	1110	50,000	Larus & Brother Co. Inc. Richmond Hotel 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff W. R. Blahop D. C. Woods	Raymer
ROANOKE	WDBJ	980	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters
SUFFOLK	WLPM (Construction permit)	1420	250-LS 100-N	Suffolk Broadcasting Corp. Suffolk		Fred L. Hart Frank E. Butler Jr. Leo Brody		

## WASHINGTON

ABERDEEN	KXRO	1810	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Edwin J. Alexander W. M. McGoffin	Blair Forjoe
BELLINGHAM	KVOS	1200	250	KVOS Inc. 1321 Commercial St. 4200	MBS Don Lee Pacific	Rogan Jones		Blair
CENTRALIA	KELA	1440	1,000	Central Broadcasting Corp. Centralia 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joseph Chytill	Paul Corbin Joseph Chytill Sam Norin	Blair
EVERETT	KRKO ST-KEEN	1370	50	Lee E. Mudgett 300 Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett Lee E. Mudgett W. F. Knehr	P. A. Mudgett W. F. Knehr F. E. Steele	Blair
LONGVIEW	KWLK	780	250-D	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1-500	MBS Don Lee Pacific	A. C. Campbell A. H. Green F. King Mitchell	Rod Whalen John Boren Jack Shawcraft	Blair



**EXTRA VALUE IN VIRGINIA**



# WRVA IS THE BEST RADIO BUY!

Reason No. 1 is that it's the **only** 50,000 watt radio station in Virginia. Reason No. 2 is the tremendous audience developed by **both** of our networks—Columbia **and** Mutual. Reason No. 3 is our comprehensive coverage of the rich market areas in Virginia and North Carolina. Reason No. 4 is the extra value resulting from the low cost. Could we say more? Should we?

**PAUL H. RAYMER CO.,**  
National Representative

New York  
Chicago

Detroit  
San Francisco

C. T. LUCY, General Manager



 **WRVA 50,000 WATTS** 

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Share Time.    STN—Share Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Signal.    L—Limited Time with Unimpaired Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit Issued.  
 (Data corrected to January 15, 1940.)

## WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdeq. or Promotion Mgr. Chief Engineer	Representative
OLYMPIA	KGy	1210	100	KGy Inc. Capitol Park Bldg. 5000	MBS Don Lee Pacific	Tom Olsen Tom Olsen William R. Taft	Miss Jean Walters William R. Taft John H. Thatcher	Blair
PULLMAN	*KWSC	1220 ST-KTW	5,000	State College of Washington Pullman 6044	.....	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend Hugo T. Libby	.....
SEATTLE	KEEN	1370 ST-KRKO	100	KVL Inc. Smith Tower Seneca 0070	.....	Arthur C. Dailey Arthur C. Dailey Arthur C. Dailey	Harold D. Porter Harold D. Porter L. D. Woodruff	.....
	KIRO	710	1,000	Queen City Bcastg. Co. Inc. Cobb Bldg. Seneca 1500	CBS	L. K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Tommy Thomas Loren B. Stone J. E. Hatfield	Katz
	KJR	970	5,000	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue	O. D. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Lite Tower Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Edward J. Jansen Perry Lind	Blair
	KOMO	920	5,000-LS 1,000-N	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red	O. D. Fisher Birt F. Fisher H. M. Feltis	W. W. Warren Charles A. Bailie Francis J. Brott	Petry
	KRSC	1120	250 CP-1,000	Radio Sales Corp. 819 Fairview Place Main 0110	.....	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell E. B. Rivers G. A. Freeman	.....
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th & Spring Main 2056	.....	First Presbyterian Church James S. Ross	James S. Ross	.....
	KXA	760 L-WJZ	500-LS 250-N CP-1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	.....	R. F. Meggee Florence Wallace Frank Powers	J. Jackson Latham Maurice H. McMullen	Cox & Tanz
SPOKANE	KFIO	1120	100-D	Spokane Broadcasting Corp. Ziegler Bldg. Main 3400	.....	Arthur L. Smith Arthur L. Smith Bryan E. Woolston	Gertrude Longmier Curtis T. Strong	.....
	KFPY	890	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Northwest Triangle	T. W. Symons Jr. Arthur L. Bright Arthur L. Bright	R. W. Brazel George E. Langford	Katz
	KGA	1470	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey Al G. Sparling	Petry
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey Al G. Sparling	Petry
TACOMA	KMO	1380	1,000	KMO Inc. 914 1/2 Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond Carl E. Haymond Thayer Ridgway	Dick Ross Larry Huseby J. D. Kolesar	Blair
	KVI	570	5,000-LS 1,000-N	Puget Sound Bcastg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Mrs. Vernice Irwin Mrs. Vernice Irwin Earl T. Irwin	Wade Thompson Dorothy Doernbecher James W. Wallace	Free & Peters
VANCOUVER	KVAN	880	250-D	Vancouver Radio Corp. P. O. Box 610 150	.....	Walter L. Read Walter L. Read S. W. McReady	Leon Crager Ray Baty Paul W. Spargo	.....
WALLA WALLA	KUJ	1370	100	KUJ Inc. 2nd & Rose 1230	.....	H. E. Studebaker H. E. Studebaker Jerry Jensen	Richard Clodius Norval Armes Milton MacLafferty	Biddick Sears & Ayer Cox & Tanz
WENATCHEE	KPQ	1500	250	Wescoast Broadcasting Co. 20 Second St. 45	MBS Don Lee Pacific	Rogan Jones Cole E. Wylie John C. Jessup	Dorothy Lee John C. Jessup Ellwood Lipincott	Blair
YAKIMA	KIT	1250	1,000	Carl E. Haymond Radio Center 8115	MBS Don Lee Pacific	Carl E. Haymond	.....	Blair

## WEST VIRGINIA

BECKLEY	WJLS	1210	250	Joe L. Smith Jr. 3 Main St. 2700	.....	Joe L. Smith Jr. Joe L. Smith Jr. C. H. Murphy Jr.	Barnes H. Nash C. H. Murphy Jr. Marion H. McDowell	.....
BLUEFIELD	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	.....	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Melvin F. Barnett J. Lindsey Alley P. T. Flanagan	.....
CHARLESTON	WCHS	580	5,000-LS 500-N	Charleston Broadcasting Co. 1016 Lee St. Capitol 28-131	CBS W. Va.	John A. Kennedy John A. Kennedy Howard L. Chernoff	Nicholas Pagliara Howard L. Chernoff Odes Robinson	Branham
	WGKV	1600	100	Kanawha Valley Bcastg. Co. 1016 Lee St. 37-541	NBC	W. A. Carroll Richard F. Sowers	Joe Matthews Paul Higgins	.....
CLARKSBURG	WBLK	1370	250	Exponent Co. Robinson Grand Theatre Bldg. 3040	NBC W. Va.	John A. Kennedy Mike Layman Mike Layman	Don McWhorter Russell W. Banks	Branham
FAIRMONT	WMMN	890	5,000-LS 1,000-N	Monongahela Valley Bcastg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	Howard Wolfe W. L. Ferguson J. R. Heck	Blair
HUNTINGTON	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. 929 1/2 Fourth Ave. 4106	W. Va.	John A. Kennedy Edward S. Klein Edward S. Klein	Nicholas Pagliara V. C. Bailey Glenn E. Chase	.....
PARKERSBURG	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy A. Rauch A. N. Archer	Ken G. Given W. A. Sodaro	Branham
WHEELING	WWVA	1160 STN-WOWO	5,000	West Virginia Bcastg. Corp. Hawley Bldg. 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne A. Sanders Paul J. Miller Glenn G. Boundy	Blair
WILLIAMSON	WBTH	1370	250	Williamson Bcastg. Co. Mounrainer Hotel Block 1241	.....	G. W. Taylor Harold McWhorter Harold McWhorter	C. E. Whikehart W. N. Nungesser	.....

# Put 'em Over the Stake!

---

**Both  
RINGERS  
with  
Listeners**

---



---

**Both  
RINGERS  
with  
Advertisers**

---

Here are two RINGERS found on many a "must" list. Both serve their respective markets in a manner that befits the plaudits of legions of listeners. Both offer the opportunity to put that radio campaign over the stake in winning style! . . .  
**IT'S YOUR PITCH!!**

**W M M N**

Fairmont, West Va.

**NO NIGHT HERE!**

**24**

**Hours on the Air**

We don't believe in sleeping when there are listeners and advertisers to be served!

**5 0 0 0 W A T T S**

1000 Watts Night

**W W V A**

Wheeling, West Va.

**Let Us—**

**Hold Your Baby!**

We're "registered" nurses when it comes to that intense personal attention which makes for bang-up success! **BOX TOPS or RETAIL SALES**—either demand suits us!

**5 0 0 0 W A T T S**

Eleven-Sixty on Your Dial

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*q*—Non-Commercial Station.    *D*—Day.    *N*—Night.    *ST*—Shares Time.    *STN*—Shares Time Night.    *SH*—Specified Hours.    *SHN*—Specified Hours Night.  
*LS*—Local Sunset.    *L*—Limited Time with Dominant Station.    *SA*—Special Authorization.    *U*—Unlimited.    *CP*—Construction Permit Issued.  
 (Data corrected to January 15, 1940)

## WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
APPLETON.....	WHBY	1200	250	WHBY Inc. 600 S. Lawe St.	..	Rev. James A. Wagner Hayden R. Evans	.....	Reynolds-Fitzgerald
ASHLAND.....	WATW (Construction permit; starts about March 1)	1370	100	Mich.-Wis. Bestg. Co. Ashland	.....	N. C. Ruddell N. C. Ruddell N. C. Ruddell	..... ..... R. L. Johnson	.....
EAU CLAIRE.....	WEAU	1050 L-KFBI	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Barstow St. 6149	.....	Walter C. Bridges John J. Stack John J. Stack	..... John J. Stack Charles B. Persons	Hollingbery
FOND DU LAC.....	KFIZ	1420	100	Reporter Printing Co. 18 W. First St. 356	..	A. H. Lange Lynn N. Fairbanks Lynn N. Fairbanks	Cile Fairbanks Lynn N. Fairbanks Wendell S. Meyers	.....
GREEN BAY.....	WTAQ	1330	5,000-LS 1,000-N CP-5,000-U	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. James A. Wagner Hayden R. Evans Val Schneider	Emlyn Owen Val Schneider W. J. Stangel	Reynolds-Fitzgerald
JANESVILLE.....	WCLO	1200	250	Gazette Printing Co. Gazette Bldg. 2500	..	Sid Blinn James F. Kyler Val Weber	Sally Hester Kyler Paul Ruhle Charlie Brannen	.....
LA CROSSE.....	WKHH	1380	1,000	WKHH Inc. Radio Bldg. 450	CBS	Harry Dall Otto M. Schlabach Charles F. Callaway	Berneice D. Callaway Charles F. Callaway Alvin Leeman	Wilson
MADISON.....	*WHA	940	5,000-D	University of Wisconsin Radio Hall University 476	.....	State of Wisconsin H. B. McCarty	William Harley H. A. Engel John Stiehl	.....
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. Inc. 111 King St. Fairchild 8800	NBC	William T. Evjue Tom C. Bowden William E. Walker	Kenneth F. Schmitt Norman H. Hahn	Reynolds-Fitzgerald
MANITOWOC.....	WOMT	1210	100	Francis M. Kadow Radio Bldg. 400W	.....	Francis M. Kadow Francis M. Kadow Arthur Blake	Frederick Hessler John Falvey W. C. Dubin	.....
MARINETTE.....	WMAM	570	250-D	M & M Broadcasting Co. Marinette	..	W. E. Walker M. F. Chapin Morgan Sexton	Paul Skinner Werner Schwarz	Reynolds-Fitzgerald
MILWAUKEE.....	WEMP	1310	250	Milwaukee Broadcasting Co. Empire Bldg. 7722	.....	Herbert L. Mount C. J. Lanphier C. J. Lanphier	Charles A. LaForce Ben Wolf Ray Host	Forjoe
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon Fred Zindler	Woods Dreyfus Hal C. Burnett D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	Journal Co. 333 W. State St. Marquette 6000	NBC-Rel	W. J. Damm L. W. Herzog W. F. Dittmann	R. G. Winnie Russell Tolg D. W. Gallerup	Petry
POYNETTE.....	WIBU	1210	250	William C. Forrest Poynette 97R5	..	William C. Forrest William C. Forrest William C. Forrest	Sarah Forrest William C. Forrest Leonard Doeae	.....
RACINE.....	WRJN	1370	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	..	F. R. Starbuck Harry R. Le Foldevin Harold J. Newcomb	H. S. Mann Jr. Ken Heward F. Lee Dechan	.....
RICE LAKE.....	WJMC	1210	250-D	W. H. McGenty 401 N. Main St. 550	.....	W. H. & J. J. McGenty Conrad Rice C. C. Leonard	Conrad Rice ..... Lawrence Bruner	.....
SHEBOYGAN.....	WHBL	1300	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900	..	C. E. Broughton Edward J. Cunniff Edward J. Cunniff	Mona J. Pape Edward J. Cunniff Herbert J. Mayer	Wilson
STEVENS POINT.....	*WLBL	900	5,000-D	State of Wisconsin Dept. of Agriculture 525	.....	State of Wisconsin F. R. Calvert	W. P. Wickmann H. O. Brickson	.....
SUPERIOR.....	WDSM	1200	100	WDSM Inc. Board of Trade Bldg. 3200	MBS	Fred A. Baxter Robert D. Kennedy Robert D. Kennedy	James Payton Paul A. Sevareid Olaf N. Gahrleison	.....
	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minn.)	.....	.....	.....	.....
WAUSAU.....	WSAU	1370	250	Northern Broadcasting Co. 113 Third St. 6521	.....	W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Wayne W. Cribb Roland W. Richardt	Reynolds-Fitzgerald

## WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CASPER.....	KDFN	1440	500	D. L. Hathaway First & Lennox Sts. 407	..	D. L. Hathaway D. L. Hathaway F. Hulsmith	Marcus R. Nichols Byers A. Fleming Floyd Wickencamp	Sears & Ayer
ROCK SPRINGS.....	KVRS	1370	250	Wyoming Broadcasting Co. Rock Springs	..	R. R. West	.....	.....
SHERIDAN.....	KWYO	1370	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601	..	R. E. Carroll Herb Siebert Herb Siebert	Jim Carroll Leonard McLean Robert Crosthwaite	Sears & Ayer Griffith

# DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

\*—Non-Commercial Station.    D—Day.    N—Night.    ST—Shares Time.    STN—Shares Time Night.    SH—Specified Hours.    SHN—Specified Hours Night.  
 LS—Local Sunset.    L—Limited Time with Dominant Station.    SA—Special Authorization.    U—Unlimited.    CP—Construction Permit issued.

## (Territories and Possessions)

(Data corrected to January 15, 1940)

### ALASKA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdg. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE	KFQD	780-SH	250	Anchorage Radio Club Inc. KFQD Bldg. Black 143	.....	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin William J. Wagner	.....
FAIRBANKS	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	.....	Austin E. Lathrop Jack Winston W. K. Foster	Jack Winston Stanton Bennett	KFAR
JUNEAU	KINY	1430	1,000	Edwin A. Kraft Box 2597 197	.....	Edwin A. Kraft C. B. Arnold C. B. Arnold	Harry Long Vincent I. Kraft	McGillvra
KETCHIKAN	KGBU	900	500	Alaska Radio & Service Co., Inc. Ketchikan 311	.....	James A. Britton	.....	.....

### HAWAII

HILO	KHBC	1200	250	Hawaiian Broadcasting System Ltd. P. O. Box 595 7877	CBS MBS	J. Howard Worrall Earl A. Nielsen Earl A. Nielsen	Jack Williams Earl A. Nielsen Ed Powell, Jr.	Blair
HONOLULU	KGMB	1820 CP-590	1,000 CP 5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750 L-WJR	2,500	Advertiser Publishing Co., Ltd. P. O. Box 3110	NBC	Lorrin P. Thurston Marion A. Mulrony Don O. Crozier	Richard McGuire William Paine Marion A. Mulrony	Biddick Katz
LIHUE	KTOH	1500	250-LS 100-N	Garden Isle Publishing Co., Ltd. Lihue, Kaukai 321	.....	Charles J. Fern Deane Stewart Deane Stewart	William Parsons Robert Glenn	.....

### PUERTO RICO

MAYAGUEZ	WPRA	1870-SH CP-780	250-LS 100-N CP 2,500-LS CP 1,000-N	Puerto Rico Advertising Co. Box 271 269	.....	Andre Camara Ralph P. Perry William Diaz Mendez	Antonio Rovira Ralph P. Perry	.....
PONCE	WPAB	1340	1,000	Portorican American Bestg. Co. Inc. Ponce	.....	Juan Luis Boscio Miguel Soltero Palermo	.....	.....
	WPRP	1420-SH	250	Julio M. Conesa Ponce	.....	Julio M. Conesa	.....	.....
SAN JUAN	WKAQ	1240	1,000	Radio Corp. of Porto Rico Telephone Bldg. 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown Angel P. Del Valle	.....
	WNEL	1290	2,500-LS 1,000-N	Juan Piza 59 Salvador Brau St. 107	.....	Juan Piza Edgar S. Belaval Agustin Camunas	Gustavo Diaz Gustavo Diaz William Greer	Broadcasting Abroad

## THE LINK OF THE AMERICAS

# WNEL

## San Juan, Puerto Rico

Where two cultures meet in a \$90,000,000 market for American goods, we give complete bilingual coverage.

2,500 Watts, Day    •    1,000 Watts, Night

# Directory of BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1940)

Total Stations: 90

## ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CALGARY	CFAC	980	1,000	Southwestern Publishers Ltd. Southern Bldg. R-1036	CBC	Harold R. Carson Gordon S. Henry Fred R. Shaw	Pat Freeman John N. Hunt Earle C. Connor	All-Canada Weed
	CFCN	1080	10,000	Voice of the Prairies Ltd. Toronto General Trust Bldg. M-1161	....	M. G. Love M. G. Love E. H. McGuire	E. Maloney W. V. McLaughlin	Slatter McGillvra Inland
	CJCJ	690	100	Albertan Publishers Ltd. Renfrew Bldg. Main 9966	....	Gordon Bell J. E. Gerke T. E. Snelgrove	..... M. MacKenzie	.....
EDMONTON	CFRN	960	100	Sunwapta Broadcasting Co. Ltd. Canadian Pacific Bldg. 22101	....	G. R. A. Rice G. R. A. Rice F. H. Nielsen	S. L. Lancaster D. Atkinson F. M. Makepeace	McGillvra Slatter Inland
	CJCA	730	1,000	North Western Publishers Ltd. Birks Bldg. 26131	CBC	North Western Publishers Frank H. Elphicke E. G. Chown	N. A. Botterill F. N. Johnson H. McMahon	All-Canada Weed
	*CKUA	580	500	University of Alberta University of Alberta 32233	....	University of Alberta Donald Cameron .....	Richard MacDonald John Wardlaw Porteous	.....
GRANDE PRAIRIE	CFGP	1200	100	Northern Broadcasting Corp. Ltd. Grande Prairie 163	....	C. L. Berry C. L. Berry C. L. Berry	Ed. Powell C. L. Berry Stewart Findlay	All-Canada Weed
LETHBRIDGE	CJOC	1210	100	Lethbridge Broadcasting Ltd. Marquis Hotel 3872	CBC	J. C. Hutchings A. Nicholl .....	R. Buss .....	All-Canada Weed

## BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CHILLIWACK	CHWK	780	100	Chilliwack Broadcasting Co. 16 Wellington Ave. 6106	....	C. Casey Wells C. Casey Wells C. Casey Wells	Jack Pilling C. C. Wells Jack Pilling	.....
KAMLOOPS	CFJC	880	1,000	Review Publishing Co. 209 Victoria St. 1000	CBC	R. E. White D. Homersham D. Homersham	Glen Robertel L. Irvine T. Smalley	All-Canada Weed
KELOWNA	CKOV	630	1,000	Okanagan Broadcasting Ltd. Box 1515 200	CBC	J. W. B. Browne J. W. B. Browne C. G. Elphicke	M. E. Royle B. A. Heeney J. H. B. Browne	All-Canada McGillvra
NELSON	CKLN	1420	100	News Publishing Co. Ltd. 711 Radio Ave. 19	....	F. F. Payne Hume A. Lethbridge Hume A. Lethbridge	F. R. Halhed Merion W. Brown	All-Canada
PRINCE RUPERT	CFPR	580	50	Felix E. Batt 386 Second Ave. 863	....	F. E. Batt C. H. Insulander C. H. Insulander	S. J. Anderson S. J. Anderson C. H. Insulander	Inland
TRAIL	CJAT	910	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 737	....	B. A. Stimmel A. J. Balfour J. M. Ellis	Charles Smith J. M. Ellis Eric Ayles	All-Canada Weed
VANCOUVER	CBR	1100	5,000	Canadian Broadcasting Corp. Hotel Vancouver Trinity 2511	CBC	CBC—Gladstone Murray I. Dilworth E. A. Weir	..... F. B. C. Hilton	CBC
	CJOR	600	500	CJOR Ltd. Grovesnor Hotel Trinity 5321	....	George Clark Chandler George Clark Chandler Don Laws	Dick Diespecker H. P. Seabrook	Inland McGillvra
	CKCD	1010	100	Vancouver Daily Province Daily Province Seymour 2760	....	Daily Province W. G. Hassell .....	.....	.....
	CKFC	1410	50	Standard Bcstg. System Ltd. Sun Tower Trinity 3338	....	Sun Publishing Co. F. E. Rutland F. E. Rutland	I. G. Clark N. McSweyn A. L. Porter	.....
CKMO	1410	100	Sprott-Shaw Radio Co. Ltd. 812 Robson St. Marine 1271	....	R. J. Sprott H. M. Cooke J. Short	R. H. Wright H. M. Cooke E. G. Rose	Stewart	
CKWX	1010	100	Western Broadcasting Co. Ltd. Hotel Georgia Seymour 2288	....	Arthur Halstead Arthur Halstead Reg. M. Dagg	Fred C. Bass Reg. M. Dagg E. Ross McIntyre	All-Canada Weed	
VICTORIA	CFCT	1450	500	Victoria Broadcasting Assn. 620 View St. Garden 2014	....	George W. Deaville George W. Deaville Lee Hallberg	Bernard C. Deaville Bernard C. Deaville Ray Tate	.....

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1940)

## MANITOBA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
BRANDON	CKX	1120	1,000	Manitoba Telephone System City Hall Square 4532	CBC	Man. Telephone System William Sellers John Craig	.....	All-Canada Weed
FLIN FLON	CFAR	1370	100	Arctic Radio Corp. Ltd. 120 Main St. 290	....	George W. Bridgman George W. Bridgman E. T. Scott	E. T. Scott Reginald Durie	All-Canada Weed
WINNIPEG	CJRC	630	1,000	James Richardson & Sons Ltd. Royal Alexandra Hotel 92-266	....	Mrs. James A. Richardson Victor F. Nielsen John D. Kemp	Edmund H. Houston Hugh J. Young A. W. Hooper	McGillvra Slatter Inland
	CKY	910	15,000	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Man. Telephone System W. H. Backhouse P. H. Gayner	R. H. Roberts D. R. P. Coates W. A. Duffield	All-Canada Weed
	CJGX	1430	1,000	(See Yorkton, Sask.)				

## NEW BRUNSWICK

CAMPBELLTON	CKNB (Construction permit)	1210	100	Dr. Charles H. Houde Campbellton	....	Dr. Charles H. Houde C. S. Chapman	.....	.....
FREDERICTON	CFNB	550	1,000	James S. Neill & Sons Ltd. Fredericton 209	CBC	J. Stewart Neill J. Stewart Neill J. Stewart Neill	Vera True D. R. Moore S. R. Cassidy	Weed All-Canada
MONCTON	CKCW	1370	100	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 3888	CBC	J. L. Black F. A. Lynda F. A. Lynda	Earl McCarron P. A. Lynda A. J. White	McGillvra
SACKVILLE	CBA	1050	50,000	Canadian Broadcasting Corp. Nova Scotian Hotel Halifax, N. S.	CBC	CBC—Gladstone Murray George Young E. A. Weir	.....	CBC
SAINT JOHN	CHSJ	1120	100	New Brunswick Beatg. Co. Ltd. Admiral Beatty Hotel 3-2307	CBC	Howard P. Robinson L. W. Bewick George A. Cromwell	L. de B. Holly George A. Cromwell J. G. Bishop	McGillvra

**BY POPULAR DEMAND!**

Radio Station

# CKNB

Campbellton, N. B.

—which is—

158 AIR-LINE MILES FROM THE NEAREST  
MARITIME PROVINCE STATION

190 AIR-LINE MILES FROM NEAREST CBC  
STATION (CBA, Sackville)

. . .

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR  
SUCCESSFUL SELLING

For full particulars, write to:

## Radio Station CKNB

250  
Watts

P. O. Drawer 840  
CAMPBELLTON, N. B.

1210  
Kcs.

# Endorsed

Canadian Broad-  
casters do en-  
dorse Lang-  
Worth Tran-  
scription Service  
as the ultimate  
in radio pro-  
gram value.

### Lang-Worth Feature Programs

INCORPORATED

420 MADISON AVE., NEW YORK, N. Y.

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations.

D—Day.

N—Night.

(Date corrected to January 1, 1940)

## NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
HALIFAX.....	CHNS	930	1,000	Maritime Broadcasting Co. Ltd. Lord Nelson Hotel B-8318	CBC	Andrew W. Robb Major W. C. Borrett John F. Clare	Fletcher Coates Fletcher Coates Arthur W. Greig	All-Canada Weed
	CJHC (Construction permit)	1290	1,000	Chronicle Co. Ltd. Halifax	....	F. B. McCurdy ..... .....	..... ..... .....	.....
SYDNEY.....	CJCB	1240	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209-1145	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall Charles Atkinson	All-Canada Weed
WOLFVILLE.....	*CKIC	1010	50	Acadia University Wolfville 270	....	Acadia University Roy T. Steeves .....	Frances M. Patterson Roy T. Steeves	.....
YARMOUTH.....	CJLS	1310	100	Laurie L. Smith Radio Bldg. 500	....	Laurie L. Smith Laurie L. Smith Fin Hollinger	Earl Jeffrey Fin Hollinger Laurie L. Smith	Dominion

## THE BUSIEST STATION IN THE MARITIMES

*Located in the Heart of Nova Scotia Radio Population*

# C H N S

## Halifax, Nova Scotia

&

## Its Short Wave Transmitter

# CHNX

*Covers  
Nova Scotia  
Like the Sky*

*Has Largest  
Close at Hand  
Radio Audience*

*Representatives:*

U.S.A.—Jos. Weed & Co., Madison Ave., New York City  
CANADA—All Canada Radio Facilities, Montreal & Toronto

*Studios & Offices*  
Lord Nelson Hotel  
Halifax, Nova Scotia



# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*— Non-Commercial Stations.

D—Day.

N—Night.

(Data corrected to January 1, 1940)

## ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mds. or Promotion Mgr. Chief Engineer	Representative
BRANTFORD.....	CKPC	930	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Don Buchanan Don Buchanan Don Buchanan	E. M. Feely Carl Roadhouse Jerome Kelly	McGillvra
CHATHAM.....	CFCO	630	100	John Beardall Wm. Pitt Hotel 2826	...	John Beardall John Beardall P. A. Kirkey	Gordon D. Brooks ..... .....	McGillvra
COBALT.....	CKMC	1210	50	R. L. McAdam Cobalt	....	R. L. McAdam R. L. McAdam R. L. McAdam	..... ..... R. L. McAdam	.....
PORT WILLIAM- PORT ARTHUR	CKPR	580	1,000	Dougall Motor Car Co. Ltd. Radio Hall, Fort William South 315	CBC	H. F. Dougall H. F. Dougall Gordon McClaio	Ralph Parker Jack Penson Tom Ross	Slatter Inland Weed
HAMILTON.....	CHML	1010	100	Maple Leaf Radio Co. Ltd. Pigott Bldg. 7-1589	....	A. C. Hardy Kenneth D. Soble Kenneth D. Soble	Alexander Smith M. McBain Clarence Snelgrove	.....
	CKOC	1120	1,000-D 500-N	Wentworth Broadcasting Co. Ltd. Wentworth Bldg. 2-4661	....	H. R. Carson M. V. Chesnut W. T. Cranston	W. M. Guild K. A. Kelly L. Horton	All-Canada Weed
KENORA.....	CKCA	1420	250-D 100-N	Kenora Broadcasting Co. Ltd. Kenricia Hotel 717	....	R. W. Starratt George A. Titus Clinton V. Godwin	Clinton V. Godwin ..... E. Y. Tomkins	All-Canada
KINGSTON.....	CFRC	1510	100	Queen's University Whig Standard Bldg. 616	CBC	Queen's University James Annand James Annand	James Annand ..... Harold Stewart	Weed
KIRKLAND LAKE...	CJKL	560	1,000	Northern Bcast. & Publishing Ltd. Arcade Bldg. 27	CBC	Roy H. Thomson Brian G. Shelton Brian G. Shelton	Richard Irvine Jack Cooke William K. Marke	All-Canada Weed
KITCHENER.....	CKCR	1510	100	K. & W. Broadcasting Co. Waterloo Trust Bldg. 4360	....	{W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Karl Monk G. Liddle Ion Hartman	Dominion
LONDON.....	CFPL	730	100	London Free Press Printing Co. Ltd. 442 Richmond St. Metcalfe 5200	....	Walter Blackburn Phillip H. Morris Phillip H. Morris	..... ..... Lloyd Yorke	Dominion McGillvra
NORTH BAY.....	CFCH	930	100	Northern Bcast. & Publishing Ltd. Capitol Theatre Bldg. 2400	CBC	Roy M. Thomson Tom Darling Tom Darling	C. O. Pickrem Jack Cooke James Book	All-Canada Weed
OTTAWA.....	CBO	880	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC—Gladstone Murray W. C. Anderson E. A. Weir	..... ..... R. K. Anderson	CBC
	CKCO	1010	100	Dr. G. M. Geldert 272 Somerset St., W. 2-3811	....	Dr. G. M. Geldert Dr. G. M. Geldert Roly Ford	Renee Marier Roly Ford Roly Ford	McGillvra
OWEN SOUND.....	CFOS (Construction permit)	1370	100	Howard Fleming 869 Second Ave., E. 118	....	Howard Fleming ..... .....	..... ..... .....	.....
PRESCOTT.....	CFLC	930	100	Radio Assn. of Prescott George St. 302	....	Radio Assn. of Prescott L. F. Knight A. E. Lindsey	E. A. Cook ..... L. F. Knight	.....
ST. CATHERINES...	CKTB	1200	100	Silver Spire Bcast. Station Ltd. 12 Yates St. 3900	....	E. T. Sandell Paul Frost Paul Frost	J. B. Mitchell ..... W. H. Allen	Dominion
SAULT STE. MARIE.	CJIC	1500	100	J. C. Whitby & J. G. Hyland P. O. Box 504 360	...	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby S. Jarvis S. C. Cusack	McGillvra
STRATFORD.....	CJCS	1210	50	F. M. Squires Windsor Hotel 1675	...	F. M. Squires F. M. Squires S. E. Tapley	Charles Tretheway S. E. Tapley J. Camden	All-Canada Weed
SUDBURY.....	CKSO	780	1,000	Sudbury Star Publishing Co. Sudbury Star Bldg. 280	CBC	W. E. Mason W. J. Woodill W. J. Woodill	Howard Clark Howard Clark Jim McRae	.....
TIMMINS.....	CKGB	1440	1,000	Northern Broadcasting Co. Ltd. Sky Block, Pine St., S. 500	CBC	R. H. Thomson Jack Cooke Hip Crotty	Bob Keston ..... Allan Taylor	All-Canada Weed
TORONTO.....	CBI	840	50,000	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC NBC	CBC—Gladstone Murray J. R. Radford E. A. Weir	J. R. Radford ..... W. C. Little E. Stewart	CBC
	CBY	1420	100	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC NBC MBS	CBC—Gladstone Murray J. R. Radford .....	J. R. Radford ..... W. C. Little E. Stewart	CBC
	CFRB	690	10,000	Rogers Radio Bcast. Co. Ltd. 37 Bloor St., W. Midway 3515	CBS	Harry Sedgwick Lloyd Moore .....	Roy Locksley ..... Jack Sharp	All-Canada McGillvra
	CKCL	580	100	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	...	Henry S. Gooderham Albert E. Leary Ernest Miles	Maurice D. Rapkin ..... E. O. Swann	.....
WINDSOR.....	CKLW	1030	5,000	Western Ontario Bcast. Co. Ltd. Guaranty Trust Bldg. 4-1155	CBC MBS	Malcom G. Campbell J. E. Campeau L. J. Du Mahaut	John Gordon Gordon B. Castle William G. Carter	.....
WINGHAM.....	CKNX	1200	100	Wingham Radio Club Fields Bldg. 158	...	W. T. Cruickshank W. T. Cruickshank H. Howard Bedford	Harry J. Boyle R. G. Buckingham Scott Reid	McGillvra

# DIRECTORY OF BROADCASTING STATIONS IN CANADA

\*—Non-Commercial Stations,      D—Day,      N—Night.  
(Data corrected to January 1, 1940)

## PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTETOWN	CFCY	680	1,000	Island Radio Broadcasting Co. Ltd. Brace Bldg. 741	CBC	Lt. Col. Keith S. Rogers L. Arthur McDonald L. Arthur McDonald	L. Arthur McDonald K. S. Rogers M. H. F. Young	All-Canada Weed
	CHCK	1810	50	J. A. Geaner Charlottetown	....	J. A. Geaner M. H. F. Young	.....	.....
SUMMERSIDE	CHGS	1450	50	R. T. Holman Ltd. 190 Water St. 184	....	H. T. Holman R. L. Mollison J. E. Millman	J. E. Millman Carl MacCaull	.....

## QUEBEC

CHICOUTIMI	CBJ	1120	100	Canadian Broadcasting Corp. Chicoutimi Saguenay-Quebec 155	CBC	CBC—Gladstone Murray Vilmond Fortin	.....	CBC
HULL	CKCH	1210	100	Hull Broadcasting Co. Rg. 85 Champlain Ave. 2-1701	....	Josaphat Pharand Alexandre Dupont Alexandre Dupont	Aurele Groulx Paul Cormier Lucien Champagne	Dominion
MONTREAL	CBF	910	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	J. M. Beaudet Gordon W. Olive	CBC
	CBM	960	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	J. M. Beaudet Gordon W. Olive	CBC
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St., W. Marquette 7085	NBC	A. H. Ginman James A. Shaw M. J. Humphreys	H. H. Hewetson Ernest H. Smith Kenneth R. Paul	All-Canada Weed
	CHLP	1120	100	La Patrie Publishing Co. Sun Life Bldg. Plateau 5225	....	P. R. Du Tremblay Marcel Lefebvre Marcel Lefebvre	J. C. Sutton Michael Normandin F. F. Tambling	.....
CKAC	730	5,000	Montreal La Presse 980 St. Catherine St., W. Marquette 3611	CBS	P. R. Du Tremblay L. Phil Lalonde L. Phil Lalonde	Yves Bourassa Louis Lepron Leonard Spencer	McGillvra	
NEW CARLISLE	CHNC	610	1,000	Gaspesia Radio Bcastg. Co. Ltd. New Carlisle 88	CBC	Dr. Charles H. Houde Dr. Charles H. Houde V. Bernard	.....	.....
QUEBEC	CBV	950	1,000	Canadian Broadcasting Corp. Chateau Frontenac 5658	CBC	CBC—Gladstone Murray Aurele Seguin J. A. Dupont	.....	CBC
	CHRC	580	100	CHRC Ltd. Victoria Hotel 2-8178	....	Emile Fontaine J. N. Thivierge T. H. Burham	T. H. Burham J. A. Hardy Arsene Nadeau	Dominion McGillvra
	CKCV	1810	100	CKCV Ltd. 142 St. John St. 2-1685	....	J. H. Baribeau Paul Le Page Paul Le Page	Jean Nel Paul Le Page Leon Baldwin	.....
RIMOUSKI	CJBR	1030	1,000	J. A. Brilliant 1 St. John St. 395	CBC	J. A. Brilliant G. A. Lavoie Aubin Morin	P. E. Corbell G. A. Lavoie F. C. Doak	McGillvra
ROUYN	CKRN	1870	100	La Cie Radiodiffusion P. O. Box 340 1400	....	M. P. Cuddihy J. O. Tardif G. E. Archibald	L. J. Allard G. E. Archibald A. E. Crump	.....
STE. ANNE DE LA POCATIONNE	CHGB	1200	100	G. T. Desjardins Ste. Anne de la Pocatiere	....	G. T. Desjardins Laval Raymond Laval Raymond	G. H. Bouchard A. Dube	.....
SHERBROOKE	CHLT	1210	100	La Tribune Ltd. 4 Marquette St. 2071	....	Jacob Nicol A. Gauthier Roland Bayeur	Roland Bayeur C. Charlebois	Dominion
THREE RIVERS	CHLN	1420	100	Le Nouvelliste Ltd. Chateau De Blois 3004	....	Emile Jean George E. Bourassa George E. Bourassa	George E. Bourassa Leon Trepanier	Dominion William
VAL D'OR	CKVD	1200	100	La Voix d'Abitibi Co. Ltd. Val d'Or 500	....	Remi Taschereau Fred Darling Fred Darling	Fred Darling Bert Croy	All-Canada

## SASKATCHEWAN

MOOSE JAW	CHAB	1200	250-LS 100-N	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan L. A. Bourgeois	J. S. Boyling G. E. Walker A. E. Jacobson	All-Canada Weed
NORTH BATTLE- FORD	CHNB (Construction permit)	1420	100	C. R. McIntosh North Battleford	....	C. R. McIntosh	.....	.....
PRINCE ALBERT	CKBI	1210	100	Radio Station CKBI Sanderson Block 8133	CBC	{L. E. Moffat R. E. Price R. E. Price R. E. Price	G. Prest W. R. Hart L. E. Moffat	All-Canada Weed
REGINA	CJRM	950	1,000	James Richardson & Sons Ltd. Saskatchewan Life Bldg. 8424	....	Dawson Richardson Fred V. Scanlan Bruce Pirie	Don Wright A. W. Hooper	McGillvra Inland Slatter
	CKCK	1010	1,000	Leader-Post Bcastg. Station Leader-Post Bldg. 8525	CBC	Victor Sifton G. Gaetz G. Gaetz	William A. Speers Don MacMillan E. A. Strong	All-Canada Weed
SASKATOON	CFQC	600	1,000	A. A. Murphy & Sons Ltd. 216 First Ave., N. 7282	CBC	A. A. Murphy A. A. Murphy Vernon Dallin	Cy Cairns Murray Dyck S. Clifton	Slatter Inland McGillvra
WATROUS	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg., Winnipeg	CBC	CBC—Gladstone Murray D. Claringbull E. A. Weir	.....	CBC
YORKTON	CJGX	1430	1,000	Yorkton Broadcasting Co. 171 McDermot Ave., Winnipeg, Man. 92-531	....	Dawson Richardson A. L. Garside A. L. Garside	R. D. Cahoon C. F. Greene C. F. Greene Art Mills	Slatter Inland McGillvra

# Allocations of Call Letters to Countries

According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938  
As Annexed to International Telecommunications Convention of Madrid, 1932

COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL
Chile.....	CAA-CEZ	Dominican Republic..	HIA-HIZ	Denmark.....	OUA-OZZ	United States of	
Canada.....	CFA-CKZ	Republic of Colombia..	HJA-HKZ	Netherlands.....	PAA-PIZ	America.....	W
Cuba.....	CLA-CMZ	Japan.....	HLA-HMZ	Curacao.....	PJA-PJZ	Mexico.....	XAA-XFZ
Morocco.....	CNA-CNZ	Iraq.....	HNA-HNZ	Dutch East Indies...	PKA-POZ	China.....	XGA-XUZ
Cuba.....	COA-COZ	Republic of Panama..	HOA-HPZ	Brazil.....	PPA-PYZ	France and Colonies..	XVA-XWZ
Bolivia.....	CPA-CPZ	Republic of Honduras..	HQA-HRZ	Surinam.....	PZA-PZZ	Portuguese Colonies..	XXA-XXZ
Portuguese Colonies..	CQA-CRZ	Siam.....	HSA-HSZ	(Abbreviations)....	Q	British India.....	XYA-XZZ
Portugal.....	CSA-CUZ	Nicaragua.....	HTA-HTZ	Union of Socialist		Afghanistan.....	YAA-YAZ
Uruguay.....	CVA-CXZ	El Salvador.....	HUA-HUZ	Soviet Republics...	R	Dutch East Indies...	YBA-YHZ
Canada.....	CYZ-CZZ	Vatican City State...	HVA-HVZ	Sweden.....	SAA-SMZ	Iraq.....	YIA-YIZ
Germany.....	D	France and Colonies..	HWA-HYZ	Poland.....	SNA-SRZ	New Hebrides.....	YJA-YJZ
Spain.....	EAA-EHZ	Hedjaz.....	HZA-HZZ	Egypt.....	SSA-SUZ	Union of Socialist	
Irish Free State.....	EIA-EIZ	Italy and Colonies...	I	Greece.....	SVA-SZZ	Soviet Republics...	YKA-YKZ
Japan.....	EKA-EKZ	Japan.....	J	Turkey.....	TAA-TCZ	Latvia.....	YLA-YLZ
Republic of Liberia..	ELA-ELZ	United States of		Guatemala.....	TDA-TDZ	Free City of Danzig..	YMA-YMZ
Persia.....	EPA-EQZ	America.....	K	Costa Rica.....	TEA-TEZ	Nicaragua.....	YNA-YNZ
Japan.....	ERA-ERZ	Norway.....	LAA-LNZ	Iceland.....	TFA-TFZ	Rumania.....	YOA-YRZ
Estonia.....	ESA-ESZ	Republic of Argen-		Guatemala.....	TGA-TGZ	El Salvador.....	YSA-YSZ
Ethiopia.....	ETA-ETZ	tina.....	LOA-LWZ	France and Colonies..	THA-THZ	Yugoslavia.....	YTA-YUZ
Japan.....	EUA-EYZ	Luxembourg.....	LXA-LXZ	Costa Rica.....	TIA-TIZ	Venezuela.....	YVA-YWZ
Germany.....	EZA-EZZ	Lithuania.....	LYA-LYZ	France and Colonies..	TJA-TZZ	Union of Socialist	
Sarre Territory.....	EZA-EZZ	Bulgaria.....	LZA-LZZ	Union of Socialist		Soviet Republics...	YXA-YZZ
France and Colonies..	F	Great Britain.....	M	Soviet Republics...	U	Albania.....	ZAA-ZAZ
Great Britain.....	G	United States of		Canada.....	VAA-VGZ	British Colonies.....	ZBA-ZJZ
Hungary.....	HAA-HAZ	America.....	N	Australian Common-		New Zealand.....	ZKA-ZMZ
Switzerland.....	HBA-HBZ	Peru.....	OAA-OCZ	wealth.....	VHA-VNZ	British Colonies.....	ZNA-ZOZ
Ecuador.....	HCA-HCZ	Syria and Lebanon..	ODA-ODZ	Newfoundland.....	VOA-VOZ	Paraguay.....	ZPA-ZPZ
Switzerland.....	HEA-HEZ	Austria.....	OEA-OEZ	British Colonies...	VPA-VSZ	British Colonies.....	ZQA-ZQZ
Poland.....	HFA-HFZ	Finland.....	OFA-OJZ	British India.....	VTA-VWZ	Union of South Africa	ZSA-ZUZ
Japan.....	HGA-HGZ	Czechoslovakia.....	OMA-ONZ	Canada.....	VXA-VYZ	Brazil.....	ZVA-ZZZ
Republic of Haiti...	HHA-HHZ	Belgium and Colonies..	ONA-OTZ	Australia.....	VZA-VZZ		

## COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

[As of January 15, 1940]

### SENATE INTERSTATE COMMERCE COMMITTEE\*

*Committee Clerk: Bailey Stortz*

**DEMOCRATS**—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota (Farmer-Labor), Tom Stewart, Tennessee.

**REPUBLICANS**—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota (Farmer-Labor); Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

\*In which all radio legislation originates.

### SENATE COMMERCE COMMITTEE\*

*Committee Clerk: A. Hand James*

**DEMOCRATS**—Josiah W. Bailey, North Carolina, chairman; Morris Sheppard, Texas; Hattie W. Carraway, Arkansas; Bennett Champ Clark, Missouri; John H. Overton, Louisiana; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma; Lister Hill, Alabama; James M. Mead, New York; James M. Slattery, Illinois.

**REPUBLICANS**—Charles L. McNary, Oregon; Hiram W. Johnson, California; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont; W. Warren Barbour, New Jersey.

\*Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.

### SENATE PATENTS COMMITTEE\*

*Committee Clerk: R. A. Seelig*

**DEMOCRATS**—Homer T. Bone, Washington, chairman; Ellison D. Smith, South Carolina; Claude Pepper, Florida; D. Worth Clark, Idaho; Scott W. Lucas, Illinois.

**REPUBLICANS**—Wallace H. White Jr., Maine; John A. Danaher, Connecticut.

\*In which copyright legislation originates.

### HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE\*

*Committee Clerk: Elton J. Layton*

**DEMOCRATS**—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Elmer J. Ryan, Minnesota; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L.

O'Toole, New York; Luther Patrick, Alabama. (One vacancy.)

**REPUBLICANS**—Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California; Clarence J. Brown, Ohio. (One vacancy.)

\*In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

### HOUSE PATENTS COMMITTEE\*

*Committee Clerk: Emil Lang*

**DEMOCRATS**—Charles Kramer, California, chairman; Fritz G. Latham, Texas; Matthew A. Dunn,

Pennsylvania; Frank W. Boykin, Alabama; Lawrence J. Conny, Massachusetts; Charles A. Buckley, New York; John M. Coffey, Washington; Rudolph G. Tenerowicz, Michigan; Francis J. Myers, Pennsylvania; Thomas D'Allesandro Jr., Maryland; Albert S. Camp, Georgia. (One vacancy.)

**REPUBLICANS**—Fred A. Hartley Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolverton, New Jersey; Robert Luce, Massachusetts; James E. Van Zandt, Pennsylvania; L. L. Marshall, Ohio.

\*In which copyright legislation originates.

### U. S. CAPITOL

Senate Office Bldg. } Telephones  
House Office Bldg. } National 5120

## INQUIRE TODAY

About the Special Low Rates  
for Group Subscriptions to

## BROADCASTING



NATIONAL PRESS BLDG. • WASHINGTON, D. C.

# COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

185 Madison Ave., New York City  
Telephone: Wickersham 2-2000

## STAFF

F. A. Willis, *Assistant to the President and Director of Short Wave Operations*  
William C. Gittinger, *Sales Manager*  
William H. Enslin, *Assistant Sales Manager*  
B. J. Proekter, *Manager of Sales Service*  
J. J. Karol, *Market Research Sales Counselor*  
Victor M. Ratner, *Director of Sales Promotion*  
Frank N. Stanton, *Director of Market Research*  
J. K. Churchill, *Chief Statistician of Market Research*  
John Fox, *Promotion Production Manager and Space Buyer*  
Ted Sandler, *Promotion Art Director*  
Herbert Bayard Swope, Jr., *Trade News Editor*  
Douglas Coulter, *Assistant Director of Broadcasts*  
Davidson Taylor, *Assistant to Vice-President in Charge of Broadcasts*  
Gerald Maulsby, *Production Manager*  
Roy Passman, *Assistant Director of Program Operations*  
Max Wylie, *Director of Script Division*  
S. Mark Smith, *Assistant Director of Script Division*  
Francis C. Barton, *Manager of Program Service*  
James Burke, *Program Service Assistant*  
Paul W. White, *Director of Public Affairs*  
John D. Fitzgerald, *In Charge of Special Events and Sports*  
Sterling Fisher, *Director of Talks and Education*  
Leon Levine, *Assistant Director of Educational Programs*  
Helen Slousser, *Assistant Director of Talks*  
Jan Schimek, *Director of Copyright Division*  
Julius Mattfeld, *Director of Music Library*  
James Fassett, *Assistant Director of Music Division*  
Elizabeth Tucker, *Director of Short Wave Programs*  
Walter R. Pierson, *Manager of Sound Effects Division*  
Harriet Hess, *Supervisor of Program Typing Division*  
Glasco E. Gray, *Commercial Editor*  
Donald I. Ball, *Assistant Commercial Editor*  
Adrian Murphy, *Executive Director of Television*  
Gilbert Seldes, *Director of Television Programs*  
Leonard H. Hole, *Manager of Television Operations*  
Dr. Peter C. Goldmark, *Chief Television Engineer*  
H. I. Rosenthal, *Executive Vice-President of Columbia Artists Inc.*  
I. S. Becker, *Vice-President and Business Manager of Columbia Artists Inc.*  
J. G. Gude, *Station Relations Manager*  
Louis Ruppel, *Director of Publicity*  
Luther J. Reid, *Director of WABC Publicity*  
Michael J. Fish, *Manager of Photographic Division*  
Edwin King Cahan, *Director of Engineering*  
A. B. Chamberlain, *Chief Engineer*  
Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*  
Jos. H. Burgess, Jr., *Personnel Manager*  
Albert H. Bryant, *Manager of Mail, File and Mimeograph Division*  
John E. Forsander, *Purchasing Agent*  
W. J. Flynn, *Chief Accountant*  
G. Stanley McAllister, *Manager of Construction and Building Operations*

NEW YORK CITY  
WABC, 485 Madison Ave.

Arthur Hull Hayes, *Sales Manager*  
George Allen, *Director of Programs*  
Henry Grossman, *Eastern Division Operations Engineer and Chief Engineer, WABC*

## RADIO SALES PERSONNEL

J. Kelly Smith, *General Sales Manager*  
Howard Melghan, *Eastern Sales Manager, New York*  
H. A. Carlberg, *Manager, Detroit Office*  
Paul S. Wilson, *Western Sales Manager, Chicago*  
Roger K. Huston, *Manager, Los Angeles Office*  
Royal Penny, *Account Executive, Charlotte*  
John W. Bohn, *Account Executive, St. Louis*  
Charles E. Morrin, *Account Executive, San Francisco*

## BOARD OF DIRECTORS

John J. Burns  
Prescott S. Bush  
Ralph F. Colin  
J. A. W. Irlhart  
Paul W. Kesten  
Edward Klauber  
Isaac D. Levy  
Leon Levy  
Jacob Paley  
Samuel Paley  
William S. Paley  
Dorsey Richardson  
Mefford R. Runyon  
Herbert Bayard Swope

## OFFICERS

William S. Paley, *President*  
Edward Klauber, *Executive Vice-President*  
Paul W. Kesten, *Vice-President and Director*  
Mefford R. Runyon, *Vice-President and Director*  
Lawrence W. Lowman, *Vice-President in Charge of Operations*  
William C. Gittinger, *Vice-President and Sales Manager*  
H. V. Akerberg, *Vice-President in Charge of Station Relations*  
W. B. Lewis, *Vice-President in Charge of Broadcasts*  
H. Leslie Atlas, *Vice-President, Chicago*  
Harry C. Butcher, *Vice-President, Washington*  
D. W. Thornburgh, *Vice-President, Los Angeles*  
Frank K. White, *Treasurer*  
Samuel R. Dean, *Assistant Treasurer*  
James M. Seward, *Assistant Treasurer*  
Jos. H. Ream, *Secretary and General Attorney*  
Arthur S. Padgett, *Auditor*

## OWNED AND OPERATED STATIONS

WABC	New York City	WJSV	Washington
WBBM	Chicago	KMOX	St. Louis
WBT	Charlotte	KNX	Los Angeles
WCCO	Minneapolis	WEEI	Boston (Leased)

## CHICAGO

410 No. Michigan Ave.

H. Leslie Atlas, *Vice President, Chicago*  
J. L. Van Volkenburg, *Assistant to Mr. Atlas*  
L. F. Erikson, *Western Sales Manager*  
Harry Mason Smith, *Chicago Sales Manager*  
James Kane, *Director of Publicity and Special Events*  
Frank B. Falknor, *Central Division Operations Engineer and Chief Engineer, WBBM*  
J. Oren Weaver, *News Editor*  
Robert Halter, *Production Manager*  
Urban Johnson, *Chief Sound Technician*  
Wayde Grinstead, *Sales Promotion Manager*  
J. V. McLoughlin, *Accountant*

## WASHINGTON

WJSV, Earle Bldg.

Harry C. Butcher, *Vice-President, Washington*  
A. D. Willard, Jr., *Station Manager, WJSV*  
Wm. D. Murdock, *Sales Manager, WJSV*  
Clyde Hunt, *Chief Engineer*  
Harry R. Crow, *Accountant*  
Ann Gillis, *Director of Public Events*  
Paul A. Porter, *Attorney*  
Lloyd W. Dennis, Jr., *Program Director*  
William J. Slocum, Jr., *Publicity Director*  
John Heiney, *Sales Promotion Manager*

## MINNEAPOLIS

WCCO, 635 Second Ave., So.

Earl H. Gammons, *Manager, WCCO*  
Emmett J. Heardt, *Accountant*  
H. S. McCartney, *Chief Engineer*  
Hayle C. Cavanor, *Program Director*  
Alvin B. Sheehan, *Manager of Artists Bureau*  
Carl Burkland, *Sales Manager*  
Robert L. Hutton, Jr., *Sales Promotion and Publicity Manager*

## ST. LOUIS

KMOX, Mart Building

Merle S. Jones, *Manager, KMOX*  
Arthur Casey, *Assistant to Station Manager*  
G. L. Tevis, *Chief Engineer*  
R. S. Gillingham, *Accountant*  
C. G. Renier, *Program and Production Director*  
Jerry Hoekstra, *Public Events and Publicity Director*  
K. W. Church, *Sales Manager*  
Bob Reichenbach, *Sales Promotion Manager*

## PACIFIC COAST

Los Angeles Office—KNX, Columbia Square

D. W. Thornburgh, *Vice-President, Los Angeles*  
George L. Moskovic, *Director of Sales Promotion*  
Charles D. Ryder, Jr., *Accountant*  
Lester Bowman, *Western Division Operations Engineer and Chief Engineer, KNX*  
Nelson G. Pringle, *News Editor*  
Charles Vanda, *Western Director of Programs*  
Russ Johnston, *Program Manager*  
Fox Case, *Director of Special Features and Public Events*  
Edith S. Todesca, *Production Manager*  
Hal Rorke, *Publicity Director*  
Harry W. Witt, *Sales Manager*  
Alan Cormack, *Traffic Manager*

San Francisco Office—Palace Hotel

Arthur J. Kemp, *Sales Manager, Pacific Network*  
Henry M. Jackson, *Manager*

## CHARLOTTE, N. C.

WBT, Wilder Bldg.

A. E. Joscelyn, *Manager WBT*  
Robert W. Carpenter, *Accountant*  
James Bloungy, *Chief Engineer*  
Chas. H. Crutchenfeld, *Program Director*  
Royal E. Patten, *Sales Manager*  
Arthur Forrest, *Sales Promotion Manager*

## BOSTON

WEEI, 182 Tremont Street

Harold E. Fellows, *Manager, WEEI*  
John J. Murray, *Accountant*  
Philip K. Baldwin, *Chief Engineer*  
Lloyd G. del Castillo, *Production Manager and Musical Director*  
Kingsley Horton, *Sales Manager*  
George Dunham, *Sales Promotion Manager*  
Dorothy Drake, *Publicity Director*

## DETROIT

Fisher Bldg.

Alfred N. Steele, *Manager of Detroit Office*  
Webster H. Taylor, *Assistant Manager of Detroit Office*  
G. T. C. Fry, *Manager of Sales Promotion*

## EUROPEAN STAFF

E. R. Murrow, *Chief of European Staff*,  
14 Langham Place, London W1  
William L. Shirer, *Central European Representative*,  
29 Avenue de Miremont, Geneva, Switzerland  
Russell Hill, *Assistant Central European Representative*,  
Adlon Hotel, Berlin  
W. R. Willis, *Far Eastern Representative*,  
4 Nichome, Tamuracho, Shiba-Ku, Tokyo, Japan  
Thomas Grandin, *Paris Representative*,  
Continental Hotel, Paris, France  
Eric Sevareid, *Assistant Paris Representative*,  
Continental Hotel, Paris, France

## Want to rent some broad shoulders?

Maybe you're thinking about stimulating sales in the eight markets where Columbia operates stations.\* We can tell you anything you want to know about them. Or maybe your mind is on other markets. No matter. We want to help on any radio problem in any market. And we can. As a division of the Columbia Broadcasting System, Radio Sales makes available to all of its clients the most complete facilities in radio advertising... Columbia's Market Research, Promotion, Publicity and Program Departments. Broad shoulders. these. Try them on any problem in radio.

## RADIO SALES

a division of the

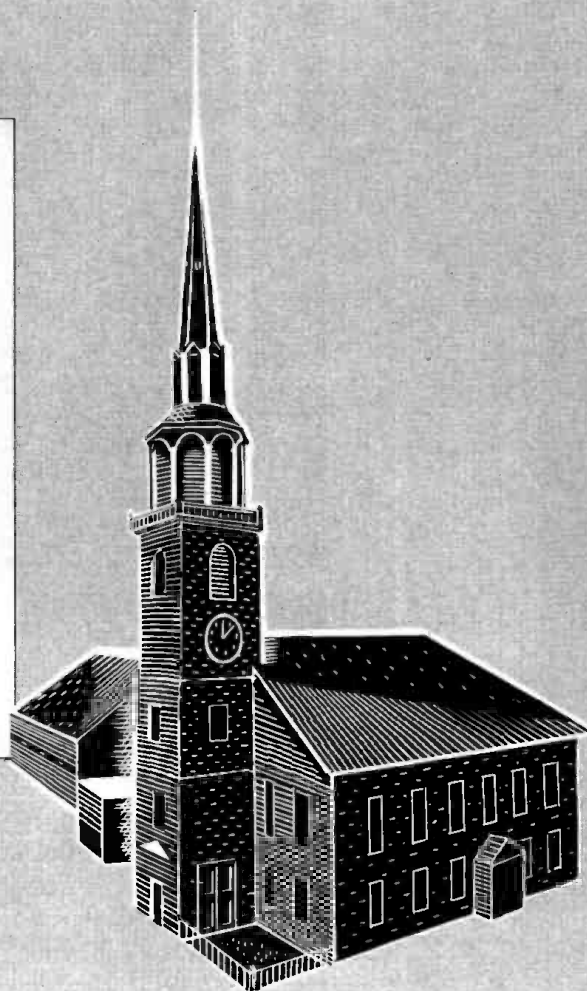
## COLUMBIA BROADCASTING SYSTEM

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, North Carolina, Los Angeles and San Francisco.

\*Representing: WABC, New York; WBBM, Chicago; WEEI, Boston; WCCO, Minneapolis-St. Paul; KNX, Los Angeles; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte, N. C. The Columbia Pacific, Columbia California and the Columbia New England Networks; and WAPL, Birmingham.

# Waste-free coverage of all New England

**T**HE Columbia New England Network consists of nine CBS stations; *individually* covering the nine major New England markets; *collectively* covering New England. That is what we mean by “*waste-free coverage*”. Nine stations—at nine-station cost, doing *all* the job.



## COLUMBIA NEW ENGLAND NETWORK

*A division of the Columbia Broadcasting System. Sales Offices: 182 Tremont Street—Boston, New York, Chicago, Philadelphia, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco*

# COLUMBIA BROADCASTING SYSTEM, Inc.: NETWORK RATES

485 Madison Ave., New York City  
 Telephone: Wickersham 2-2000

## RATE CARD

(Rates in effect Jan. 1, 1940)

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. (local 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.

## STATION RATES

This rate card is published by the Columbia Broadcasting System for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than Columbia Network studios in New York, Chicago, Los Angeles and Washington, a special origination charge is made.

## BASIC NETWORK

Minimum 26 Cities

Including the following 28 cities:

	Time Zone	Full Hour	Half Hour	Quarter Hour
New York (WABC)...	E†	\$1350 675	810 405	540 270
Akron (WADC)...	E	190 95	114 57	76 38
Baltimore (WCAO)...	E	300 150	180 90	120 60
Boston (WEED)...	E†	475 238	285 143	190 95
Buffalo (WGR-WKBW)...	E†	350 175	210 105	140 70
Cedar Rapids* (WMT)...	C	225 113	135 67	90 45
Chicago (WBBM)...	C†	825 413	495 248	330 165
Cincinnati (WCKY)...	E	425 213	255 128	170 85
Cleveland (WGAR)...	E	350 175	210 105	140 70
Des Moines (KRNT)...	E	220 110	132 66	88 44
Detroit (WJR)...	E	700 350	420 210	280 140
Hartford (WDRG)...	E†	190 95	114 57	76 38
Indianapolis (WFBM)...	C	200 100	120 60	80 40
Kansas City (KMBC)...	C	325 163	195 98	130 65
Lincoln (KFAB)...	C	200 100	120 60	80 40
Louisville (WHAS)...	C	475 238	285 143	190 95
Omaha (KOIL)...	C	175 88	105 53	70 35
Philadelphia (WCAU)...	E†	600 300	360 180	240 120
Pittsburgh (WJAS)...	E†	375 188	225 113	150 75
Providence (WPRO)...	E†	240 120	144 72	96 48
St. Louis (KMOX)...	C†	575 288	345 173	230 115
Syracuse (WFBL)...	E†	220 110	132 66	88 44
Washington** (WJTV)...	E	375 188	225 113	150 75
Plus at least 3 of the following Optional cities:				
Albany (WOKO)...	E†	175 88	105 53	70 35
Columbus (WBNS)...	E	175 88	105 53	70 35
Dayton (WHIO)...	E	175 88	105 53	70 35
Harrisburg (WHP)...	E†	175 88	105 53	70 35
Rochester (WHRC)...	E†	175 88	105 53	70 35
<b>Total 26 Cities....</b>		<b>\$9885 4949</b>	<b>5931 2972</b>	<b>3954 1977</b>

(Only 8 Optional cities are included in above totals.)  
 \*Joins Basic Network May 1, 1940.  
 \*\*Effective when station begins operating with 50,000 watt power.

## BASIC SUPPLEMENTARY GROUP

21 Cities

Available individually with Basic Network.

Bangor (WABI)...	E†	125 63	75 38	50 25
Blington (WBNF)...	E†	125 63	75 38	50 25
Charleston, W. Va. (WCHS)...	E	170 85	102 51	68 34
Elmira (WESG)...	E	125 63	75 38	50 25
Evansville (WEOA)...	C	125 63	75 38	50 25
Fairmont (WMMN)...	E	125 63	75 38	50 25
Milwaukee (WISN)...	C	190 95	114 57	76 38
New Haven-Waterbury (WBRY)...	E†	125 63	75 38	50 25
Parkersburg (WPAR)...	E	100 50	60 30	40 20
Portland, Me. (WMBD)...	C	175 88	105 53	70 35
Portland, Me. (WGAN)...	E†	125 63	75 38	50 25
Scranton (WGBI)...	E	175 88	105 53	70 35
South Bend (WVSBT)...	C†	125 63	75 38	50 25
Springfield, Mass. (WMAS)...	E†	150 75	90 45	60 30
Springfield, Vt. (WNBX)...	E†	125 63	75 38	50 25
Topeka (WTBW)...	E	200 100	120 60	80 40
Utica (WIBX)...	E	125 63	75 38	50 25
Wheeling (WWVA)...	E	190 95	114 57	76 38
Wichita (KFH)...	E†	175 88	105 53	70 35
Worcester (WORC)...	E†	175 88	105 53	70 35
Youngstown (WKBN)...	E	170 85	102 51	68 34
<b>Group Total....</b>		<b>\$3120 1567</b>	<b>1872 943</b>	<b>1248 624</b>

## SOUTHWESTERN GROUP

7 Cities

Available with the Basic Network in a group of not less than 4 of the following cities, one of which must be Shreveport.

Dallas (KRDL)...	C	\$400 200	240 120	160 80
Houston (KTRH)...	C	250 125	150 75	100 50
Oklahoma City (KOMA)...	C	225 113	135 68	90 45
San Antonio (KTTA)...	C	225 113	135 68	90 45
Shreveport* (KWKH)...	C	275 138	165 83	110 55
Tulsa (KTUL)...	C	165 83	99 50	66 33
Wichita Falls (KWFT)...	C	125 63	75 38	50 25
<b>Group Total....</b>		<b>\$1665 835</b>	<b>999 502</b>	<b>666 333</b>

\*Effective when station begins operating with 50,000 watt power.

## SOUTHEASTERN GROUP

11 Cities

Available with the Basic Network in a group of not less than 4 of the following cities.

Anderson (WAIM)...	E	\$100 50	60 30	40 20
Asheville (WVNC)...	E	125 63	75 38	50 25
Augusta (WRDW)...	E	100 50	60 30	40 20
Charleston (WCSC)...	E	125 63	75 38	50 25
Charlotte (WBT)...	E	350 175	210 105	140 70
Durham (WDNC)...	E	100 50	60 30	40 20
Greensboro (WVIG)...	E	125 63	75 38	50 25
Richmond (WRVA)...	E	350 175	210 105	140 70
Roanoke (WDBJ)...	E	125 63	75 38	50 25
Savannah (WTOC)...	E	150 75	90 45	60 30
Winston-Salem (WSJS)...	E	100 50	60 30	40 20
<b>Group Total....</b>		<b>\$1750 877</b>	<b>1050 527</b>	<b>700 350</b>

## SOUTHCENTRAL GROUP

12 Cities

Available individually with Basic Network.

Atlanta (WGST)...	C†	\$225 113	135 68	90 45
Birmingham (WAPP)...	C	175 88	105 53	70 35
Chattanooga (WDDO)...	C	140 70	84 42	56 28
Columbus, Ga. (WRBL)...	C†	100 50	60 30	40 20
Knockville (WNOX)...	C	140 70	84 42	56 28
Little Rock (KLRA)...	C	165 83	99 50	66 33
Macon (WMAZ)...	C	125 63	75 38	50 25
Memphis (WREC)...	C	250 125	150 75	100 50
Meridian (WCOO)...	C	100 50	60 30	40 20
Montgomery (WSFA)...	C	125 63	75 38	50 25
Nashville (WLAC)...	C	240 120	144 72	96 48
New Orleans (WWL)...	C	400 200	240 120	160 80
<b>Group Total....</b>		<b>\$2185 1095</b>	<b>1311 658</b>	<b>874 437</b>

## WEEKLY DISCOUNTS

(Applicable only to rates on this card)

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 10 station-hours per week.....	Net
10 or more but less than 15 station-hours per week.....	2 1/2%
15 or more but less than 25 station-hours per week.....	5%
25 or more but less than 45 station-hours per week.....	7 1/2%
45 or more but less than 70 station-hours per week.....	10%
70 or more station-hours per week.....	12 1/2%

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, 1/4 hour and 1/2 hour periods are given a weight equivalent, respectively, to their 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.

## ANNUAL DISCOUNT 12 1/2%

(Applicable only to rates on this card)

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 12 1/2% 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.

## COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges. There are no cash discounts.

Charges for facilities are payable immediately after each broadcast.

## CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

## SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion and Research Department; Publicity Department; Sales Service Department; Station Relations Department.

## FLORIDA GROUP

4 Cities

Available as a group with Basic Network.

Jacksonville (WMBR)...	E	\$130 65	78 39	52 26
Miami (WQAM)...	E	165 83	99 50	66 33
Orlando (WDBO)...	E	125 63	75 38	50 25
Tampa (WDAE)...	E	165 83	99 50	66 33
West Palm Beach (WJNO)...	E	Bonus Sta.	with Florida Group	
<b>Group Total....</b>		<b>\$585 294</b>	<b>351 177</b>	<b>234 117</b>

## CBS CANADIAN GROUP\*

2 Cities

Available individually with Basic Network.

Montreal (CKAC)...	E†	\$250 125	150 75	100 50
Toronto (CFRB)...	E†	325 163	195 98	130 65
<b>Group Total....</b>		<b>\$575 288</b>	<b>345 173</b>	<b>230 115</b>

\*In addition to Montreal and Toronto, the 81 stations of the Canadian Broadcasting Corp. are available to CBS Advertisers.

## NORTHWESTERN GROUP

9 Cities

Available individually with Basic Network, except that Sioux City-Yankton must be used when Minneapolis is used.

Davenport (WOC)...	C	\$125 63	75 38	50 25
Dubuque (WKBB)...	C	100 50	60 30	40 20
Duluth (KDAL)...	C	125 63	75 38	50 25
*Hibbing & Virginia, Minn. (WJMG-WHLB)...	C	50 25	30 15	20 10
Green Bay (WTAQ)...	C	125 63	75 38	50 25
La Crosse (KLBH)...	C	125 63	75 38	50 25
Mason City (KGLO)...	C	100 50	60 30	40 20
Minneapolis (WCCO)...	C	525 263	315 156	210 105
Sioux City-Yankton (WNAX)...	C	250 125	150 75	100 50
<b>Group Total....</b>		<b>\$1525 767</b>	<b>915 460</b>	<b>610 305</b>

\*Available only with Duluth.

## MOUNTAIN GROUP

7 Cities

Available individually with Basic Network.†

Denver (KLZ)...	M	\$225 113	135 68	90 45
Salt Lake City (KSL)...	M	350 175	210 105	140 70
The following stations available individually with Mountain or Pacific Coast groups.				
Albuquerque (KGM)...	M	\$100 50	60 30	40 20
Colorado Springs (KVOR)...	M	125 63	75 38	50 25
Great Falls* (KFBB)...	M	100 50	60 30	40 20
Missoula* (KGVV)...	M	100 50	60 30	40 20
Phoenix & Tucson (KOY-KTUC)...	M	140 70	84 42	56 28
<b>Group Total....</b>		<b>\$1140 571</b>	<b>684 343</b>	<b>456 228</b>

†When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

\*Available with Mountain and Pacific Groups but not with Mountain Group alone.

KVSF, Sante Fe, bonus with Albuquerque.

## PACIFIC COAST GROUP

6 Cities

Available only as a group.

Los Angeles (KNX)...	P	\$575 288	345 173	230 115
Fresno (KARM)...	P	75 38	45 23	30 15
Portland (KOIN)...	P	240 120	144 72	96 48
San Francisco (KSFO)...	P	340 170	204 102	136 68
Seattle & Tacoma (KIRO-KVI)...	P	225 113	135 68	90 45
Spokane (KFFY)...	P	175 88	105 53	70 35
<b>Group Total....</b>		<b>\$1630 817</b>	<b>978 491</b>	<b>652 326</b>

## SUPPLEMENTARY PACIFIC COAST STATION

Sacramento (KROY)...	P	\$75 38	45 23	30 15
----------------------	---	---------	-------	-------

## HAWAIIAN GROUP

Honolulu-Hilo (KGMB-KHBC)...	H*	\$220 195	140 125	100 90
------------------------------	----	-----------	---------	--------

\*2 1/2 hours earlier than Pacific Standard Time.

## PORTO RICAN STATION

San Juan (WKAQ)...	A*	\$195 140	125 90	90 65
--------------------	----	-----------	--------	-------

\*1 hour later than E.S.T.  
 †Observes Daylight Saving.

# IN SIX HOURS, A MILLION NEW PEOPLE!



Wednesday night, October 25th, 1939: WCCO served two million listeners. Six hours later WCCO was serving more than **THREE MILLION PEOPLE!** For on Thursday morning, WCCO's 50,000 watt voice had started booming out from its new sixty-story antenna . . . bringing the radio sets of a million more listeners within a split-second of WCCO's microphones.

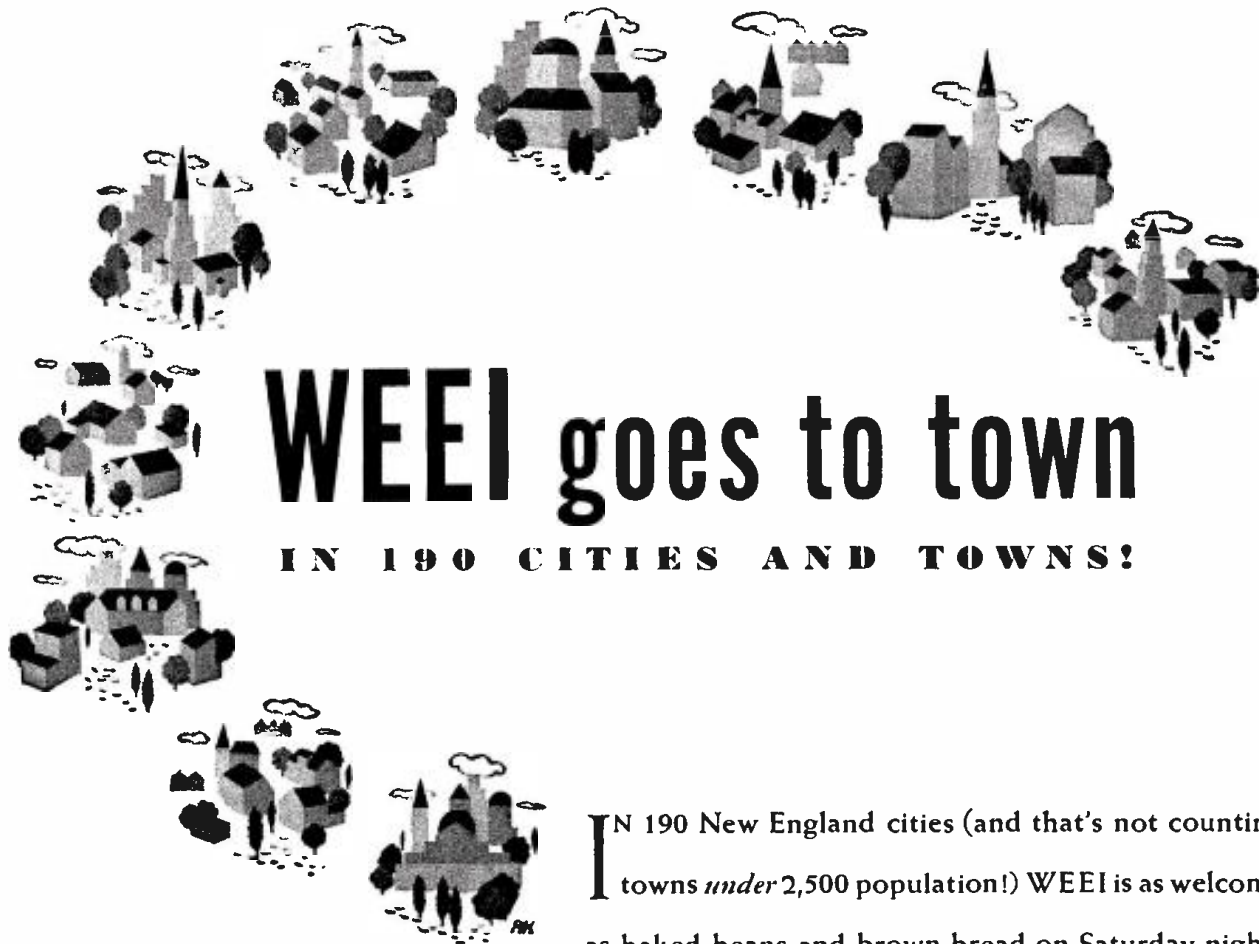
WCCO has always been a far-in-front leader in the Twin Cities and the rich Northwest. And no wonder. WCCO has one of the easiest-to-find spots on the dial . . . for 16 years the strongest signal of any Northwest station . . . CBS shows . . . and more "live talent" programs than all other Twin City stations combined! All these things have put WCCO in a class by itself.

Today with a stronger signal and a million new potential listeners, WCCO is a better buy than ever. It's the biggest advertising medium in the Twin Cities and the Northwest. It's your strongest sales weapon in that territory.

## **WCCO** 50,000 WATTS WHERE IT COUNTS MOST

810 KILOCYCLES • MINNEAPOLIS-ST. PAUL • CBS OPERATED

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco



# WEEI goes to town

IN 190 CITIES AND TOWNS!

IN 190 New England cities (and that's not counting towns *under* 2,500 population!) WEEI is as welcome as baked beans and brown bread on Saturday night!

Day and night WEEI speaks its piece before four million "Down East" listeners. And mighty interesting fare it is, too... full of Big-Name CBS shows and top-flight Boston originations. It's the favorite entertainment in a billion dollar market that embraces 32 counties from Cape Cod to the Canadian border.

WEEI—the *only* station that really goes to town in Boston *and* 190 more New England communities — can make *your sales* go to town, too. Ask us!

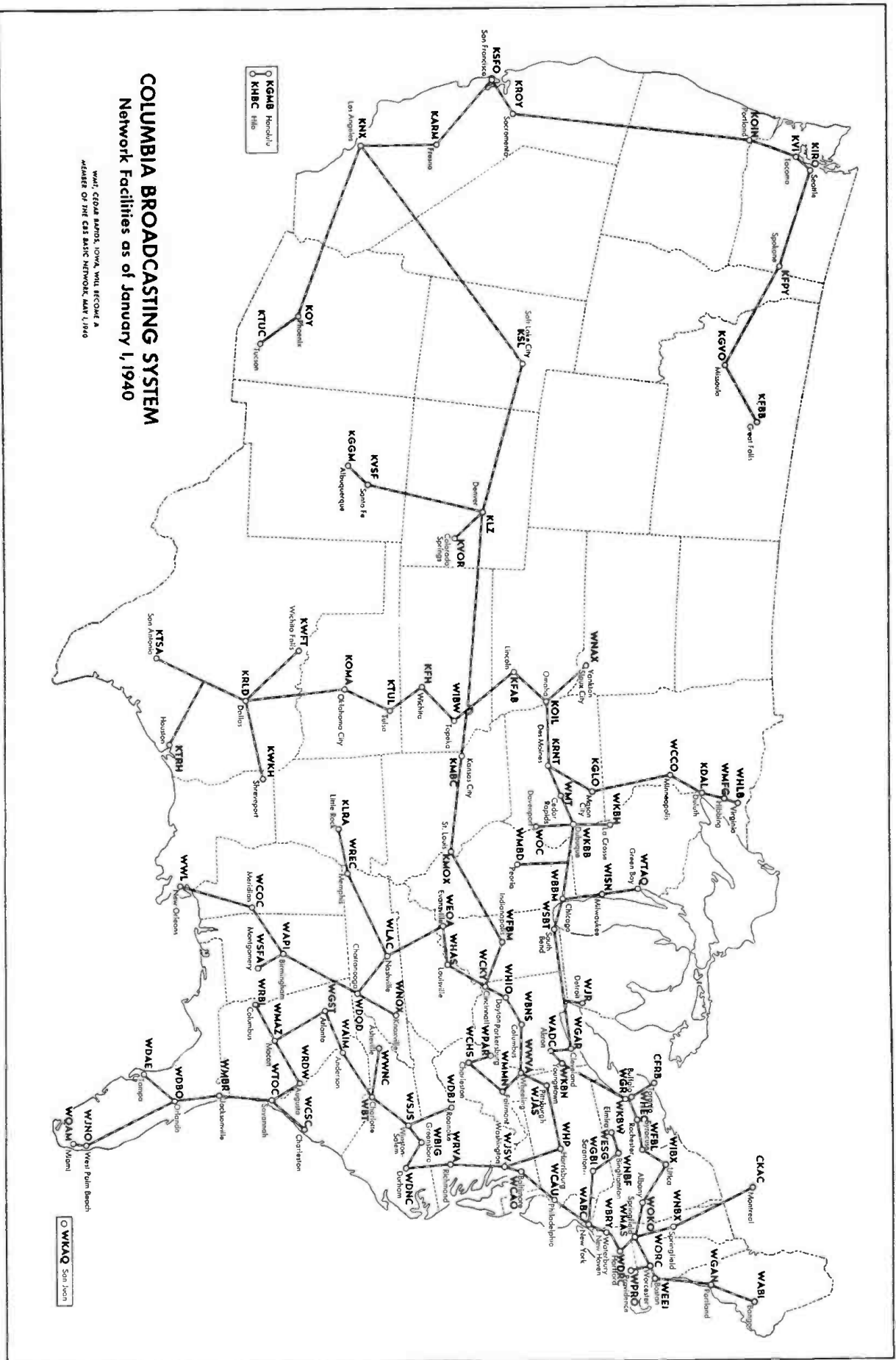
## WEEI ★ BOSTON • A CBS STATION

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco



# Map of Network of Columbia Broadcasting System

(As of January 1, 1940)



# MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

1440 Broadway New York City  
Phone: Pennsylvania 6-9600

Tribune Tower Chicago Ill.  
Phone: Superior 0100

## OFFICIALS

Alfred J. McCosker, *Chairman of Board*  
W. E. MacFarlane, *President*  
E. M. Antrim, *Secretary-Treasurer*  
T. C. Streibert, *Vice-President*  
Lewis Allen Weiss, *Vice-President*  
Fred Weber, *General Manager*  
Ade Hult, *Sales Representative*  
John R. Overall, *Sales Representative*  
Sidney P. Allen, *Sales Representative*  
Bert Lambert, *Sales Representative*

Morris Mudge, *Sales Representative*  
Lester Gottlieb, *Publicity Director*  
Robert A. Schmid, *Sales Promotion Manager*  
Wallace A. Walker, *Statistician*  
Andrew L. Poole, *Traffic Manager*  
Adolph J. Oppinger, *Program Service Manager*  
Miles E. Liphigear, *Auditor*  
Don Pontius, *Midwestern Program Coordinator*  
John Steele, *London and Foreign Representative*

## BOARD OF DIRECTORS

Alfred J. McCosker, *WOR* Lewis Allen Weiss, *Don Lee* H. K. Carpenter, *WHK-WCLE*  
W. E. MacFarlane, *WGN* E. M. Antrim, *WGN* Willett Brown, *Don Lee*  
T. C. Streibert, *WOR* John Shepard 3d, *Colonial Network* Fred Weber, *General Manager*

## BRANCHES

Los Angeles—Don Lee Bldg., 7th & Bixel St., Van Dyke 7117  
Boston—21 Brookline Ave., Commonwealth 0800  
Detroit—Union Guardian Bldg., Cadillac 7200  
San Francisco—1000 Van Ness Ave., Prospect 0100  
Cincinnati—Hotel Alma, Locust & Victory Parkway, Woodburn 0550  
Cleveland—Terminal Tower, Prospect 5800  
England—Underdowns, Chaldon Way, Coulsdon, Surrey

## BASIC NETWORK STATIONS

(Rates in Effect January 1, 1940)

### HOURLY RATES

Minimum: 2 Stations* All Rates Net after Quantity Discount†	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
	Boston (WAAB).....	\$200.00	\$100.00	\$190.00	\$95.00	\$165.00
*Chicago (WGN).....	675.00	884.75	675.00	384.75	637.50	364.50
Cincinnati (WKRC).....	225.63	115.79	219.70	112.74	213.76	109.69
Cleveland (WHK).....	323.00	47.50	306.00	45.00	289.00	42.50
*Detroit-Windsor (CKLW).....	304.00	152.00	288.60	144.00	272.00	136.00
*Newark (WOR).....	1,045.00	585.00	1,045.00	585.00	935.00	525.00
California Don Lee Network (complete)*.....	918.75	498.75	866.25	472.50	813.75	446.25
Southern California*.....	542.50	294.50	511.50	279.00	480.50	263.50
Northern California*.....	437.50	237.50	412.50	225.00	387.50	212.50
<b>Total This Group.....</b>	<b>\$3,691.38</b>	<b>\$1,883.79</b>	<b>\$3,589.95</b>	<b>\$1,838.99</b>	<b>\$3,326.01</b>	<b>\$1,706.44</b>

### HALF-HOUR RATES

Boston (WAAB).....	\$120.00	\$60.00	\$114.00	\$57.00	\$99.00	\$49.50
*Chicago (WGN).....	427.50	288.88	427.50	238.88	405.00	226.83
Cincinnati (WKRC).....	138.94	71.25	135.28	69.88	131.63	67.50
Cleveland (WHK).....	193.80	28.50	183.60	27.00	173.40	25.50
*Detroit-Windsor (CKLW).....	190.00	95.00	180.00	90.00	170.00	85.00
*Newark (WOR).....	643.50	360.00	643.50	360.00	577.50	324.00
California Don Lee Network (complete)*.....	582.75	307.13	551.25	291.88	519.75	275.63
Southern California*.....	344.10	181.35	325.50	172.05	306.90	162.75
Northern California*.....	277.50	146.25	262.50	138.75	247.50	131.25
<b>Total This Group.....</b>	<b>\$2,296.49</b>	<b>\$1,160.76</b>	<b>\$2,235.13</b>	<b>\$1,133.64</b>	<b>\$2,076.28</b>	<b>\$1,053.76</b>

### QUARTER-HOUR RATES

Boston (WAAB).....	\$60.00	\$40.00	\$57.00	\$38.00	\$66.00	\$33.00
*Chicago (WGN).....	292.50	160.88	292.50	160.88	277.50	152.63
Cincinnati (WKRC).....	95.00	47.50	92.50	46.25	90.00	45.00
Cleveland (WHK).....	129.20	19.00	122.40	18.00	115.60	17.00
*Detroit-Windsor (CKLW).....	118.75	59.38	112.50	56.25	106.25	53.10
*Newark (WOR).....	440.00	240.00	440.00	240.00	396.00	216.00
California Don Lee Network (complete)*.....	399.00	204.75	378.00	194.25	357.00	188.75
Southern California*.....	235.61	120.90	223.20	114.70	210.80	108.50
Northern California*.....	190.00	97.50	180.00	92.50	170.00	87.50
<b>Total This Group.....</b>	<b>\$1,554.41</b>	<b>\$771.48</b>	<b>\$1,421.40</b>	<b>\$758.63</b>	<b>\$1,408.35</b>	<b>\$700.48</b>

## BASIC SUPPLEMENTARY STATIONS

### HOURLY RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
	Albany (WABY).....	\$114.00	\$57.00	\$108.00	\$54.00	\$102.00
Ashland (WCMI).....	71.25	64.13	67.50	60.75	63.75	57.88
Baltimore (WBAL).....	325.00	162.00	310.00	155.00	290.00	145.00
Binghamton (WNBF).....	125.00	75.00	118.75	71.25	112.50	67.50
Buffalo (WGR-WKBW).....	285.00	90.25	270.00	85.50	255.00	80.75
Cedar Rapids (WMT).....	190.00	95.00	180.00	90.00	170.00	76.50
Charlotte (WSOC).....	114.00	71.25	108.00	67.50	102.00	63.75
Cincinnati (WLW).....	995.00	499.50	999.00	499.50	899.10	449.55
Columbus (WHKC).....	61.75	41.20	58.50	39.00	55.25	36.85
Denver (KFEL).....	114.00	85.50	108.00	81.00	102.00	76.60
Des Moines (KSO).....	152.00	58.20	144.00	50.40	136.00	47.60
Duluth (WEBC).....	141.07	85.50	133.65	81.00	126.22	76.50
Greeley (KFKA).....	66.50	66.50	63.00	63.00	59.50	59.50
Indianapolis (WIRE).....	253.00	132.00	247.00	128.00	234.00	122.00
Kansas City (WHB).....	228.00	114.00	215.00	108.00	204.00	102.00
Lexington (WLAP).....	95.00	85.50	90.00	81.00	85.00	76.50
*Lincoln (KFOR).....	70.30	42.75	66.60	40.50	62.90	38.25
Louisville (WGRC).....	42.75	42.75	40.50	40.50	38.25	38.25
Minn.-St. Paul (WDGY).....	136.50	85.50	133.10	81.00	129.76	77.00
Nashville (WSIX).....	95.00	71.25	90.00	70.00	85.00	65.00
*Omaha (KOIL).....	213.75	85.50	202.50	81.00	191.25	76.50
Philadelphia (WFIL).....	316.82	158.41	300.15	150.08	283.48	141.74
Pittsburgh (WCAB).....	451.25	225.63	427.50	213.75	403.75	201.88
Raleigh (WRAL).....	68.40	42.75	64.80	40.50	62.70	38.25
Richmond (WRVA).....	285.00	142.50	270.00	135.00	255.00	127.50
Rock Island (WHBF).....	104.50	52.25	99.00	49.50	93.50	46.50
Shenandoah (KMA).....	118.75	95.00	112.50	90.00	106.25	85.00
St. Louis (KWK).....	350.00	160.00	332.50	152.00	315.00	144.00
Salisbury (WSTP).....	38.00	38.00	36.00	36.00	34.00	34.00
Washington (WOL).....	162.00	85.50	153.00	81.00	144.00	76.50
Wilkes-Barre (WBAX).....	71.49	46.08	67.73	43.65	63.96	41.23
Winston-Salem (WAIR).....	63.00	63.00	59.50	59.50	56.00	56.00
<b>Total.....</b>	<b>\$5,922.08</b>	<b>\$3,214.40</b>	<b>\$5,676.78</b>	<b>\$3,078.88</b>	<b>\$5,304.14</b>	<b>\$2,876.48</b>
(*) Combination rates: KFOR-KOIL.....	\$239.88	\$118.75	\$227.25	\$112.50	\$214.63	\$106.25

## BASIC SUPPLEMENTARY STATIONS

### HALF-HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
	Albany (WABY).....	\$68.40	\$34.20	\$64.80	\$32.40	\$61.20
Ashland (WCMI).....	40.85	36.77	38.70	34.83	36.55	32.90
Baltimore (WBAL).....	200.00	100.00	190.00	95.00	180.00	90.00
Binghamton (WNBF).....	75.00	45.00	71.25	42.75	67.50	40.50
Buffalo (WGR-WKBW).....	171.00	54.15	162.00	51.30	153.00	48.45
Cedar Rapids (WMT).....	95.00	57.00	90.00	54.00	76.50	45.90
Charlotte (WSOC).....	73.15	42.75	69.30	40.50	65.45	39.25
Cincinnati (WLW).....	684.00	342.00	684.00	342.00	615.60	342.00
Columbus (WHKC).....	37.05	24.70	35.10	24.40	33.15	22.10
Denver (KFEL).....	66.50	49.88	63.00	47.25	59.50	44.63
Des Moines (KSO).....	91.20	31.92	86.40	30.24	81.60	28.56
Duluth (WEBC).....	76.95	51.30	72.90	48.60	68.85	45.90
Greeley (KFKA).....	39.90	39.90	37.80	37.80	35.70	35.70
Indianapolis (WIRE).....	141.00	73.00	138.00	71.00	130.00	67.00
Kansas City (WHB).....	136.80	68.40	129.50	64.80	122.40	61.20
Lexington (WLAP).....	55.10	47.50	52.20	45.00	49.30	42.50
*Lincoln (KFOR).....	36.58	26.60	34.65	25.20	32.73	23.80
Louisville (WGRC).....	23.75	23.75	22.50	22.50	21.25	21.25
Minn.-St. Paul (WDGY).....	73.71	52.25	71.87	49.50	70.10	46.75
Nashville (WSIX).....	57.00	47.50	54.00	45.00	51.00	42.50
*Omaha (KOIL).....	112.10	58.44	106.20	50.63	100.30	47.81
Philadelphia (WFIL).....	190.00	95.00	180.00	90.00	170.00	85.00
Pittsburgh (WCAB).....	285.00	142.50	270.00	135.00	255.00	127.50
Raleigh (WRAL).....	42.75	27.27	40.50	22.00	38.25	19.72
Richmond (WRVA).....	171.00	85.50	162.00	81.00	153.00	76.50
Rock Island (WHBF).....	62.75	31.25	59.40	29.50	56.00	28.00
Shenandoah (KMA).....	64.13	52.25	60.75	49.50	57.38	46.75
St. Louis (KWK).....	200.00	90.00	190.00	85.50	180.00	81.00
Salisbury (WSTP).....	21.50	21.50	20.25	20.25	19.00	19.00
Washington (WOL).....	102.60	52.65	97.20	49.95	91.80	47.25
Wilkes-Barre (WBAX).....	49.58	31.59	47.25	29.93	44.63	28.26
Winston-Salem (WAIR).....	36.00	36.00	34.00	34.00	32.00	32.00
<b>Total.....</b>	<b>\$3,895.65</b>	<b>\$1,965.52</b>	<b>\$3,435.62</b>	<b>\$1,880.33</b>	<b>\$3,208.74</b>	<b>\$1,755.08</b>
(*) Combination rates: KFOR-KOIL.....	\$123.50	\$74.10	\$117.00	\$70.20	\$110.50	\$66.30

### QUARTER-HOUR RATES

Albany (WABY).....	\$45.00	\$22.80	\$43.20	\$21.60	\$40.80	\$20.40
Ashland (WCMI).....	25.18	22.66	23.85	21.47	22.53	20.27
Baltimore (WBAL).....	128.00	64.00	120.00	60.00	115.00	57.00
Binghamton (WNBF).....	50.00	30.00	47.50	28.50	45.00	27.00
Buffalo (WGR-WKBW).....	114.00	36.10	108.00	34.20	102.00	32.30
Cedar Rapids (WMT).....	57.00	38.00	54.00	36.00	45.90	30.60
Charlotte (WSOC).....	45.60	28.50	43.20	27.00	40.80	25.50
Cincinnati (WLW).....	467.03	233.52	467.03	233.52	420.33	233.52
Columbus (WHKC).....	24.70	16.80	23.40	15.80	22.10	14.75
Denver (KFEL).....	38.00	28.50	36.00	27.00	34.00	25.50
Des Moines (KSO).....	62.80	20.28	57.60	20.16	54.40	19.04
Duluth (WEBC).....	42.75	29.52	40.50	28.35	38.25	26.77
Greeley (KFKA).....	26.60	26.60	25.20	25.20	23.80	23.80
Indianapolis (WIRE).....	83.00	47.00	81.00	46.00	77.00	43.00
Kansas City (WHB).....	91.20	38.00	86.40	36.00	81.60	

**NORTHEAST (Colonial) STATIONS**

	QUARTER-HOUR RATES					
	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Augusta (WRDO)	\$24.00	\$12.00	\$22.80	\$11.40	\$19.80	\$9.90
Bangor (WLBZ)	48.00	24.00	45.60	22.80	39.60	19.80
Bridgeport-New Haven (WICC)	64.00	32.00	60.80	30.40	52.80	26.40
Fall River (WSAR)	48.00	24.00	45.60	22.80	39.60	19.80
Greenfield (WHAI)	24.00	12.00	22.80	11.40	19.80	9.90
Hartford (WHTT)	40.00	20.00	38.00	19.00	33.00	16.50
Laconia (WLNH)	24.00	12.00	22.80	11.40	19.80	9.90
Lewiston-Auburn (WCOU)	24.00	12.00	22.80	11.40	19.80	9.90
Lowell-Lawrence (WLLH)	48.00	24.00	45.60	22.80	39.60	19.80
Manchester (WFEA)	40.00	20.00	38.00	19.00	33.00	16.50
New Bedford (WNBH)	40.00	20.00	38.00	19.00	33.00	16.50
New London (WNLC)	32.00	16.00	30.40	15.20	26.40	13.20
Pittsfield (WBRK)	40.00	20.00	38.00	19.00	33.00	16.50
Providence (WEAN)	80.00	40.00	76.00	38.00	66.00	33.00
Rutland (WSYB)	24.00	12.00	22.80	11.40	19.80	9.90
Springfield (WSPR)	48.00	24.00	45.60	22.80	39.60	19.80
Waterbury (WATR)	40.00	20.00	38.00	19.00	33.00	16.50
<b>Total This Group</b>	<b>\$688.00</b>	<b>\$344.00</b>	<b>\$653.60</b>	<b>\$326.80</b>	<b>\$567.60</b>	<b>\$283.80</b>

**SOUTHWEST GROUP HOUR RATES**

Available Individually with Basic	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Coffeyville (KGGF)	\$71.25	\$42.75	\$67.50	\$40.50	\$63.75	\$38.25
Oklahoma Network <sup>4</sup>	375.25	199.50	355.50	189.00	335.75	178.50
Texas State Network <sup>7</sup>	1,555.10	898.83	1,555.10	898.83	1,382.31	804.22
<b>Total This Group</b>	<b>\$2,001.60</b>	<b>\$1,141.08</b>	<b>\$1,978.10</b>	<b>\$1,128.33</b>	<b>\$1,781.81</b>	<b>\$1,020.97</b>

**HALF-HOUR RATES**

Coffeyville (KGGF)	\$38.00	\$23.75	\$36.00	\$22.50	\$34.00	\$21.25
Oklahoma Network <sup>4</sup>	220.40	119.70	208.80	113.40	197.20	107.10
Texas State Network <sup>7</sup>	1,018.94	573.10	1,018.94	573.10	911.66	514.32
<b>Total This Group</b>	<b>\$1,277.34</b>	<b>\$716.55</b>	<b>\$1,263.74</b>	<b>\$709.00</b>	<b>\$1,142.86</b>	<b>\$642.67</b>

**QUARTER-HOUR RATES**

Coffeyville (KGGF)	\$23.75	\$14.25	\$22.50	\$13.50	\$21.25	\$12.75
Oklahoma Network <sup>4</sup>	145.35	77.42	137.70	73.34	130.05	69.26
Texas State Network <sup>7</sup>	661.50	371.55	661.50	371.65	593.65	334.49
<b>Total This Group</b>	<b>\$830.60</b>	<b>\$463.32</b>	<b>\$821.70</b>	<b>\$458.49</b>	<b>\$744.95</b>	<b>\$416.50</b>

**PACIFIC NORTHWEST STATIONS HOUR RATES**

Complete Network	\$525.00	\$285.00	\$495.00	\$270.00	\$465.00	\$255.00
------------------	----------	----------	----------	----------	----------	----------

**HALF-HOUR RATES**

Complete Network	\$333.00	\$175.50	\$315.00	\$166.50	\$297.00	\$157.50
------------------	----------	----------	----------	----------	----------	----------

**QUARTER-HOUR RATES**

Complete Network	\$228.00	\$117.00	\$216.00	\$111.00	\$204.00	\$105.00
------------------	----------	----------	----------	----------	----------	----------

**HAWAIIAN STATIONS HOUR RATES**

Honolulu-Hilo (KGMB-KHBC)	\$192.50	\$185.25	\$181.50	\$175.50	\$170.50	\$165.75
---------------------------	----------	----------	----------	----------	----------	----------

**HALF-HOUR RATES**

Honolulu-Hilo (KGMB-KHBC)	\$129.50	\$121.88	\$122.50	\$115.63	\$115.50	\$109.38
---------------------------	----------	----------	----------	----------	----------	----------

**QUARTER-HOUR RATES**

Honolulu-Hilo (KGMB-KHBC)	\$97.50	\$95.00	\$92.50	\$90.00	\$87.50	\$85.00
---------------------------	---------	---------	---------	---------	---------	---------

**HOURLY RATES**

TOTAL ALL CITIES LISTED	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
	\$14,052.56	\$7,569.52	\$13,555.33	\$7,308.70	\$12,466.46	\$6,734.14

**HALF-HOUR RATES**

TOTAL ALL CITIES LISTED	\$8,963.98	\$4,656.21	\$8,352.39	\$4,495.30	\$7,691.80	\$4,144.09
-------------------------	------------	------------	------------	------------	------------	------------

**QUARTER-HOUR RATES**

TOTAL ALL CITIES LISTED	\$6,093.06	\$3,033.02	\$5,374.08	\$2,930.02	\$5,037.44	\$2,701.29
-------------------------	------------	------------	------------	------------	------------	------------

**MUTUAL BASIC RATES BY PERIODS**

Minimum: 2 Stations*	TWO QUARTER-HOURS					
	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	\$152.00	\$76.00	\$148.00	\$74.00	\$128.00	\$64.00
*Chicago (WGN)	555.00	313.50	555.00	313.50	525.00	297.00
Cincinnati (WKRC)	180.50	95.00	175.75	92.50	171.00	90.00
Cleveland (WHK) <sup>1</sup>	244.80	85.00	231.20	84.00	231.20	84.00
Detroit-Windsor (CKLW)	225.00	112.50	212.50	106.20	208.00	100.00
*Newark (WOR)	858.00	480.00	858.00	480.00	776.00	482.00
Don Lee Calif. Network <sup>2</sup>	756.00	399.00	714.00	378.00	672.00	357.00
<b>Total This Group</b>	<b>\$2,971.30</b>	<b>\$1,512.00</b>	<b>\$2,894.45</b>	<b>\$1,478.20</b>	<b>\$2,697.20</b>	<b>\$1,374.00</b>

**THREE QUARTER-HOURS**

Boston (WAAB)	\$228.00	\$114.00	\$222.00	\$111.00	\$186.00	\$93.00
*Chicago (WGN)	726.75	399.00	707.63	388.50	688.50	378.00
Cincinnati (WKRC)	237.25	123.00	231.02	121.76	224.78	118.48
Cleveland (WHK) <sup>1</sup>	367.20	54.00	346.80	51.00	328.40	48.00
Detroit-Windsor (CKLW)	1,254.00	702.00	1,254.00	702.00	1,122.00	630.00
*Newark (WOR)	1,071.00	582.75	1,008.00	551.25	945.00	519.75
Don Lee Calif. Network <sup>2</sup>						
<b>Total This Group</b>	<b>\$4,187.02</b>	<b>\$2,128.14</b>	<b>\$4,040.39</b>	<b>\$2,060.92</b>	<b>\$3,747.66</b>	<b>\$1,914.67</b>

**FIVE QUARTER-HOURS**

Boston (WAAB)	\$370.00	\$185.00	\$360.00	\$180.00	\$300.00	\$150.00
*Chicago (WGN)	1,211.25	665.00	1,179.38	647.50	1,147.50	630.00
Cincinnati (WKRC)	374.06	203.06	364.22	197.72	354.38	192.38
Cleveland (WHK) <sup>1</sup>	578.00	85.00	578.00	85.00	510.00	75.00
Detroit-Windsor (CKLW)	504.69	252.23	451.56	225.68	425.00	212.40
*Newark (WOR)	1,980.81	1,140.00	1,980.00	1,140.00	1,760.00	1,020.00
Don Lee Calif. Network <sup>2</sup>	1,785.00	918.75	1,680.00	866.25	1,575.00	813.75
<b>Total This Group</b>	<b>\$6,803.00</b>	<b>\$3,449.04</b>	<b>\$6,593.16</b>	<b>\$3,342.15</b>	<b>\$6,071.86</b>	<b>\$3,098.53</b>

\* Minimum required hookup—WGN, WOR. Nominal wire charge on all hookups eliminating any one of these stations unless station is unavailable.  
<sup>1</sup> Rates quoted represent night rates of WHK; day rates of WCLE.  
<sup>2</sup> Combination rate for use of both Northern and Southern California Groups.  
<sup>3</sup> Rates quoted for Southern California Don Lee Network are for the following stations: KPMC, Bakersfield; KXO, El Centro; KHJ, Los Angeles; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara.  
<sup>4</sup> Rates quoted for the Northern California Don Lee Network are for the following stations: KFRC, San Francisco; KQW, San Jose; KTKC, Visalia; KDON, Monterey; KIEM, Eureka; KHSE, Chico; KYOS, Merced; KVOV, Redding.  
<sup>5</sup> Rates quoted for the Oklahoma Network are for the following stations: KADA, Ada; KCR, Enid; KBIX, Muskogee; KTOK, Oklahoma City; KGFF, Shawnee; KOME, Tulsa.  
<sup>6</sup> Rates quoted for Mutual's Don Lee Pacific Northwest Group are for the following stations in Oregon: KALE, Portland; KSLM, Salem; KORE, Eugene; KRNR, Roseburg; KOS, Marshfield; and for the following stations in Washington: KOL, Seattle; KMO, Tacoma; KVO, Bellingham; KIT, Yakima; KJQ, Wenatche; KXRO, Aberdeen; KGY, Olympia; KRKO, Everett; KELA, Centralia; KWLK, Longview; Spokane outlet which can be added by special arrangement.  
<sup>7</sup> Rates for Texas State Network are group rates for the following stations: Abilene, KRBC; Amarillo, KFDA; Austin, KNOW; Beaumont, KFDM; Big Spring, KBST; Corpus Christi, KRIS; Corsicana, KAND; Dallas, WRB; Fort Worth, KFJZ; Galveston, KLUF; Houston, KXYZ; Longview, KFRO; Lubbock, KFYO; Paris, KPLT; San Angelo, KGKL; San Antonio, KABC; Sherman, KRRV; Temple, KTEM; Texarkana, KCMC; Tyler, KRGB; Vernon, KVWC; Waco, WACO; Weslaco, KRGV; Wichita Falls, KWFT (in process of reorganization as "Yearbook" went to press).  
 Data listed subject to change without notice. This rate card is for the convenient reference of advertisers and does not constitute an offer on the part of Mutual Broadcasting System.  
 Note—All rates are based on local time in each city used on the network. Evening rates apply to all stations from 7:00 p.m. to 10:30 p.m. (and most stations from 6:00 p.m. to 11:00 p.m.) week days and Sundays. Exceptions, WMT, Cedar Rapids; KSO, Des Moines; KWK, St. Louis; KMA, Shennandoah; KGMB-KHBC, Honolulu-Hilo, where evening rate applies from 5:00 p.m. to 10:00 p.m. On part-time stations evening rates apply to sign-off as follows: WCLE, Cleveland and WHKC, Columbus from 4:00 p.m.; WSPR, Springfield, from 6:00 p.m. Day rates apply to all stations from 9:00 a.m. to 5:00 p.m. (except KWK, St. Louis, from 10:00 a.m.) and a majority of the stations from 9:00 a.m. to 6:00 p.m. Exceptions: Other rates are in effect between the daytime hours noted on the following stations—WCLE, Cleveland; WHKC, Columbus, 12:00 noon to 2:00 p.m.; WMT, Cedar Rapids, and KSO, Des Moines, 11:45 a.m. to 1:15 p.m.; 6:00 p.m. to 6:30 p.m.; WDGY, Minneapolis-St. Paul, 12:00 noon to 1:00 p.m. and from 2:00 p.m. until 4:00 p.m.; WRVA, Richmond, 2:00 p.m. to 5:00 p.m.; WHBF, Rock Island, 1:30 p.m. to 5:00 p.m.; KMA, Shennandoah, 11:30 a.m. to 1:00 p.m. and 2:00 p.m. to 5:00 p.m.  
 For Sunday rates, and all rates not shown, consult the Mutual Broadcasting System or individual station listings.  
 All rates quoted net after quantity discounts and after 52 week rebates have been allowed, but before agency commissions have been deducted.

**The Market . . . WASHINGTON, D. C.**

1. Highest per capita income (\$966)
2. Population, 1,200,000 (WOL area)
3. Radio set ownership, 91%

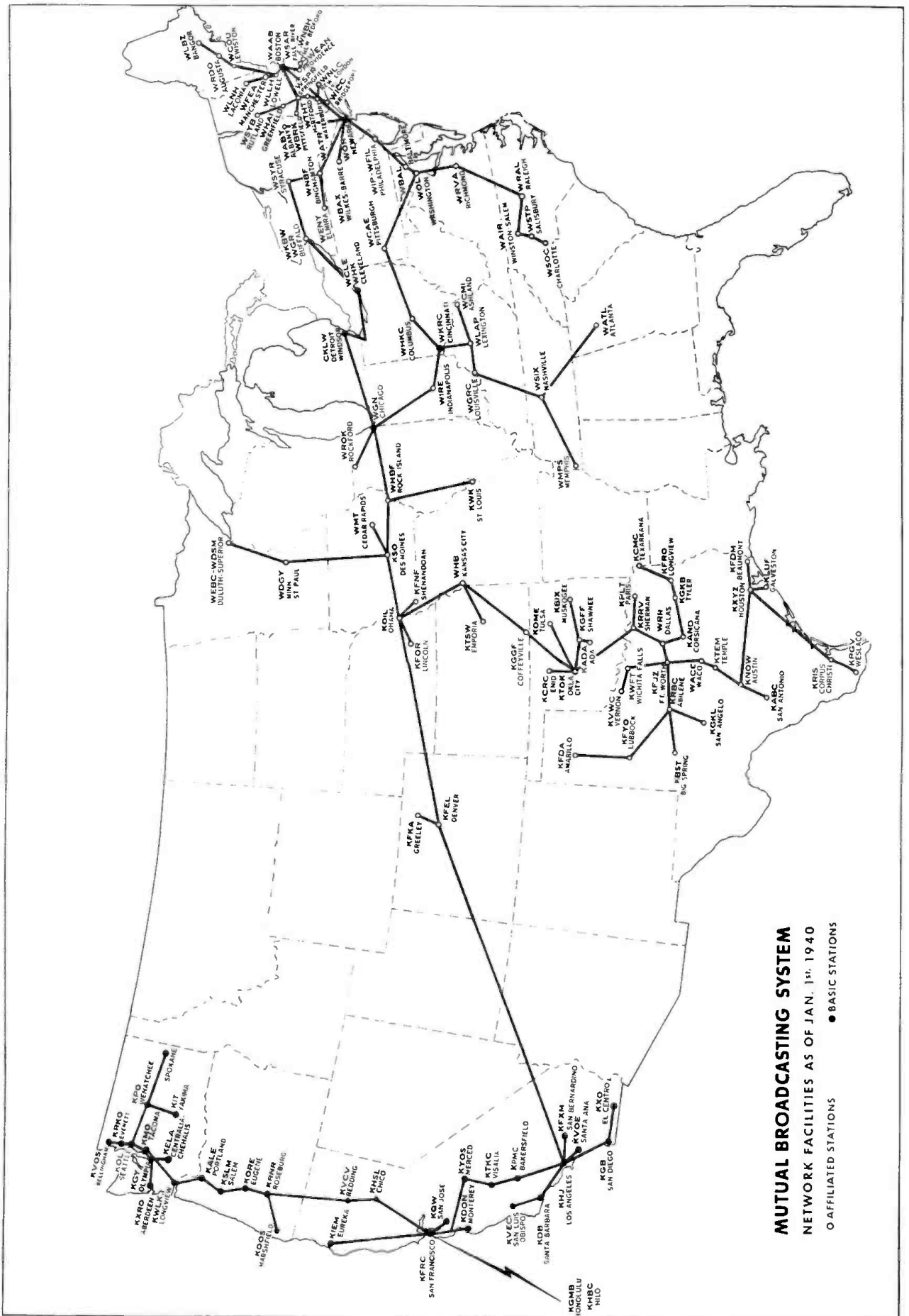
**The Station . . . WOL**

1. 1000 watts day and night
2. 1230 kilocycles
3. Mutual's Station for the Nation's Capital

*Win Washington with WOL*

# Map of the Mutual Broadcasting System Networks

(As of January 1, 1940)



**MUTUAL BROADCASTING SYSTEM**  
 NETWORK FACILITIES AS OF JAN. 1st, 1940  
 ○ AFFILIATED STATIONS      ● BASIC STATIONS

*Indelibly etched*

on this translucent disc is the most life-like reflection of living sound that science has been able to achieve . . . it's the famous World vertical-cut Wide Range transcription.

This true mirror of sound is important to the advertiser who considers it vital that his message register clearly, distinctly, impressively in the radio home.

In an important recent survey, all the leading independent network stations were queried regarding their transcription preference. 119 station managers out of 132 voted for World vertical-cut Wide Range recording for *faithful reproduction of music . . . a 9 to 1 preference, vertical vs. lateral recording.* For clarity of speech, World won 3½ to 1.

World combines highest quality with utmost flexibility in the use of the radio medium. The diversified needs of local, regional and national advertisers are fulfilled. Every step, from program plan to broadcast, is available if desired.

Advertisers and agencies are invited to ask for details. World Broadcasting System, 711 Fifth Avenue, New York City.

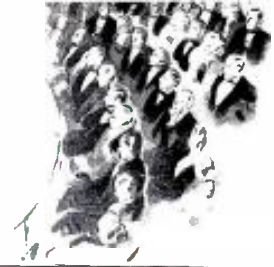
# WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • HOLLYWOOD  
SAN FRANCISCO • WASHINGTON

*Transcription Headquarters*



# IMPORTANT TO ADVERTISERS



*These 200 Stations Believe Their Audiences are Entitled to the Best*

The stations of World Program Service are interested in serving *their* audiences with the finest program material. Loyal audiences and thriving sponsors are their objectives.

World helps member stations attain these objectives in four ways . . . *first*, by granting exclusive franchises; *second*, by supplying the greatest repertory of music ever recorded for radio; *third*, by furnishing this never-ending stream of musical selections by means of the famous World vertical-cut Wide Range transcriptions; *fourth*, by constantly keeping member stations before national advertisers.

Supplied with the finest metropolitan talent, life-like quality and good showmanship, stations attract and hold their audiences. Advertisers planning local campaigns will do well to consider the influence and popularity of World Program Service stations.



WORLD PROGRAM SERVICE

*a service of*

**WORLD BROADCASTING SYSTEM**

NEW YORK · CHICAGO · HOLLYWOOD  
SAN FRANCISCO · WASHINGTON

## WORLD PROGRAM SERVICE STATIONS

WHMA WMOB	ALABAMA Anniston Mobile	KATE KVXX KROC KSTP	MINNESOTA Albert Lea Moorhead Rochester St. Paul-Minneapolis	KTRH KRLH KPDN KPAC KTSA	Iuustan Midland Panpa Port Arthur San Antonio
KOY	ARIZONA Phoenix	WFOR WAML WSKB WQBC	MISSISSIPPI Hattiesburg Laurel McComb Vicksburg	UTAH KEUB KDYL	Price Salt Lake City
KELO KARK KUOA	ARKANSAS El Dorado Little Rock Silviam Springs	KWOS KMBC KWOC KWK	MISSOURI Jefferson City Kansas City Paplar Bluff St. Louis	VERMONT WCAX	Hartington
KPMC KIEM KGER KHJ KLX KGB KFRC KDB KSRO KHUB	CALIFORNIA Bakersfield Eureka Long Beach Los Angeles Oakland San Diego San Francisco Santa Barbara Santa Rosa Stockton Watsonville	KGCM KICA KVSF	MONTANA Wolf Point	VIRGINIA WSVA WRVA WDBJ	Harrisburg Richmond Roanoke
KFEL KFJX KGFH	COLORADO Denver Grand Junction Pueblo	KGFX KOH	NEBRASKA Lincoln Omaha	WASHINGTON KXRO KIRO KUJ	Aberdeen Seattle Walla Walla
WTIC WELI	CONNECTICUT Hartford New Haven	KGGM KFBK-KFOR KOIL	NEVADA Reno	WEST VIRGINIA WHIS WCHS WBLK WPAR	Bluefield Charleston Clarksburg Parkersburg
WJVM WJVS	DIST. OF COLUMBIA Washington	KGCM KICA KVSF	NEW MEXICO Albuquerque Clovis Santa Fe	WISCONSIN WEAU WHBY-WTAQ WKBH WIBA WISN WSAU	Eau Claire Green Bay La Crosse Madison Milwaukee Wausau
WRUF WQAM WDBO WTSP WJNO	FLORIDA Gainesville Miami Orlando St. Petersburg West Palm Beach	WGR-WKBW WESG WKNY WOR	NEW YORK Buffalo Elmira Kingston New York City (Newark) New York City Rochester Syracuse White Plains	HAWAII KHBC KGMB	Hilo Honolulu
WGPC WATL WRDW WRBL WMAZ WTCC WAYX	GEORGIA Albany Atlanta Augusta Columbus Macon Savannah Waycross	WINS WQXR WHAM WFBL WFAS	NORTH CAROLINA Elizabeth City Greenshoro Rocky Mount Sallisbury	CANADA ALBERTA CFAC CJCA CKWX	Calgary Edmonton Vancouver
KIDO KRLC	IDAHO Boise Lewiston	WGR-WKBW WESG WKNY WOR	NORTH DAKOTA Dorville Lake Jamestown Minot	BRITISH COLUMBIA CFAR CJRC CKCW	Vancouver Vancouver Vancouver
WGN WDAN WSDY WTAD WCBS	ILLINOIS Chicago Danville Deeratur Quincy Springfield	KDLR KRMC KLPM	OHIO Akron Canton Cleveland Youngstown WBSN WBSN WSAI	MANITOBA CFAR CJRC CKCW	Flia Flon Winnipeg Winnipeg
WTRC WGBF-WEQA WIRE WLBC	INDIANA Elkhart Evansville Indianapolis Muncie	WJW WHCV WGAR WKBN WBSN WSAI	OKLAHOMA Enid Muskogee Oklahoma City Tulsa	NEW BRUNSWICK CKCW CHSJ	Moncton Moncton Solnt John
WMT WOC KMA	IOWA Cedar Rapids Davenport Shesquodah	KFCJ KOIN KUIN	OREGON Klamath Falls Portland Grants Pass	ONTARIO CKPC CKOC CKCA CBO CKSO CKCL CKLW	Brantford Hamilton Kawara Ottawa Sudbury Toronto Windsor
KFBI KWEG	KANSAS Abilene Hutchinson	WCBA-WSAN WFBG WLEU WKBO WCAU WIP WCAE	PENNSYLVANIA Allentown Allentown Erie Harrisburg Philadelphia Philadelphia Pittsburgh	QUEBEC CKAC CKCV CHLN	Montreal Quebec Three Rivers
WLAP WPAD WHOP	KENTUCKY Lexington Paducah Hupkinsville	WJW WJW WJW	RHODE ISLAND Providence	SASKATCHEWAN CKBI CJRM CJGX	Prince Albert Regina Yorkton
WJBO KWJH	LOUISIANA Baton Rouge Shreveport	WJW WJW WJW	SOUTH CAROLINA Audecan Charleston	FOREIGN AUSTRALIA 5 DN 4 BC 3 KZ 2 GB	Mexico City Adelaide Brisbane Melbourne Sydney
WLBZ	MAINE Bangor	WJW WJW WJW	TENNESSEE Bristol Chattanooga Memphis Nashville	NEW ZEALAND 1 ZB 2 ZB 3 ZB 4 ZB	Auckland Wellington Christchurch Dunedin
WBAL WTBO WFMD	MARYLAND Baltimore Cumberland Frederick	WOP1 WDDO WREC WLAC	TEXAS Amarillo Beaumont Dallas-Ft. Worth Dallas-Ft. Worth	MEXICO XEW	Mexico City
WCOP WEI WTAG	MASSACHUSETTS Boston Boston Warecester	KGNC KRIC KGKO WBAP		SOUTH AFRICA South African Broadcasting Corp. Cape Town Durban Grahamstown Johannesburg Ponca VENEZUELA VV5RA-VV5RC	Caracas
WHDF WJR WDMJ	MICHIGAN Calumet Detroit Marquette				

TO STATIONS—If your city is not listed here, we shall be glad to discuss a franchise with you.

**GROSS NIGHT RATES**

(Rates in Effect Jan. 1, 1940)

(6:00 p.m. to 10:30 p.m. except as noted.)

	1 hr.	½ hr.	¼ hr.
Atlanta (WGST).....	200.00	120.00	80.00
Baltimore (WBAL).....	340.00	215.00	185.00
Buffalo (WGR-WKBW) (2).....	300.00	180.00	120.00
Cincinnati (WSAI) (1).....	240.00	120.00	80.00
Dallas-Ft. Worth (KGKO).....	248.00	148.80	100.00
Dayton (WHIO).....	180.00	108.00	70.00
Georgia Major Market Trio:			
Atlanta (WGST).....			
Macon (WMAZ).....	400.00	230.00	130.00
Savannah (WTOC).....			
Greensboro (WBIG).....	100.00	75.00	50.00
Hartford (WTIC).....	400.00	240.00	160.00
Houston (KTRH) (3).....	250.00	140.00	90.00
Kansas City (KMBC).....	400.00	200.00	100.00
Little Rock (KLRA).....	100.00	60.00	40.00
Los Angeles (KHJ).....	300.00	180.00	120.00
Don Lee Southern California Group (1):			
Los Angeles (KHJ).....			
San Diego (KGB).....			
Santa Barbara (KDB).....			
San Bernardino (KFXM).....			
Bakersfield (KPMC).....	620.00	372.00	248.00
Santa Ana (KVOE).....			
El Centro (KXO).....			
San Luis Obispo (KVEC).....			
Don Lee Northern California Group (1):			
San Francisco (KFRC).....			
San Jose (KQW).....			
Visalia (KTRC).....	500.00	300.00	200.00
Monterey (KDON).....			
Eureka (KIEM).....			
Chico (KHSL).....			
Redding (KYCV).....			
Merced (KYOS).....			
Don Lee Complete California Network (1):			
See stations in Northern and Southern California Groups. 1,050.00	630.00	420.00	
Macon (WMAZ).....	100.00	60.00	40.00
Memphis (WREC).....	200.00	130.00	85.00
Miami (WIOD).....	160.00	96.00	64.00
Milwaukee (WISN) (3).....	200.00	125.00	80.00
Montgomery (WSFA).....	75.00	40.00	25.00
Nashville (WLAC).....	225.00	135.00	90.00
Oklahoma City (KOMA) (3).....	225.00	125.00	75.00
Philadelphia (WCAU) (1).....	500.00	300.00	200.00
Phoenix (KOY) (3).....	90.00	54.00	36.00
Arizona Network:			
Bisbee-Douglas (KSUN).....			
Phoenix (KOY).....	150.00	85.00	56.00
Tucson (KTUC).....			
Pittsburgh (WCAE).....	475.00	300.00	190.00
Portland (KALE).....	120.00	60.00	30.00
Portland (KOIN).....	200.00	100.00	65.00
Rochester (WHAM).....	380.00	228.00	152.00
Salt Lake City (KDYL).....	200.00	135.00	90.00
San Diego (KGB).....	80.00	48.00	32.00
San Francisco (KFRC).....	250.00	150.00	100.00
Santa Barbara (KDB).....	50.00	30.00	20.00
Savannah (WTOC).....	125.00	75.00	50.00
Seattle (KIRO).....	215.00	130.00	87.50
St. Louis (KWK) (3).....	350.00	200.00	110.00
Syracuse (WFBL).....	175.00	105.00	70.00

(1) A lower rate 6:00 p.m. to 6:30 p.m.  
 (2) A lower rate 6:00 p.m. to 7:00 p.m.  
 (3) A lower rate 10:00 p.m. to 10:30 p.m.

**WORLD TRANSCRIPTION SYSTEM**



A Service of World Broadcasting System

711 Fifth Ave., New York City

Telephone: Wickersham 2-2100

**EXECUTIVES**

Percy L. Deutch, *President*  
 A. J. Kendrick, *Vice-President and General Manager*  
 Norton Cotterill, *Vice-President and Sales Manager*  
 W. R. Seifert, *Treasurer*  
 Charles Gaines, *Secretary*  
 Charles Landa, Jr., *Asst. Treas. and Chief Engineer*  
 A. B. Sambrook, *Station Relations Manager*

**BRANCH OFFICES**

Chicago—301 E. Erie St. *Manager: Read Wight*  
 Hollywood—1000 N. Seward St. *Manager: Pat Campbell*  
 San Francisco—1050 Howard St. *Manager: Carl C. Langevin*  
 Washington—Wardman Park Hotel. *Manager: Harold A. Lafount.*  
 St. Louis—Mart Building.

**WAVE-POWER-TIME**

See individual station listings. All time is local time in cities shown.

**COMMISSION AND CASH DISCOUNT**

Agency commission of 15% on net station time charges allowable to recognized advertising agencies.

**GENERAL ADVERTISING**

Stations are available in any combination. Night rates apply from 6:00 p.m. to 10:30 p.m. daily except Sunday, on all stations unless otherwise indicated. Day rates apply from 9:00 a.m. to 6:00 p.m., daily except Sunday, on all stations unless otherwise indicated.

See individual listings, or consult World Broadcasting System, for early morning, late evening, transition and Sunday rates, as well as for time and frequency discounts, special combination and five minute rates, and other information not shown.

**SERVICE FACILITIES**

Studios and complete recording facilities in New York, Chicago, and Hollywood. Equipped throughout for vertical cut wide range of lateral recording. Services of program, continuity and production departments are available without extra charge. Merchandising, market research, and publicity services available on request, usually at cost.

**CONTRACT AND OTHER REQUIREMENTS**

Rates subject to change without notice and should always be confirmed with World Broadcasting System. All programs and products are subject to the approval and program policies of member stations of the World Transcription System.

Any federal, state, county or other tax imposed upon the sale of station facilities is to be added to station rates.

**GROSS DAY RATES**

(9:00 a.m. to 6:00 p.m. except as noted)

	1 hr.	½ hr.	¼ hr.
Atlanta (WGST).....	100.00	60.00	40.00
Baltimore (WBAL).....	170.00	108.00	68.00
Buffalo (WGR-WKBW) (a).....	95.00	57.00	38.00
Cincinnati (WSAI) (e).....	120.00	72.00	48.00
Dallas-Ft. Worth (KGKO).....	124.00	74.40	50.00
Dayton (WHIO).....	90.00	54.00	35.00
Georgia Major Market Trio:			
Atlanta (WGST).....			
Macon (WMAZ).....	240.00	135.00	75.00
Savannah (WTOC).....			
Greensboro (WBIG) (g).....	60.00	37.50	20.00
Hartford (WTIC).....	200.00	120.00	80.00
Houston (KTRH).....	125.00	75.00	50.00
Kansas City (KMBC) (d) (b).....	200.00	100.00	60.00
Little Rock (KLRA).....	65.00	40.00	25.00
Los Angeles (KHJ).....	150.00	90.00	60.00
Don Lee Southern California Group:			
Los Angeles (KHJ).....			
San Diego (KGB).....			
Santa Barbara (KDB).....			
San Bernardino (KFXM).....			
Bakersfield (KPMC).....	310.00	186.00	124.00
Santa Ana (KVOE).....			
El Centro (KXO).....			
San Luis Obispo (KVEC).....			
Don Lee Northern California Group:			
San Francisco (KFRC).....			
San Jose (KQW).....			
Visalia (KTRC).....			
Monterey (KDON).....	250.00	150.00	100.00
Eureka (KIEM).....			
Chico (KHSL).....			
Redding (KYCV).....			
Merced (KYOS).....			
Don Lee Complete California Network:			
See stations in Northern and Southern California Groups. 525.00	315.00	210.00	
Macon (WMAZ).....	70.00	42.00	28.00
Memphis (WREC).....	125.00	90.00	50.00
Miami (WIOD).....	80.00	48.00	32.00
Milwaukee (WISN).....	100.00	62.50	40.00
Montgomery (WSFA).....	60.00	30.00	15.00
Nashville (WLAC).....	115.00	68.00	45.00
Oklahoma City (KOMA) (c).....	100.00	60.00	35.00
Philadelphia (WCAU).....	250.00	150.00	100.00
Phoenix (KOY).....	45.00	27.00	18.00
Arizona Network:			
Bisbee-Douglas (KSUN).....			
Phoenix (KOY).....	75.00	50.00	35.00
Tucson (KTUC).....			
Pittsburgh (WCAE).....	237.50	150.00	95.00
Portland (KALE).....	80.00	30.00	15.00
Portland (KOIN).....	100.00	50.00	32.50
Rochester (WHAM).....	190.00	114.00	76.00
Salt Lake City (KDYL).....	100.00	67.50	45.00
San Diego (KGB).....	40.00	24.00	16.00
San Francisco (KFRC).....	125.00	75.00	50.00
Santa Barbara (KDB).....	35.00	20.00	15.00
Savannah (WTOC).....	85.00	48.00	32.00
Seattle (KIRO).....	107.50	65.00	43.75
St. Louis (KWK) (f).....	160.00	90.00	50.00
Syracuse (WFBL) (d).....	88.00	53.00	35.00

(a) A higher rate 6:00 to 6:00 p.m.  
 (b) A higher rate 12:00 noon to 1:00 p.m.  
 (c) A lower rate 2:30 p.m. to 4:00 p.m.  
 (d) A lower rate 9:00 a.m. to 9:30 a.m.  
 (e) A lower rate 1:00 p.m. to 5:00 p.m.  
 (f) A lower rate 9:00 a.m. to 10:00 a.m.  
 (g) A higher rate 11:30 a.m. to 1:30 p.m. and 4:30 p.m. to 6:00 p.m.

**ARE YOU BEST SERVING**

**"THE PUBLIC INTEREST, CONVENIENCE AND NECESSITY"**

If it happens in Washington we cover it—by direct pickup, or transcription—  
 with facilities on Capitol Hill in addition to our downtown studios

All Under the Personal Supervision

of

**ROBERT J. COAR**

For Complete Information Write to R. J. Coar

Radioscriptions, 726 Eleventh Street, N. W.

Washington, D. C.

24 Hour Service • Republic 0861

# NATIONAL BROADCASTING CO., Inc.: EXECUTIVES and STAFF

30 Rockefeller Plaza, New York City  
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

## DEPARTMENTS AND DIVISIONS

### President's Office

Lenox R. Lohr, *President*  
Niles Trammell, *Executive Vice President*  
J. de Jara Almonte, *Assistant to the President*  
James Rowland Angell, *Educational Counselor*  
Keith Kiggins, *Director of Blue Network*  
Martha McGrew, *Assistant to the President*  
Clayland T. Morgan, *Assistant to the President*

### Legal Department

A. L. Ashby, *Vice President and General Counsel*  
R. H. Graham, *Attorney—Assistant to Mr. Leuschner (Hollywood)*  
I. L. Grimsbaw, *Attorney*  
P. J. Hennessey, Jr., *Counsel—Washington*  
Henry Howard, Jr., *Attorney*  
J. Hurley, *Attorney—Washington*  
Henry Ladrner, *Attorney*  
Frederick Leuschner, *Attorney—Hollywood*  
J. A. McDonald, *Attorney—Chicago*  
R. P. Myers, *Attorney*  
Robert D. Swezey, *Attorney*

### Program Department

John F. Royal, *Vice President in Charge of Programs*  
Thomas H. Belviso, *Manager of Music Division*  
Frank Black, *General Music Director*  
Bertha Brainard, *Manager of Commercial Program Division*  
Phillips Carlin, *Manager of Sustaining Program Division*  
Samuel Chotzinoff, *Director of Serious Music*  
Margaret Cuthbert, *Director of Women's and Children's Programs Division*  
Zale Dillon, *Supervisor of Sound Effects Section*  
Franklin Dunham, *Director of Religious Broadcasts*  
C. W. Fitch, *Business Manager*  
Patrick J. Kelly, *Supervisor of Announcing Division*  
N. Ray Kelly, *Manager of Sound Effects—Development and Maintenance*  
Ernest LaPrade, *Director of Music Research*  
William Burke Miller, *Evening Program Manager*  
Walter G. Preston, Jr., *Assistant to Vice President; in Charge of Education*  
Wilfred S. Roberts, *Manager of Production Division*  
A. A. Schechter, *Director of News and Special Events*  
Lewis H. Titterton, *Manager of Script Division*

### Sales Department

Roy C. Witmer, *Vice President in Charge of Sales*  
H. M. Beville, Jr., *Research Manager*  
Ken R. Dyke, *Director of National Sales Promotion*  
F. Melville Greene, *Sales Traffic Manager*  
John M. Greene, *Circulation Manager*  
Edward R. Hitz, *Assistant to the Vice President in charge of sales*  
E. P. H. James, *Advertising Manager*  
I. E. Showerman, *Eastern Sales Manager*

### Treasury Department

Mark Woods, *Vice President, Treasurer and Assistant Secretary*  
William H. Bloxham, *Purchasing Agent*  
Harold M. Kelly, *Assistant Auditor*  
Harry F. McKeon, *Auditor*  
Glenn W. Payne, *Commercial Engineer*  
R. J. Teichner, *Assistant Treasurer*  
C. A. Wall, *Budget Officer*

### Information Department

Frank E. Mason, *Vice President in Charge*  
Leonard W. Braddock, *Manager of Information Division*  
Guy Hickok, *Director of International Short Wave Broadcasting*  
William Kostka, *Manager of Press Division*

### Artists Service Department

George Engles, *Vice President and Managing Director*  
O. O. Bottoni, *Vice President and General Manager of Civic Concert Service, Inc., (subsidiary of NBC)*  
A. Frank Jones, *Assistant to Vice President in Charge of Artists Service*  
Frances Rockefeller King, *Manager of NBC Private Entertainment Division*  
Mark Levine, *Manager of Concert Division*  
Daniel S. Tutthill, *Assistant Managing Director*

### Continuity Acceptance

Janet MacRorie, *Editor*  
Dorothy Kemble, *Assistant Editor*

## BOARD OF DIRECTORS

James Rowland Angell  
Cornelius N. Bliss  
Arthur E. Braun  
Charles G. Dawes  
Gano Dunn  
James G. Harbord  
Edward W. Harden  
Lenox R. Lohr  
Edward F. McGrady  
DeWitt Millhauser  
Edward J. Nally  
David Sarnoff  
Niles Trammell

## OFFICERS

David Sarnoff, *Chairman of the Board*  
Lenox R. Lohr, *President*  
Niles Trammell, *Executive Vice President*  
A. L. Ashby, *Vice President and General Counsel*  
George Engles, *Vice President*  
Don E. Gilman, *Vice President*  
O. B. Hanson, *Vice President*  
William S. Hedges, *Vice President*  
Frank E. Mason, *Vice President*  
Alfred H. Morton, *Vice President*  
John F. Royal, *Vice President*  
Frank M. Russell, *Vice President*  
Sidney N. Strotz, *Vice-President*  
Roy C. Witmer, *Vice President*  
Mark Woods, *Vice President, Treasurer and Assistant Secretary*  
C. W. Horn, *Assistant Vice President*  
Lewis MacConnach, *Secretary*  
C. E. Plautz, *Assistant Secretary*  
R. J. Teichner, *Assistant Treasurer*

## ADVISORY COUNCIL

Owen D. Young, *Chairman*

Dr. James R. Angell  
Mrs. August Belmont  
Dr. Henry Sloan Coffin  
Miss Ada Comstock  
Paul D. Cravath  
Dr. Walter Damosch  
Dr. Francis D. Farrell  
William Green  
Gen. James G. Harbord  
Dr. Robert M. Hutchins  
David Sarnoff  
Alfred E. Smith  
John W. Davis

## NBC OWNED, OPERATED AND/OR PROGRAMMED STATIONS

### Owned and Operated

WEAF, New York  
WMAQ, Chicago  
WJZ, New York  
WENR, Chicago  
KPO, San Francisco  
WRC, Washington  
WTAM, Cleveland

### Owned by Others and Operated by NBC

WMAL, Washington  
KOA, Denver (General Electric)  
KGO, San Francisco (General Electric)

### Programmed Stations

WGY, Schenectady (General Electric)  
KDKA, Pittsburgh  
WBZ, Boston  
WBZA, Springfield  
KYW, Philadelphia

### Station Managers

John A. Holman, *Manager WBZ-WBZA, Boston-Springfield*  
Vernon H. Pribble, *Manager WTAM, Cleveland*  
Lloyd C. Yoder, *Manager KOA, Denver*  
Leslie W. Joy, *Manager KYW, Philadelphia*  
Sherman D. Gregory, *Manager KDKA, Pittsburgh*  
Kolin Hager, *Manager WGY, Schenectady*  
A. E. Nelson, *Manager KPO-KGO, San Francisco*  
Kenneth H. Berkeley, *Manager WRC-WMAL, Washington*

### General Service Department

Vincent J. Gilcher, *Director of General Service*  
Edward M. Lowell, *Manager of Building Maintenance Division*  
Charles H. Thurman, *Manager of Guest Relations Division*  
D. B. Van Houten, *Manager of Office Services Division*  
Dwight G. Wallace, *Personnel Manager*

### Washington, D. C.

Frank M. Russell, *Vice President in Charge*  
Kenneth H. Berkeley, *General Manager of WRC and WMAL*  
P. J. Hennessey, Jr., *Counsel*  
J. Hurley, *Attorney*

## FOREIGN REPRESENTATIVES

### England

Fred Bate, *Electra House, Victoria Embankment, London*

### Continental

Max Jordan, *31 Aeschengraben, Basle, Switzerland*

## STATIONS DEPARTMENTS

William S. Hedges, *Vice President in Charge of Stations*  
John H. Norton, Jr., *Assistant to the Vice President in Charge of Stations*

### Station Relations Department

Sheldon B. Hickox, Jr., *Manager of the Red Network Division*  
John H. Norton, Jr., *Manager of the Blue Network Division*  
Easton C. Woolley, *Manager of Service Division*

Managed, Operated and Programmed Stations Department  
Lee B. Wallis, *Assistant Manager of Managed, Operated and Programmed Stations*

### National Spot and Local Sales Department

J. V. McConnell, *National Spot and Local Sales Manager*  
B. J. Hauser, *Managed, Operated and Programmed Stations Promotion Manager*  
Maurice M. Boyd, *New York Spot and Local Sales Manager*

### Traffic Department

B. F. McClancy, *Traffic Manager*

### Development and Research

C. W. Horn, *Assistant Vice President in Charge of Development Research*  
Phillip I. Merryman, *Assistant Director of Development and Research*  
W. C. Lent, *Assistant Director of Development and Research (Washington office)*

### NBC Radio-Recording Division

C. Lloyd Egner, *Manager*  
Frank E. Chlznini, *Assistant Manager*  
John H. MacDonald, *Business Manager*  
Reginald Thomas, *Program Director*

### Engineering Department

O. B. Hanson, *Vice President and Chief Engineer*  
William A. Clarke, *Manager of Technical Services*  
R. F. Guy, *Radio Facilities Engineer*  
George McElrath, *Operating Engineer*  
George O. Milne, *Eastern Division Engineer*  
Robert M. Morris, *Development Engineer*  
C. A. Rakey, *Audio and Video Facilities Engineer*  
R. E. Shelby, *Video Operations Engineer*

### Television Department

A. H. Morton, *Vice President in Charge of Television*  
Clarence Farrier, *Television Coordinator*  
Max Gordon, *General Production Director of Television*  
Thomas H. Hutchinson, *Manager of Television Program Division*

### Central Division—Chicago

Sidney N. Strotz, *Vice-President in Charge of Central Division*  
Emmons C. Carlson, *Sales Promotion and Advertising Manager*  
Kenneth Carpenter, *Blue Network Sales Manager*  
E. C. Cunningham, *Evening Manager*  
William E. Drips, *Director of Agriculture*  
Kenneth D. Fry, *Director of Special Events*  
J. Herbuevaux, *Program Manager*  
A. W. Kaney, *Assistant to the Manager*  
R. C. Kopf, *Sales Manager*  
Howard C. Lutgens, *Central Division Engineer*  
J. A. McDonald, *Attorney*  
Oliver Morton, *Local and Spot Sales Manager*  
William B. Ray, *Manager of Press Relations*  
Kenneth L. Robinson, *Continuity Editor*  
James L. Stirton, *Manager of Artists Service*  
Edward Stockmar, *Traffic Supervisor*  
Judith Waller, *Educational Director*  
Maurice S. Wetzel, *Manager of Electrical Transcription*  
John F. Whalley, *Office Manager and Auditor*  
W. P. Wright, *Production Manager*

### Western Division—Hollywood

Don E. Gilman, *Vice President in Charge*  
William Andrews, *Manager of Guest Relations*  
Harold Bock, *Manager of Press Relations*  
Charles Brown, *Sales Promotion Manager*  
F. V. Dellett, *Auditor*  
Sydney L. Dixon, *Sales Manager*  
Lewie Frost, *Assistant to the Vice President*  
Paul Gale, *Traffic Supervisor*  
R. H. Graham, *Attorney—Assistant to Mr. Leuschner*  
Frederick Leuschner, *Attorney*  
Alex S. Robb, *Manager of Artists Service*  
A. H. Saxton, *Western Division Engineer*  
Robert Schuetz, *Manager of Transcription Service*  
John Swallow, *Program Director*  
Wendell Williams, *Continuity Editor*

# 1000 S-T-R-E-A-M-L-I-N-E-D WATTS

(daytime)

"In the Heart of the Motor Industry"

PONTIAC

# W C A R

MICHIGAN





# **WBZ**



# **BOSTON'S 1940 LEADER**

**WESTINGHOUSE STATIONS WBZ-WBZA**  
51,000 Watts (990 Kc.)

*Programmed by*

**NATIONAL BROADCASTING COMPANY**  
*A Radio Corporation of America Service*

**BOSTON & SPRINGFIELD, MASS.**

---

# NATIONAL BROADCASTING CO., Inc.: NETWORK RATES

30 Rockefeller Plaza, New York City  
Telephone: Circle 7-3800

## NBC-RED NETWORK RATES

(Rates in Effect Jan. 1, 1940)

### BASIC RED NETWORK

City and Call Letter	Time*	1 Hr.	1/2 Hr.	3/4 Hr.
New York (WEAF).....E-DS		\$1,400	\$840	\$560
Boston (WNAE).....E-DS		440	264	176
Hartford (WTIC).....E-DS		400	240	160
Providence (WJAR).....E-DS		200	120	80
Worcester (WTAG).....E-DS		180	108	72
Portland, Me. (WCSH).....E-DS		160	96	64
Philadelphia (KYW).....E-DS		480	288	192
Wilmington (WDEL).....E-DS		120	72	48
Baltimore (WFBZ).....E		260	156	104
Washington (WRCA).....E		240	144	96
Schenectady (WGY).....E-DS		400	240	160
Buffalo (WBEA).....E-DS		320	192	128
Pittsburgh (WCAE).....E-DS		380	228	152
Cleveland (WTAM).....E		520	312	208
Toledo, O. (WSPD).....E		220	132	88
Detroit (WWJ).....E		420	252	168
Cincinnati (One Cincinnati station, listed below, must be used)				
Indianapolis (WIRE).....C		200	120	80
Chicago (WMAQ).....C-DS		800	480	320
St. Louis (KSD).....C		360	216	144
Milwaukee (WTMJ).....C		340	204	136
Minneapolis-St. Paul (KSTP).....C		320	192	128
Des Moines (WHO).....C		520	312	208
Omaha (WOW).....C		340	204	136
Kansas City (WDAF).....C		380	228	152
<b>Total for Network.....</b>		<b>\$9,400</b>	<b>\$5,640</b>	<b>\$3,760</b>
(without Cincinnati).....E		<b>\$1,080</b>	<b>\$720</b>	<b>\$480</b>
Cincinnati (WLV).....E		240	144	96
Cincinnati (WSAI).....E				

### BASIC RED SUPPLEMENTARIES

Reading (WEEU).....E-DS	\$140	\$84	\$56
Reading (WRAW).....E-DS	120	72	48
(WRAW available only when WEEU is off the air)			
Richmond (WMBG).....E	140	84	56
Johnstown (WJAC).....E	140	84	56
Altoona (WFBG).....E			

\*E or EST—Eastern Standard Time.  
C or CST—Central Standard Time.  
M or MST—Mountain Standard Time.  
P or PST—Pacific Standard Time.  
-DS—Observes Daylight Saving Time.

### RED SOUTHCENTRAL GROUP, CST

Available only as a group. Midsouth, if available, must be used with this group.

Memphis (WMC).....	\$240	\$144	\$96
Atlanta (WSB).....-DS	360	216	144
Birmingham (WBRM).....	160	96	64
Jackson (WDX).....	120	72	48
New Orleans (WSMB).....	200	120	80
<b>Total for Group.....</b>			
	\$1,080	\$648	\$432

### RED SOUTHWESTERN GROUP, CST

Available only as a group.

Tulsa (KVOO).....	\$280	\$168	\$112
Oklahoma City (WKY).....	240	144	96
Dallas-Fort Worth (WFAA-WBAP).....	440	264	176
Houston (KPRC).....	260	156	104
San Antonio (WOAI).....	300	180	120
And at least two of the following:			
Shreveport (KTBS).....	120	72	48
Little Rock (KARK).....	120	72	48
Amarillo (KGNC).....	120	72	48
<b>Total for Group of 8.....</b>			
	\$1,880	\$1,128	\$752

### RED MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KOA).....	\$800	\$480	\$320
Salt Lake City (KYDL).....	200	120	80
<b>Total for Group.....</b>			
	\$500	\$300	\$200

### PACIFIC COAST RED NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KPO).....	\$420	\$252	\$168
Fresno (KMJ).....	120	72	48
Los Angeles (KFI).....	520	312	208
Portland, Ore. (KGW).....	220	132	88
Seattle (KOMO).....	220	132	88
Spokane (KHQ).....	160	96	64
<b>Total for Group.....</b>			
	\$1,660	\$996	\$664

## NBC-BLUE NETWORK RATES

(Rates in Effect Jan. 1, 1940)

### BASIC BLUE NETWORK

City and Call Letter	Time*	1 Hr.	1/2 Hr.	3/4 Hr.
New York (WJZ).....E-DS		\$1,200	\$720	\$480
Boston (WBZ).....E-DS		480	288	192
Springfield (WBZA).....E-DS		160	96	64
Providence (WEAN).....E-DS		200	120	80
Bridgeport (WICC).....E-DS		160	96	64
Philadelphia (WPHL).....E-DS		400	240	160
Baltimore (WBAL).....E		320	192	128
Washington (WMAL).....E		200	120	80
Syracuse (WSYR).....E-DS		220	132	88
Rochester (WHAM).....E-DS		380	228	152
Buffalo (WEEB).....E-DS		120	72	48
Pittsburgh (KDKA).....E-DS		480	288	192
Cleveland (WKYC).....E		340	204	136
Detroit (WXYZ).....E		360	216	144
Cincinnati (One Cincinnati station, listed below, must be used)				
Fort Wayne (WOWO).....C-DS		220	132	88
Chicago (WENR-WLS).....C-DS		720	432	288
St. Louis (KWK).....C		300	180	120
Cedar Rapids (WMT).....C		300	180	120
Minneapolis-St. Paul (WTCN).....C		180	108	72
Des Moines (KSO).....C		180	108	72
Kansas City (WREK).....C		240	144	96
<b>Total for Group.....</b>		<b>\$7,160</b>	<b>\$4,296</b>	<b>\$2,864</b>
(Without Cincinnati).....E		<b>\$1,080</b>	<b>\$720</b>	<b>\$480</b>
Cincinnati (WSAI).....E		240	144	96

### BASIC BLUE SUPPLEMENTARIES

Richmond (WRTD).....E	\$120	\$72	\$48
New Britain-Hartford (WNBC).....E-DS	120	72	48
Albany (WABY).....E-DS	120	72	48
Plattsburgh (WMPF).....E-DS			
(No charge. Available only when WABY is used)			
Jameson, N. Y. (WJTN).....E-DS	80	48	32
Erie (WLEU).....E-DS	120	72	48
Omaha (KOWH).....C	160	96	64
Shenandoah, Ia. (KMAA).....C	140	84	56
Sioux City (KSCJ).....C	140	84	56

### MICHIGAN NETWORK

(Available only with WXYZ, Detroit)

Flint (WFDF).....E	\$240	\$144	\$96
Lansing (WJIM).....E			
Jackson (WJBM).....E			
Battle Creek (WELL).....E			
Bay City (WBCM).....E			

### BLUE SOUTHERN GROUP, CST

Individually available. Midsouth, if available, may be used with this group.

Memphis (WMPB).....	\$140	\$84	\$56
Birmingham (WSGN).....	120	72	48
Atlanta (WAGA).....-DS	140	84	56
Hot Springs (KTHS).....	120	72	48
New Orleans (WSU).....	180	108	72
Baton Rouge (WJBO).....	80	48	32
<b>Total for Group.....</b>			
	\$780	\$468	\$312

### BLUE SOUTHWESTERN GROUP, CST

Individually available.

Oklahoma City (KTOK).....	\$120	\$72	\$48
Fort Worth-Dallas (KGO).....	240	144	96
Houston (KXZY).....	200	120	80
Beaumont (KPFDM).....	120	72	48
<b>Total for Group.....</b>			
	\$680	\$408	\$272

### BLUE MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KVOD).....	\$120	\$72	\$48
Ogden (KLO).....	120	72	48
Salt Lake City (KUTV).....	80	48	32
<b>Total for Group.....</b>			
	\$320	\$192	\$128

### PACIFIC COAST BLUE NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KGO).....	\$280	\$168	\$112
Sacramento (KFBK).....			
Stockton (KWGT).....	\$160	\$96	\$64
Bakersfield (KERN).....			
Los Angeles (KECA).....	240	144	96
Santa Barbara (KTMS).....	80	48	32
San Diego (KPSD).....	140	84	56
Portland, Ore. (KEX).....	160	96	64
Seattle (KJR).....	200	120	80
Spokane (KGA).....	120	72	48
<b>Total for Group.....</b>			
	\$1,380	\$828	\$552

\*WJZ and WBZ are synchronized from 9:00 p.m. to 12:00 Midnight when on Standard Time—10:00 p.m. to 1:00 a.m. on Daylight Saving Time.

\*E or EST—Eastern Standard Time.  
C or CST—Central Standard Time.  
M or MST—Mountain Standard Time.  
P or PST—Pacific Standard Time.  
-DS—Observes Daylight Saving Time.

### SPECIAL BLUE NETWORK DISCOUNTS

Applicable only to specified Blue Network facilities, when some or all of the Blue supplementary groups are purchased in their entirety with the complete Basic Blue Network. (WLV not included.)  
Contracted Value of Blue Network Time at Gross Rates.  
One group whose evening hour rate equals \$500 or more. 5%  
Two groups whose combined evening hour rate equals \$1,000 or more. 10%  
Three groups whose combined evening hour rate equals \$1,500 or more. 15%  
The four groups. 20%

(These discounts are predicated on gross rate of one evening hour per group, applicable to standard quarter, half or hour, day or evening purchase.)

## NBC-SUPPLEMENTARY FACILITIES

(Rates in Effect Jan. 1, 1940)

### BASIC SUPPLEMENTS

City and Call Letter	Time*	1 Hr.	1/2 Hr.	3/4 Hr.
Individually available with either Basic Network.				
<b>Manchester, N. H.</b>				
(WFEA).....E-DS		\$100	\$60	\$40
Bangor, Me. (WLBZ).....E-DS		120	72	48
Augusta, Me. (WRDO).....E-DS		60	36	24
(WRDO available only when WLBZ is used)				
Wilkes-Barre (WBRE).....E		120	72	48
Allentown, Pa. (WSAN).....E-DS		120	72	48
York, Pa. (WORK).....E-DS		120	72	48
Lancaster, Pa. (WGal).....E-DS				
(No charge—available only when WORK is used)				
Harrisburg, Pa. (WKBO).....E-DS		100	60	40
(WKBO available only when WORK is used)				
Norfolk, Va. (WTAR).....E		140	84	56
Charleston, W. Va. (WGKV).....E		140	84	56
Clarksburg (WBLK).....E				
Zaneville (WHZI).....E		60	36	24
Columbus, O. (WCOL).....E		120	72	48
Dayton, O. (WING).....E		140	84	56
(WING available when WLW not used.)				
Grand Rapids (WOOD).....E		120	72	48
Fort Wayne (WGL).....C-DS		100	60	40
(WGL available to Basic Blue only when WOWO is off the air.)				
Terre Haute (WBOW).....C		100	60	40
Zanesville (WGBF).....C		120	72	48
Madison (WIBA).....C		140	84	56
Duluth-Superior (WEBC).....C		140	84	56
Sioux Falls, S. D. (KSOO).....C		140	84	56
Sioux Falls, S. D. (KELO).....C		80	48	32
(KELO available only when KSOO is off the air.)				
Wichita (KANS).....C		100	60	40

### MINNESOTA NETWORK

Mankato (KYSM).....C				
Rochester (KROC).....C		120	72	48
St. Cloud (KFAM).....C				

### SOUTHEASTERN GROUP, EST

Available with either Basic Network in a group of not less than three.

Raleigh (WPTF).....	\$140	\$84	\$56
Charlotte (WSOC).....	120	72	48
Greenville (WFBC).....	120	72	48
Ashville, N. C. (WISE).....			
(No charge. Available only when WFBC is used.)			
Columbia (WIS).....	120	72	48
Florence (WOLS).....			
(No charge. Available only when WIS is used.)			
Charleston (WTMA).....E	80	48	32
<b>Total for Group.....</b>			
	\$580	\$348	\$232

### FLORIDA GROUP, EST

Available only as a group for use with Southeastern Red Southcentral or Blue Southern groups.

Jacksonville (WJAX).....	\$160	\$96	\$64
Tampa (WFLA-WSUN).....	140	84	56
Lakeland (WLAK).....			
(No charge—available only when WFLA-WSUN is used.)			
Miami (WIOD).....	160	96	64
<b>Total for Group.....</b>			
	\$460	\$276	\$184

### NORTHWESTERN GROUP, CST

Individually available with either Basic Network.

Fargo (WDAY).....	\$160	\$96	\$64
Bismarck (KFYR).....	200	120	80
<b>Total for Group.....</b>			
	\$360	\$216	\$144

### MIDSOUTH GROUP, CST

Available only as a group. If available, must be used with Red Southcentral or may be used with Blue Southern.

Louisville (WAVE).....	\$200	\$120	\$80
Nashville (WSM).....	400	240	160
<b>Total for Group.....</b>			
	\$600	\$360	\$240

**INDIVIDUAL SUPPLEMENTARIES, CST**

Individually available. For use with Red Southeast or Blue Southern.

City and Call Letter	Time*	1 Hr.	1/2 Hr.	1/4 Hr.
Mobile (WALA).....		\$120	\$72	\$48
Pensacola (WCOA).....		100	60	40
Knoxville (WROL).....		100	60	40
Chattanooga (WAPQ).....		100	60	40

Individually available. For use with Red or Blue Southwestern Groups.

Pittsburg, Kan. (KOAM).....	\$120	\$72	\$48
Springfield, Mo. (KGEX).....	120	72	48
Corpus Christi (KRIS).....	100	60	40
Wenatche (KRGV).....	100	60	40

**NORTH MOUNTAIN GROUP, MST**

Individually available. For use with Red or Blue Mountain or Coast Groups.

Boise (KIDO).....	\$120	\$72	\$48
Butte (KGIR).....	120	72	48
Helena (KFFA).....			
(No charge. Available only when KGIR is used.)			
Billings (KGHL).....	120	72	48
Pocatello, Idaho (KSEI).....			
(No charge. Available only when Twin Falls, Idaho (KTFD)/complete Group is used.)			
Total for Group.....	\$360	\$216	\$144

**SOUTH MOUNTAIN GROUP, MST**

Individually available. For use with either Red or Blue Basic or Mountain Groups.

Pueblo (KGHF).....	\$120	\$72	\$48
Albuquerque KOB.....	120	72	48
El Paso (KTSM).....	120	72	48
Total for Group.....	\$360	\$216	\$144

**ADDITIONAL TO PACIFIC NETWORKS**

Individually available with Pacific Coast Red or Blue Network.

Phoenix (KTAR).....M	\$160	\$96	\$64
Tucson (KVOA).....M			
(No charge. Available only when KTAR is used.)			
Reno (KOH).....P	80	48	32
Medford (KMED).....P	80	48	32

**CANADIAN SERVICE, EST**

Individually available. For use with Basic Red Network.

Toronto (CBL).....DS	\$300	\$180	\$120
Montreal (CBM).....DS	240	144	96
Supplementary			
Montreal (CBF).....DS	\$300	\$180	\$120
(French Language Station)			
(CBF-CBM) Combination rate	325	195	130

Individually available. For use with Basic Blue Network. Special Blue discount on CFCF only.

Toronto (CBL).....DS	\$300	\$180	\$120
Montreal (CFCF).....DS	240	144	96

**Supplementary**

Montreal (CBF).....DS	300	180	120
(French Language Station)			
(CBF-CFCF) Combination rate	325	195	130

NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

**SPECIAL SERVICE**

**HAWAIIAN, HST**

For use with PC Red and Blue Networks.

Honolulu (KGU).....	†\$160	†\$96	†\$64
---------------------	--------	-------	-------

†These rates apply for all periods, day and night.

**CUBAN, EST**

For use with Basic Red and Blue.

Havana (CMX).....	†\$200	†\$120	†\$80
-------------------	--------	--------	-------

†These rates apply for all periods, day and night.

**GENERAL SERVICE DATA**

**RATE CLASSIFICATIONS**

(All rates quoted on Local Time. Fractional rates do not apply to Honolulu and Havana.)

a. 6:00 p.m. to 11:00 p.m., Gross Rates as listed on this card.

b. 12:00 Noon to 6:00 p.m., Sundays only. Three-quarters Gross Rates.

c. 11:00 p.m. to 12:00 Midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon), One-half Gross Rates

d. 12:00 Midnight to 8:00 a.m., One-third Gross Rates.

Service available only if a regularly scheduled program precedes or follows.

e. Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

**COMMISSIONS AND DISCOUNTS**

a. Weekly discounts for 13 or more consecutive weeks network broadcasting.

All network contracts for the same advertiser may be combined for determining rate of discount.

Contracted Value of Network Time at Gross Rates	Rate of Discount on Weekly Gross Billing
On Blue Network contracts receiving special Blue Discounts these discounts are paid on the Net Rate after the special discounts.	
Less than \$2,000 per week.....	None
\$2,000 or more but less than \$4,000 per week.....	2 1/2%
\$4,000 or more but less than \$8,000 per week.....	5%
\$8,000 or more but less than \$12,000 per week.....	7 1/2%
\$12,000 or more but less than \$18,000 per week.....	10%
\$18,000 or more per week.....	12 1/2%

**Network Programs Between 8:00 and 10:00 p.m. New York Time**

On the Basic Red Network and its supplementary facilities used on such programs and on their rebroadcasts, weekly rate of discounts will be reduced 5% (for example—12 1/2% becomes 7 1/2%). Where Red Network supplementary facilities are used with the Blue Network the 5% reduction on the rate of discount will apply to the Red facilities only.

b. Annual rebate for 52 consecutive weeks network broadcasting.

Rebate to be 12 1/2% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. On Blue Network contracts receiving special Blue Discounts this 12 1/2% rebate is paid on the net rate after the special discount. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

c. Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

d. No commission on program charges.

e. No cash discounts—Bills due and payable when rendered.

**TERMS OF USE**

a. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations.

b. All programs are subject to program policies and approval of the National Broadcasting Company.

c. The closing date is three weeks in advance of initial program.

Rates quoted herein subject to change without notice. This Rate Card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

**PRODUCTION SERVICES**

a. Services of the NBC Artists Service and Program Department in arranging and representing programs are included without extra charge.

b. No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the City in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

**REPRESENTATIVES**

- RCA Bldg., New York, N. Y.
- Hotel Bradford (WBZ), Boston, Mass.
- Grant Bldg. (KDKA), Pittsburgh, Pa.
- Trans-Lux Bldg., (WRC-WMAL), Washington, D. C.
- Hotel Kimball (WBZA), Springfield, Mass.
- 515 Superior Ave. N.E. (WTAM), Cleveland, Ohio
- Merchandise Mart, (WMAQ-WENR), Chicago, Ill.
- 1619 Walnut St., (KYW), Philadelphia, Pa.
- 802 Fisher Building, Detroit, Mich.
- 111 Sutter St., San Francisco, Calif.
- 1 River Rd., (WGY), Schenectady, N. Y.
- 1625 California St. (KOA), Denver, Colo.
- Sunset Blvd. & Vine St., Hollywood, Calif.

*Go Places!*  
with  
**ALCAP**  
*1000-Streamlined-WATTS*  
(Daytime)  
*Pontiac, Michigan*

# RADIO CORPORATION OF AMERICA: RCA Bldg., New York City Telephone: Columbus 5-5900

## Board of Directors

Gen. James G. Harbord, Chairman  
 Cornelius N. Bliss  
 Bertram Cutler  
 Edward W. Harden  
 Edward J. Nally  
 Gane Dunn

Arthur E. Braun  
 John Hays Hammond, Jr.  
 DeWitt Millhauser  
 David Sarnoff  
 Edward F. McGrady  
 Charles G. Dawes

## Officers

Gen. James G. Harbord, Chairman of Board  
 David Sarnoff, President  
 Manton Davis, Vice President and General Counsel  
 Edward F. McGrady, Vice President  
 Otto S. Schairer, Vice President in Charge of Patent Dept.  
 Frank E. Mullen, Vice President, Advertising and Publicity  
 George S. DeSousa, Vice President and Treasurer  
 Lunsford P. Yandell, Assistant Treasurer  
 William R. Eberle, Assistant Treasurer  
 Henry A. Sullivan, Comptroller  
 Lewis MacConnach, Secretary  
 Robert C. Proppe, Assistant Secretary

## Subsidiary Companies and Officers

National Broadcasting Co. Inc., 30 Rockefeller Plaza, New York City. Telephone: Circle 7-8300. Board of Directors: James Rowland Angell, Cornelius N. Bliss, Arthur E. Gaun, Charles G. Dawes, Gane Dunn, Gen. James G. Harbord, Edward W. Harden, Lenox R. Lohr, Edward F. McGrady, DeWitt Millhauser, Edward J. Nally, David Sarnoff, George K. Throckmorton. Officers: David Sarnoff, chairman of board; Lenox R. Lohr, president; Niles Trammell, executive vice-president; A. L. Ashby, vice-president and general counsel; George Engles, vice-president, Artists Service Dept.; Don E. Gilman, vice-president in charge of Western Division; O. B. Hanson, vice-president and chief engineer; William S. Hedges, vice-president in charge of station relations; Frank E. Mason, vice-president and assistant to president; Alfred H. Morton, vice-president and manager of stations dept.; John F. Royal, vice-president in charge of programs; Frank M. Russell, vice-president in charge of Washington office; Roy C. Witmer, vice-president in charge of sales; Mark Woods, vice-president, treasurer and assistant secretary; R. J. Teichner, assistant treasurer; Lewis MacConnach, secretary; C. E. Pfautz, assistant secretary.

RCA Manufacturing Co. Inc., Camden, N. J. Telephone: Camden 8000. Board of Directors: Cornelius N. Bliss, Henry C. Bonfig, Arthur E. Braun, Gane Dunn, Hon. James G. Harbord, Edward W. Harden, Lenox R. Lohr, Edward F. McGrady, DeWitt Millhauser, Edward J. Nally, David Sarnoff, Robert Shannon, George K. Throckmorton. Officers: David Sarnoff, chairman of board; G. K. Throckmorton, president; Robert Shannon, executive vice-president; H. C. Bonfig, commercial vice-president; L. M. Clement, vice-president in charge of engineering; F. H. Corregan, vice-president and secretary; F. R. Deakins, vice-president, special products and foreign activities; T. F. Joyce, vice-president, advertising and publicity; N. A. Mears, vice-president, purchasing; L. B. Morris, vice-president and general counsel; J. M. Smith, vice-president in charge of Indianapolis office; F. B. Walker, vice-president, records, transcriptions and recordings; V. C. Woodcox, vice-president, package merchandise sales; R. B. Austrian, assistant vice-president, Theatre & Recording Division; M. F. Burns, assistant vice-president, Theatre & Recording Division; E. F. Haines, treasurer; R. M. Ryan, assistant treasurer; A. MacGillivray, assistant comptroller; F. H. Troup, assistant treasurer and assistant secretary; C. B. Myers, assistant secretary; C. E. Pfautz, assistant secretary; Frederick Leuschner, assistant secretary; Harry L. Sonimerer, manager of manufacturing; E. W. Ritter, manager, Harrison plant.

RCA Communications Inc., 66 Broad St., New York City. Telephone: Hanover 2-1829. Board of Directors: Cornelius N. Bliss, Manton Davis, Gen. James G. Harbord, Edward W. Harden, Edward F. McGrady, Edward J. Nally, David Sarnoff, Charles H. Taylor, William W. Winterbottom. Officers: Gen. James G. Harbord, chairman of board; David Sarnoff, president; William A. Winterbottom, vice-president and general manager; Charles H. Taylor, vice-president in charge of engineering; George F. Shecklin, vice-president; Arthur B. Tuttle, treasurer and assistant secretary; Lewis MacConnach, secretary; Laurence G. Hills, comptroller; Albert J. Grunow, assistant treasurer; Felix Schleenvoigt, assistant secretary.

Radiomarine Corporation of America, 75 Varick St., New York City. Telephone: Walker 5-3716. Board of Directors: George S. DeSousa, Willson Hurt, Charles B. Jolliffe, Frank E. Mullen, Charles J. Pannill, Otto S. Schairer, Frank W. Wozencraft. Officers: Charles J. Pannill, president; W. F. Aufenanger, assistant to the president; William F. Vogt, treasurer; H. F. Coulter, comptroller; Robert C. Proppe, secretary; C. E. Pfautz, assistant secretary; Charles A. Carney, assistant to comptroller.

RCA Institutes Inc., 75 Varick St., New York City. Telephone: Walker 5-2253. Board of Directors: George S. DeSousa, Gen. James G. Harbord, Frank E. Mullen, Charles J. Pannill, William A. Winterbottom. Officers: Gen. James G. Harbord, chairman of board; Charles J. Pannill, president; William F. Vogt, treasurer; Harry F. Coulter, comptroller; Lewis MacConnach, secretary; Robert C. Proppe, assistant secretary.

## Foreign Offices

Radio Corporation of America, Electra House, Victoria Embankment, London WC-2, England. Telephone: Temple Bar 2976. Cable Address: Radiocorp London. European Manager: Bernhard Gardner.  
 RCA Communications Inc., South King St., Honolulu, Hawaii; George Street, superintendent. Insular Life Bldg., Manila, Philippine Islands; E. G. Baumgardner, superintendent. Maison Leger, Place Geffrard, Port-au-Prince, Haiti; Leslie F. Sherwood, superintendent. Ochoa Bldg., San Juan, Porto Rico; C. C. Henderson, superintendent.

## Foreign Subsidiary Companies, RCA Mfg. Co.

RCA Victor Argentina, Bme. Mitre 1961, Buenos Aires, Argentina; R. V. Beshgetoor, managing director.  
 RCA Photophone of Australia Pty. Ltd., P & C Bldg., 221 Elizabeth St., Sydney, Australia; K. F. Fidden, managing director.  
 RCA Victor Brasileira, Inc., Caixa Postal 2726, Rio de Janeiro, Brazil; Paul A. Dana, managing director.  
 RCA Victor Company, Ltd., 976 La Casse St., Montreal, Canada; E. C. Grimley, president.  
 RCA Victor Chilena, S. A., Casilla 1407, Santiago, Chile; F. A. Moore, managing director.  
 RCA Victor Company of China, 356 Cr. Peking & Honan Road, Shanghai, China; E. M. Roberts, vice-president.  
 RCA Photophone Ltd., Electra House, Victoria Embankment, London, WC-2, England; Bernhard Gardner, managing director.  
 RCA Victor Mexicana, S. A., Calzada Villalongin 196, Mexico, D. F., Mexico; Carlos Touche, manager.

## FCC Administrative Board

Formed Dec. 1, 1939, to Handle Routine Non-Policy Matters  
 Comprises

William J. Dempsey, General Counsel  
 E. K. Jett, Chief Engineer  
 T. J. Slowie, Secretary  
 William J. Norfleet, Chief Accountant

A Board, to be called "The Administrative Board", consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act upon the following matters; provided, however, that said Board may act in such matters only in accordance with established policies of the Commission; provided further that three members of said Board shall constitute a quorum:

(a) all applications for the Coastal, Coastal Harbor, Coastal Telephone, Marine Relay, Aviation, Emergency, and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

(b) upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

(c) upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

(d) upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; and applications for relay broadcast stations;

(e) upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

(f) all applicants or requests for emergency and renewal exemptions from the provisions of Section 352(b) of the Act;

(g) upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authoriza-

tion of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) applications from existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

(h) upon requests for inspection of records under the provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure;

Actions taken by the Board shall be reported in writing each week to the Commission at its regular meeting.

All applications or requests for special temporary standard broadcast authorizations shall be referred to the Administrative Board which shall make appropriate recommendation thereon and refer the same to a Commissioner to be named by subsequent supplements to this Order, who is hereby designated to determine, order, report or otherwise act upon all such applications or requests in accordance with established policies of the Commission.

A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon:

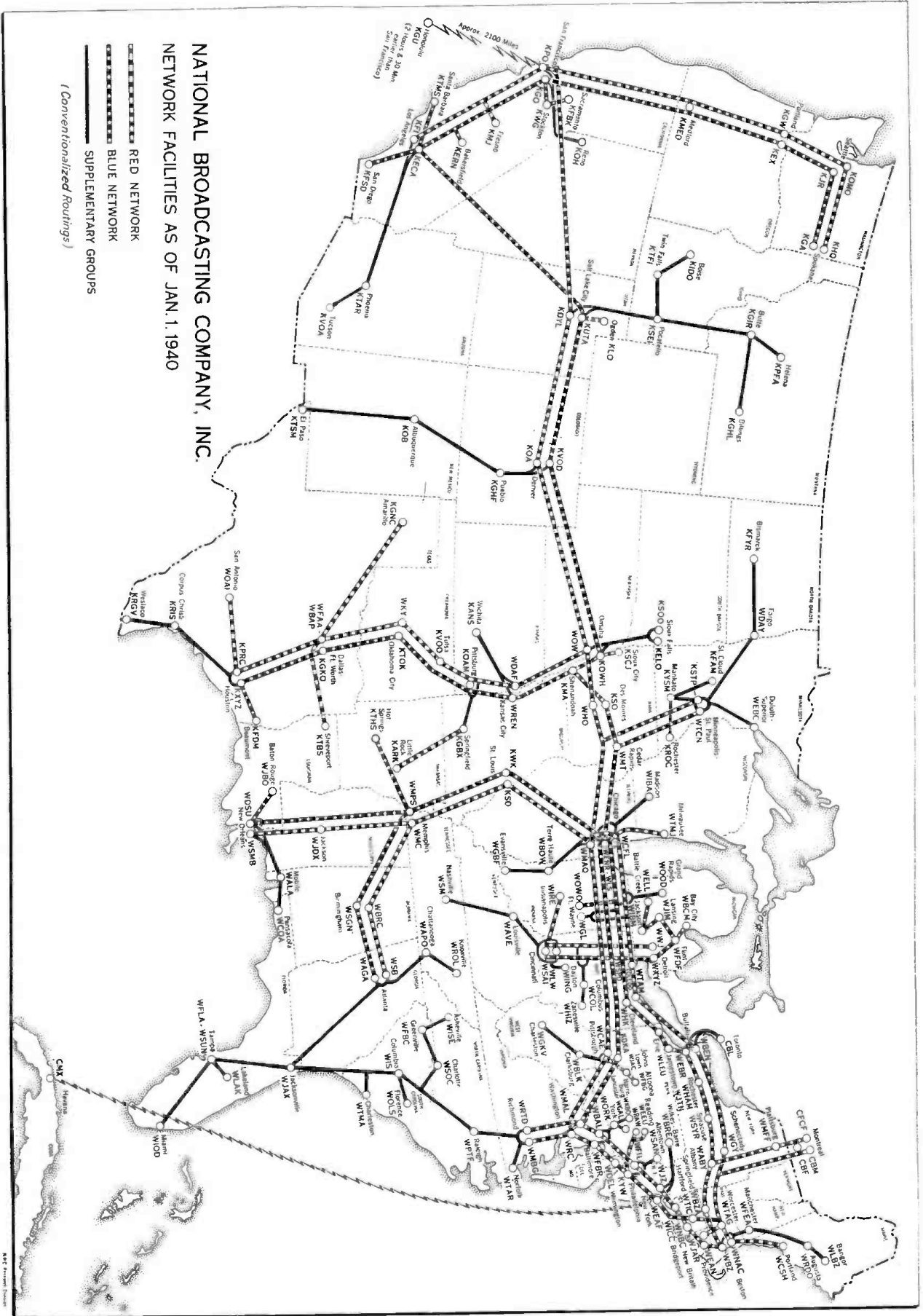
(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; provided, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure;

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission.

# Map of Networks of the National Broadcasting Company

(As of January 1, 1940)



# CANADIAN BROADCASTING CORPORATION: EXECUTIVES and BRANCHES

## BOARD OF GOVERNORS

Rene Morin, K. C., Montreal, Que., *Acting Chairman*  
 Canon Wilfred Fuller, Campbellton, N. B.  
 J. Wilfred Godfrey, K. C., Halifax, N. S.  
 Prof. Adrien Pouliot, Laval University, Quebec, Que.  
 Alan B. Plaunt, Ottawa, Ont.  
 N. L. Nathanson, Toronto, Ont.  
 Brig.-Gen. Victor Odium, Vancouver, B. C.  
 Mrs. Nellie McClung, Victoria, B. C.

## HEAD OFFICE

W. E. Gladstone Murray, Victoria Bldg., Ottawa, Canada, *General Manager*  
 Dr. Augustin Frigon, Keefer Bldg., Montreal, Que., *Asst. General Manager*  
 Donald Manson, Victoria Bldg., Ottawa, Canada, *Chief Executive Assistant*  
 Harry Baldwin, Victoria Bldg., Ottawa, Canada, *Treasurer*  
 R. P. Landry, Victoria Bldg., Ottawa, Canada, *Secretary*  
 G. W. Richardson, Victoria Bldg., Ottawa, Canada, *Asst. Secretary*  
 W. R. Mortimer, Ottawa, Canada, *Asst. to Treasurer*

## NATIONAL PROGRAMME OFFICE

341 Church Street, Toronto

E. L. Bushnell, *General Programme Supervisor*  
 George A. Taggart, *Asst. General Programme Supervisor*  
 Charles Jennings, *Supervisor of Programme Operations*  
 E. W. Jackson, *Supervisor of Traffic*  
 J. A. Leatham, *Office Manager*  
 J. Cole, *Accountant*  
 R. Lucas, *Supervisor of Drama*  
 T. W. Baker, *Supervisor of Programme Service*  
 R. T. Bowman, *Supervisor of Outside Broadcasts*  
 H. W. Morrison, *Supervisor of Talks*  
 D. W. Buchanan (Ottawa), *Supervisor of Public Affairs Broadcasts*  
 W. H. Brodie, *Supervisor of Broadcast Language*  
 C. R. Delafield, *Supervisor of Institution Broadcasts*  
 J. Frank Willis, *Supervisor of Feature Programmes*  
 I. J. W. Shugg, *Supervisor of Farm Broadcasts*  
 D. C. McArthur, *Supervisor of News Broadcasts*  
 H. E. S. Hamilton, *Technical Liaison Officer*

## PRESS AND INFORMATION DEPARTMENT

1 Hayter Street, Toronto

E. A. Weir, *Supervisor*  
 S. A. Blangsted, *Assistant to Supervisor*

## ENGINEERING DEPARTMENT

Keefer Building, Montreal

G. W. Olive, *Chief Engineer*  
 J. A. Ouimet, *General Supervising Engineer*  
 H. M. Smith, *Design and Construction Engineer*  
 K. A. McKinnon, *Transmission and Development Engineer*  
 H. F. Chevrier, *Coverage Statistics*  
 D. G. McKinstry, *Architect*  
 C. E. Stiles, *Purchasing Agent*

## STATION RELATIONS DEPARTMENT

341 Church Street, Toronto

H. N. Stovin, *Supervisor*  
 D. M. Neill, *Asst. to Supervisor*  
 A. B. M. Bell, *Regulations and Policy*  
 C. MacIn, *Statistics of Programme Distribution*

## COMMERCIAL DEPARTMENT

1 Hayter Street, Toronto

E. A. Weir, *Commercial Manager*  
 W. E. Powell, *Asst. Commercial Manager*  
 Edgar Stone, *Supervisor of Sales and Promotion*  
 Charles Shearer, *Sales Representative*  
 A. Barr, *Chief Accountant*  
 T. Odell, *Supervisor of Subsidiary Hookups*  
 A. J. Black, *Office Manager*  
 A. Dickson, *Network Booking Clerk*  
 C. Reynolds, *Spot Booking Clerk*

1231 St. Catherine Street W., Montreal

J. A. Dupont, *Commercial Manager—Quebec Division*  
 Miss H. Butler, *Asst. to Commercial Manager*  
 J. A. Desballeets, *Chief Producer*

## REGIONAL OFFICES

MARITIME REGION—Nova Scotian Hotel, Halifax, N. S.

George Young, *Regional Director*  
 W. J. O'Reilly, *Asst. to Regional Director*  
 J. A. Carlisle, *Regional Engineer, also in charge Station CBA, Sackville, N. B.*  
 L. A. Canning, *Halifax Studios—Chief Engineer*

QUEBEC REGION—Studios 1231 St. Catherine Street, W., Montreal

J. M. Beaudet, *Regional Director*  
 G. Arthur, *Asst. to Regional Director*  
 A. Goudrault, *Manager CBM and CBF*  
 L. Houle, *Press and Information Representative*  
 G. E. Sarault, *Regional Engineer*  
 E. D. Roberts, *Chief Operator, Montreal Studios*  
 L. L'Allier, *Engineer in charge CBF transmitter, Vercheres, P. Q.*  
 A. Seguin, *Manager Station CBV, Quebec, P. Q.*  
 C. Frenette, *Chief Operator Quebec Studios*  
 J. E. Pelland, *Chief Operator CBV transmitter*  
 V. Fortin, *Manager Station CBJ, Chicoutimi, P. Q.*

ONTARIO REGION—805 Davenport Road, Toronto

J. R. Radford, *Regional Director and Manager Stations CBL-CBY*  
 W. C. Little, *Regional Engineer*  
 E. C. Stewart, *Chief Operator, Toronto Studios*  
 D. C. McArthur, *Press and Information Representative*  
 Miss H. Ball, *Assistant to Press and Information Representative*  
 R. H. Gluns, *Regional Programme Compiler*  
 W. A. Shane, *Engineer in charge CBL transmitter, Hornby, Ont.*  
 P. Campbell, *Office Manager CBL-CBY*  
 W. Anderson, *Manager Station CBO, (Chateau Laurier Hotel, Ottawa, Canada)*  
 R. K. Anderson, *Chief Operator—Ottawa Studios*  
 H. Smith, *Chief Operator—CBO transmitter, Ottawa*  
 F. J. Garrod, *Chief Operator—Windsor Studios (Prince Edward Hotel)*  
 E. C. Finlay, *Chief Operator—Short Wave Receiving Station, Ottawa*

PRAIRIE REGION, (Manitoba, Saskatchewan and Alberta)  
 300 Manitoba Telephone Building, Winnipeg, Manitoba

D. Claringbull, *Regional Director*  
 R. Brophy, *Office Manager*  
 C. E. L'Ami, *Press and Information Representative*  
 R. D. Cahoon, *Chief Engineer, also in charge of Station C H K Watrous, Sask.*

BRITISH COLUMBIA REGION—Vancouver Hotel, Vancouver B. C.

I. Dilworth, *Regional Director*  
 R. H. Friswick, *Office Manager*  
 J. F. Scott, *Press and Information Representative*  
 N. R. Olding, *Regional Engineer*  
 F. B. C. Hilton, *Chief Operator—Vancouver Studios*  
 A. Stanforth, *Chief Operator—CBR transmitter*

UP UP UP UP UP UP...

Go Your Maritime Sales...

When You Use CFNB!

CFNB covers 65.47% of the total population of Canada's three Atlantic Coast provinces of New Brunswick, Nova Scotia and Prince Edward Island. Its alert merchandising service makes thousands of calls on retailers in the course of the year. You need CFNB to boost your Maritime sales during 1940.

Canadian Representatives: All-Canada Radio Facilities Ltd.

United States Representatives: Weed & Company

1000 Watts  
550 KC.

**CFNB**

FREDERICTON  
N. B.

THE VOICE OF THE MARITIMES

Owned and Operated by James S. Neill & Sons, Limited

With 100 Years of Successful Merchandising Experience



**CBC IN CANADA** provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

## CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto

COMMERCIAL DEPARTMENT

1231 St. Catherine St. W., Montreal

BROADCASTING • *Broadcast Advertising*

1940 Yearbook Number • Page 193

# CANADIAN BROADCASTING CORPORATION: RATES and AFFILIATES

Head Office: Victoria Bldg., Ottawa, Ontario

## CBC NETWORK RATES

(In Effect Jan. 1, 1940)

The individual rates shown apply when stations are used in conjunction with CBC basic national or regional networks.

### STATION RATES ONLY

(See Section III for Wire Line Rates.)

1a. 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 corresponding one-hour rates.)

### MARITIME REGIONAL NETWORK

(Atlantic Standard Time)

	1 Hr.	¼ Hr.	⅓ Hr.
Sydney (CJCB).....	\$45.00	\$27.00	\$18.00
Halifax (CHNS).....	50.00	30.00	20.00
Charlottetown (CFCY).....	45.00	27.00	18.00
Sackville (CBA).....	* * *	* * *	* * *
Moncton (CKCW).....	25.00	15.00	10.00
Saint John (CHSJ).....	35.00	21.00	14.00
Fredericton (CFNB).....	45.00	27.00	18.00

Total for Group..... \$245.00 \$147.00 \$98.00

\*Sackville must be included at temporary rate of \$80.00.

### QUEBEC REGIONAL NETWORK

(Eastern Standard Time)

	\$45.00	\$27.00	\$18.00
New Carlisle (CHNC).....	\$45.00	\$27.00	\$18.00
Rimouski (CBBR).....	50.00	30.00	20.00
Chicoutimi (CBJ).....	25.00	15.00	10.00
Quebec (CBV).....	70.00	42.00	28.00
Montreal (CBF-CBM).....	325.00	195.00	130.00

(See supplementary note)

Total for Group..... \$515.00 \$309.00 \$206.00

### ONTARIO REGIONAL NETWORK

(Eastern Standard Time)

	\$80.00	\$48.00	\$32.00
Ottawa (CBO).....	\$80.00	\$48.00	\$32.00
Kingston (CFRC).....	25.00	15.00	10.00
Toronto (CBL).....	300.00	180.00	120.00
Windsor (CKLW).....	160.00	96.00	64.00
Sudbury (CKSO).....	50.00	30.00	20.00
North Bay (CFCH).....	25.00	15.00	10.00
Kirkland Lake (CJKL).....	40.00	24.00	16.00
Timmins (CKGB).....	40.00	24.00	16.00
Fort William (CKPR).....	45.00	27.00	18.00

Total for Group..... \$765.00 \$459.00 \$306.00

### PRAIRIE REGIONAL NETWORK

(Central Standard Time)

	\$120.00	\$72.00	\$48.00
Winnipeg (CKY).....	\$120.00	\$72.00	\$48.00
Brandon (CKX).....	33.00	20.00	13.00
(Mountain Standard Time)			
Regina (CKCK).....	70.00	42.00	28.00
Watrous (CBK).....	* * *	* * *	* * *
Moose Jaw (CHAB).....	25.00	15.00	10.00
Saskatoon (CFQC).....	80.00	48.00	32.00
Prince Albert (CKBI).....	30.00	18.00	12.00
Edmonton (CJCA).....	80.00	48.00	32.00
Calgary (CFAC).....	80.00	48.00	32.00
Lethbridge (CJOC).....	80.00	48.00	32.00

Total for Group..... \$528.00 \$317.00 \$211.00

\*CBK must be included at temporary rate of \$30.00.

### BRITISH COLUMBIA REGIONAL NETWORK

(Pacific Standard Time)

	\$30.00	\$18.00	\$12.00
Kamloops (CFJC).....	\$30.00	\$18.00	\$12.00
Kelowna (CKOV).....	35.00	21.00	14.00
Trail (CJAT).....	35.00	21.00	14.00
Vancouver (CBR).....	120.00	72.00	48.00
	220.00	132.00	88.00

Totals for National Service. \$2,273.00 \$1,364.00 \$909.00  
(34 outlets)

\*(CBA and CBK additional)

## SUPPLEMENTARY NOTE

1. When only one Montreal station is included in Quebec Region the following rates apply:

2. CBF.....	\$250.00	\$150.00	\$100.00
CBM.....	150.00	90.00	60.00

3. Announcements are made in French on programs transmitted from CBF (French outlet); no charge made to sponsor for translation of continuity. CBM—English Outlet.

4. Supplementary station rates available on application.

1b. 60% Gross Rates apply after 11.00 p.m. and before 6.00 p.m. Local Time, (between 12.00 noon and 6.00 p.m. local time Sunday 75% of the gross rates apply.)

### II. DISCOUNTS

a. Frequency discount on Gross Station Rates for number of periods under contract within 12 months.

	Net
Less than 13 times.....	5%
13 to 25.....	10%
26 to 51.....	15%
52 and over (Maximum allowed).....	20%

b. Regional discount after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

	5%
1 Region.....	5%
2 Regions.....	10%
3 Regions.....	15%
4 Regions.....	20%
5 Regions (The National Network).....	25%

### III. WIRE LINE RATES

a. Region	1 Hr.	¼ Hr.	⅓ Hr.	½ Hr.
Maritime.....	\$53	\$50	\$46	\$38
Quebec.....	56	52	48	40
Ontario.....	89	82	75	62
Prairie.....	91	84	78	65
British Columbia.....	56	52	48	40
Total Line Cost.....	\$345	\$320	\$295	\$245

b. Above line rates apply when programs are supplied to the national network or to individual regions providing point of program pickup is within such region. A special line charge is made when point of program pickup does not conform to the above conditions, and where additional facilities are required.

c. Wire line costs listed, applicable to day or evening periods.

d. Wire line costs are net per occasion; subject to 15% agency commission only.

e. Wire line costs for periods longer than one hour available on application.

### IV. COMMISSIONS AND CASH DISCOUNTS

a. Gross billing after deduction of percentage discounts, if any, on station rates and on net wire rates shall be subject to an advertising agency commission of 15%.

b. No commission on program charges.

c. No cash discounts—bills due and payable when rendered.

### V. TERMS OF USE

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in case of SPECIAL EVENTS.

b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

## STATIONS TAKING CBC SUSTAINING SERVICE

City	Station	Kilocycles
Atlantic Standard Time		
Sydney, N. S.	CJCX	6010
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Halifax, N. S.	CHNX	6130
Yarmouth, N. S.	CJLS*	1310
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHES	1450
Sackville, N. B.	CBA*	1050
Moncton, N. B.	CKCW*	1370
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
Eastern Standard Time		
Quebec, P. Q.	CKCV	1310
Sherbrooke, P. Q.	CHLT	1210
Montreal, P. Q.	CFCF	600
Montreal, P. Q.	CHLP	1120
Montreal, P. Q.	CBM*	960
Rouyn, P. Q.	CKRN	1370
Ottawa, Ont.	CBQ*	880
Ottawa, Ont.	CKCO	1010
Kingston, Ont.	CKCQ*	1510
Toronto, Ont.	CBL*	840
Toronto, Ont.	CBY	1420
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1010
St. Catharines, Ont.	CKTB	1200
London, Ont.	CFJO	730
Chatham, Ont.	CFQO	680
Windsor, Ont.	CKLW*	1080
North Bay, Ont.	CFCH*	930
Kirkland Lake, Ont.	CJKL*	580
Timmins, Ont.	CKGB*	1440
Sudbury, Ont.	CKSO*	780
Fort William, Ont.	CKPR*	580 1 1500 1
Sault Ste. Marie, Ont.	CJJC	1420
Kenora, Ont.	CKCA	1420
Central Standard Time		
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CJRO	6150
Winnipeg, Man.	CJRX	1120
Brandon, Man.	CKX*	1120
Yorkton, Sask.	CJGX	1430
Mountain Standard Time		
Watrous, Sask.	CBK*	540
Regina, Sask.	CKCK*	1010
Regina, Sask.	CKX*	950
Moose Jaw, Sask.	CHAB*	1200
Saskatoon, Sask.	CFQC*	600
Prince Albert, Sask.	CKBI*	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJJC	690
Calgary, Alta.	CFCN	1030
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Edmonton, Alta.	CKUA	580
Lethbridge, Alta.	CJOC*	1210
Pacific Standard Time		
Trail, B. C.	CJAT*	910
Kelowna, B. C.	CKOV*	680
Kamloops, B. C.	CFJC*	880
Nelson, B. C.	CKLN	1420
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CBR*	1100
Vancouver, B. C.	CKWX	1010
Vancouver, B. C.	CKMO	1410
Vancouver, B. C.	CJOR	600
FRENCH NETWORK STATIONS		
Atlantic Standard Time		
New Carlisle, P. Q.	CHNC*	610
Eastern Standard Time		
Rimouski, P. Q.	CJBR*	1080
Chicoutimi, P. Q.	CBJ*	1120
Quebec, P. Q.	CBV*	950
Quebec, P. Q.	CHRC	580
Montreal, P. Q.	CBF*	910
Hull, P. Q.	CKCH	1210
NATIONAL NETWORK SUBDIVISIONS		
EASTERN.....	Maritime Provinces, Quebec and Ontario Stations.	
MARITIME.....	Nova Scotia, New Brunswick and Prince Edward Island Stations.	
MIDEAST.....	Ontario and Quebec Stations.	
WESTERN.....	Stations in Winnipeg and West.	
CENTRAL.....	Stations in Central Time Zone.	
MIDWEST.....	Manitoba, Saskatchewan and Alberta Stations.	
MOUNTAIN.....	Stations in Mountain Time Zone.	
PACIFIC.....	Stations in Pacific Zones.	

\*Affiliated stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional. Daily listing show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available. Stations whose call letters begin with "CB" are owned and operated by the Canadian Broadcasting Corporation.

## TRAIL BLAZING IN CANADA

Authorized by the Canadian Association of Broadcasters to book time and produce commercial programs on both CBC and private Canadian Stations from coast-to-coast. METROPOLITAN BROADCASTING SERVICE Ltd. has been breaking new trails in Canadian radio since 1930. In that time METROPOLITAN BROADCASTING SERVICE has given repeated proof of its ability to originate and produce programs that "ring the bell" at Canadian cash registers.

American and Canadian advertising agencies availing themselves of METROPOLITAN BROADCASTING'S all-round radio service enjoy all the advantages of an efficient and experienced radio department at very moderate cost. Services include:

- RADIO TIME PLACEMENT
- ACUSTICCORRECT RECORDING STUDIOS
- COMMERCIAL SCRIPTS
- TRANSCRIPTIONS
- PROGRAM PLANS & PRODUCTION
- DRAMATIZED ANNOUNCEMENTS
- TALENT BOOKING FOR RADIO & STAGE

Your inquiries about any aspect of Canadian radio, recording or entertainment are invited by Canada's most complete radio advertising service . . .

## METROPOLITAN BROADCASTING SERVICE LTD.

KENNETH D. SOBLE, Pres.

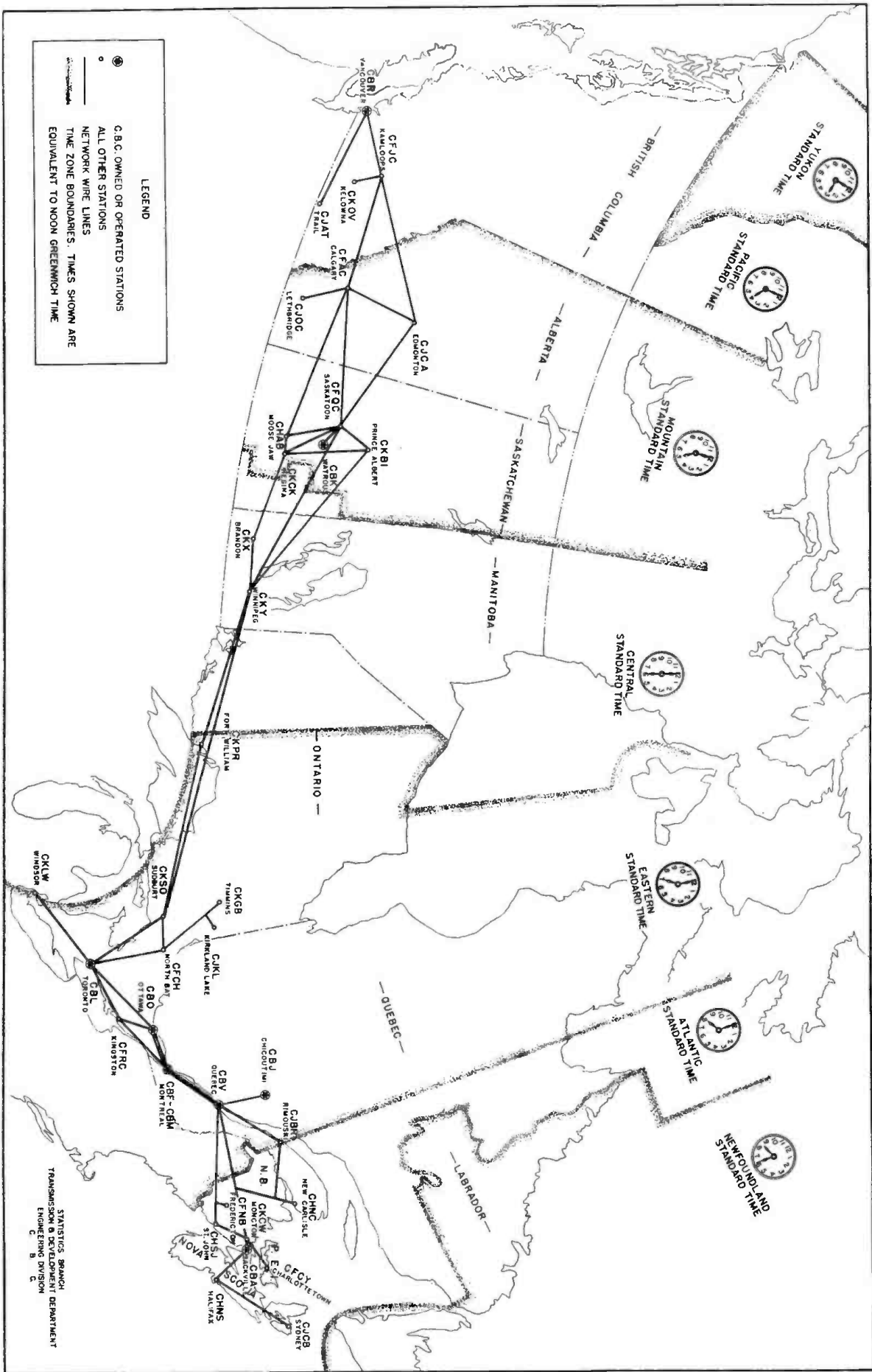
Toronto, Canada

DUNDAS SQUARE



# Map of Networks of Canadian Broadcasting Corporation

(As of January 1, 1940)



# Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

**ALABAMA NETWORK**—Comprising WSGN, Birmingham; WSFA, Montgomery; WJBY, Gadsden; WMSL, Decatur; WRD, Tuscaloosa. Officers: Henry P. Johnston, WSGN, president; Bascom H. Hopson, WJBY, secretary-treasurer; Howard Pill, WSFA, vice-president. Represented nationally by Headley-Reed Co.

**AMERICAN BROADCASTING Co.**—Comprising WOV, New York; WPEN, Philadelphia; WCOP, Boston; WELI, New Haven; WNBC, New Britain. General manager: H. A. Lafount. WOV, New York.

**ARIZONA BROADCASTING Co. (ABC) NETWORK**—Comprising KTAR, Phoenix, and KVOA, Tucson, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

**ARIZONA NETWORK**—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Fred A. Palmer, KOY; Ben Roush, KTUC; Carl Morris, KSUN.

**ARKANSAS NETWORK**—Comprising KARK, Little Rock; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro. Hookup used on special occasions, or for political broadcasts. Paid for at station rates plus line charges.

**ARROWHEAD NETWORK**—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; Thomas Gavin, sales manager.

**CALIFORNIA RADIO SYSTEM**—Comprising KFVB, Hollywood; KSBAN, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. President: Guy C. Hamilton, KFBK. Vice-president and general manager: Howard Lane, KFBK. Represented nationally by Paul H. Raymer Co.

**CBS OWNED AND OPERATED STATIONS**—Owned: WABC, New York; WISV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. Leased: WEEI, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

**CENTRAL STATES BROADCASTING SYSTEM**—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by The Katz Agency. Headquarters: KOIL. Director: Don Searle, KOIL.

**COLONIAL NETWORK**—Comprising WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WLLH, Lowell, Mass.; WATR, Waterbury, Conn.; WLNH, La-

conia, N. H.; WRDO, Augusta, Me.; WNLC, New London, Conn.; WHAI, Greenfield, Mass.; WCOU, Lewiston, Me.; WBRK, Pittsfield, Mass.; WSYB, Rutland, Vt. Available as regional network and as adjunct of the Mutual Broadcasting System. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3rd.

**CORN BELT WIRELESS REBROADCASTING SERVICE**—This is a service for rebroadcasting WHO studio programs without the use of lines by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport; and KMA, Shenandoah, to which advertisers may add any stations on which the same time can be cleared in Peoria, Topeka, Omaha, Kansas City, Columbia, Mason City, Sioux City, Rochester, Dubuque or St. Joseph. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO, sales manager; Hale Bondurant, WHO, National representatives; Free & Peters Inc.

**THE COWLES STATIONS**—Comprising WSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; KFNF, Shenandoah; WNAX, Yankton, S. D. Available as a regional network. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president and general manager; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, commercial manager; Ted Enns, national sales manager.

**DON LEE BROADCASTING SYSTEM**—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXX, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. Northern California: KFRC, San Francisco; KQW, San Jose; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KTKC, Visalia; KYOS, Merced. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KSLM, Salem; KORE, Eugene; KOOS, Marshfield. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; Spokane by special arrangement. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles, or KFRC, San Francisco. Executive officers: Lewis Allen Weiss, vice-president and general manager; Wilbur Eickelberg, general sales manager.

**GEORGIA BROADCASTING SYSTEM**—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates and as a hookup. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by Sears & Ayer.

**GEORGIA MAJOR MARKET TRIO**—Not operated as network but offers joint rates, comprising WGST, Atlanta; WTOC, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

**HEARST RADIO Inc.**—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WCAB, Pittsburgh; WINS, New York City; WISN, Milwaukee; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. Represented nationally by International Radio Sales, New York.

**INTERCITY BROADCASTING SYSTEM**—Comprising WMCA, New York; WIP, Philadelphia, and WILM, Wilmington, Del.; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WMEX, Boston; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa. Available as a network. Headquarters: WMCA, New York. Executive officers: Donald Flamm, president; Donald S. Shaw, vice-president and general manager; William Weisman, vice-president and counsel; Sidney J. Flamm, assistant to president; Charles Stark, sales manager. Represented in Chicago area by J. M. Ward, 360 N. Michigan Ave., Chicago.

**LONE STAR CHAIN**—Texas regional network comprising KGKO, Fort Worth; KGNC, Amarillo; KRGV, Waco; KTSB, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: KGKO, Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSB-KGNC-KRGV. Manager of Dallas office: Sam V. Bennett.

**LOUISIANA NETWORK**—Comprising WDSU, New Orleans; WJBO, Baton Rouge; KRMD, Shreveport; KMLB, Monroe; KPIC, Lake Charles; KALB, Alexandria; KVOL, Lafayette. Available as a hookup. Director: H. Vernon Anderson, WJBO, Baton Rouge.

**MASON-DIXON RADIO GROUP**—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

**McCLATCHY BROADCASTING SYSTEM**—Stations controlled by McClatchy newspaper interests (see California Radio System for network data): KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. Executive officers: Guy C. Hamilton, president; Howard Lane, manager.

**MICHIGAN RADIO NETWORK**—Comprising WXYZ, Detroit; WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WKZO, Kalamazoo; WELI, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of NBC. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and treasurer; Harry Sutton Jr., commercial manager; Charles C. Hicks, advertising and sales promotion manager; James G. Riddell, traffic manager. Represented nationally by Paul H. Raymer Co.

**MINNESOTA RADIO NETWORK**—Comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Available as regional network or as unit of NBC Red and Blue networks. Headquarters: Station KSTP, Hotel St. Paul, St. Paul. Officials: Stanley E. Hubbard, vice-president and general manager; Kenneth M. Hance, vice-president and treasurer. Ray C. Jenkins, sales manager. Represented nationally by Edw. Petry & Co.

## S-t-r-e-t-c-h-i-n-g Dollars?

*just stretch a few into America's richest farm area*

## and WATCH YOUR SALES RECORD CLIMB

*Wire or write today:*

**NORTH CENTRAL BROADCASTING SYSTEM, INC.**

Empire Bank Building, St. Paul, Minn.

or branch office

570 Lexington Avenue, New York, N. Y.

*Affiliated with*

**Transcontinental Broadcasting System**

The North Central Broadcasting System has a 15 station network which covers this rich farming area thoroughly.

North and South Dakota, Minnesota, Western Wisconsin, and the Michigan peninsula are all yours for a surprisingly low cost.

NCBS trained merchandising men know how to open new territories for you and increase your sales.

**MISSOURI-ILLINOIS BROADCASTING SYSTEM**—Comprising KWK, St. Louis; KWOS, Jefferson City, Mo.; WTAX, Springfield, Mo.; WSOY, Decatur, Ill. Available as a hookup. Headquarters: KWK, St. Louis. General Manager: Robert Convey, KWK. Sales Manager: V. E. Carmichael, KWK.

**MISSOURI TRIANGLE**—Comprising KWTO and KGBX, Springfield; KCMO, Kansas City; WTMV, East St. Louis, Ill. Not operated as network but available at group rates. Stations represented by Howard H. Wilson Co. Headquarters: KWTO-KGBX, Springfield. Director: Lester E. Cox.

**NBC OWNED AND MANAGED STATIONS**—Owned: WEAJ and WJZ, New York; WRC, Washington; WMAQ and WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. Leased: WMAL, Washington. Managed for General Electric Co.: WGY, Schenectady; KOA, Denver; KGO, San Francisco. Managed for Westinghouse Electric & Mfg. Co.: WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia. All members of NBC networks; all represented nationally by NBC Local Sales.

**NEW YORK BROADCASTING SYSTEM Inc.**—Comprising WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAV, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown; WINS, New York, or any other independent New York City station as selected by advertiser. Headquarters: 20 East 57th St., New York, N. Y. Telephone: Plaza 8-3355. Vice-President and General Manager: Carl Calman. Represented nationally by International Radio Sales.

**NORTHERN CALIFORNIA BROADCASTING SYSTEM**—Comprising KJBS, San Francisco; KQW, San Jose. Available as a hookup. Headquarters: 1470 Pine St., San Francisco. President: Ralph R. Brunton, General Manager: C. L. McCarthy.

**NORTH CENTRAL BROADCASTING SYSTEM Inc.**—A regional network comprising WTCN, Minneapolis-St. Paul, Minn.; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVQX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KDLE, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KABR, Aberdeen, S. D.; WSAU, Wausau, Wis.; WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich. Outlets in other regional cities available on order. New York Office: 570 Lexington Ave. Headquarters: Empir Bank Bldg., St. Paul, Minn. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard II, treasurer.

**OKLAHOMA NETWORK Inc.**—Comprising KTOK, Oklahoma City; KOMA, Tulsa; KRCR, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Officers: Ross Porter, KGFF, Shawnee, president; Tama Bixby Jr., KBIX, Muskogee, vice-president; Kenyon M. Douglas, KTOK, Oklahoma City, secretary-treasurer and managing director; Tom Johnson, commercial manager. Represented nationally by Burn-Smith Co.

**PACIFIC BROADCASTING Co.**—Affiliated with Don Lee Broadcasting System. Washington outlets: KOL, Seattle; KMO, Tacoma; KKRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KPQ, Wenatchee; KWLK, Longview. Oregon outlets: KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNK, Roseburg; KSLM, Salem. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

**QUAKER NETWORK**—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBl, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WTBO, Cumberland, Md., added as ordered. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

**SCRIPPS-HOWARD RADIO Inc.**—Stations operated under Scripps-Howard control but not linked as network: WNOX, Knoxville, Tenn.; WCPO, Cincinnati; WMC, Memphis; WMPS, Memphis. Headquarters: 230 Park Ave., New York City. President: Jack Howard.

**SOUTHERN NETWORK**—Comprising WKRC, Cincinnati; WSIX, Nashville; WMPS, Memphis; WATL, Atlanta; WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; WGRG, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

**SUNFLOWER NETWORK**—Comprising WHB, Kansas City, and KTWS, Emporia, Kan., and hooked up with Mutual Broadcasting System. (In process of organization as Yearbook went to press.)

**TEXAS QUALITY NETWORK**—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Hall, WOAI; Kern Tips, KPRC.

**TEXAS STATE NETWORK**—Comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KKKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KWFT, Wichita Falls; KVWC, Vernon; KRLH, Midland. Represented nationally by Texas State Network, 630 Fifth Ave., New York, and 400 N. Michigan Ave., Chicago. Executive Officer: Elliott Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

**TRI-STATE NETWORK**—Comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport. Special hookup available at combined national rates of each station; no line charges. Headquarters, each station.

**WEST VIRGINIA NETWORK**—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president and general manager; Howard L. Chernoff, assistant general manager. Represented nationally by the Branham Co.

**YANKEE NETWORK**—Comprising WNAC, Boston; WNLC, New London, Conn.; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WSLR, Fall River, Mass.; WNRH, New Bedford, Mass.; WLLH, Lowell, Mass.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WBRK, Pittsfield, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3rd.

**Z-BAR NETWORK**—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Represented nationally by Furgason & Walker Co. Managing Director: Ed Craney, KGIR.

## CANADIAN GROUPS

**CANADIAN BROADCASTING CORP. OWNED AND MANAGED STATIONS**—Owned: CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBR, Vancouver. Leased: CBM, Montreal; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

**FOOTHILLS GROUP**—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Edmonton—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

**MANITOBA TELEPHONE OWNED STATIONS**—Comprising CKY, Winnipeg; CKX, Brandon, Man. Group discount on spot business. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

**NORTHERN BROADCASTING & PUBLISHING Ltd.**—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que. Group discount allowed on spot business. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Timmins, Ont. President: Roy H. Thomson. General Manager: Jack Cooke.

**RICHARDSON GROUP**—Comprising CJRC, Winnipeg; CJRM, Regina, Sask.; CJGX, Yorkton, Sask. Group discount allowed on spot business. Network available only with Canadian Broadcasting Corp. permission. Represented in Western Canada by Inland Broadcasting Service, Winnipeg; in Eastern Canada by Jack Slater, Toronto; in United States by Joseph Hershey McGillivra, Headquarters: Any station. General Manager: V. F. Nielsen, Radio Division, James Richardson & Sons Ltd., Winnipeg.

## FOREIGN LANGUAGE GROUPS

(Stations not listed as network but available at special group rates in groups of three or more stations; all represented by Forjoe & Co., New York.)

**POLISH NETWORK**—Comprising WGES, WSBC, WEDC, Chicago; WHOM, WEVD, WWRL, New York; WJBK, WMBC, Detroit; WBNY, Buffalo; WBRE, Wilkes-Barre; WEMP, Milwaukee; WGAR, Cleveland; WWSW, KQV, Pittsburgh; WLAW, Lawrence; WFEN, WTEL, WDAS, Philadelphia; WTOL, Toledo; WEEU, Reading, Pa.

**ITALIAN NETWORK**—Comprising WHOM, WVPW, WEVD, WWRL, New York; WFEN, WDAS, Philadelphia; WGES, WSBC, WCBQ, WEDC, Chicago; WCOP, Boston; WSAR, Fall River; WGAR, Cleveland; WWSW, KQV, Pittsburgh; WBNY, Buffalo; WJBK, WMBC, Detroit; WELI, New Haven; WSAV, Rochester; WBRE, Wilkes-Barre; KSAJ, San Francisco; KGER, Long Beach, Cal.; WEW, St. Louis; WIBX, Utica, N. Y.

**JEWISH NETWORK**—Comprising WHOM, WEVD, WLTH, WVPW, WBBC, WARD, New York; WSBC, WGES, WCBQ, Chicago; WFEN, WDAS, Philadelphia; KSAJ, San Francisco; KGER, Long Beach, Cal.; WJBK, Detroit; WEMP, Milwaukee.

**GERMAN NETWORK**—WHOM, WWRL, WBBC, New York; WGES, WCBQ, WIND, Chicago; WEMP, Milwaukee; WEVD, St. Louis; WTEL, Philadelphia; WJBK, WMBC, Detroit; WBNY, Buffalo; WWSW, Pittsburgh; WEEU, Reading, Pa.; WJW, Akron.

# MASON DIXON RADIO GROUP

One of the Best "Spot Buys" in Radio  
Every Station In A Good Market!

**WDEL** Wilmington, Del.

**WORK** York, Penna.

**WGAL** Lancaster, Penna.

**WKBO** Harrisburg, Penna.

**WAZL** Hazleton, Penna.

**WEST** Easton, Penna.

**WILM** Wilmington, Del.

Address Network Inquiries: 8 West King Street, Lancaster, Penna.

Represented Nationally—PAUL H. RAYMER CO. • New York • Chicago • San Francisco • Los Angeles

# GROUP OWNERSHIP OF BROADCASTING STATIONS IN U. S.

(Includes holdings by individuals or groups; control unless otherwise indicated)

## Controlling Holdings

EDWARD A. ALLEN-PHILIP ALLEN GROUP—WLVA, Lynchburg, Va.; WBTM, Danville, Va. (minority interest and management).

EARLE C. ANTHONY GROUP—KFI, Los Angeles; KECA, Los Angeles.

RALPH L. ATLESS-P. K. WRIGLEY GROUP—WJJD, Chicago, WIND, Gary, Ind.

TOM H. BARTON GROUP—KARK, Little Rock, Ark.; KELD, El Dorado, Ark.

EDGAR L. BILL-HENRY DALE MORGAN GROUP—WMBD, Peoria, Ill.; WDJZ, Tuscola, Ill.

H. J. BRENNEN GROUP—WJAS, Pittsburgh; KQV, Pittsburgh; WHJB, Greensburg, Pa.

RALPH R. BRUNTON GROUP—KJBS, San Francisco; KQW, San Jose, Cal.

BRUSH-MOORE NEWSPAPERS GROUP—WHBC, Canton, O.; WPAY, Portsmouth, O.

BUFFALO EVENING NEWS GROUP—WBEN, Buffalo, N. Y.; WEBR, Buffalo, N. Y.

BUFFALO BROADCASTING CORP. GROUP—WGR, Buffalo, N. Y.; WKBW, Buffalo, N. Y.

ARDE BULOVA GROUP—WOV, New York; WNEW, New York (50%); WPEN, Philadelphia; WNBC, New Britain, Conn. (25%, with H. A. Lafount, associate, 20%); WELL, New Haven (25%, with H. A. Lafount, associate, 20%); WCOP, Boston; WORL, Boston (H. A. Lafount, associate, 20%).

BURRIDGE D. BUTLER GROUP—WLS, Chicago; KOY, Phoenix, Ariz.

CAPPER PUBLICATIONS GROUP—WIBW, Topeka, Kan.; KCKN, Kansas City, Kan.

AMON G. CARTER GROUP—WBAP, Fort Worth; KGKO, Fort Worth. In addition, Harold Hough, director of WBAP and KGKO and circulation manager of Mr. Carter's Fort Worth Star-Telegram, owns control of KTKO, Oklahoma City.

CENTRAL STATES BROADCASTING CO. (SIDLES) GROUP—KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln, Neb.

C. M. CHAFEY-R. A. GAUL-H. O. LANDIS GROUP—WEEU, Reading, Pa.; WRAW, Reading.

A. L. CHILTON GROUP—KLRA, Little Rock, Ark.; KGH, Little Rock, Ark.

CLEVELAND PLAIN DEALER GROUP—WHK, Cleveland; WCLE, Cleveland; WHKC, Columbus, O.; WKBN, Youngstown, O. (40.6%).

E. B. CRANEY-T. W. SYMONS GROUP—KGIR, Butte, Mont.; KFPY, Spokane, Wash.; KRRM, Bozeman, Mont. (Craney, 50%); KPFA, Helena, Mont. (Craney, 40%); KXL, Portland, Ore.

POWEL CROSLLEY JR. GROUP—WLW, Cincinnati; WSAI, Cincinnati.

CURTIS RADIOCASTING CORP. GROUP—WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

COLUMBIA BROADCASTING SYSTEM GROUP—WABC, New York; WBBM, Chicago; WJSV, Washington; WKRC, Cincinnati; WBT, Charlotte; WCCO, Minneapolis; KMOX, St. Louis; KNX, Hollywood; WEEL, Boston (leased from Boston Edison Co.); Isaac D. Levy and Dr. Leon Levy, directors of CBS, are also chief owners of WCAU, Philadelphia, in which William S. Paley, CBS president, Samuel Paley and Jacob Paley, also CBS directors, are minority stockholders.

COWLES-DES MOINES REGISTER & TRIBUNE GROUP—KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D.; KFNF, Shenandoah, Ia. (under option to be sold to Omaha World-Herald, with application for removal to Omaha).

JAMES M. COX GROUP—WHIO, Dayton, O.; WIOD, Miami, Fla.; WSB, Atlanta; WAGA, Atlanta.

DON LEE BROADCASTING SYSTEM GROUP—KHJ, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara; KGB, San Diego.

WESLEY I. DUMM GROUP—KSFO, San Francisco; KROW, Oakland, Cal.

GENE T. DYER GROUP—WCB, Chicago; WSBC, Chicago; WGES, Chicago (management); WEMP, Milwaukee (44.2%).

JOHN D. EWING GROUP—KWKH, Shreveport, La.; KTBS, Shreveport, La.

P. K. EWING GROUP—WGM, Gulfport, Miss.; WGRM, Greenwood, Miss.

FISHER'S BLEND STATION GROUP—KOMO, Seattle; KJR, Seattle (leased from NBC).

GANNETT NEWSPAPERS GROUP—WHTT, Hartford, Conn.; WHEC, Rochester, N. Y. (60%); WHDL, Olean, N. Y.; WENY, Elmira, N. Y.; WESG, Elmira, N. Y. (leased from Cornell University); WOKO, Albany (25%); WABY, Albany (15%); WDAN, Danville, Ill.

GENERAL ELECTRIC GROUP—Owned by General Electric Co. but managed by NBC; WGY, Schenectady; KOA, Denver; KGO, San Francisco.

J. T. GRIFFIN GROUP—KTUL, Tulsa; KOMA, Oklahoma City.

HAROLD GROSS GROUP—WJIM, Lansing, Mich.; WHAL, Saginaw, Mich. (45%).

HAMMOND-CALUMENT BROADCASTING CORP. GROUP—WHIP, Hammond, Ind.; WVAE, Hammond, Ind.

BERNARD HANKS-HOUSTON HARTE GROUP—KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex. (minority).

PAUL F. HARRON-JOSEPH LANG GROUP—WHOM, Jersey City; WIBG, Glenside, Pa.

CARL E. HAYMOND GROUP—KMO, Tacoma, Wash.; KIT, Yakima, Wash.

HEARST RADIO GROUP—WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; KYA, San Francisco; WISN, Milwaukee.

A. G. HEBENSTREIT GROUP—KGGM, Albuquerque, N. M.; KVSP, Santa Fe, N. M.

JOSEPH HENKIN GROUP—KSOO, Sioux Falls, S. D.; KELO, Sioux Falls.

HONOLULU BROADCASTING CO. GROUP—KGMB, Honolulu; KHBC, Hilo, Hawaii.

B. H. HOPSON GROUP—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.

GENE HOWE-O. L. TAYLOR-T. E. SNOWDEN GROUP—KGNC, Amarillo, Tex.; KFYO, Lubbock, Tex.; KTSA, San Antonio, Tex.; KRGV, Westaco, Tex.

BARNEY HUBBS-JACK HAWKINS GROUP—KLAH, Carlsbad, N. M.; KIUN, Pecos, Tex.

WILLIAM L. JOHNSON-N.C. RUDDELL GROUP—WJMS, Ironwood, Mich.; WATW, Ashland, Wis. (CP).

JESSE JONES NEWSPAPERS GROUP—KPRC, Houston; KTRH, Houston; KXYZ, Houston.

ROGAN JONES GROUP—KPQ, Wenatchee, Wash.; KVOS, Bellingham, Wash.

JOHN A. KENNEDY GROUP—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.

KING-TRENDLE GROUP—WXYZ, Detroit; WOOD-WASH, Grand Rapids, Mich.

PIERCE E. LACKEY GROUP—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.

LEE NEWSPAPER SYNDICATE GROUP—KGLO, Mason City, Ia.; KOIL, Omaha (49.1%); KFAB, Lincoln, Neb. (49.1%); KFOR, Lincoln, Neb. (49.1%); WIBA, Madison, Wis. (minority); WKBH, LaCrosse, Wis. (minority). All these holdings through newspapers controlled by Lee Syndicate.

LIBERTY LIFE INSURANCE CO. GROUP—WIS, Columbia, S. C.; WCSB, Charleston, S. C.

ARTHUR LUCAS GROUP—WSAV, Savannah, Ga.; WRDW, Augusta, Ga. (33 1/3%).

K. G. MARSHALL-GLENN MARSHALL GROUP—WBRC, Birmingham; WMBR, Jacksonville, Fla. (31%).

MASON-DIXON (STEINMAN) GROUP—WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.

McCLATCHY NEWSPAPERS GROUP—KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton; KOH, Reno, Nev.

MERCED (Cal.) SUN-STAR GROUP—KYOS, Merced, Cal.; KIISL, Chico, Cal. (50%); KVCY, Redding, Cal. (50%); KWLK, Longview, Wash. (56%); KMYC, Marysville, Cal. (49.5%; CP issued Jan. 18, 1940).

ALBERT S. MOFFAT GROUP—WHLH, Lowell, Mass.; WMAS, Springfield, Mass.

MORGAN MURPHY-W. C. BRIDGES GROUP—WBCB, Duluth, Minn.; WMFG, Hibbing, Minn.; WHB, Virginia, Minn.; WEAU, Eau Claire, Wis.; KVOL, Lafayette, Ind. (50% owned by Lafayette Advertiser-Gazette of which Mr. Murphy is president).

C. W. MYERS-C. R. HUNT GROUP—KQIN, Portland, Ore.; KALE, Portland, Ore.

NATIONAL BROADCASTING CO. GROUP—WEAF, New York; WJZ, New York; WRC, Washington; WMAQ, Chicago; WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. Leases from owners: WMAL, Washington. Operates and manages for General Electric Co.; WGY, Schenectady; KOA, Denver; KGO, San Francisco. Operates and manages for Westinghouse Co.; KDKA, Pittsburgh; WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia. (Owns but leases to Fishers Blend Station Inc., KJR, Seattle.)

JAMES A. NOE GROUP—WNOE, New Orleans, La.; KOTN, Pine Bluff, Ark. (50%).

NORFOLK NEWSPAPERS GROUP—WTVR, Norfolk; WRTD, Richmond; WPIV, Petersburg, Va.

ED NORTON-THAD HOLT GROUP—WAPI, Birmingham (lease); WMBR, Jacksonville, Fla.

LINDSEY NUNN-GILMORE NUNN GROUP—WVLA, Lexington, Ky.; WCM, Ashland, Ky.; KFDA, Amarillo, Tex.

OKLAHOMA CITY OKLAHOMAN GROUP—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs.

B. J. PALMER GROUP—WHO, Des Moines; WOC, Davenport, Ia.

JOHN H. PERRY NEWSPAPERS GROUP—WCOA, Pensacola; WJHP, Jacksonville, Fla.

C. G. PHILLIPS-FRANK L. HILL GROUP—KIDO, Boise, Ida.; KORE, Eugene, Ore.

PHOENIX REPUBLIC & GAZETTE GROUP—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.

PILLAR OF FIRE GROUP—WAWZ, Zarephath, N. J.; KPOF, Denver, Colo.

PORTLAND OREGONIAN GROUP—KGW, Portland, Ore.; KEX, Portland, Ore.

EUGENE C. PULLMAN GROUP—WIRE, Indianapolis; WVIN, Vincennes, Ind. (CP).

GEORGE A. RICHARDS GROUP—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal.

HENRY P. RINES ESTATE GROUP—WCSH, Portland, Me.; WRDO, Augusta, Me.; WFEA, Manchester, N. H.

SCRIPPS-HOWARD NEWSPAPERS GROUP—WNOX, Knoxville; WCPO, Cincinnati; WMC, Memphis; WMPB, Memphis.

DON SEARLE-HERB HOLLISTER GROUP—KANS, Wichita, Kan.; KMMJ, Grand Island, Neb.

O. P. SOULE GROUP—KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.

SOUTH BEND TRIBUNE GROUP—WBSB, South Bend, Ind.; WFAM, South Bend, Ind.

SPEIDEL NEWSPAPERS GROUP—WGN, Newburgh, N. Y. (Poughkeepsie Courier); KDON, Monterey, Cal. (49.5% owned by Salinas Index-Journal and Post).

GEORGE B. STORER GROUP—WSPD, Toledo; WVVV, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WALR, Zanesville, O.; KIRO, Seattle (10%).

ST. LOUIS STAR-TIMES GROUP—KNOK, St. Louis; KFRU, Columbia, Mo.

ST. NORBERT COLLEGE GROUP—WTAQ, Green Bay, Wis.; WHBY, Appleton, Wis.

H. E. STUDEBAKER GROUP—KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.

TEXAS STATE NETWORK GROUP—KNOW, Austin, and WACO, Waco, owned 50% by E. S. Fentress, and 25% each by S. W. Richardson and Charles F. Roeser. The latter two officers and stockholders of TSN; KABC, San Antonio, owned 35% by Charles F. Roeser; KFJZ, Fort Worth, owned entirely by Mrs. Elliott Roosevelt, wife of president of TSN.

HAROLD THOMAS GROUP—WATR, Waterbury, Conn.; WBRK, Pittsfield, Mass.

DR. JAMES G. ULMER GROUP—KGKB, Tyler, Tex. (60%); KOCA, Kilgore, Tex. (40%); KGFI, Brownsville, Tex. (5%).

W. E. WALKER-M. F. CHAPIN-D. R. BURT GROUP—WSAU, Wausau, Wis.; WMAM, Marinette, Wis.

LOUIS WASMER GROUP—KHQ, Spokane; KGA, Spokane; KOL, Seattle (42.3%); KGY, Olympia, Wash. (28.9%).

JONAS WEILAND GROUP—WFCC, Kinston, N. C.; WGBR, Goldsboro, N. C. (17%); WMVA, Martinsville, Va. (CP, 50%).

WESTINGHOUSE GROUP—Owned by Westinghouse but managed by NBC: KDKA, Pittsburgh; WRZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia. Owned and managed by Westinghouse: WOWO, Fort Wayne, Ind.; WGL, Fort Wayne, Ind.

HOYT R. WOOTEN GROUP—WREC, Memphis; WHBQ, Memphis (25%), with brother, S. D. Wooten Jr. owning 25% also.

W. E. WHITEMORE GROUP—KGFL, Roswell, N. M.; KWEW, Hobbs, N. M.

HARRY C. WILDER GROUP—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y. (CP); WKNE, Keene, N. H.; WJTN, Jamestown, N. Y. (application filed for sale to Jay E. Mason, New York).

J. W. WOODRUFF GROUP—WATL, Atlanta; WRBL, Columbus, Ga.; WGPC, Albany, Ga.

YANKEE NETWORK-SHEPARD GROUP—WNAC, Boston; WAAB, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.

#### Miscellaneous Holdings

EDSON K. BIXBY HOLDINGS—KGBX and KWTO, Springfield, Mo. (20%); KBIX, Muskogee, Okla. (12%; with family control).

JOEL H. BIXBY HOLDINGS—KGBX and KWTO, Springfield, Mo. (5%); KBIX, Muskogee, Okla. (13 1/3%; with family control).

JOHN LORD BOOTH HOLDINGS—WMBC, Detroit (62%); WJBK, Detroit (16 2/3%).

LEO BRODY HOLDINGS—WLPB, Suffolk, Va. (33 1/3%); WFIG, Sumter, S. C. (through son, J. Samuel Brody).

D. R. BURT HOLDINGS—WSAU, Wausau, Wis. (22.97%); WMAM, Marinette, Wis. (5%).

S. H. CAMPBELL HOLDINGS—WSPB, Sarasota, Fla. (33 1/3%); WJHL, Johnson City, Tenn. (20%).

FRANK C. CARMAN HOLDINGS—KUTA, Salt Lake City (25%); KEUR, Price, Utah (10.66%).

MERRILL F. CHAPIN HOLDINGS—WSAU, Wausau, Wis. (22.4%); WMAM, Marinette, Wis. (17 1/2%).

LESTER E. COX HOLDINGS—KCMO, Kansas City (25%); KGBX and KWTO, Springfield, Mo. (23.6%).

HARRY DAHL HOLDINGS—WKBH, LaCrosse, Wis. (74.4%); WIBA, Madison, Wis. (11%, held by Mrs. Dahl).

R. M. DEAN HOLDINGS—KRMD, Shreveport, La. (48%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (17%).

TILFORD JONES HOLDINGS—KRIS, Corpus Christi, Tex. (50%); KXYZ, Houston (10%).

D. E. KENDRICK HOLDINGS—WINN, Louisville (CP); KITE, Kansas City (18.59%).

LEON AND ISAAC D. LEVY HOLDINGS—Each owns 32.66% of stock in WCAU, Philadelphia. In addition to stockholdings in CBS.

T. B. LANFORD HOLDINGS—KRMD, Shreveport, La. (48%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (17%).

HORACE LOHNES HOLDINGS—WSNJ, Bridgeton, N. J. (39%); WDZ, Tuscola, Ill. (25%); WMSD, Muscle Shoals City, Ala. (20%).

LAWRENCE LOWMAN HOLDINGS—Owns 22.4% of stock in WDRC, Hartford, in addition to stockholdings in CBS.

H. D. PEET HOLDINGS—WBCM, Bay City, Mich. (66 2/3%); WSAM, Saginaw, Mich. (minority).

WILLIAM S. PALEY HOLDINGS—Owns 11.06% of stock in WCAU, Philadelphia, in addition to stockholdings in CBS.

SAM PICKARD HOLDINGS—WGST, Atlanta (leased); WDRC, Hartford, Conn. (22.4%); KITE, Kansas City (37.15%); WHEC, Rochester, N. Y. (10%); WHP, Harrisburg, Pa. (11.4%).

RED WOOD BROADCASTING CO. HOLDINGS—KIEM, Eureka, Cal., owned 50.3% by William B. Smullin; 20% by *Humboldt Times*; 20.8% by *Humboldt Standard*. In addition Red Wood Broadcasting Co. owns 50% of KUIN, Grant's Pass, Ore., with Mr. Smullin and publishers of Eureka newspapers as directors.

GLENN D. ROBERTS HOLDINGS—WEMP, Milwaukee (54.2%); WIBA, Madison, Wis. (minority, through directorship).

M. F. RUBIN HOLDINGS—WJW, Akron, O. (26.5%); also a minority stockholder in WHK and WCLE, Cleveland, and WHKC, Columbus.

LOUIS M. SEPAUGH HOLDINGS—KVOL, Lafayette, La. (25%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (16%).

DAVID G. SMITH HOLDINGS—KUTA, Salt Lake City (25%); KEUB, Price, Utah (26.66%).

HAROLD E. SMITH HOLDINGS—WOKO, Albany (25.5%); WARY, Albany (26.25%).

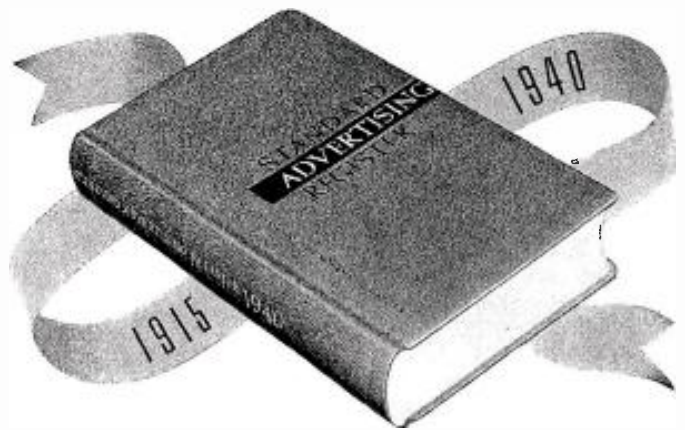
ARCHIE TAFT HOLDINGS—KOL, Seattle (48.8%); KRKO, Everett, Wash. (30%); KGY, Olympia, Wash. (28.9%).

HORACE E. THOMAS HOLDINGS—KMYC, Marysville, Cal. (CP, 50%); KHSL, Chico, Cal. (25%).

LLOYD C. THOMAS HOLDINGS—KGFV, Kearney, Neb. (49%); KHAS, Hastings, Neb. (20%).

S. W. TOWNSEND HOLDINGS—WKST, New Castle, Pa. (40.5%); WJW, Akron, O. (20%).

JOHN F. WEIMER HOLDINGS—WJW, Akron, O. (18.5%); WMAN, Mansfield, O. (25%).



## 25 YEARS OLD and Going Strong

The Standard Advertising Register will give you complete and accurate information on advertisers using RADIO

The 1940 edition of the Standard Advertising Register will be the 25th annual issue. During these 25 years it has been constantly enlarged and increased in scope. Since Radio became an important advertising medium, data has been added to simplify the job of selling Radio time. For instance, the inclusion of authentic records of expenditures by each advertiser for both Network and Spot time.

The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertiser's product, time of year advertising plans are made and other data of real sales promotion value.

In short, it gives all the data necessary to effectively solicit the advertiser or agency either by mail or in person. Get more information about this valuable service . . . prices and sample pages.

## NATIONAL REGISTER PUBLISHING COMPANY

330 W. 42nd STREET  
NEW YORK

333 N. MICHIGAN AVE.  
CHICAGO

THE RED BOOK... THE ADVERTISING WHO'S WHO

# Radio Stations Subscribing TO MAJOR PRESS ASSOCIATION NEWS SERVICES

**\*AP—Associated Press**  
50 Rockefeller Plaza  
New York City

**INS—International News Service**  
235 E. 45th St.  
New York City

**TP—Transradio Press Service**  
342 Madison Ave.  
New York City

**UP—United Press**  
220 E. 42nd St.  
New York City

Available for sponsorship only under specified conditions (see page 204)

(As reported to January 15, 1940, by services and stations)

City	Station	Service	City	Station	Service	City	Station	Service	City	Station	Service
<b>ALABAMA</b>			<b>CONNECTICUT</b>			<b>INDIANA (Continued)</b>			<b>MASSACHUSETTS (Continued)</b>		
Anniston	WHMA	TP, UP	Bridgeport	WICC	*INS	Gary	WIND	TP	Salem	WESX	INS
Birmingham	WAPI	UP	Hartford	WDRS	UP	Hammond	WHIP	UP	Springfield	WBEA	INS, TP
Birmingham	WBRC	INS	Hartford	WTHT	AP	Indianapolis	WFBI	INS	Springfield	WMAS	INS, TP
Birmingham	WWSN	AP	Hartford	WTIC	*INS, TP	Indianapolis	WIBC	UP	Springfield	WSPR	TP
Decatur	WMSL	TP, UP	New Britain	WNBC	UP	Indianapolis	WIRE	UP	Worcester	WORC	TP
Dothan	WAGF	TP	New Haven	WELI	UP	Muncie	WLBC	UP	Worcester	WTAG	AP, *INS
Gadsden	WJBY	TP	New London	WNLC	*INS	New Albany	WGRC	TP	* Through Yankee Network News Service.		
Huntsville	WBHP	TP	Waterbury	WBRY	AP, TP	Richmond	WKBV	INS			
Mobile	WALA	INS	* INS through Yankee Network News Service.			South Bend	WFAM	UP			
Montgomery	WCOV	TP	<b>DELAWARE</b>			South Bend	WSBT	UP			
Montgomery	WSPA	INS	Wilmington	WDEL	TP	Terre Haute	WBOW	TP			
Selma	WBBB	TP	Wilmington	WILM	TP				<b>MICHIGAN</b>		
Tuscaloosa	WJRD	INS, TP	<b>DISTRICT OF COLUMBIA</b>						Battle Creek	WELL	AP
<b>ARIZONA</b>			Washington	WJSV	UP	Ames	WOI	UP	Bay City	WBCM	UP
Globe	KWJB	TP	Washington	WMAI	INS, UP	Cedar Rapids	WMT	UP	Calumet	WHDF	AP
Jerome	KRCJ	TP	Washington	WOL	TP	Davenport	WOC	UP	Detroit	WJBK	INS
Lowell	KSUN	TP	Washington	WRC	INS, UP	Des Moines	KRNT	AP, INS, UP	Detroit	WJBC	INS
Phoenix	KOY	TP	<b>FLORIDA</b>			Des Moines	KSO	AP, INS, UP	Detroit	WJL	UP
Phoenix	KTAR	UP	Daytona Beach	WMFJ	TP	Dubuque	WKBB	TP	Detroit	WXYZ	UP
Safford	KGLU	TP	Fort Lauderdale	WFTL	AP	Fort Dodge	KVFD	UP	Flint	WFDF	TP
Tucson	KTUC	TP	Gainesville	WRUF	AP	Marshalltown	KFJB	UP	Grand Rapids	WOOD-WASH	UP
Tucson	KVOA	UP	Jacksonville	WMBR	UP	Mason City	KGLO	AP, UP	Ironwood	WJMS	TP
Yuma	KUMA	UP	Lakeland	WLAB	UP	Shenandoah	KFNF	INS, TP, UP	Jackson	WIBM	AP
<b>ARKANSAS</b>			Miami	WIOD	UP	Shenandoah	KMA	UP	Kalamazoo	WKZO	TP
Hytleville	KLCN	TP	Miami	WQAM	UP	Sioux City	KSCJ	AP	Lansing	WJIM	TP
El Dorado	KELD	INS	Miami Beach	WKAT	UP	Sioux City	KTRI	UP	Marquette	WDMJ	TP
Fort Smith	KFPW	UP	Ocala	WTMC	UP	<b>KANSAS</b>			Port Huron	WHLS	UP
Hot Springs	KTHS	AP	Orlando	WDBO	UP	Atchison	KVAK	TP	Pontiac	WCAR	TP
Jonesboro	KBTM	TP	St. Augustine	WFOY	UP	Emmoria	KTSW	AP	Royal Oak	WEXL	INS
Little Rock	KLRK	INS	St. Petersburg	WSUN	UP	Coffeyville	KGGF	UP	<b>MINNESOTA</b>		
Little Rock	KLRA	INS	Sarasota	WSPR	UP	Dodge City	KGNO	AP	Albert Lea	KATE	UP
Pine Bluff	KOTN	UP	Tallahassee	WTAL	UP	Duluth	KIUL	TP	Duluth	KDAL	TP
Sileam Springs	KUOA	UP	Tampa	WTDK	INS	Hutchinson	KWEG	TP	Fergus Falls	KGDE	TP
<b>CALIFORNIA</b>			Tampa	WFLA	UP	Kansas City	KCKN	TP	Hibbing	WMFG	UP
Bakersfield	KERN	INS	West Palm Beach	WJNO	UP	Lawrence	WREN	INS	Mankato	KYSM	UP
Bakersfield	KPMC	*INS, UP	<b>GEORGIA</b>			Pittsburg	KOAM	INS	Minneapolis	KSTP	UP
Berkeley	KRE	INS	Albany	WGPC	UP	Topeka	WRBW	UP	Minneapolis-St. Paul	WCCO	UP
Chicago	KHSL	*INS	Athens	WGAU	INS	Wichita	KANS	UP	Minneapolis-St. Paul	WDGY	TP
El Centro	KXO	*INS	Atlanta	WAGA	UP	Wichita	KFBI	INS, UP	Minneapolis-St. Paul	WTLN	UP
Eureka	KIEM	*INS, UP	Atlanta	WATI	INS	Wichita	KFH	UP	Minneapolis-St. Paul	WMTN	INS
Fresno	KARM	INS	Atlanta	WGST	INS, TP	<b>KENTUCKY</b>			Moorhead	KVOX	UP
Fresno	KMJ	UP	Atlanta	WSB	AP	Ashland	WCMI	UP	Rochester	KROC	UP
Glendale	KIEV	UP	Augusta	WRDW	UP	Lexington	WLAP	UP	St. Cloud	K*AM	AP, UP
Long Beach	KFOX	UP	Brunswick	WMOG	UP	Louisville	WAVE	INS	Winona	KWNO	AP, TP
Long Beach	KGER	TP	Columbus	WRBL	INS	Louisville	WHAS	INS, UP	<b>MISSISSIPPI</b>		
Los Angeles	KFAC	UP	Griffin	WKBU	INS	Owensboro	WOMI	AP	Greenville	WJPR	INS
Los Angeles	KFVD	UP	Macon	WMAZ	AP	Paducah	WPAD	TP	Hattiesburg	WGCM	TP
Los Angeles	KFWB	INS	Moultrie	WMOA	AP	<b>LOUISIANA</b>			Hattiesburg	WFOR	TP
Los Angeles	KGFJ	INS	Rome	WRGA	UP	Alexandria	KALB	INS	Jackson	WJDX	UP
Los Angeles	KHJ	*INS	Savannah	WTOC	UP	Baton Rouge	WJRO	UP	Jackson	WSLI	INS
Los Angeles (Beverly Hills)	KMPC	UP	Savannah	WSAV	INS	Lafayette	KVOL	AP	Laurel	WAML	UP
Los Angeles	KMTR	TP	Thomasville	WPAX	UP	Lake Charles	KPLC	INS	Meridian	WCOC	UP
Los Angeles	KNX	INS, UP	Waycross	WAYX	AP	Monroe	KMLB	INS	McComb	WSKB	UP
Los Angeles	KRKD	UP	<b>IDAHO</b>			New Orleans	WDSU	INS	Vicksburg	WQBC	AP
Los Angeles	KYOS	*INS, UP	Boise	KIDO	UP	New Orleans	WDEB	TP	<b>MISSOURI</b>		
Modesto	KTRR	UP	Idaho Falls	KID	UP	New Orleans	WSMB	TP	Cape Girardeau	KVFS	TP
Monterey	KDON	AP, *INS, UP	Lewiston	KRLC	UP	New Orleans	WWL	UP	Columbia	KFRU	INS, UP
Oakland	KLS	INS	Nampa	KFXD	UP	Shreveport	FRMD	INS	Jefferson City	KWOS	AP, UP
Oakland	KLX	AP	Pocatello	KSEI	UP	Shreveport	KTRB	UP	Joplin	WBRH	UP
Oakland	KROW	INS	Twin Falls	KTFI	TP	<b>MAINE</b>			Kansas City	KCMO	UP
Redding	KVCY	*INS	<b>ILLINOIS</b>			Augusta	WRDQ	*INS	Kansas City	KITE	UP
Sacramento	KFYI	UP	Aurora	WMRO	AP	Rangor	WABI	AP	Kansas City	KMBC	TP
Sacramento	KROY	INS	Champaign	WDWS	AP, UP	Rangor	WLPZ	*INS, TP	Kansas City	WDAF	AP
San Bernardino	KFXM	*INS, UP	Chicago	WAAF	UP	Lewiston	WCOU	*INS	Kansas City	WHB	INS
San Diego	KFSD	UP	Chicago	WBBM	INS, UP	Portland	WGSN	*INS, TP	St. Joseph	KFEQ	UP
San Diego	KGB	*INS	Chicago	WCFL	UP	Portland	WGAN	UP	St. Louis	KMOX	TP, UP
San Francisco	KFRC	*INS, TP	Chicago	WEDC	UP	<b>MARYLAND</b>			St. Louis	KSD	AP
San Francisco	KGO	INS, UP	Chicago	WENR	INS, UP	Baltimore	WBAL	INS, UP	St. Louis	KWK	AP
San Francisco	KJBS	INS, UP	Chicago	WGN	AP, UP	Baltimore	WCAO	INS	St. Louis	KXOK	INS, UP
San Francisco	KPO	INS, UP	Chicago	WJJD	TP	Baltimore	WBRE	UP	St. Louis	WEL	INS
San Francisco	KSAN	INS	Chicago	WLS	TP, UP	Baltimore	WBTV	INS	Sedalia	KDRO	UP
San Francisco	KSFO	INS	Chicago	WMAQ	INS, UP	Baltimore	WCBM	INS	Springfield	KGXB	UP
San Francisco	KYA	INS	Chicago	WIBC	INS	Baltimore	WFRR	INS, TP	Springfield	KWTO	UP
San Jose	KQW	*INS, UP	Chicago	WIDR	UP	Baltimore	WFMD	TP	<b>MONTANA</b>		
San Luis Obispo	KVEC	*INS	Chicago	WIDR	UP	Cumberland	WTRO	TP	Billings	KGHL	UP
Santa Ana	KVOE	*INS	Chicago	WISN	INS, TP	Frederick	WFMD	TP	Butte	KGR	TP
Santa Barbara	KDB	*INS, TP	Chicago	WLSN	INS	Hagerstown	WJEF	TP	Great Falls	KFB	UP
Santa Barbara	KTBS	INS	Chicago	WLSN	INS	Salisbury	WSAI	TP	Kalispell	KGZ	UP
Santa Rosa	KSRO	AP, INS, UP	Chicago	WLSN	INS	<b>MASSACHUSETTS</b>			Missoula	KGVO	UP
Stockton	KGDM	INS	Chicago	WLSN	INS	Boston	WAAH	*INS	Wolf Point	KGCX	TP
Stockton	KWG	UP	Chicago	WLSN	INS	Boston	WBBZ	UP	<b>NEBRASKA</b>		
Visalia	KTKC	*INS, UP	Chicago	WLSN	INS	Boston	WBZ	UP	Fremont	KORN	UP
* INS through Don Lee Broadcasting System.			Chicago	WLSN	INS	Boston	WCOP	INS, TP	Grand Island	KMMJ	UP
<b>COLORADO</b>			Chicago	WLSN	INS	Boston	WEEI	UP	Kearney	KGFV	UP
Alamosa	KGIW	TP	Chicago	WLSN	INS	Boston	WHDH	TP	Lincoln	KFAB	INS
Colorado Springs	KVOR	AP	Chicago	WLSN	INS	Boston	WMEX	INS	Lincoln	KFOR	INS
Denver	KFEL	TP	Chicago	WLSN	INS	Boston	WNAC	*INS	Norfolk	WJAG	AP
Denver	KLA	INS	Chicago	WLSN	INS	Boston	WORL	UP	North Platte	KGNF	UP
Denver	KOA	INS	Chicago	WLSN	INS	Fall River	WSAR	INS	Omaha	KOIL	INS
Denver	KVOI	UP	Chicago	WLSN	INS	Greenfield	WBAI	*INS, TP	Omaha	KOWH	UP
Durango	KIUP	TP	Chicago	WLSN	INS	Lawrence	WLAW	AP	Omaha	WOW	UP
Grand Junction	KFXJ	AP, TP	Chicago	WLSN	INS	Lowell	WLLH	*INS	Scottsbluff	KGKY	TP
Greeley	KFKA	UP	Chicago	WLSN	INS	New Bedford	WNBH	*INS			
La Junta	KOKO	TP	Chicago	WLSN	INS	Pittsfield	WRRK	*INS, TP			
Lamar	KIDW	TP	Chicago	WLSN	INS						

(Continued on page 202)



**EVERY MINUTE**

**EVERY DAY**

**EVERYWHERE**

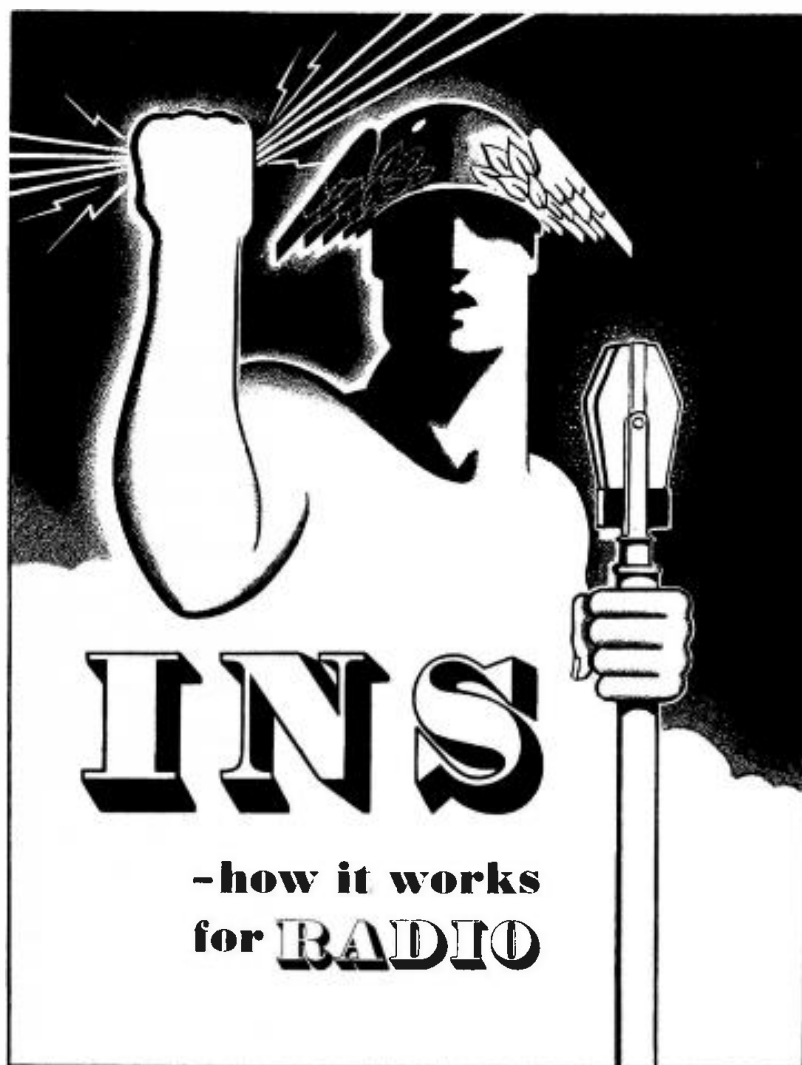
**UNITED PRESS**

# Radio Stations Subscribing to MAJOR PRESS ASSOCIATION NEWS SERVICES

(Continued from page 200)

City	Station	Service	City	Station	Service	City	Station	Service	City	Station	Service
<b>NEVADA</b>											
Reno	KOH	UP									
<b>NEW HAMPSHIRE</b>			<b>OHIO (Continued)</b>			<b>TENNESSEE (Continued)</b>			<b>WEST VIRGINIA</b>		
Keene	WKNE	UP	Cleveland	WHK	UP	Knoxville	WROL	INS	Beechley	WJLS	UP
Laconia	WLNH	*INS, UP	Cleveland	WTAM	UP	Memphis	WHBQ	UP	Bluefield	WHIS	AP
Manchester	WFEA	*INS, UP	Columbus	WBNS	AP, TP	Memphis	WMC	UP	Charleston	WCHS	UP
Portsmouth	WHEB	UP	Columbus	WCOL	INS	Memphis	WMP5	UP	Charleston	WGKV	UP
<b>NEW JERSEY</b>			Columbus	WHKC	UP	Memphis	WREC	UP	Clarksburg	WBLK	UP
Bridgeton	WSNJ	UP	Columbus	WOSU	UP	Nashville	WLAC	UP	Fairmont	WMMN	INS
Camden	WCAM	TP	Dayton	WHIO	UP	Nashville	WWSX	TP	Huntington	WSAZ	AP
Jersey City	WAAT	UP	Dayton	WING	INS, TP	Nashville	WSM	INS	Parkersburg	WPAR	UP
Jersey City	WHOM	INS	Lima	WLOK	INS				Wheeling	WWVA	INS
Trenton	WTNJ	UP	Mansfield	WMAN	UP				Williamson	WBTH	UP
<b>NEW MEXICO</b>			Portsmouth	WPAY	UP						
Albuquerque	KOB	INS, TP, UP	Toledo	WSPD	INS						
Carlsbad	KLAH	TP	Toledo	WTOL	UP						
Clovis	KICA	TP	Youngstown	WKBN	TP						
Hobbs	KWEW	TP	Youngstown	WFMJ	UP						
Roswell	KGFL	TP	Zanesville	WHIZ	INS						
Santa Fe	KVSP	TP, UP									
<b>NEW YORK</b>			<b>OKLAHOMA</b>								
Albany	WABY	TP	Ada	KADA	TP						
Albany	WOKO	TP	Enid	KCRC	AP						
Auburn	WMB0	AP	Muskogee	KBIX	AP						
Binghamton	WNBZ	TP	Oklahoma City	KOCY	UP						
Buffalo	WBBN	UP	Oklahoma City	KOMA	UP						
Buffalo	WBNY	TP	Oklahoma City	KTKO	UP						
Buffalo	WEBR	UP	Oklahoma City	WKY	AP						
Buffalo	WGR	UP	Shawnee	KGFJ	AP						
Buffalo	WKBW	UP	Tulsa	KOME	TP, UP						
Elmira	WESG	UP	Tulsa	KTUL	INS, UP						
Elmira	WENY	UP	Tulsa	KVOO							
Jamestown	WJTN	UP				<b>OREGON</b>					
Kingston	WKNY	INS	Bend	KBND	UP						
Newburgh	WGNV	TP	Corvallis	KOAC	UP						
New York	WABC	INS, UP	Eugene	KORE	UP						
New York	WBNX	INS	Klamath Falls	KFJJ	UP						
New York	WEAF	INS, UP	La Grande	KLBM	UP						
New York	WHN	UP	Marshfield	KOOS	UP						
New York	WINS	INS	Medford	KMED	TP						
New York	WJZ	INS, UP	Portland	KALE	INS, UP						
New York	WMCA	INS	Portland	KEX	INS, TP						
New York	WNEW	AP, INS	Portland	KGX	INS, TP						
New York	WNYC	AP, INS	Portland	KOIN	INS, UP						
New York	WOR	TP	Portland	KWJJ	INS, UP						
New York	WQV	INS	Portland	KXL	UP						
New York	WQXR	AP	Roseburg	KRNR	AP						
New York	WWRL	INS	Salem	KSLM	UP						
Olean	WHDL	UP									
Plattsburgh	WMFR	UP	<b>PENNSYLVANIA</b>								
Rochester	WHAM	UP	Allentown	WSAN	UP						
Rochester	WEC	INS	Altoona	WFBG	INS						
Rochester	WSAY	TP	Easton	WEST	TP						
Saranac Lake	WNBZ	TP	Erie	WLEU	TP						
Schenectady	WGY	UP	Glenside	WIBG	UP						
Syracuse	WFBL	INS, TP	Greensburg	WJHB	TP						
Syracuse	WOLF	TP	Harrisburg	WHF	TP						
Syracuse	WSYR	UP	Harrisburg	WKBO	UP						
Utica	WBX	TP, UP	Hazleton	WAZL	TP						
White Plains	WFAS	AP	Johnstown	WJAC	INS						
<b>NORTH CAROLINA</b>			Lancaster	WGAL	TP						
Asheville	WISE	INS, TP	New Castle	WKST	INS						
Asheville	WWNC	UP	Philadelphia	WCAU	TP						
Charlotte	WBT	UP	Philadelphia	WDAS	INS						
Charlotte	WSOC	UP	Philadelphia	WDEL	INS						
Durham	WDNC	UP	Philadelphia	WIP	TP						
Elizabeth City	WCNC	UP	Philadelphia	WFEN	INS						
Gastonia	WGNC	UP	Pittsburgh	KDKA	UP						
Goldboro	WGBR	TP	Pittsburgh	KDQV	TP						
Greensboro	WBIG	TP	Pittsburgh	WCAE	INS						
High Point	WMFR	UP	Pittsburgh	WJAS	TP						
Kinston	WFTC	TP	Pittsburgh	WWSW	INS						
Raleigh	WPTF	UP	Reading	WBEU	TP						
Raleigh	WAL	TP	Reading	WRAW	TP						
Rocky Mount	WEED	TP	Scranton	WGBI	TP						
Salisbury	WSTP	TP, UP	Sharon	WFIC	TP						
Wilmington	WMFD	TP	Sunbury	WKOK	INS, AP						
Wilson	WGTM	TP	Uniontown	WMBS	INS, AP						
Winston-Salem	WAIR	TP	Wilkes-Barre	WRAX	UP						
Winston-Salem	WSJS	UP	Wilkes-Barre	WREB	UP						
<b>NORTH DAKOTA</b>			Williamsport	WORK	TP						
Bismarck	KFYR	AP									
Devils Lake	KDLR	TP	<b>RHODE ISLAND</b>								
Fargo	WDAY	TP, UP	Providence	WEAN	*INS						
Grand Forks	KFJM	TP	Providence	WPRO	UP						
Jamestown	KRMC	TP, UP									
Mandan	KGCV	TP	<b>SOUTH CAROLINA</b>								
Minot	KLPM	TP	Charleston	WCSC	UP						
Valley City	KOVV	UP	Charleston	WTMA	INS						
<b>OHIO</b>			Columbia	WCOS	TP						
Akron	WADC	TP	Columbia	WIS	UP						
Akron	WJW	UP	Florence	WOLS	TP, UP						
Ashtabula	WICA	UP	Greenville	WFBC	INS, UP						
Canton	WHBC	AP, UP	Spartanburg	WSPA	TP						
Cincinnati	WKY	TP									
Cincinnati	WCPO	UP	<b>SOUTH DAKOTA</b>								
Cincinnati	WKRC	AP	Aberdeen	KABR	AP						
Cincinnati	WLW	INS, UP	Rapid City	KOBH	TP						
Cincinnati	WSAI	INS, UP	Sioux Falls	KELO	UP						
Cleveland	WCLE	UP	Sioux Falls	KSOO	UP						
Cleveland	WGAR	INS	Yankton	WNAX	UP						
			<b>TENNESSEE</b>			<b>TEXAS</b>					
			Bristol	WOPI	UP	Ablene	KRBC	UP			
			Chattanooga	WAP0	INS	Amarillo	KFDA	UP			
			Chattanooga	WDOD	UP	Amarillo	KGNC	UP			
			Jackson	WTJS	UP	Austin	KNOW	UP			
			Jackson	WJHL	UP	Beaumont	KTBC	INS			
			Johnson City	WJHL	UP	Beaumont	KFDM	UP			
			Knoxville	WNOX	UP	Big Spring	KRUC	AP, TP, UP			
						Corpus Christi	KBST	INS, UP			
						Corsicana	KRLD	INS, UP			
						Dallas	KRFD	INS			
						Dallas	WFAA	TP, UP			
						Dallas	WRFR	TP, UP			
						Denton	KDNT	UP			
						El Paso	KROD	INS			
						El Paso	KTSM	UP			
						Fort Worth	KFJZ	INS			
						Fort Worth	KGOK	UP			
						Fort Worth	WBAP	AP			
						Galveston	KLUF	UP			
						Houston	KPRC	AP			
						Houston	KTRH	UP			
						Houston	KXYZ	INS, UP			
						Huntsville	KSAM	UP			
						Kilgore	KOCA	UP			
						Laredo	KPAB	TP			
						Longview	KFR0	UP			
						Lubbock	KFY0	UP			
						Lufkin	KRBA	TP			
						Midland	KRLL	TP			
						Pampa	KPDN	UP			
						Paris	KPLT	UP			
						Pecos	KIUN	TP			
						Plainview	KWBD	UP			
						Port Arthur	KPAC	TP			
						San Angelo	KGRL	TP			
						San Antonio	KABC	UP			
						San Antonio	KTSA	INS, UP			
						San Antonio	WOAI	INS, UP			
						Sherman	KRRV	UP			
						Sweetwater	KX0X	TP, UP			
						Temple	KTEM	UP			
						Texarkana	KMCM	UP			
						Tyler	KOKB	UP			
						Vernon	KVWC	AP			
						Victoria	KVIC	UP			
						Waco	WACO	INS, UP			
						Weslaco	KRGV	UP			
						Wichita Falls	KWFT	UP			
						<b>UTAH</b>					
						Cedar City	KSUB	TP			
						Logan	KVNU	UP			
						Price	KEUB	TP			
						Provo	KOVO	TP			
						Salt Lake City	KDYL	TP			
						Salt Lake City	KSL	INS, UP			
						Salt Lake City	KUTA	INS			
						<b>VERMONT</b>					
						Burlington	WCAX	UP			
						Rutland	WSB	TP			
						St. Albans	WBDM	TP			
						Waterbury	WDEV	UP			
						<b>VIRGINIA</b>					
						Charlottesville	WCHV	UP			
						Daillie	WBTM	UP			
						Fredericksburg	WFVA	TP			
						Harrisonburg	WSVA	TP			
						Lynchburg	WLVA	TP			
						Newport News	WGH	AP			
						Norfolk	WTAR	UP			
						Richmond	WRNL	TP			
						Richmond	WRD	UP			
						Richmond	WRVA	UP			
						Roanoke	WDBJ	AP			
						Suffolk	WLPM	UP			
						<b>WASHINGTON</b>					
						Aberdeen	KXRO	UP			
						Bellingham	KVOS	INS			
						Centralia	KELA	UP			
						Everett	KRKO	TP			
						Longview	KWLK	AP			
						Olympia	KGY	TP, UP			
						Seattle	KIRO	TP			
						Seattle	KJR	TP			
						Seattle	KOMO	UP			
						Seattle	KRSC	TP			
						Seattle	KUW	UP			
						Seattle	KXA	INS			
						Spokane	KFIO	UP			
						Spokane	KFPY	UP			
						Spokane	KGA	UP			
						Spokane	KHQ	UP			
						Tacoma	KMO	UP			
						Wenatchee	KPQ	INS			
						Vancouver	KVAN	UP			
						Walla Walla	KUJ	UP			
						Yakima	KIT	UP			
						<b>WISCONSIN</b>					
						Appleton	WHBY	UP			
						Eau Claire	WEAU	UP			
						Fond du Lac	KFIZ	UP			
						Green Bay	WTAQ	UP			
						Janesville	WQLO	UP			
						La Crosse	WKBH	UP			
						Madison	WIBA	UP			
						Manitowac	WOMT	UP			
						Marinette	WMAM	TP			
						Milwaukee	WEMP	UP			
						Milwaukee	WISN	INS			
						Milwaukee	WTMJ	UP			
						Poynette	WBUE	UP			
						Racine	WRJN	TP			
						Rice Lake	WJMC	TP			
						Sheboygan	WHBL	UP			
						Stevens Point	WLBL	AP			
						Wausau	WSAU	UP			
						<b>WYOMING</b>					
						Casper	KDFN	TP			
						Rock Springs	KVRS	TP			
						Sheridan	KWYO	TP			
						<b>ALASKA</b>					
						Anchorage	KFQD	TP			
						Fairbanks	KFAR	AP, TP			





**N**ews broadcasts have become an integral part of American life. But to be worthy of a good broadcasting station the news source must be speedy, accurate, and complete. It must have world-wide connections, the very latest mechanical equipment, alert editors and the prestige of a great name. In all these requirements INS excels. A new brochure which will greatly help you in planning news broadcasts as a profitable investment will be sent on request.

## **INTERNATIONAL NEWS SERVICE**

**235 EAST 45th STREET, NEW YORK**

# Member Newspapers Broadcasting Associated Press News

(Call letters in parentheses indicate stations owned in whole or part by newspaper)

**ALABAMA**  
Birmingham Age-Herald (WSGN)  
Birmingham News (WSGN)

**ARKANSAS**  
Hot Springs New Era  
Hot Springs Sentinel

**CALIFORNIA**  
Long Beach Press-Telegram  
Monterey Peninsula Herald (KDON)  
Oakland Tribune (KLX)  
Santa Rosa Press Democrat (KSRO)  
Watsonville Pajaronian (KHUB)

**COLORADO**  
Colorado Springs Gazette  
Colorado Springs Telegraph  
Pueblo Chieftain  
Pueblo Star Journal  
Grand Junction Daily Sentinel

**CONNECTICUT**  
Hartford Times (WHTT)  
Waterbury American (WBRY)  
Waterbury Republican (WBRY)

**DISTRICT OF COLUMBIA**  
Washington Star (WMAL)

**FLORIDA**  
Gainesville Sun  
Pensacola Journal (WCOA)  
Pensacola News (WCOA)

**GEORGIA**  
Athens Banner Herald (WGAU)  
Atlanta Journal (WSB and WAGA)  
Macon Telegraph  
Waycross Journal-Herald (WAYX)

**IDAHO**  
Boise Idaho Statesman

**ILLINOIS**  
Aurora Beacon-News  
Champaign News-Gazette (WDWS)  
Decatur Review (WSOY)  
Decatur Herald (WSOY)  
Urbana Daily Illini  
Chicago Tribune (WGN)

**INDIANA**  
Indianapolis News

**IOWA**  
Sioux City Journal (KSCJ)  
Des Moines Register-Tribune (KSO-KRNT)  
Iowa City Daily Iowan  
Mason City Globe Gazette (KGLO)

**KANSAS**  
Coffeyville Journal (KGGF)  
Dodge City Globe (KGNO)  
Great Bend Tribune  
Manhattan Mercury  
Salina Journal (KSAL)  
Topeka Capital (WIBW)

**KENTUCKY**  
Paducah Sun-Democrat  
Owensboro Messenger (WOMI)  
Owensboro Inquirer (WOMI)

**LOUISIANA**  
Lafayette Advertiser (KVOL)

**MAINE**  
Bangor Commercial

*Resolution adopted by Associated Press executive committee May 24, prescribing terms of sponsorship of AP news:*

Whereas, the membership at the last annual meeting urged that consideration be given to the matter of broadcasting of Associated Press News on commercially sponsored programs, and it has been necessary to establish tentative rules and regulations governing the broadcasting of such news,

Be it resolved: That the resolutions adopted on Oct. 5, 1933; Oct. 4, 1935; and Jan. 10, 1936, respecting the broadcasting of news of the Associated Press to be amended to read as follows:

Resolved: That the general news of the Associated Press may be broadcast by a member with or without commercial sponsorship until further notice, under the following rules and regulations:

That such news be broadcast only from the member's city of publication and in accordance with the regulations as to hours of publication, except as otherwise adjusted by concurrence of members in a city;

That if the broadcasting of such news is not commercially sponsored the members shall pay a special additional assessment therefor amounting to 5% of the first wire and general charge elements of the member's weekly assessment, and news of the Associated Press shall in all cases be credited to it;

That if the broadcasting of such news is part of a commercially sponsored program a special additional assessment shall be levied which shall be not less than 25% of the first wire and general charge elements of the city's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs; such assessments are to be subject to revision by the board of directors; if two or more members occupying the same field broadcast Associated Press news in sponsored programs the special additional assessment is to be shared.

That sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith, nor shall news from other sources be included in such broadcast;

That the responsibilities of the member to guard the integrity of the news and protect the Associated Press shall apply in connection with all broadcasting;

That the special broadcasting assessment shall not apply to those broadcasting only EOS (extraordinary occasion service);

That commitments by members for the broadcasting of Associated Press news shall in all cases contain the provision that such broadcasting is subject to the rules and regulations of the Associated Press. In order to be able to conform to any change in these regulations found necessary to express more nearly the equities involved members shall for the present and until further notice make no commitments that are not terminable on three months' notice;

That the management be authorized to require from members broadcasting Associated Press news under sponsorship such reports as are necessary to assure compliance with the regulations governing such broadcasting.

And be it further resolved:

That if any provision of this resolution conflicts with any provision of a prior resolution or resolutions, the provision of this resolution shall prevail.

**MASSACHUSETTS**  
Boston Herald  
Boston Traveler  
Lawrence Eagle (WLAW)  
Lawrence Tribune (WLAW)  
Lowell Evening Leader  
Worcester Gazette (WTAG)  
Worcester Telegram (WTAG)

**MICHIGAN**  
Calumet News-Journal (WHDF)  
Battle Creek Enquirer & News (WELL)  
Ironwood Globe  
Jackson Citizen-Patriot  
Muskegon Chronicle

**MINNESOTA**  
Duluth News-Tribune  
Minneapolis Tribune (WTCN)  
Winona Republican-Herald (KWNO)  
St. Cloud Times (KFAM)

**MISSISSIPPI**  
Vicksburg Post (WQBC)  
Vicksburg Herald (WQBC)

**MISSOURI**  
Jefferson City Post Tribune (KWOS)  
Jefferson City Capital News (KWOS)  
Kansas City Star (WDAF)  
Kansas City Times (WDAF)  
St. Louis Post-Dispatch (KSD)

**NEBRASKA**  
Norfolk Daily News (WJAG)

**NEW HAMPSHIRE**  
Portsmouth Herald

**NEW YORK**  
New York Herald-Tribune (WQXR\*)  
Auburn Citizen-Advertiser (WMBY)  
Elmira Star Gazette (WESG-WENY)  
Rochester Democrat & Chronicle (WHEC)  
Rochester Times-Union (WHEC)  
White Plains Dispatch

\*No ownership involved but newspaper uses this station.

**NORTH DAKOTA**  
Bismarck Tribune  
Mandan Pioneer

**OHIO**  
Youngstown Vindicator (WFMJ)  
Canton Repository (WHBC)  
Columbus Ohio State Journal (WBNS)  
Cincinnati Times-Star (WKRC)

**OKLAHOMA**  
Ada News  
Ardmore Ardmoreite  
Enid Eagle (KCRC)  
Enid News (KCRC)  
Muskegee Phoenix (KBIX)  
Muskegee Times-Democrat (KBIX)  
Oklahoma City Oklahoman (WKY)  
Shawnee Star (KGFF)  
Shawnee News (KGFF)

**OREGON**  
Roseburg News-Review (KRNR)

**PENNSYLVANIA**  
Uniontown Herald  
Uniontown Genius

**RHODE ISLAND**  
Providence Journal  
Providence Bulletin

**SOUTH DAKOTA**  
Pierre Capital-Journal  
Aberdeen American  
Aberdeen News  
Rapid City Journal

**TEXAS**  
Port Arthur News  
Fort Worth Star Telegram (WBAF-KGKO)  
Longview News  
Beaumont Enterprise (KRIC)  
Beaumont Journal (KRIC)  
Houston Post (KPRC)  
Vernon Record (KVWC)

**UTAH**  
Ogden Standard-Examiner (KLO)

**VIRGINIA**  
Roanoke World-News (WDBJ)  
Roanoke Times (WDBJ)  
Newport News Press (WGH)  
Newport News Times-Herald (WGH)

**WASHINGTON**  
Longview News (KWLK)  
Tacoma Ledger  
Tacoma News-Tribune

**WEST VIRGINIA**  
Bluefield Sunset-News (WHIS)  
Bluefield Telegraph (WHIS)  
Clarksburg Exponent (WBLK)  
Charleston Daily Mail  
Huntington Herald Dispatch (WSAZ)  
Huntington Advertiser (WSAZ)

**WISCONSIN**  
Janesville Gazette (WCLO)  
Stevens Point Journal

**ALASKA**  
Fairbanks News Miner (KFAR)



AND

NEW YORK  
**Herald Tribune**

offer

**ASSOCIATED PRESS NEWS**

The combination of Herald Tribune editing and the reputation of WQXR for reaching the "better-than-average" buyer, presents an opportunity for the advertiser to sell where the selling is best.

For Availabilities Write or Wire  
**WQXR**  
Interstate Broadcasting Co., Inc.  
730 Fifth Avenue  
New York

Directory of

# Newspaper Ownership and Control of Broadcasting Stations

(Includes sales and transfers to newspaper interests pending FCC approval)  
 Revised to January 15, 1940; Copyright 1940 by Broadcasting Publications Inc.

## ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of Birmingham News and Birmingham Age-Herald.  
 WHMA, Anniston—Licensed to Harry M. Ayers, publisher of Anniston Star.  
 WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of Montgomery Advertiser; one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

## ARIZONA

KWJB, Globe—Licensed to Sims Broadcasting Co., a partnership of Rev. William J. Sims, John Sims and Bartley T. Sims; John Sims is head of Sims Printing Co. and publishes the political weekly Arizona Fax.  
 KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 60% of stock owned by Mrs. W. P. Stuart, wife of publisher of the Prescott (Ariz.) Courier.  
 KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of Phoenix Arizona Republic and Phoenix Gazette.  
 KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., 100% owned by Burrigide D. Butler, publisher of The Prairie Farmer, Chicago, also owner of WLS, Chicago.  
 KVOA, Tucson—Licensed to KTAR Broadcasting Co. (same ownership as KTAR, Phoenix.)  
 KYUM, Yuma—CP issued to Yuma Broadcasting Co., 45% owned by KTAR Broadcasting Co. (see KTAR and KVOA.)

*EXACTLY 269 broadcasting stations in the United States and Hawaii and 26 in Canada had newspaper interests identified with their ownership as of Jan. 15, 1940, including those with FCC action on transfers of ownership still pending. The detailed tabulation, showing stock interests and including the pending purchases, is presented herewith.*

## ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of Arkansas Farmer, Little Rock, and Pulaski Weekly Herald, Little Rock.  
 KCMC, Texarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of Texarkana Gazette and Texarkana News and 10% owned equally by board of five directors.  
 KGHJ, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., Little Rock Arkansas Democrat; 68.98% by A. L. Chilton; 10% by R. E. Steuber, Little Rock.  
 KLRJ, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHJ.  
 KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KELD, El Dorado.

## CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).  
 KHSL, Chico—Licensed to Ray McClung, (deceased) co-publisher of Merced (Cal.) Sun-Star, 150 shares; Horace E. Thomas, publisher of Marysville (Cal.) Appeal-Democrat, 75 shares; Stanley R. Pratt, Chico, 75 shares.

KIEM, Eureka—Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of Humboldt Standard; 20% by Times Publishing Co., publisher of Humboldt Times; 50.3% by William B. Smullin.  
 KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as Fresno Bee, Sacramento Bee, Modesto Bee (McClatchy Newspapers).  
 KEHE, Los Angeles—Licensed to Hearst Radio Inc., affiliated with Los Angeles Herald (under option to be sold to Earle A. Anthony, operator of KFI and KECA, Los Angeles).  
 KMYC, Marysville, Cal.—CP issued Jan. 17, 1940, to Horace E. Thomas, publisher of Marysville & Yuba City Appeal-Democrat, 50%; Hugh McClung, publisher of Merced Sun-Star, 49.5%.  
 KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50 1/2% of stock owned by Allen Griffen, publisher of Monterey Peninsula Herald; 49 1/2% by Salinas Index-Journal and Post (Speidel Newspapers).  
 KYOS, Merced—Licensed to Merced Star Broadcasting Co., same ownership as Merced Sun-Star.  
 KLLX, Oakland—Licensed to Tribune Building Co.; same ownership as Oakland Tribune.  
 KVCV, Redding—Same ownership as KHSL, Chico, Cal.  
 KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with San Francisco Examiner.  
 KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of Santa Barbara News and Press (T. M. Storke, publisher, owns 100% of common stock).  
 KSRO, Santa Rosa—Licensed to Press-Democrat Publishing Co., publisher of Santa Rosa Press-Democrat and Santa Rosa Republican.  
 KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Modesto Bee, Fresno Bee (McClatchy Newspapers).  
 KTKC, Visalia—Licensed to Tulare-Kings County Associates; Charles A. Whitmore, publisher of Visalia Times-Delta, 37 1/2% of stock; Homer A. Wood, publisher of Porterville Recorder, 25%; Percy M. Whiteside, publisher of Tulare Advance-Record and Times, 25%; J. E. Richmond, publisher of Hanford Sentinel and Journal, 12 1/2%.  
 WHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers (Watsonville Register and Pajaronian, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle).

## COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylor and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of Oklahoma City Daily Oklahoman, Oklahoma City Times and The Farmer Stockman.  
 KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylor, Inez K. Gaylor, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the Oklahoma City Daily Oklahoman, Oklahoma City Times and The Farmer Stockman.  
 (Continued on page 206)

# There were lots of things Little Sally didn't find!

LITTLE SALLY was the most inquisitive visitor we've ever had at WKRC. She was so "thrilled" with things behind the mike, that she spent a whole day heckling the talent, engineers, and announcers who produce Cincinnati's biggest local shows. She inspected our WKRC transmitter atop Hotel Alms, and exploded "My Goodness" when told over 5,000,000 people can hear WKRC's top-of-the-dial signal during the day.



Sally said she'd read "lots" about WKRC in newspaper ads and stories. She'd seen WKRC in the movies, in store displays and taxi cards all over town. But among the things she didn't know was that this is all part of Cincinnati's most complete and effective merchandising service. And that it includes radio's most whole-hearted and responsive cooperation with local dealers.

*If you'll write, we'll tell you all that Sally found, plus much more that's in the file marked "Advertisers Only".*

Now owned and operated by the Cincinnati Times-Star

# WKRC

5000 Watts Day  
 1000 Watts Night  
 550 Kilocycles

CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM

National Representative: WEED & COMPANY, New York • Chicago • Detroit • San Francisco

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 204)

## CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.58% of stock owned by the Gannett Newspapers; 13.93% owned by Lewis Henry.  
 WBRV, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American*.

## DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).  
 WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

## DISTRICT OF COLUMBIA

WMAL, Washington—Capital stock of M. A. Leese Radio Corp., owned by *Washington Star*; station operating under lease by NBC until Feb. 1, 1941.

## FLORIDA

WJHP, Jacksonville—CP issued to The Metropolis Co.; same ownership as *Jacksonville Journal*. (See WCOA, Pensacola.)  
 WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp.; stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News*; same ownership as *Dayton (O.) Daily News*, *Atlanta Journal*, *Springfield (O.) News and Sun* (James M. Cox).  
 WKAT, Miami Beach—Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial*, a weekly resort newspaper.  
 WDLF, Panama City—CP issued to Panama Bestg. Co.; one-third of the stock owned by E. D. DeWitt, retired newspaper broker and president of *Lomp Branch (N. J.) Record*.  
 WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79%

stockholder, is publisher of *Pensacola Journal*, *Pensacola News*, *Jacksonville Journal*, *Panama City (Fla.) News-Herald*; *Lynn Haven (Fla.) Free Press*; *St. Andrews Bay (Fla.) News*; *Reading (Pa.) Times*.  
 WTPS, St. Petersburg—Under purchase option to Nelson Poynter, publisher of *St. Petersburg Times*.  
 WTAL, Tallahassee—Licensed to Florida Capital Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot*, *Scenic Highlands Sun*, *Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.  
 WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.  
 WFLA, Tampa—Licensed to Florida West Coast Broadcasting Co.; 55% of stock owned by publisher of *Tampa Tribune*; 15% by W. Walter Tison, manager.

## GEORGIA

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Bannen, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald*.  
 WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox).  
 WAGA, Atlanta—Licensed to Liberty Broadcasting Corp.; 40% of stock owned by *Atlanta Journal*, 60% by Norman K. Winston, New York (transfer to James M. Cox Jr., *Atlanta Journal*, pending).  
 WMM, Cordale—CP issued to Cordale Dispatch Publishing Co., publisher of *Cordale Dispatch*; John W. Greer, president, 69%.  
 WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald*.

## ILLINOIS

WAAF, Chicago—Licensed to Ralph W. Dawson, et al. all stockholders in *Chicago Daily Drovers Journal*.  
 WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, a weekly.  
 WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette*.  
 WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett).  
 WSOY, Decatur—Licensed to Decatur Newspapers Inc., publisher of *Decatur Herald and Review*.  
 WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail*.  
 WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 78.6% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic*; 19.6% owned by Loyd C. Thomas.  
 WRR, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.  
 WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Conley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton, general manager of *Illinois State Journal*.

## INDIANA

WTIC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.  
 WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner, publisher of *Pittsburgh Sun-Telegraph* (Hearst newspaper, but station in personal investment) and Jesse M. Kaufman, part owner of KFNF, Shenandoah, Ia.  
 WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington-Herald-Press*, *Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.  
 WSBT, South Bend—Licensed to the *South Bend Tribune*.  
 WFAM, South Bend—Licensed to the *South Bend Tribune*.  
 WAOV, Vincennes—CP issued to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

## IOWA

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*; also publishers of *Minneapolis Star-Journal* and *Look Magazine*.  
 KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).  
 KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).  
 KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (Grant suspended pending litigation).  
 KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).  
 KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock and option on remainder owned by Des Moines Register & Tribune interests, who have sold it subject to FCC approval to owners of *Omaha World-Herald*.  
 KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal*.  
 KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

## KANSAS

KGFF, Coffeyville—Licensed to Hugh J. Powell, publisher of *Coffeyville Daily Journal*.  
 KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe*.  
 KGKN, Kansas City—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Kansas City Kansan* and *Topeka Capital*.  
 KSAL, Salina—Licensed to KSAN Inc., controlled by R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.  
 WIBW, Topeka—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Topeka Capital* and *Kansas City Kansan*.

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle*; 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25% by Mrs. Anna Scott Gray, Piedmont, Cal. (Mr. Rigby and Mrs. Gray are former owners of the Hotel Lassen, Wichita.)

## KENTUCKY

WCMI, Ashland—Licensed to Ashland Broadcasting Co.; minority stock owned by officers of Ashland Publishing Co., publisher of *Ashland Independent*.  
 WLAP, Lexington—Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, minority stockholder in *El Paso (Tex.) Times*; 13% owned by Gilmore N. Nunn.  
 WHAS, Louisville—Licensed to Louisville Times Co., publisher of *Louiseville Courier-Journal* and *Louiseville Times*.  
 WOMI, Owensboro—Licensed to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fugua, business manager, of *Owensboro Messenger and Courier*.)

## LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the *Capital City Press*, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times*.  
 KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser*. Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram*, *Chippewa Falls Herald*, *Manitowish Times* and *Two Rivers Reporter*, all in Wisconsin.  
 KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*.  
 KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*.

## MAINE

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 496 out of 500 shares owned by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express*; *Augusta Kenner Journal* and *Waterville Sentinel*.  
 WCOU, Lewiston—Licensed to Twin City Broadcasting Co.; stockholders are Jean H. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, owners of *Le Messenger*, French language daily.

## MARYLAND

WBAL, Baltimore—Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post and American*.

## MASSACHUSETTS

WIAW, Lawrence—Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle and Tribune*.  
 WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury*, *New Bedford Standard-Times* and *Hyanis (Mass.) Cape Cod Standard-Times*; Basil Brewer, publisher and general manager, owns 55.5% of stock; International Paper Sales Co., New York, 41.3%.  
 WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette*.

## MICHIGAN

WELL, Battle Creek—Licensed to publishers of *Battle Creek Enquirer & News*, *Grand Rapids Herald* and *Lansing Star Journal*.  
 WHDF, Calumet—27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Hoskinton Daily Mining Gazette*.  
 WJBK, Detroit—Licensed to James F. Hopkins Inc.; 16-2/3% of stock owned by John Lord Booth, stockholder in *Booth Newspapers* of Michigan but not actively engaged in newspaper operation.  
 WMBC, Detroit—Licensed to Michigan Broadcasting Co.; 62% of stock owned by John Lord Booth, stockholder in *Booth Newspapers* of Michigan but not actively engaged in newspaper operation.

(Continued on page 208)

For A Big Chunk of Illinois—

**WSOY**

"THE SOY BEAN CAPITAL OF THE WORLD"

Decatur, Ill.

Business happens to be unusually good here in Central Illinois—the 750,000 people served by

WSOY, Decatur, are enjoying better than average prosperity because a pot of beans turned out to be a pot of gold.

Soybeans—America's new big money crop—make a \$32,000,000 income for us since this is the Soybean Capital of the World. What's more—our manufacturing plants are working 2 and 3 shifts and retail business is up 12% to 15%.

WSOY is a local station with regional average because of ideal ground conditions. Good channel — excellent equipment. Formerly W-T-BI, 250 W. 1310 on your dial. 18 hours daily.

**WSOY**

# COMPLETE MERCHANDISING SERVICE

## For Radio Advertisers in Shreveport, One of the Nation's Richest Markets

Not only do KWKH and KTBS, the Shreveport Times Stations, afford you the power, the programs and the rich market for your products advertised over these two popular stations but we give you gratis the finest merchandising service obtainable.

Complete publicity tie-ups . . . experienced merchandising men to work with your distributors and dealers . . . personal calls . . . up-to-the-minute grocery and drug route lists . . . mailing campaigns . . . etc., are all a part of the merchandising service offered by KWKH and KTBS, the only network stations within 175 miles of Shreveport. Incidentally, KWKH was surpassed by only one other station in Wheaties baseball promotion in 1939.

**More People Live Within 150 Miles of Shreveport  
Than Live Within the Entire State of Louisiana**

Here in Shreveport we have a natural market within 150 mile radius with a greater population than in the entire state of Louisiana.

Serving North Louisiana, East Texas and South Arkansas, Shreveport offers unexcelled sales opportunities for radio advertisers in 1940.

**Put Your Advertising Dollars to Work Over  
These Two Powerful and Popular Radio Stations**

*In the Center of the World's*

*Greatest Oil and Gas Area*

**KWKH**

**50,000 WATTS CBS**



REPRESENTED BY  
THE BRANHAM CO.

**KTBS**

**1,000 WATTS NBC**

**SHREVEPORT • LA •**

**THE SHREVEPORT TIMES STATIONS**

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 206)

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.  
 WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette's Mining Journal*. Same interests are chief owners of *Rhineland* (Wis.) *News and Iron Mountain* (Mich.) *News*.  
 WCAR, Pontiac—Licensed to Pontiac Broadcasting Co.; 50% stock owned by H. Y. Levinson, publisher of *Farmington Enterprise* (weekly).  
 WSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News*.

## MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler*; 24% by J. George Wolf; 24% by William B. Wolf.  
 WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% shares by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC.  
 WMFG, Hibbing—Licensed to Head of the Lakes Bestg. Co.; see WEBC, Duluth.  
 WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press*; 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune*.  
 KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times-Journal*.  
 WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.  
 KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald*.

## MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune*, Quitman, Miss. (weekly).  
 WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald and Vicksburg Evening Post*.

## MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times*.  
 KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune*.  
 WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald*; 28% of stock owned by D. J. Poyner, manager of WMBH.  
 WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.  
 KCMO, Kansas City—Licensed to KCMO Broadcasting Co.; 25% of stock owned by Orville S. McPherson, publisher of *Kansas City Journal*.  
 KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; 33% owned each by J. H. Wolper, publisher of *Poplar Bluff American Republic*; O. A. Tedrick, attorney; A. L. McCarthy, radio and electrical dealer.  
 KGBX, Springfield—Licensed to Ozarks Broadcasting Co. Inc.; 20% of stock owned by H. S. Jewell, president, 20% by Edson K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News and Press*; 5% by Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat*; 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 3.1% by C. A. Johnson; 1.4% by L. M. Magruder.

KWTO, Springfield—Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.  
 KFEQ, St. Joseph—Licensed to KFEQ Inc.; 49 1/4% of stock owned by News Broadcasting Co.; 48% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette*, and Arthur V. Burrows, assistant managing editor of *St. Joseph News-Press*.  
 KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.  
 KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times*.

## MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune*; 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

## NEBRASKA

KMMJ, Grand Island—Licensed to KMMJ Inc.; same owners also own *Clay County Sun*, a weekly at Clay Center, Neb.  
 KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 59.5% of stock owned by Fred A. Seaton, publisher of *Hastings Daily Tribune*.  
 KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sides Co., Lincoln; 25% of stock owned by Lincoln Nebraska State Journal; 24% of stock owned by Lincoln Star (Lee Syndicate).  
 KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.  
 WJAE, Norfolk—Licensed to the *Norfolk Daily News*.  
 KOIL, Omaha—Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.  
 WAAW, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald*.

## NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*. *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers).

## NEW JERSEY

WBAB, Atlantic City—Licensed to Press-Union Publishing Co., publisher of *Atlantic City Press and Union*.

## NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president. Albuquerque Publishing Co., publisher of *Albuquerque Journal*; Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.  
 KLAH, Carlsbad—Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise*.

## NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker Press-Albany Evening News* (Gannett Newspaper); 35% by Harold E. Smith, manager of WABY; 35% by R. M. Curtis, Garrison, N. Y.; 10% by O. T. Griffin, Hudson Falls.  
 WCAD, Canton—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y. (Pends FCC approval).  
 WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press-Albany Evening News*; 25 1/4% of stock owned by Harold E. Smith, manager of WOKO; 25 1/4% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.  
 WMBO, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.  
 WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News*.  
 WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News*.

WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, but operated under lease by Gannett Newspapers (*Elmira Star-Gazette* and *Elmira Advertiser*).

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Elmira Advertiser* (Gannett).  
 WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward*.  
 WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American* (under option to be sold to Milton Biow, New York).

WHLI, Niagara Falls—CP issued to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette*.  
 WSLB, Ogdensburg—CP issued to St. Lawrence Broadcasting Corp.; 49.66% of stock owned by Joseph R. Brandy, Jr., president of *Ogdensburg Advance-News*; 49.66% by Harold J. Frank, merchant.  
 WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WGNV, Newburgh—Licensed to Poughkeepsie (N. Y.) Courier, weekly (Speidel Newspapers Inc., publishers of *Iron City* (Pa.) *Press-Citizen*, *Chillicothe* (O.) *Serico Gazette* and *News-Advertiser*, *Fort Collins* (Colo.) *Express-Courier*, *Cheyenne Wyoming State Tribune* and *Wyoming Eagle*, *Salinas* (Cal.) *Index-Journal* and *Post, Reno Gazette* and *Nevada State Journal*).

WKIP, Poughkeepsie—CP issued to Poughkeepsie Broadcasting Corp.; Richard E. Coon, editor of *Poughkeepsie Eagle-News* and *Star & Enterprise*, president, 70% stockholder; Mrs. Blanche J. Parks, publisher, 18%.

WHCC, Rochester—Licensed to WHCC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union*; 20% by Blanche M. Wheeler; 10% by Clarence Wheeler; 10% by F. P. Pickard.  
 WFLS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publisher of *Yonkers Herald-Statesman*, *Tarrytown News*, *Port Chester Item*, *Ossining Citizen-Register*, *Mt. Vernon Argus*, *New Rochelle Standard-Star*, *Manaroueck Times*.

## NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen and Times*.  
 WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald and Sun*.  
 WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; 30 out of 200 shares of stock owned by Talbot Patrick, publisher of *Goldsboro News-Argus* and director of *Concord (N. C.) Tribune*; 21 shares owned by P. M. Patrick, secretary and director of *Goldsboro News-Argus*.  
 WHKY, Hickory—CP issued to Catawba Valley Bestg. Co.; 18.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record*.  
 WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; 32.5% of stock owned by J. F. Hurley Jr., publisher of *Salisbury Post*.  
 WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

## NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*; 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

## OHIO

WICA, Ashtabula—Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Conneaut News-Herald*, all Ohio dailies.  
 WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*.  
 WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).  
 WKRC, Cincinnati—Licensed to Cincinnati Times-Star.

## 45 Million tons of Iron Ore!

One of the heaviest seasons in the shipment of Iron Ore, in recent years, has meant

## Peak Payrolls

for the Head of the Lakes and Mesaba Iron Range regions that are given blanket coverage, day and night, by the

## ARROWHEAD BROADCASTING SYSTEM

General Offices

WEBC Building — Duluth, Minnesota

WMFG Hibbing, Minn.      WEBC Duluth-Superior      WHLB Virginia, Minn.

WHK, Cleveland—Licensed to United Broadcasting Co.; 766 6/24 out of 1,000 shares, owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WCLE, Cleveland—Licensed to United Broadcasting Co.; 100% of stock held by U. B. Company. (See WHK, Cleveland.)

WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal*; 24% by Richard S. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch*; 24% by Preston Wolfe, director of *Columbus Dispatch*; 24% by Robert Wolfe.

WHKC, Columbus—Licensed to United Broadcasting Co.; same ownership as *Cleveland Plain Dealer*.

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News*, *Springfield (O.) News*, *Springfield (O.) Sun*, *Miami Daily News* and *Atlanta Journal* (James M. Cox).

WPAY, Portsmouth—Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times*; 50% by Chester A. Thompson, Cleveland (under option to be sold to Brush-Moore).

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40.5% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 45.8% owned by W. P. Williamson Jr., manager of WKBN; 13.5% by W. P. Williamson.

WFMJ, Youngstown—Licensed to William F. Mang Jr., publisher of *Youngstown Vindicator*.

**OKLAHOMA**

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KRLX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (interlocking ownership with *Springfield (Mo.) News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth Star-Telegram*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning News* and *Shawnee Evening Star*; same concern also owns or controls *Grand Island (Nebr.) Independent*, *Arkansas City Traveler*, *Maryville (Mo.) Forum*, *Independence (Kan.) Reporter*, *Pittsburg (Kan.) Headlight & Sun*; corporately affiliated with same group is *Sante Fe New Mexican*.

**OREGON**

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget*; 24% owned by E. B. Aldrich, publisher of the *Pendleton East Oregonian*; 24% by Dorothy Engle, Portland, Ore.

KBNB, Bend—Licensed to *Bend Bulletin*.

KUIN, Grants Pass—Licensed to Southern Oregon Best. Co.; 50% of stock owned by A. E. Voornis, publisher of *Grants Pass Courier*; 50% by Red Wood Best. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KLBM, La Grande—Licensed to Harold N. Finley, publisher of *La Grande Morning Observer*, and Mrs. Eloise Finley, his mother, as partners.

KOOS, Marshfield—Licensed to Sheldon F. Sackett, publisher of *Coots Bay Times*, Marshfield.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal*; 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal*, 52 1/2% owned by C. W. Myers; 22 1/2% owned by C. R. Hunt.

KRRR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls (Ore.) Herald-News*; same interests also own 20% interest in *Medford (Ore.) Mail-Tribune*.

**PENNSYLVANIA**

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by Allentown Call Publishing Co., publisher of *Allentown Call* and owner of *Allentown Chronicle-News*.

WEST, Easton—Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by J. H. and John F. Steinman, publishers of *Lancaster New Era* and *Intelligencer-Journal* (Mason-Dixon Group).

WAZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune and Democrat*.

WGAL, Lancaster—Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).

WWSW, Pittsburgh—Licensed to P-G Publishing Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette*.

WQAN, Scranton—Licensed to the *Scranton Times*.

WPIC, Sharon—Licensed to *Sharon Herald Broadcasting Corp.*; same stockholders as *Sharon Herald*.

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37 1/2% of stock each owned by H. H. Haddon and E. A. Beck, chief owners of *Sunbury Item*; 25% by George W. Beck.

WBAX, Wilkes-Barre—10% of stock under option to be sold to Charles B. Haller, acting on behalf of the *Wilkes-Barre Times-Leader* and *Herald*.

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin*, and *Williamsport Sun*, 33 1/3% owned by R. T. S. Steele.

WORK, York—Licensed to York Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

**SOUTH CAROLINA**

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail*.

WTMA, Charleston—FCC approval pending for sale to publishers of *Charleston News & Courier* and *Charleston Post*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

**SOUTH DAKOTA**

WNAX, Yankton—Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune* (see WMT, Cedar Rapids, Ia.).

**TENNESSEE**

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

WMC, Memphis—Licensed to Memphis Commercial Appeal Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper.

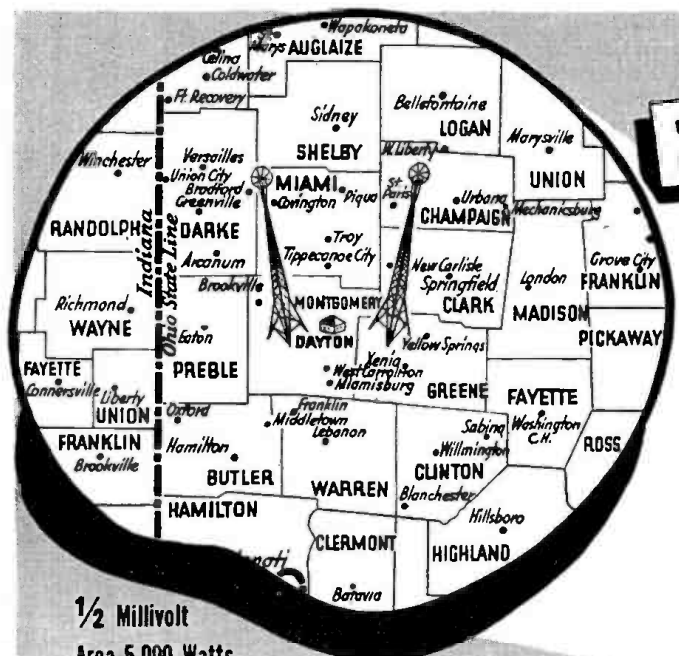
WMPS, Memphis—Licensed to Memphis Broadcasting Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal*, Scripps-Howard Newspapers.

**TEXAS**

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*, all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard*, *San Angelo Times*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*; *Marshall News-Messenger*; 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

KGNC, Amarillo—Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe and News*; 10% owned by *Globe-News* employees pool; 6% by O. L. Taylor; 3% by Wesley

(Continued on page 210)



**BRIGHT SPOT**  
*Any Year... Any Time*

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

**WHIO**

1/2 Millivolt  
 Area 5,000 Watts  
 Retail Sales 1935, \$661,023,000

BASIC MEMBER CBS  
 OWNED AND OPERATED BY  
 THE DAYTON DAILY NEWS  
 DAYTON, OHIO

# Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 209)

Izard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche*, *Lubbock Journal*, *Midland Reporter-Telegram*, *Dalhart Tezau*, *Shamrock Tezau*, *Childress Index*, all in Texas, and *Atchison (Kan.) Globe and Falls City (Nebr.) Journal*.

**KNOW**, Austin—Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Bessers, half owner of Austin *American* and *Statesman*, half owner and publisher of *Waco News-Tribune* and *Times-Herald*, one-third owner of *Wichita Falls Record-News* and *Times*, half owner of *Texarkana Gazette and News*; 25% of stock owned by S. W. Richardson and 25% by Charles F. Roeser, Fort Worth oil men.

**KRIC**, Beaumont—Licensed to KRIC Inc.; 40% of stock owned by Mrs. J. L. Mapes, chief owner of *Beaumont Enterprise* and *Journal*; 30% by E. C. Davis, general manager of the newspapers; 30% by Alfred Jones, editor.

**KBST**, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 51% owned by J. W. Galbraith, publisher of *Big Spring Herald*; 24.5% by M. B. Hanks, Abilene; 24.5% by Houston Harte, San Angelo (see KRBC, Abilene).

**KRIS**, Corpus Christi—Licensed to Gulf Coast Broadcasting Co.; 40% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times* (deceased) and 50% by Tilford Jones, Houston; directors include Houston Harte, San Angelo *Standard-Times* and Bernard Hanks, *Abilene Reporter-News* (see KRBC, Abilene).

**KRLD**, Dallas—Licensed to KRLD Radio Corp., subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

**WFAA**, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

**KROD**, El Paso—Construction permit issued to D. D. Roderick, publisher of *El Paso Times*.

**KGKO**, Fort Worth—Licensed to Wichita Falls Broadcasting Co.; 99% owned by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

**WBAP**, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

**KPRC**, Houston—Licensed to Houston Printing Co., publisher of *Houston Post*; 85.13% of stock owned by Houston Printing Co.; 13.49% owned by Fidelity Securities Co.

**KTRH**, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

**KXYZ**, Houston—Licensed to Harris County Broadcast Co.; interlocking ownership in part with *Houston Chronicle* and *Houston Post*.

**KOCA**, Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by Tom E. Foster, editor of *Kilgore Daily News*.

**KFYO**, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche and News* (see KGNC, Amarillo).

**KPDN**, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News*, *Santa Ana (Cal.) Register*, *Clovis (N. M.) News-Journal*, and *Bucyrus (O.) Telegraph-Forum*.

**KPLT**, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News*; 24.83% owned by M. B. Hanks, Abilene; 24.83% owned by Houston Harte, San Angelo (see KRBC, Abilene).

**KIUN**, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*.

**KGKL**, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard and San Angelo Times* (see KRBC, Abilene); 33% by Herbert O. Taylor, business manager of the newspapers; remainder of stock variously held locally.

**KTSA**, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; **KFYO**, Lubbock; **KRGV**, Weslaco.

**KRRV**, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat*; 10% owned by George H. Wilcox, general manager of *Sherman Democrat*; 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat*; 16% owned by L. M. Sepaugh Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

**KXOX**, Sweetwater—Licensed to Sweetwater Radio Inc.; 37 1/2 shares each (out of 125 authorized) owned by George and Russell Bennett, co-publishers of *Sweetwater Reporter*.

**KTEM**, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram*; 85% owned by Ruth Mayborn, *Temple Telegram*; 5% owned by J. C. Mitchell, Temple.

**KCMC**, Texarkana—See Arkansas.

**WACO**, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

**KGRV**, Weslaco—Licensed to KGRV Inc.; one-third of stock each held by O. L. Taylor and Gene Hawe (see KGNC, Amarillo, and **KFYO**, Lubbock) and T. E. Snowden, Atchison, Kan.

**KVWC**, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

## UTAH

**KLO**, Ogden—Licensed to Interstate Broadcasting Corp.; 65.43% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*.

**KSL**, Salt Lake City—Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram*; 50.05% held by presiding bishop of Latter Day Saints Church; remainder of stock variously held.

## VERMONT

**WCAX**, Burlington—Licensed to Vermont Broadcasting Corp.; same ownership as *Burlington Daily News*.

## VIRGINIA

**WMVA**, Martinsville—CP issued to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*, 50% by Jonas Weiland, owner of *WFTC*, Kinston, N. C.

**WGH**, Newport News—Licensed to Hampton Roads Broadcasting Co.; 66% of stock owned by Daily Press Inc.; publisher of *Newport News Daily Press* and *Times-Herald*.

**WTAR**, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot*; same interests control *Richmond Times-Dispatch*.

**WPID**, Petersburg—CP issued to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking stock ownership with WTAR and **WRTD**).

**WRNL**, Richmond—Licensed to Richmond Radio Corp.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader*; 20% by Tennant Bryan, *Richmond News-Leader*; 20% by Douglas S. Freeman, editor, *Richmond News-Leader*.

**WRTD**, Richmond—Licensed to Times Publishing Co., publisher of *Richmond Times-Dispatch*; same interests as WTAR, Norfolk.

**WDBJ**, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

## WASHINGTON

**KWLK**, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News*; 34% by Ray McClung, president of *Merced (Cal.) Daily Star*, which operates **KYOS**, *Merced*; 32% by Hugh McClunx, *Merced Daily Star*.

## WEST VIRGINIA

**WJLS**, Beckley—Licensed to Joe L. Smith Jr., minority stockholder in Beckley Newspapers Corp., publisher of *Beckley Post-Herald* and *Raleigh Register*.

**WHIS**, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sun-Net News*.

**WBLK**, Clarksburg—Licensed to Exponent Co., publisher of *Clarksburg Exponent*.

**WCHS**, Charleston—Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Exponent*.

**WSAZ**, Huntington—Licensed to WSAZ Inc.; 62% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch*; 48% owned by John A. Kennedy, publisher of *Clarksburg Exponent*.

**WPARK**, Parkersburg—Licensed to Ohio Valley Broadcasting Co.; same interests also control **WBKL** and **WCHS**.

## WISCONSIN

**KFIZ**, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

**WCLO**, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

**WEAU**, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader*; 40% owned by Elizabeth Murphy, wife of publisher of *Superior (Wis.) Telegram*; 18 2/3% owned by Walter C. Bridges, manager of **WEBC**, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

**WKBH**, LaCrosse—Licensed to **WKBH** Inc.; minority stock interest held by *LaCrosse Tribune and Leader-Press* (Lee Syndicate); majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

**WIBA**, Madison—Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times*; other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison (Lee Syndicate).

**WISN**, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News*, Hearst newspapers.

**WTMJ**, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

**WRJN**, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times*; 30% owned by H. S. Mann, general manager of *Racine Journal-Times*.

**WJMC**, Rice Lake—Licensed to Walter H. McGenty, publisher of the monthly *Stock & Dairy Farmer*, Duluth, Minn.

**WHBL**, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press*; 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press*; 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mr. & Mrs. M. A. Werner, Sheboygan.

**WEBC**, Superior—See **WEBC**, Duluth, Minn.

## HAWAII

**KGMB**, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock held by *Honolulu Star-Bulletin*; 55% by Pacific Theatres & Supply Co. Ltd.; 20% by Zion Securities Corp.

**KGU**, Honolulu—Owned by stockholders in *Honolulu Advertiser*.

**KHBO**, Hilo—Licensed to Hawaiian Broadcasting System Ltd.; same ownership as **KGMB**, Honolulu.

**KTOH**, Lihue—CP issued to Garden City Publishing Co. Ltd., publisher of *Garden Island and Filipino News*.

## ALASKA

**KFAR**, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 224 of 260 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

## CANADA

**CFAC**, Calgary, Alta.—Owned by *Calgary Herald*.

**CJCL**, Calgary, Alta.—Owned by *Calgary Albertan*.

**CJCA**, Edmonton, Alta.—Owned by *Edmonton Journal*.

**CHNS**, Halifax, N. S.—Owned by publishers of *Halifax Herald and Mail*.

**CJHC**, Halifax, N. S.—Construction permit issued to the *Chronicle Co. Ltd.*, publisher of the *Halifax Chronicle and Star*.

**CFJC**, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

**CJKL**, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.

**CFRC**, Kingston, Ont.—Licensed to Queen's University but operated on partnership basis with *Kingston Whip-Standard*.

**CFPL**, London, Ont. Owned by *London Free Press*.

**CKOW**, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript*, *Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe*.

**CKAC**, Montreal—Owned by *Montreal La Presse*.

**CHLM**, Montreal—Owned by *Montreal La Patrie*.

**CKLN**, Nelson, B. C.—Licensed to *Nelson Daily News*.

**CHNB**, North Battleford, Sask.—CP issued to C. R. McIntosh, publisher of *North Battleford News*.

**CFCH**, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.

**CFOS**, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times*.

**CKCK**, Regina, Sask.—Owned by *Regina Leader-Post*.

**CKRN**, Rouyn, Que.—Licensed to La Cie de Radiodiffusion Rouyn-Noranda Ltée.; stock held by *Rouyn Noranda Press*.

**CKCO**, Sudbury, Ont.—Licensed to *Sudbury Star*.

**CHLT**, Sherbrooke, Que.—Licensed to *Sherbrooke La Tribune*, French language daily.

**CHSJ**, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

**CHLN**, Three Rivers, Que.—Licensed to *La Nouvelle*, French language daily.

**CKGB**, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

**CKOD**, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

**CKFC**, Vancouver, B. C.—Licensed to Standard Broadcasting System Ltd., controlled by *Vancouver Sun*.

**CKVD**, Val d'Or, Que.—Licensed to La Voix d'Abitibi Compagnie Ltd.; controlled by *La Voix de Val d'Or* and *Star*.

THE BEST BUY IN TEXAS

1210 on the Dial **KXOX**

SWEETWATER - TEXAS

Unexcelled Engineering • RCA Equipped  
NBC Thesaurus • United Press

DOING A REGIONAL JOB EVERY DAY

RUSSELL BENNITT

J. ALLEN BROWN

Gen. Mgr.

Com. Mgr.

Lang-Worth's guaranteed TAX-FREE music does save Newspaper owned stations thousands of dollars annually.

LANG-WORTH, Inc.  
New York, N. Y.



Full Time  
Favorite  
in the

World's

Greatest

Tobacco

Market

- 250 watts, unlimited time
- World's Largest Bright Leaf Tobacco Market
- Richest agricultural area in the United States
- Alert merchandising department
- Economical rates
- Real record of results
- National Representatives: Cox & Tanz

**WGTM**  
**WILSON**  
North Carolina

## RADIO CORRESPONDENTS GALLERIES

### Of Congress

#### OFFICERS

Fulton Lewis jr., *President*      William R. McAndrews, *Secretary*  
Albert L. Warner, *Vice President*      Fred W. Morrison, *Treasurer*

Telephone: National 3120

House Gallery Extensions: 1410 and 1411

Senate Gallery Extensions: 1263 and 1264

Superintendent of Galleries—Robert M. Menaugh

#### MEMBERSHIP

Network, Station or Service	Name	Office	
Columbia Broadcasting System.	Albert L. Warner.....	856 Earle Bldg.	
	John Charles Daly Jr. ....	856 Earle Bldg.	
	Albert Dennis.....	858 Earle Bldg.	
	Ann Gillis.....	858 Earle Bldg.	
	James W. Hurlbut.....	858 Earle Bldg.	
	Stanton Rust Prentiss.....	858 Earle Bldg.	
	William J. Slocum Jr.....	847 Earle Bldg.	
Mutual Broadcasting System.	Fulton Lewis Jr.....	1627 K St.	
	Frank S. Blair Jr.....	1627 K St.	
	Walter Compton.....	1627 K St.	
	Madeline Ensign Cronan.....	1627 K St.	
	Stephen J. McCormick.....	1627 K St.	
National Broadcasting Co..	W. R. McAndrew.....	724 14th St.	
	Charles C. Barry.....	724 14th St.	
	H. R. Baukhage.....	724 14th St.	
	Marian P. Gale.....	724 14th St.	
	E. L. Haaker.....	724 14th St.	
	Thomas E. Knode.....	724 14th St.	
	Mary Mason.....	724 14th St.	
	Fred Shawn.....	724 14th St.	
	Carleton D. Smith.....	724 14th St.	
Transradio Press Service	Fred W. Morrison.....	1256 National Press Bldg.	
	Gertrude V. Chesnut.....	1256 National Press Bldg.	
	Rex Goad.....	1256 National Press Bldg.	
	Clifford G. McCarthy.....	1256 National Press Bldg.	
	Robert E. Lee Moore.....	1256 National Press Bldg.	
	Theodore Perry Noun.....	1256 National Press Bldg.	
	Willnot Ragsdale.....	1256 National Press Bldg.	
	Macon Reed Jr.....	1256 National Press Bldg.	
	Frederic B. Tuttle.....	1256 National Press Bldg.	
Yankee Network (Boston).....	Francis W. Tully Jr.....	1135 16th St.	
WMAL, Washington.....	William Enders Coyle.....	438 Star Bldg.	
WQXR, New York.....	Dorothy C. Rockwell.....	1301 15th St.	

## SYNONYM FOR RESULTS

*If Your Job is  
Selling to the Radio  
Advertising Industry  
You're Sure to Get  
Results by Using*

**BROADCASTING**

NATIONAL PRESS  
BLDG.



WASHINGTON,  
D. C.

**NEW!**  
*That's the  
Word for*  
**KSAL**

*New  
Power*

1000 WATTS DAY  
500 WATTS NIGHT

*New  
Frequency*

1120 KILOCYCLES

*New  
Transmitter*

WESTERN ELECTRIC

*New  
Towers*

BLAW - KNOX

*New  
Coverage*

All of the rich, diversified, dependable crop, oil and livestock area of Kansas.

**KSAL**  
Salina  
Kansas

# 'Fortune' Public Opinion Surveys of Radio and Press

(Reprinted with permission from April and August, 1939, issues of *Fortune Magazine*)

## 1. The Newspaper Radio Columns

Do you read the columns in the newspapers about the radio stars and programs? (If yes or occasionally) Do they help you to choose what you want to listen to on the radio?

	Percentage of readers %	Percentage of population %
Yes	53.0	34.6
Sometimes	25.9	16.9
No	21.1	13.8

Somewhere toward the back of most newspapers is printed a schedule of the fare to be served up on the radio each day. In some papers this stands alone, without comment, like a shipping schedule. In others it appears on a page partly given over to the doings and gossip of the air waves, and pictures of their star performers. Evidently, then, publishers are not agreed on the question as to whether the radio-comment columns are read, as an institution, in the way that the comics and the general commentators are read. If they are not read, they are space wasted by those who carry them. If they are read, they undoubtedly have a good deal to do with the nation's listening habits, and, ultimately, with the advertising value of the radio program sponsored by Garden-Fresh Soup.

The answers given to the questions above show that the radio pages have probably a greater following, and a greater influence, than they may be commonly credited with. Almost a third of the nation reads them faithfully, and another third sporadically. This is probably nearly as good a batting average as the time-honored institutions of the women's and sport pages, whose appeals are mostly confined to one sex.

Further, it seems that 51.5 per cent of the population (34.6 per cent plus 16.9) are habitually or sometimes guided in the selection of their air entertainment by what they see on the radio page, which in turn presumably influences both their culture and their buying habits. Considered in this light the radio page appears immensely influential, because nothing else in a newspaper induces many people at home to do immediately anything much more important than baking a cake.

The breakdowns show that readership of radio columns is about 10 per cent heavier among women and among people under forty than among men and older people. But as between income groups it is almost uniform from top to bottom. The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10 per cent greater among the poor than the prosperous.

## 2. Where Do They Get Their News?

From which one source do you get most of your news about what is going on?

	Total %	Prosperous %	Upper middle class %	Lower middle class %	Poor %	Negro %
Newspapers	63.8	70.7	70.0	63.6	58.1	51.6
Radio	25.4	17.8	21.0	26.8	31.3	28.3
Friends	3.4	1.1	1.2	2.5	4.8	12.2
Both	3.1	4.0	3.5	3.1	2.7	1.4
Magazines	2.3	4.5	2.7	1.9	1.3	3.1
All other	1.3	1.2	1.1	1.5	1.0	1.5
Don't Know	.7	.7	.5	.6	.8	1.9

Here a cloud, no bigger than a man's hand, shows itself above the horizon. True, the newspaper lead is ample; but there is good cause for concern on the part of publishers in the fact that nearly two-fifths of the nation has found it can get most of its news without turning to newspapers; and that one-fourth relies most heavily on radio—an entertainment medium to which news transmission is admittedly a byproduct.

Radio's inroad deepens from top to bottom of the economic scale, taking in nearly twice as many of the poor as of the prosperous. (The impecunious Negro depends on newspapers less than all others, more on the gossip passed on by his friends.) By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. Perhaps the most significant variations in preference are those registered by three geographical sections:

	Northeast %	Southwest %	Pacific Coast %
Newspaper	65.5	63.5	56.8
Radio	27.4	18.8	33.1
Both	2.2	1.8	3.6
Friends	1.8	11.2	1.6
All other answers	3.1	4.7	4.9

In the Southwest the gabby neighbor is more than three times as potent a news source as in the country as a whole. In the Northeast, sent of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group. As we shall see, the press of that region is held in relatively low esteem on many counts.

There is one more reason why the publishers should ponder well the growing rivalry of radio: while the 63.8 per cent who still favor newspapers are a plump majority, they are *not* a contented majority. They don't like some things about the press; indeed, many of them compare newspapers unfavorably to radio.

Great Falls, Mont.

Dear Advertiser:

When they write, they'll buy!

66% of the radio families in KFBB's primary coverage area wrote to us in 1939.

A pretty good average -- don't you think?

Respectfully,

KFBB



### 3. Which Does the Better Job?

Which of the two—radio or newspaper—

	Newspaper %	Radio %	Both same %	Don't know %
Gets news to you more quickly . . .	12.9	83.0	2.0	2.1
Gets news to you more fully . . . . .	79.6	13.2	3.8	3.4
Gets news to you more accurately . .	38.3	33.0	16.6	7.1
Gives you news freer from prejudice	17.1	49.7	18.3	14.9

On the obvious scores of speed and completeness, there is little to be said. The public's attitude is a reflection of radio's own slogan, following its delivery of a news flash: "For further details see your local newspaper." The overwhelming majority accept that complementary relationship, and it is surprising only that so many consider the newspaper faster (e.g., 20.6 per cent of Negroes) and radio news more complete (19.5 per cent of the poor).

By economic status, these answers generally followed the curve established in Question 2—i.e., the higher the bracket, the higher the regard for the press—with one conspicuous exception: on the question of prejudice, the prosperous, who rely on the press more than do the poor, were even harsher in their judgment; 52 per cent considered the radio freer of prejudice. Again the regional differences are eloquent. For accuracy, the Southwest gave the press the highest vote, 45.2 (to 26.5 for radio); for fairness, the best the press could draw was 21.3 (to 41.5) in the Southeast. On both counts the Pacific Coast again registered its poor opinion of the press; only 29 per cent considered the newspapers more accurate; only 6.2 per cent rated them freer of prejudice.

The total figures on belief in accuracy and fairness become more sobering when it is considered that 63.8 per cent of the people rely on newspapers for most of their news. Of those newspaper adherents, nearly one-third consider the broadcasts more faithful to accuracy, and two-thirds consider them more faithful to justice. That leads to an all too easy assumption that people resort to newspapers not for better news, but simply more news, and that if the broadcasters could supply more complete reports, they would capture a correspondingly greater following. The assumption is too easy because of the differences inherent in the handling of news over the air and on the printed page.

Radio news is of three kinds: (1) bulletins, mostly composed from dispatches of the Associated Press, United Press, International News Service, or Transradio Press; (2) commentaries, delivered by men like Lowell Thomas, H. V. Kaltenborn, Edwin C. Hill, et al.; (3) "special events" or spot-news coverage like play-by-play sport reports, public ceremonies, important speeches like "fireside chats" of the President or addresses by European statesmen, running descriptions at disaster scenes. This on-the-spot news (often very voluminous) gives radio listeners a kind of coverage that the newspaper medium cannot match. In handling the bulletins, which are abridged versions of the very same material that the newspapers print, radio confines itself to the naked, irrefutable highlights of the news. It shuns speculative material and tries to utilize the ample time advantage that it has over newspapers in order to verify unconfirmed details. It goes out of its way to avoid expressing any opinion on controversial questions. Whether or not in fear of the Federal Communications Commission, radio strains for complete impartiality on the air. The press, on the other hand, is willing to stick its neck out. It goes in for detailed accounts, editorial interpretation of the news, political reporting where facts are subject to confusing pressures, and sells itself with sometimes overweening headlines. It is precisely in that area that the hazards of inaccuracy and alleged unfairness lie. If radio should try to match the press's kind of delivery it would naturally incur the same hazards. Meanwhile its reputation for high credibility stands.

### 4. The Interpreters

Which do you like best?	Total %	Men %	Women %	Prosperous %	Poor %
Radio commentators . . . . .	39.3	36.4	42.1	34.0	43.6
Newspaper editorials . . . . .	25.9	29.7	22.0	33.0	19.6
Newspaper columnists . . . . .	10.7	11.4	10.1	17.3	7.5
No choice . . . . .	18.4	17.6	19.3	13.5	22.6
Don't know . . . . .	5.7	4.9	6.5	2.2	6.7

And so it appears that radio is the U. S. public's source of news interpretation. Indeed, the radio commentators are more popular than the editorial writers and columnists combined. Even the prosperous, who give the editorial writers a larger vote than any other economic group, prefer the commentators by a shade; while the poor favor the radio pundits six to one over the columnists. The commentators ranked first of the three in every section of the country, and among all occupational groups except professionals, executives, and retired people—who stand loyally by the press on nearly all questions. Among classes of newspapers, only the Scripps-Howard readers, who like their columnists far more than the average (19.5 per cent against the national average of 10.7 per cent), give a decisive majority to editorial writers and columnists combined over the broadcasters. Recalling once more that nearly two-thirds of the populace rely on newspapers for their news, let us now see what happens when an outright choice must be made.

**NEWS on the hour, every hour**  
**WCAR • Pontiac Michigan**

### 5. Hearing Is Believing

If you heard conflicting versions of the same story from these sources, which would you be most likely to believe?

	Total %	Northeast %	Southwest %	Pacific Coast %
A radio press bulletin . . . . .	22.7	28.8	15.9	10.1
A radio commentator . . . . .	17.6	18.5	11.5	29.3
An authority you heard speak . . . . .	13.0	13.5	12.0	7.5
An editorial in a newspaper . . . . .	12.4	14.8	11.2	13.7
A news item in a newspaper . . . . .	11.1	8.3	17.2	4.4
A columnist in a newspaper . . . . .	3.4	2.6	3.0	4.8
Depends on paper, writer, speaker . . . . .	11.6	7.9	11.3	26.1
Don't know . . . . .	8.2	5.6	17.9	4.1

There, perhaps, is the most painful set of answers that the press must swallow from its public. For reasons implicit in Question 3, it may be an unjust answer, as much denoting an inappreciative body of readers as an inadequate press. However, that extenuation cannot completely explain away the weak hold on the public of the editorial writer and the columnist. (Of income groups the prosperous alone kept faith in the editorial writer over the commentator.) Even in the Northeast, where the press is relied on most heavily as a news source, only one-fourth of the people would take the word of the newspaper against the field in a dispute. The Southwest, which gave the press its highest vote on accuracy, alone favored the newspaper over radio. It is heavily undecided, with a great body of "don't knows" contributed to by puzzled Negroes. But those with opinions would believe the newspaper version of a story rather than the radio; and the news item ahead of all comers. On the Pacific Coast we encounter once again the public's extraordinary discontent with its press. The people there register a heavy preference for the radio commentator; but more than one-fourth skeptically withhold their avowal of confidence in any news source until they know exactly who asks for it.

Deserved or not, here is evidence of newspaper unpopularity. Let us try, in the next questions, to get at some causes.



**91% GAIN**  
**IN NATIONAL SPOT BUSINESS**

Plus a 55% Increase in CBS  
Network Commercial Time

(Six Months Period Ending Jan. 1)

**TO SELL MILWAUKEE YOU  
NEED A MILWAUKEE STATION**

**WISN**

Represented by

**INTERNATIONAL RADIO SALES**

# GARDNER COWLES, Jr. *knows* media

"I think BROADCASTING Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with."

THE DES MOINES REGISTER AND TRIBUNE  
**IOWA BROADCASTING SYSTEM**  
KSO Des Moines  
Basic N.B.C. Blue  
WMT Cedar Rapids, Waterloo  
Basic N.B.C. Blue

KRNT Des Moines  
Basic Columbia

DES MOINES  
December 20, 1939

GARDNER COWLES, JR.  
PRESIDENT

Mr. Martin Codel  
Broadcasting Magazine  
National Press Building  
Washington, D. C.

Dear Martin:

I have just finished reading your December 15th issue thoroughly and I cannot resist writing you and Sol a note of congratulations on the amazingly good job you are doing with the magazine.

Because of our interests in the newspaper and magazine fields as well as broadcasting, I follow rather closely all of the advertising trade journals. I think Broadcasting Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with.

I wish you continued success in 1940 and in the years to come.

Sincerely yours

*Mike Cowles*

GCjr-n



Gardner Cowles, Jr.—

Mr. Cowles knows all major media, and knows them well. He is president of The Cowles Stations, including KSO, WMT, KRNT and WNAX; editor of Look; associate publisher of The Des Moines Register & Tribune; vice-president of The Minneapolis Star-Journal. We can't deny that his thoughtful letter gives us a real thrill.

# TIME-BUYER *eyes* STATION

*(Yours, maybe)*

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

## BROADCASTING

Broadcast  
Advertising

BROADCASTING *Blankets* TIME-BUYERS

# Radio Editors of NEWSPAPERS IN THE UNITED STATES AND CANADA

(In using as mailing list, use title of 'Radio Editor' as well as name because of frequent personnel changes)

## ASSOCIATED PRESS

Charles E. Butterfield—30 Rockefeller Plaza, New York City.

## UNITED PRESS

Webb Artz—220 E. 42nd St., New York City.

## INTERNATIONAL NEWS SERVICE

Hurl Ely—235 E. 45th St., New York City.

## ALABAMA

Birmingham News and Age-Herald—Turner Jordan.  
Birmingham Post—Jean Moyer.  
Mobile Times—Caro Lee Borden.  
Mobile Press-Register—George Cox.  
Montgomery Advertiser—William Mahoney.

## ARIZONA

Phoenix Gazette—T. S. Allen.  
Phoenix Republic—Oley Henson.  
Bisbee Ore Review—Fulton Moore.  
Prescott Courier—W. P. Stuart.  
Tucson Daily Citizen—Talbot Smith.  
Tucson Arizona Daily Star—Fitz Turner.  
Yuma Sun—R. E. Osborn.  
Safford Graham Guardian—Bill Kelley.

## ARKANSAS

Blytheville Courier-News—Graham Sudbury.  
Fort Smith Tribune—Gene Gutheridge.  
Hot Springs New Era-Sentinel Record—Kent Rush.  
Jonesboro Sun—Fred Troutt.  
Jonesboro Tribune—Donald Murray.  
Little Rock Arkansas Democrat—J. W. Enochs.  
Little Rock Gazette—Inez Hale McDuff.  
Silviam Springs Herald & Democrat—A. W. Perrine.

## CALIFORNIA

Anaheim Bulletin—L. Loudon.  
Berkeley Gazette—Helene Peters.  
Eureka Humboldt Standard—Frank Flaherty.  
Eureka Humboldt Times—Will Speegle.  
Fresno Bee—Art Walter.  
Fresno Guide—Joe King, Jr.  
Fullerton News Tribune—Ed Elfstrom.  
Hollywood Citizen News—Zuma Palmer.  
Hollywood Reporter—Reed Porter.  
Hollywood Shopping News—John Kemp.  
Long Beach Press-Telegram and Sun—Jimmie Allen.  
Long Beach Independent—George Coverdale.  
Los Angeles Examiner—Jack Holmes.  
Los Angeles Herald-Express—Jack Holmes.  
Los Angeles Times—Jack Holmes.  
Madera Tribune—Howard Clark.  
Merced Sun Star—Ed Burrows.  
Modesto Journal—Bob Caulkins.  
Oakland Tribune—Charles McIntosh.  
Orange Daily News—Bill Hart.  
Pasadena Independent—W. N. MacBird.  
Pasadena Star-News and Post—Reginald Warren.  
Redding Searchlight—Mr. Brown.  
Riverside Press & Enterprise—Earl Porter.  
Sacramento Bee—Ronald D. Schofield.  
Sacramento Union—Kirtley McBride.  
San Bernardino Daily Sun & Telegram—Earl Buey.  
San Diego Union and Evening Tribune—Maury Savage.  
San Francisco Call-Bulletin—Bob Hall.  
San Francisco Chronicle—Herb Callen.  
San Francisco Examiner—Eddie Murphy.  
San Francisco News—Emille Hodel.  
San Luis Obispo Telegram-Tribune—J. R. Paulson.  
Santa Ana Independent—A. B. Berry.  
Santa Ana Dial-O-Log—Tom Danson.  
Santa Barbara News-Press—Charles A. Storke.  
Santa Rosa Press-Democrat and Republican—Mike Pardee.  
Stockton Independent—Florence Wycoff.  
Stockton Record—Ross Reynolds.  
Turlock Daily Journal—Andy Curtin.  
Visalia Times-Delta—Cluck Relander.  
Watsonville Register & Pajaronian—Frank Orr.  
Watsonville Sun—Clem Fye.

## COLORADO

Denver Post—Betty Craig.  
Denver Rocky Mountain News—Jimmy Briggs.  
Denver Monitor—Carson Harris.  
Durango News—William O'Rourke.  
Grand Junction Daily Sentinel—Preston Walker.  
Greeley Daily Tribune—Ralph Johnson.  
Greeley Booster—Loren Walling.  
La Junta Tribune—Emmanuel Diel.  
Pueblo Star Journal & Chieftain—Phil Kerby.  
Rocky Mountain News—Jimmie Briggs.

## CONNECTICUT

Bridgeport Post—Rocky Clark.  
Bridgeport Times-Star—Fred Thoms.  
Bridgeport Herald—Leo Miller.  
Hartford Courant—Douglas Fellows.  
Hartford Times—Harold Waldo.  
New Britain Herald—Charles Sikora.  
New Haven Register—Colby Dreasona.  
Waterbury Democrat—Neil Maloney.  
Waterbury American-Republican—Christie Erk.

## DISTRICT OF COLUMBIA

Washington Daily News—Helen Buchalter.  
Washington Times-Herald—Bill Frank.  
Washington Post—Richard Cowd.  
Washington Evening Star—George Huber.

## FLORIDA

Jacksonville Journal—James Massey.  
Jacksonville Florida Times-Union—R. J. Moffett.  
Miami Daily News—Jimmie McLean.  
Miami Herald—Marion Stevens.  
Miami Beach Topics—Jack Rice.  
Orlando Times—William Glenn.  
Orlando Sentinel and Reporter-Star—L. J. Hagood.  
Palm Beach Post Times—Hustin McMillan.  
Palm Beach Daily News (Dec. 1-May 1)—John Githens.  
Pensacola News—Don Hogan.  
Pensacola Journal—John Cole.  
Panama City News Herald—Thorne Lane.  
St. Petersburg Times—Clayton Wright.  
St. Petersburg Evening Independent—Bill Dunlap.  
Tampa Daily Times—J. F. Smiley.  
Tampa Tribune—Harry Schaden.  
Winter Park Herald—Bill Traer, Jr.

## GEORGIA

Albany Herald—Jimmie Robinson.  
Atlanta Journal—Ernest Rogers.  
Atlanta Constitution—Howell Jones.  
Atlanta Georgian—Treville Lawrence.  
Augusta Chronicle—Bob Parks.  
Macon Telegraph—Buford Boone.  
Macon News—Donald McDonald.  
Savannah Morning News & Evening Press—Gray Brandon.  
Waycross Journal-Herald—Jack Williams, Jr.

## IDAHO

Boise Capital News—Jewel Carpenter.  
Boise Idaho Daily Statesman—Robert McDevitt.

## ILLINOIS

Champaign News-Gazette—Fred Vance.  
Chicago Daily News—Joe Gorg.  
Chicago Times—Don Foster.  
Chicago Herald-American—Lorene Nystrom.  
Chicago Tribune—Larry Wolters.  
Danville Commercial News—H. B. Keck.  
Decatur Herald & Review—E. O. McCann.  
East St. Louis Journal—Howard Moore.  
Harrisburg Daily Register—Alta Givens.  
Mattoon Journal Gazette—William Hammill.  
Moline Dispatch—Fred Klann.  
Peoria Journal-Transcript—M. Shepherdson.  
Peoria Star—Goldie Lauterbach.  
Rockford Register-Republic—Jean Grim.  
Rockford Star—Curt West.  
Rock Island Argus—Don Wright.  
Springfield Illinois State Journal—Harry Moody.  
Tuscola Review—Everett Bruhn.  
Urbana Courier—Dave Welling.

## INDIANA

Decatur Democrat—Arthur Holthouse.  
Elkhart Daily Truth—Dan Albrecht.  
Evansville Courier-Press—Clarence Kerlin.  
Theo. Nadelstein. Clifton Brooks.  
Fort Wayne Journal-Gazette—Chester Brouwer.  
Fort Wayne News-Sentinel—Jack Barker.  
Indianapolis News—Herb Kenny.  
Indianapolis Star—Robert Tucker.  
Indianapolis Times—James Morrison.  
Lafayette Journal-Courier—Richard Greenwood.  
South Bend Tribune—Ira Carpenter.  
Vincennes Sun-Commercial—Ross Garrigus.

## IOWA

Ames Tribune-Times—Virginia Cook.  
Cedar Rapids Gazette—Edward F. Dose.  
Council Bluffs Nonpareil—Andy Thornell.  
Davenport Daily Times—Tom O'Hara.  
Davenport Democrat & Leader—Ina Wickham.

## IOWA (Continued)

Decorah Public Opinion—A. C. Bishop.  
Decorah Journal—Justin Hammond.  
Decorah Post—Dr. Christian Prestgard.  
Georg Strandvold.  
Des Moines Register & Tribune—Mary Little.  
Dubuque Daily Tribune—Carl Ochs.  
Dubuque Telegraph-Herald—William Arndt.  
Keokuk Tri-State News—Calvin Siffert.  
Sioux City Journal—Willis Forbes.  
Sioux City Tribune—John Kelly.

## KANSAS

Atchison Gazette—Ted Gilmore.  
Coffeyville Journal—Clair Foster.  
Kansas City Kansan—Ruth Kendall.  
Lawrence Journal-World—J. W. Murray.  
Manhattan Mercury—H. O. Dendurant.  
Manhattan Chronicle—Charles Platt.  
Topeka Capital—E. D. Keilmann.  
Topeka State Journal—George Hillyer.

## KENTUCKY

Ashland Independent—Brady Black.  
Lexington Leader and Herald—Richard Ferguson.  
Louisville Courier-Journal and Times—James Sheehy.  
Owensboro Messenger and Inquirer—John Potter, Clyde Watson.  
Paducah Sun-Democrat—Joe Lagore.  
Paducah Press—Murray K. Rogers.

## LOUISIANA

New Orleans Times-Picayune and States—Mercie Mateu.  
New Orleans Item-Tribune—Gus Koorie.  
Shreveport Times—Pat White.  
Shreveport Journal—Tom Ashley.

## MAINE

Bangor News—John O'Connell.  
Bangor Commercial—Frank Bass.  
Portland Press-Herald and Express—Mrs. Ina Sommerville.  
Portland Sunday Telegram—Harold Cram.

## MARYLAND

Baltimore News-Post & Sunday American—J. Hammond Brown.  
Baltimore Morning Sun—E. J. Chapman.  
Baltimore Evening Sun—Harry Stewart.  
Baltimore Sunday Sun—Harry Haller. Florence Hiss.  
Hagerstown Globe—Brewer Stouffer.

## MASSACHUSETTS

Boston Globe—Elizabeth Sullivan.  
Boston Post—Howard Fitzpatrick.  
Boston Herald-Traveler—Alice Quinlan.  
Boston Transcript—Frederick W. Hobbs.  
Boston American Record and Sunday Advertiser—Newcomb Thompson.  
Christian Science Monitor, Boston—Alfred E. Hughes.  
Lawrence Eagle & Tribune—Sebastian Barlotto.  
Lowell Courier-Citizen and Leader—Ethel K. Billings.  
Lowell Sun—Charles G. Samps.  
Newburyport News—W. E. Bartlett.  
New Bedford Standard-Times and Mercury—John Dakin.  
Pittsfield Berkshire Eagle—Rex Fall.  
Springfield Union—Henry P. Lewis.  
Springfield News and Republican—Benjamin Buxton.  
Worcester Telegram and Gazette—Frederick L. Rushton.

## MICHIGAN

Battle Creek Enquirer-News—Alfred H. Haight.  
Battle Creek Moon-Journal—J. Ray Simmons.  
Bay City Times—Margaret Ellison.  
Detroit News—Herschell Hart.  
Detroit Times—Ray Thomas. Pat Dennis.  
Detroit Free Press—Ella McCormick.  
Flint News-Advertiser—Irving Chimovitz.  
Grand Rapids Press—Evelyn Titus.  
Grand Rapids Herald—W. B. McClaran.  
Grand Rapids Shonning News—Ray Doran.  
Ironwood Globe—Ed Johnson.  
Kalamazoo Gazette—Ralph Patton.  
Kalamazoo News-Advertiser—Fred Bayer.  
Lansing State Journal—Jerry Root.  
Muskegon Chronicle—William Bowles.  
Royal Oak Tribune—Lynn Miller.  
Saginaw News—L. Wahl.

## MINNESOTA

Duluth News Tribune and Herald—Nathan Cohen.  
Duluth Lake & Farm Journal—George Kelly.  
Fergus Falls Tribune—Ed Lux.

## MINNESOTA (Continued)

Hibbing Tribune—George Fisher.  
Minneapolis Star-Journal—George Grim.  
Jean Huck.  
Minneapolis Tribune—Phil Shipley.  
Moorhead Daily News—James Acton.  
Rochester Post-Bulletin—G. W. Witherstone.  
St. Cloud Times-Journal—Harold Schoelkopf.  
St. Paul Dispatch and Pioneer Press—Jules Steele.  
Winona Republican-Herald—Gordon Clausway.

## MISSISSIPPI

Greenwood Commonwealth—Littleton Ushur.  
Gulfport-Biloxi Herald—George Wilkes.  
Jackson Advertiser—Ralph Maddox.  
Vicksburg Post and Herald—B. Conway.

## MISSOURI

Columbia Tribune—E. A. Soderstrom.  
Kansas City Journal—Dorothy Milo, John Camerson Swayze.  
Kansas City Star—H. Dean Fitzer.  
St. Joseph News-Times—Prentiss Mooney.  
St. Joseph Gazette—M. Dow Mooney.  
St. Louis Globe-Democrat—Harry LaMertha.  
St. Louis Post-Dispatch—James L. Spencer.  
St. Louis Star-Times—Harriett Hagen.  
Springfield News and Leader & Press—Dick Terry.

## MONTANA

Butte Montana Labor News—Charles Hanswirth.  
Kalispell News—Frank Tripett.  
Livingston Enterprise—B. Flynn.  
Wolf Point Herald—Charles Marshall.

## NEBRASKA

Lincoln Nebraska State Journal and Star—Bruce Nicoll.  
Norfolk Daily News—Art Thomas.  
Omaha World-Herald—Keith Wilson.

## NEVADA

Reno Gazette—Joe McDonald.  
Reno Nevada State Journal—Jack Rutledge.

## NEW HAMPSHIRE

Concord Monitor—R. H. Keeler.  
Keene Sentinel—Ralph Newell.  
Laconia Citizen—Elwin Twombly.  
Manchester Union-Leader—Louise Walker.  
Manchester L'Avenir National—Josephat Benoit.  
Portsmouth Herald—Percy Moulton.

## NEW JERSEY

Atlantic City Press and Union—Howard P. Dimon.  
Camden Courier-Post—Marian Gilson.  
Camden South Jersey News—Albert Kaplan.  
Camden Argus—William H. Jaffries.  
Jersey City Jersey Journal—C. J. Ingram.  
Newark News—Rupert Ede.  
Plainfield Courier-News—Kenneth White.

## NEW MEXICO

Albuquerque Journal—Paul Weeks.  
Albuquerque Tribune—Irene Fisher.  
Santa Fe Examiner—J. F. Pichler.

## NEW YORK

Albany Knickerbocker News—Ed Healey.  
Auburn Citizen-Advertiser—William O. Dapping.  
Binghamton Sun—Letitia Lyon.  
Binghamton Press—George Curtis.  
Brooklyn Eagle—Jo Ranson.  
Brooklyn Citizen—Murray Rosenberg.  
Brooklyn Daily Express—Rayness Cope-land.  
Buffalo Courier-Express—George F. Oliver.  
Don Tranter.  
Buffalo News—Joseph Haeffner.  
Elmira Star-Gazette—George McCann.  
Elmira Advertiser—Charles Barber.  
Elmira Sunday Telegram—Edward Van Dyke.  
New York Herald-Tribune—Ted Rowe.  
New York Journal-American—Tom Brooks.  
New York Mirror—Nick Kenny.  
New York News—Ben Gross.  
New York Post—Leonard Carlton.  
New York Sun—E. L. Bragdon.  
New York Times—Orrin Dunlap Jr.  
New York World-Telegram—Alton Cook.  
Ogdensburg Advance-News—Roger Orr.  
Olean Times-Herald—Don Walker.

**NEW YORK (Continued)**

Roughkeepsie Sunday Courier—Katherine Fisher.  
 Rochester Democrat & Chronicle—DeWitt Manning, Edna Kennell.  
 Rochester Times-Union—Don Yerger, Edna Kennell.  
 Schenectady Union-Star—John Blawis.  
 Schenectady Gazette—Ned Wintersteen.  
 Syracuse Herald-Journal—Robert Hoffman.  
 Syracuse Post-Standard—Robert Gibson.  
 Troy Record—A. F. Demers.  
 Yonkers Herald Statesman. Post Chester Item. Mt. Vernon Argus. Tarrytown News. New Rochelle Standard Star.  
 White Plains Dispatch and Mamaroneck Times—John Di Simone.

**NORTH CAROLINA**

Asheville Citizen—O. C. Dawkins.  
 Asheville Times—Weimer Jones.  
 Durham Sun—Wyatt Dixon.  
 Durham Herald and Sunday Herald-Sun—Fred Haney.  
 Raleigh News & Observer—Charles J. Parker.  
 Raleigh Times—Irving Cheek.  
 Salisbury Post—John Harden.

**NORTH DAKOTA**

Bismarck Tribune—William Moeller.  
 Bismarck Capital—Charles Goodwin.  
 Devils Lake Journal—Arthur Timboe.  
 Devils Lake World—Geordon Stefanowicz.  
 Fargo Forum—Rog Johnson.

**OHIO**

Akron Beacon-Journal—Dorothy Doran.  
 Ashtabula Star-Beacon—Marvin E. Walker.  
 Canton Repository—Clifford Glass.  
 Conneaut News-Herald—Robert St. John.  
 Cincinnati Post—Paul Kennedy.  
 Cincinnati Times-Star—France Raine.  
 Cincinnati Enquirer—Jack Rogers, Andrew Poppe.  
 Cleveland News—Elmore Bacon.  
 Cleveland Plain Dealer—Robert Stephan.  
 Cleveland Press—Norman Siegel.  
 Geneva Free Press—Charles E. Bonser.  
 Painesville Telegraph—David E. Bollinger.  
 Columbus Dispatch—Grand Dillman.  
 Columbus Ohio State Journal—Harold Eckert.  
 Columbus Citizen—Ed McCoy.  
 Columbus Sunday Star—Joe Mills.  
 Dayton News—Charles Gay.  
 Dayton Herald—Zeb Pike.  
 Dayton Journal—Tom Kirchner.  
 Springfield News—J. Richard Wolbert.  
 Springfield Sun—William Henley.  
 Lima News—James Blissel.  
 Portsmouth Times—William Lambie.  
 Toledo Blade—Richard Pheatt.  
 Toledo Sunday Times—Donald Wolfe.  
 Youngstown Vindicator—Caroline McDonald.  
 Zanesville News—Earl Jones.  
 Zanesville Signal, Zanesville Times-Recorder—Clay Littick.

**OKLAHOMA**

Ada News—W. D. Little.  
 Ardmore Daily Ardmoreite—Ramon Martin.  
 End News and Eagle—Harold Baker.  
 Muskogee Phoenix and Times-Democrat—Paul Brunner.  
 Oklahoma City Oklahoman and Times—Bruce Palmer.  
 Shawnee News and Star—Bryan Roberts.  
 Tulsa World—Lee Earhart.  
 Tulsa Tribune—Dick Jones.

**OREGON**

Astoria Astorian-Budget—Fred Andrus.  
 Bend Bulletin—R. M. Cox.  
 Eugene Register Guard—Dick Strite.  
 Grants Pass Courier—Earl Voorhies.  
 Medford Mail-Tribune—Herbert Gray.  
 Marshfield Coos Bay Times—Red Hornish.  
 Portland Oregon Journal—Lawrence Gilbertson.  
 Portland Oregonian—William Moyes.  
 Portland Shopping News—Grace Crawford.  
 Roseburg News-Review—Marshall Hunt.  
 Salem Oregon Statesman—Steve Merxler.  
 Salem Capital Journal—Fred Zimmerman.

**PENNSYLVANIA**

Erie Dispatch-Herald—A. J. White.  
 Erie Times—Charles Wells.  
 Harrisburg Telegraph—E. S. Fisher.  
 Johnstown Tribune—Ben Coll.  
 Johnstown Democrat—John Sheridan.  
 Lancaster Intelligence-Journal—Donald McCollough.  
 Lancaster New Era—Herbert Krone.  
 Philadelphia Public Ledger—George Opp.  
 Philadelphia Bulletin—Elmer Cull.  
 Philadelphia Inquirer—Frank Rosen.  
 Philadelphia Record—George Lilley.  
 Philadelphia News—Raymond Gathrid.  
 Pittsburgh Post-Gazette—Darrrel V. Martin.  
 Pittsburgh Press—Si Stanhauser.  
 Pittsburgh Sun-Telegraph—Zora Unkovich.

**PENNSYLVANIA (Continued)**

Sharon Herald—Jerry Harshman.  
 Sunbury Item—Reg Merridew.  
 Uniontown Herald-Genius—William Fields.  
 Uniontown News-Standard—George Gray.  
 Wilkes-Barre Times-Leader—Joseph Murphy.  
 Wilkes-Barre Record—Joseph Collie.  
 Wilkes-Barre Sunday Independent—Thomas Heffernan, Jr.  
 Williamsport Sun—J. Mark Good.  
 Williamsport Gazette & Bulletin—Quentin Beauge.

**RHODE ISLAND**

Pawtucket Times—Sylvester Sprague.  
 Providence Journal—Ben Kaplan.  
 Newport Herald—Francis X. Flannery.  
 Newport Daily News—Clifton Holman.  
 Woonsocket Call—Gregory C. Greene.

**SOUTH CAROLINA**

Anderson Independent—Lawrence S. Hem-bree.  
 Anderson Mail—Red Canup.  
 Charleston News & Courier—T. R. Waring, Jr.  
 Charleston Post—Manning Rubin.  
 Columbia State—S. L. Latimer.  
 Columbia Record—Caldwell Withers.  
 Florence Star—Melvin Purvis.  
 Greenville News—Don Crossland.  
 Greenville Piedmont—Jimmie Thompson.

**SOUTH DAKOTA**

Pierre Capital Journal—James B. Hipple.  
 Pierre Dakotan—Godfrey Roberts.  
 Rapid City Journal—Redford H. Dibble.  
 Sioux Falls Argus-Leader—George Rohn.  
 Vermillion Plain Talk—Herbert Evans.  
 Yankton Press & Dakotan—Fred Monfore.

**TENNESSEE**

Chattanooga Free Press—Glenn Jordan.  
 Chattanooga News—Quentin Core.  
 Chattanooga Times—Tom Brahan.  
 Knoxville News-Sentinel—Dick Golden.  
 Knoxville Journal—Frank Larkin.  
 Memphis Press-Scimitar—Robert Johnson.  
 Memphis Commercial Appeal—Robert Gray.  
 Nashville Banner—Milton Randolph.  
 Nashville Tennessean—Bobby Seals.  
 Nashville Times—Warner Ray.

**TEXAS**

Abilene Reporter-News—P. Anderson.  
 Wendell Beechek.  
 Amarillo Globe-News—W. S. Izzard.  
 Amarillo Times—Howard Arnborg.  
 Austin American—Buck Hood.  
 Austin Statesman—Bill Weeg.  
 Austin Tribune—Pericles Alexander.  
 Beaumont Enterprise—Merita Mills.  
 Beaumont Journal—Eva Feinburg.  
 Big Spring Herald—Robert W. Whipkey.  
 Brady Heart-O-Texas News—J. C. Rothwell.  
 Brownwood Bulletin—Flash MacBeth.  
 Dallas Dispatch-Journal—Terence Walsh.  
 Dallas News—John Rosenfield, Victor Davis.  
 Dallas Times-Herald—Douglas Hawley.  
 El Paso Herald-Post—Chester Choep.  
 El Paso Times—Bill Hooten.  
 Fort Worth Press—Delbert Willis.  
 Fort Worth Star-Telegram—Bill Potts.  
 Houston Post—Lois Cain.  
 Houston Chronicle—Mildred Stockard.  
 Houston Press—Tony Triola.  
 Pamda News—Tex DeWeese.

**TEXAS (Continued)**

Paris News—Orville Lee.  
 Pecos Enterprise—Betsy Ross.  
 San Angelo Standard Times—Dean Cheney.  
 San Antonio Express—A. W. Grant.  
 San Antonio News—A. W. Walliser.  
 San Antonio Light—Renwick Cary.  
 Sherman Democrat—W. E. Atkins.  
 Sweetwater Reporter—George Bennett.  
 Temple Telegram—Carolyn Mallina.  
 Texarkana Gazette & News—J. Q. Mahafey.  
 Vernon Record—Laura Tannahill.  
 Waco News-Tribune and Times-Herald—Gerald Frazier.  
 Wichita Falls Times—L. Hamlett.  
 Wichita Falls Record News—W. L. Underwood.

**UTAH**

Salt Lake City Tribune—Leroy Simmons.  
 Salt Lake City Deseret News—Wilby Durham.

**VERMONT**

Burlington Daily News—Harry Holden.  
 Waterbury Record—Bill Ricker.

**VIRGINIA**

Fredericksburg Free Lance-Star—E. McIver.  
 Newport News Press—Lewis Jester.  
 Newport News Times-Herald—William M. Harrison.  
 Norfolk Ledger-Dispatch—Charles Hoofnagle.  
 Richmond Times-Dispatch—Bruce Clarke.  
 Richmond News-Leader—Elizabeth Copeland.  
 Roanoke Times—William Atkinson.  
 Roanoke World-News—Shields Johnson.

**WASHINGTON**

Aberdeen World—Harlam Plumb.  
 Centralia Chronicle—Vance Knowles.  
 Chehalis Advocate—Chapin Foster.  
 Everett Herald—W. R. Butler.  
 Grays Harbor Washingtonian—William Koski.  
 Longview News—Marry Kerr.  
 Olympia Olympian—Jesse Steere.  
 Olympia News—Mrs. C. Hoyt.  
 Pullman Herald—Karl Allen.  
 Seattle Post-Intelligencer—Paul Tiesche.  
 Seattle Times—Bob Heilman.  
 Seattle Star—Roy F. Ryerson.  
 Spokane Spokesman-Review—Byron Johnson.  
 Spokane Chronicle—Wafford Conrad.  
 Tacoma News-Tribune—Paul Anderson.  
 Tacoma Times—Jane Mattau.  
 Vancouver Carl County Sun—Marion Sexton.  
 Walla Walla Union-Tribune—Sherman Mitchell.  
 Walla Walla Union-Bulletin—Robert Fisher.

**WEST VIRGINIA**

Charleston Mail—Anise Cassab.  
 Charleston Gazette—Frank Knight.  
 Clarksburg Exponent—H. G. Rhawn.  
 Clarksburg Telegram—Frank Carpenter.  
 Fairmont Valley News Index—Bernard Gottlieb.  
 Huntington Herald-Dispatch—Raymond Brewster.  
 Huntington Advertiser—Clyde Wellman.  
 Huntington Herald-Advertiser—H. L. Pinckard.  
 Wheeling Home Talk—Lester Smith.

**WISCONSIN**

Fond du Lac Commonweal Reporter—Lynn N. Fairbanks.  
 Green Bay De Pere Journal-Democrat—John Crevier.  
 Janesville Gazette—Ann Tenney, Ruth Guilfoyle.  
 Madison Wisconsin State Journal—William L. Doudna.  
 Madison Capital-Times—K. F. Schmitt.  
 Milwaukee Journal—Edgar Thompson.  
 Milwaukee Sentinel—Buck Herzog.  
 Milwaukee Post—Armin C. Tewes.  
 Racine Journal-Times—Paul Frey.  
 Sheboygan Press—Elmer Zufelt.  
 Stevens Point Journal—James W. Hull.

**WYOMING**

Sheridan Press—L. L. MacBride.

**ALASKA**

Fairbanks News-Miner—Georg Nelsson Myers.  
 Fairbanks Alaska Miner—E. F. Jessen.

**HAWAII**

Hilo Tribune-Herald—Kenneth Byerly.  
 Hilo Hawaii Press—John Lee.  
 Honolulu Star-Bulletin—Paul Findelsen.  
 Kaula Filippino News—Leonor Curamenz.  
 Lihue Garden Isle—Dora Muranaka.

**ALBERTA**

Calgary Albertan—Peggy Higgs.  
 Edmonton Journal—Hector Ramage.  
 Edmonton Bulletin—S. C. Betts.  
 Edmonton Radio Flashes—H. G. Turner.  
 Grande Prairie Herald-Tribune—James Yule.

**BRITISH COLUMBIA**

Nelson Daily News—Hume A. Lethbridge.  
 Trail Times—William Curran.  
 Vancouver Province—Helen Walls.  
 Vancouver Sun—Bill Newell.  
 Vancouver News-Herald—Jack Bird.  
 Victoria Daily Colonist—William Fletcher.  
 Victoria Times—Lloyd Baker.

**MANITOBA**

Winnipeg Free Press—H. E. Spencer.  
 Winnipeg Tribune—Denny Brown.

**NEW BRUNSWICK**

St. John Telegraph-Journal and Times-Globe—Christine A. Fawcings.

**NOVA SCOTIA**

Glasgow News—James Cameron.  
 Halifax Herald—Lionel Shatford.  
 Halifax Chronicle—Harold Hoxanson.  
 Yarmouth Herald and Telegram—Clarence Shapiro.

**ONTARIO**

Brantford Expositor—Douglas O'Neal.  
 Chatham Daily News—Bill Robinson.  
 Hamilton Spectator—Miss F. Brown.  
 London Free Press—J. C. Burns.  
 Timmins Press—Leone Noble.  
 Ottawa Citizen—Alfred Christopher.  
 Ottawa Journal—Monte Taschereau.  
 Prescott Journal—William Hogle, W. E. Crateau.

Ottawa Le Droit—Camille Hudon.  
 Sarnia Canadian Observer—A. W. Tennant.  
 Sudbury Star—C. H. Smith.  
 Toronto Star—J. Annan.  
 Toronto Telegram—Jim Hunter.  
 Toronto Globe-Mail—C. Jenkins.  
 Toronto Star—William Dodd.  
 Windsor Star—Ross Mason.

**PRINCE EDWARD ISLAND**

Summerside Journal—A. R. Brennan.  
 Summerside Pioneer—J. P. McInnis.

**QUEBEC**

Montreal Star—J. G. Haviland.  
 Montreal Gazette—Thomas Archer.  
 Montreal Herald—F. Shannon.  
 Montreal Standard—G. C. Gannon.  
 Montreal La Presse—Romeo LeBlanc.  
 Montreal LeDevoir—Lucien Desbines.  
 Montreal La Patrie—M. Carboneau.  
 Quebec City L'Evenement-Journal Le Soleil—Germaine Bundock.  
 Quebec City L'Action Catholique—Jean-Thomas Perron.  
 Quebec City Chronicle-Telegraph—M. Houde.  
 Rimouski Radio-Monde L'Echo du Bas St. Laurent—L. Lamontagne.  
 Rouyn-Noranda Press—Dan Jones.  
 Val d'Or Star—Charles Madison.  
 Val d'Or La Voix de Val l'Ore—L. Godin.

**SASKATCHEWAN**

Moose Jaw Times—Vic Mackie.  
 Moose Jaw Western Spotlight—L. H. Lewry.  
 Prince Albert Herald—E. N. Davis.  
 Regina Daily Star—Andy Lebrant.  
 Regina Leader-Post—G. J. Johnson.  
 Saskatoon Star-Phoenix—H. A. Walls.  
 Yorkton Enterprise—Ken Mayhew.  
 Yorkton Tribune—Denny Brown.

**1000—STREAMLINED—Watts**  
 (Daytime)

*"In the Heart of the Motor Industry"*

**PONTIAC — — MICHIGAN**

# Advertisers Using NBC-Red Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works Detroit	Paint	Smilin' Ed McConnell	Saturday, 11:15-11:30 A.M.	38	Sept. '39—	Henri, Hurst & McDonald, Chicago
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Eddy Duchin's Orchestra	Monday, 9:30-10:00 P.M.	53	Sept. '38-May '39	Young & Rubicam, N. Y.
American Oil Co., Baltimore	Gas & Oil	Preakness	Saturday, 6:15-6:45 P.M.	34	May 13, 1939 Only	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College	Wednesday, 10:00-11:00 P.M.	69	Nov. '38—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon., Tues., Wed., 10:30- 10:45 A.M.	42	Sept. '36—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Co., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:00-11:15 A.M.	23	June '36—	Blackett-Sample-Hummert, N. Y.
Ballard & Ballard Co., Louisville	Biscuits	Oven Ready Program	Fri. & Sat., 10:00-10:15 A.M.	18	Sept. '38-Mar. '39	Henri, Hurst & McDonald, Chicago
Bayer Co., New York	Aspirin	Album of Familiar Music	Sunday, 9:30-10:10 P.M.	58	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Lozengers	Backstage Wife	Mon.-Fri., 4:00-4:30 P.M.	36	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Bi-So-Dol Co., Jersey City	Bi-So-Dol	John's Other Wife	Thurs. & Fri., 10:15-10:30 A.M.	58	Sept. '39—	Blackett-Sample-Hummert, N. Y.
Bristol-Myers Co., New York	Vitalis	For Men Only	Tuesday, 8:30-9:00 P.M.	44	Oct. '38-June '39	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Vitalis	George Jessel	Friday, 9:30-10:00 P.M.	51	Oct. '39—	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Town Hall Tonight	Wednesday, 9:00-10:00 P.M. 12:00-1:00 A.M.	51	July '34-June '39	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	What's My Name	Wednesday, 9:00-9:30 P.M. 12:00-12:30 A.M.	51	July '39-Sept. '39	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	George Jessel's Celebrities	Wednesday, 9:30-10:00 P.M.: 12:30-1:00 A.M.	51	July '39-Sept. '39	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Fred Allen Show	Wednesday, 9:00-10:00 P.M.: 12:00-1:00 A.M.	54	Sept. '39—	Young & Rubicam, N. Y.
Brown & Williamson Tobacco Co., Louisville	Raleigh & Kool	Tommy Dorsey's Orchestra	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	55	Feb. '38-Sept. '39	BBDO, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Saturday, 7:00-7:30 P.M.: 12:30-1:00 A.M.	65	Oct. '38-Mar. '39	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Saturday, 8:30-9:00 P.M.: 12:00-12:30 A.M.	67	Mar. '39-Sept. '39	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	71	Sept. '39—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Uncle Walter's Dog House	Tuesday, 10:30-11:00 P.M.	67	May '39—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Tobacco	Home Town	Sunday, 10:30-11:00 P.M.	17	Nov. '39—	Russell M. Seeds, Chicago
Bulck Motor Co., Detroit	Motor Cars	Louis-Lewis Fight	Wednesday, 10:00 P.M. to Finish	97	Jan. 25, 1939 Only	Arthur Kudner Inc., N. Y.
Cal-Aspirin Corp., New York	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 11:30-11:45 A.M.	22	Sept. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Cal-Aspirin Corp., New York	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 4:45-5:00 P.M.	33	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Campbell Soup Co., Camden, N. J.	Soups	Amos'n' Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	46	Jan. '38-Mar. '39	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Tomato Juice	Human Side of News	Mon., Wed., Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	39	Sept. '38-Mar. '39	Ward Wheelock Co., Philadelphia
Carnation Co., Milwaukee	Milk	Contented Program	Monday, 10:00-10:30 P.M.	64	May '31—	Edwin Wasey & Co., Chicago
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-9:00 P.M.	53	Feb. '27—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Ellen Randolph	Mon.-Fri., 1:15-1:30 P.M.	49	Oct. '39—	Benton & Bowles, N. Y.
Cummer Products Co., Bedford, O.	Engerine	Paul Wing's Spelling Bee	Sunday, 5:30-6:00 P.M.	24	Sept. '38—	Stack-Goble Adv. Agcy., Chicago
Cummer Products Co., Bedford, O.	Molle Shaving Cream	Battle of the Sexes	Tuesday, 9:00-9:30 P.M.: 12:00-12:30 A.M.	53	Sept. '38—	Stack-Goble Adv. Agcy., Chicago
Dunn & McCarthy, Auburn, N. Y.	Enna Jettick Shoes	Enna Jettick Melodies	Sunday, 5:00-5:15 P.M.	91	Aug. '39-Nov. '39	Marshall & Pratt, N. Y.
H. Fendrich, Evansville, Ind.	Cigars	The Dreamer	Sunday, 2:00-2:30 P.M.	13	Sept. '39-Dec. '39	Ruthrauff & Ryan, Chicago
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.: 11:30-12:00 Mid.	111	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	76	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
Food & Beverage Broadcasters Assn., San Francisco	Glass Containers	I Want a Divorce	Sunday, 3:00-3:30 P.M.: 4:00-4:30 P.M.	39	Oct. '39—	Emil Brisacher & Staff, San Francisco
General Electric Co., Cleveland	Lamps	Hour of Charm	Monday, 9:00-9:30 P.M.	58	Oct. '38-May '39	Maxon, Inc., N. Y.
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	58	Sept. '39—	BBDO, N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Grape Nuts	Al Pearce & His Gang	Monday, 8:00-8:30 P.M.: 10:30-11:00 P.M.	80	Oct. '38-July '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1939	Thursday, 9:00-10:00 P.M.	78	Sept. '38-June '39	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1940	Thursday, 9:00-10:00 P.M.	85	Sept. '39—	Benton & Bowles, N. Y.
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.: 11:30-12:00 Mid.	96	Sept. '38-June '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello Ice Cream Mix.	Aldrich Family	Sunday, 7:00-7:30 P.M.: 11:30-12:00 Mid.	72	June '39-Sept. '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.: 11:30-12:00 Mid.	99	Oct. '39—	Young & Rubicam, N. Y.
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon.-Fri., 1:45-2:00 P.M.	18	Aug. '38-May '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Flour & Wheaties	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	29	May '38—	Blackett-Sample-Hummert, Chicago Knox Reeves, Minneapolis

(Continued on Page 219)





# Spreading the Good Word

*One reason for the Red Network's ability  
to produce extra sales results...*



**\*Its Extra Audience  
is One Reason Why the RED is  
America's No. 1 Network!**

*There are other reasons too . . . reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!*

**Take Audience . . .** No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

**Take Facilities . . .** Not only does the Red Network offer you *more* power, *more* stations on the desirable frequencies—*more* clear channel stations than any other network, but *better* stations as well! Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

**Take Programs . . .** Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority

of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Variety, Radio Daily, Hearst Radio Editors, the New York World-Telegram, The Cleveland Plain Dealer and others.

**Take Selling Power . . .** The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested \$35,000,000 in the Red—more money than was spent in any other single advertising medium in the world.

These facts are proof that the Red Network will bring you extra sales results!

**NATIONAL BROADCASTING CO.**  
A Radio Corporation of America Service

**NBC  NETWORK**

**The network *most* people listen to *most***

# Advertisers Using NBC-Red Network During 1939

[Continued from Page 216]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	17	Sept. '38-May '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	16	Sept. '39—	Knnx Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	Billy & Betty	Mon.-Fri., 5:30-5:45 P.M.	16	May '39-July '39	Knox Reeves, Minneapolis
General Mills, Minneapolis	Cake Flour	Caroline's Golden Story	Mon.-Fri., 1:30-1:45 P.M.	14	June '39-Sept. '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	Grouch Club	Sunday, 6:30-7:00 P.M.	29	Apr. '39—	Blackett-Sample-Hummert, Chicago
Grove Laboratories, St. Louis	Bromo-Quinine	Fred Waring	Saturday, 8:30-9:00 P.M.: 12:00-12:30 A.M.	58	Oct. '38-Mar. '39	Stack-Goble Adv. Agency, Chicago
Andrew Jergens Co., Cincinnati	Woodbury Soaps	Hollywood Playhouse	Wednesday, 8:00-8:30 P.M.: 9:30-10:00 P.M.	60	Oct. '39	Lennon & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	71	Sept. '38-May '39	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Alec Templeton Time	Tuesday, 9:30-10:00 P.M.	75	May '39-Sept. '39	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	77	Sept. '39—	Needham, Louis & Brorby, Chicago
Kellogg Co., Battle Creek	Corn Flakes	The Circle	Sunday, 10:00-11:00 P.M.	64	Jan. '39-July '39	J. Walter Thompson Co., N. Y.
Kolynos Co., Jersey City	Toothpaste	Just Plain Bill	Thurs. & Fri., 10:30-10:45 A.M.	41	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	75	June '38—	J. Walter Thompson Co., Chicago
Lady Ester Ltd., Chicago	Cosmetics	Guy Lombardo's Orchestra	Friday, 10:00-10:30 P.M.	50	Sept. '38—	Pedlar & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Tues. & Thurs., 7:15-7:30 P.M.: 11:15-11:30 P.M.	31	Jan. '37-Jan. '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Quicksilver	Tues. & Thurs., 7:15-7:30 P.M.: 11:15-11:30 P.M.	31	Jan. '39-July '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Horace Heidt Musical Knights	Monday, 9:30-10:00 P.M.	56	July '39-Sept. '39	Stack-Goble Adv. Agency, N. Y.
Lewis-Howe Co., St. Louis	Tums	Tums—Pot of Gold	Tuesday 8:30-9:00 P.M.	82	Sept. '39—	Stack-Goble Adv. Agency, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.: 11:00-11:15 P.M.	85	June '39—	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Sensations & Swing	Monday, 7:30-8:00 P.M.: 10:30-11:00 P.M.	60	July '39—	Lennon & Mitchell, N. Y.
Gen. W. Luft Co., New York	Tangee Lipstick	Right Thing 'n Do	Tuesday, 7:45-8:00 P.M.	4	Jan. '39-Apr. '39	Warwick & Legler, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch	Wed. & Fri., 7:45-8:00 P.M.	5	Jan. '39-Apr. '39	Franklin Bruck Adv. Corp., N. Y.
Mars, Inc., Chicago	Candy Bars	Doctor I. Q.	Monday, 9:00-9:30 P.M.	58	July '39—	Grant Adv., Inc., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Tues. & Fri., 10:30-10:45 P.M.	38	Oct. '38-Apr. '39	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Sunday, 5:00-5:30 P.M.	25	Oct. '38-Apr. '39	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Alec Templeton Time	Monday, 9:30-10:00 P.M.	81	Sept. '39—	Wade Adv. Agency, Chicago
Benjamin Moore & Co., New York	Paints	Betty Moore	Saturday, 11:00-11:15 A.M.	44	Jan. '39-Apr. '39	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:45-4:00 P.M.	23	Sept. '38-Apr. '39	Henri, Hurst & McDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 5:15-5:30 P.M.	29	Oct. '39—	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Cigarettes	Philip Morris Program	Tuesday, 8:00-8:30 P.M.: 11:30-12:00 Mid.	80	Apr. '33	Blow Co., N. Y.
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Friday, 9:30-10:00 P.M.: 11:30-12:00 Mid.	30	June '38-Sept. '39	McCann-Erickson, N. Y.
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Saturday, 9:30-10:00 P.M.: Friday, 11:30-12:00 Mid.	32	Sept. '39—	McCann-Erickson, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Pipe Tobacco	Vox Pop	Saturday, 9:00-9:30 P.M.	21	Oct. '38-Sept. '39	Ruthrauff & Ryan, N. Y.
Pepsodent Co., Chicago	Toothpaste & Anti-septic	Bob Hope	Tuesday, 10:00-10:30 P.M.	55	Sept. '38-June '39	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Anti-septic	Mr. District Attorney	Tuesday, 10:00-10:30 P.M.	55	June '39-Sept. '39	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Anti-septic	Bob Hope	Tuesday, 10:00-10:30 P.M.	62	Sept. '39—	Lord & Thomas, Chicago
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 11:15-11:30 A.M.	23	Apr. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	35	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Siella Dallas	Mon.-Fri., 1:15-1:30 P.M.	16	June '38	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 11:30-11:45 A.M.	23	Sept. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 1:15-5:00 P.M.	31	Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	15	Sept. '33	Blackett-Sample-Hummert, N. Y.
Pillsbury Flour Mills, Minneapolis	Flour	Woman in White	Mon.-Fri., 10:45-11:00 P.M.	37	Jan. '38	Hutchinson Adv. Co., Minneapolis
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Sunday, 6:30-7:00 P.M.	7	June '36-Apr. '39	Gale & Pietsch, Chicago
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	57	June '36—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:45-12:00 Noon	31	June '37-Nov. '39	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:15-11:30 A.M.	31	Nov. '39—	Pedlar & Ryan, N. Y.

[Continued on Page 220]

# Advertisers Using NBC-Red Network During 1939

[Continued from Page 219]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 4:30-4:45 P.M.	49	Nov. '38-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 8:45-4:00 P.M.	64	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 11:45-12:00 Noon	13	Sept. '37-Sept. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 5:30-5:45 P.M.	26	Sept. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Friday, 7:15-7:30 P.M.; 10:45-11:00 P.M.	32	Oct. '38-June '39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	63	June '37—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Gospel Singer	Mon.-Fri., 9:45-10:00 A.M.	17	Nov. '88-July '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 9:45-10:00 A.M.	10	July '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neill's	Mon.-Fri., 12:15-12:30 P.M.	18	June '36—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon.-Fri., 5:15-5:30 P.M.	43	July '39-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon.-Fri., 11:30-11:45 A.M.	43	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri., 11:45-12:00 Noon	9	July '39-Nov. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri., 11:15-11:30 A.M.	9	Nov. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	The Man I Married	Mon.-Fri., 10:00-10:15 A.M.	45	July '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	63	Dec. '38--	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	What's My Name	Saturday, 7:00-7:30 P.M.; 10:30-11:00 P.M.	32	Nov. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 4:45-5:00 P.M.	37	May '39-Nov. '39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 5:15-5:30 P.M.	37	Nov. '39—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 3:45-4:00 P.M.	59	Jan. '37-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 11:45-12:00 Noon	59	Nov. '39—	Compton Adv., N. Y.
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 4:45-5:00 P.M.	37	Sept. '38-June '39	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 5:00-5:15 P.M.	38	Sept. '39—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Dick Tracy	Mon.-Fri., 5:00-5:15 P.M.	20	Sept. '38-Apr. '39	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Quaker Party	Saturday, 8:00-8:30 P.M.	58	Oct. '38-May '39	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Puffed Wheat	Dick Tracy	Saturday, 8:00-8:30 P.M.	58	May '39-Sept. '39	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Puffed Rice	Stop Me If You've Heard This One	Saturday, 8:30-9:00 P.M.	59	Sept. '39—	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Quaker Variety Show	Monday, 8:00-8:30 P.M.	58	Sept. '39—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Farina	We, the Wives Quiz	Sunday, 1:00-1:30 P.M.	4	Oct. '39-Nov. '39	Benton & Bowles, Chicago
Quaker Oats Co., Chicago	Farina	We, the Wives Quiz	Sunday, 3:30-4:00 P.M.	4	Nov. '39—	Benton & Bowles, Chicago
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Camel Caravan	Saturday, 10:00-10:30 P.M.	81	July '39—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert	Grand Old Opey	Saturday, 10:30-11:00 P.M.	24	Oct. '39—	Wm. Esty & Co., N. Y.
Richardson & Robbins, Dover, Del.	Boned Chicken	The Revelers	Wed. & Fri., 7:30-7:45 P.M.	5	July '38—	Chas. W. Hoyt Co., N. Y.
Sealtest, Inc., New York	Ice Cream & Milk	Your Family & Mine	Mon.-Fri., 5:15-5:30 P.M.	40	Sept. '38-Apr. '39	McKee & Albright, Philadelphia
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-9:00 P.M.	61	May '37—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	51	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Wednesday, 8:00-8:30 P.M.; Sunday, 9:30-10:00 P.M. PST	55	Jan. '36-Oct '39	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Thursday, 8:00-8:30 P.M.; Sunday, 9:30-10:00 P.M. PST	55	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Desserts	Those We Love	Thursday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	51	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Desserts & Yeast	Rudy Vallee Hour	Thursday, 8:00-9:00 P.M.	49	Sept. '28-Sept. '39	J. Walter Thompson Co., N. Y.
Swift & Co., Chicago	Sausage	Sales Meeting	Saturday, 8:45-9:00 A.M.; 10:45-11:00 A.M.	56	Sept. 30, 1939 Only	J. Walter Thompson Co., N. Y.
Wander Co., Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:00-12:15 P.M.	7	Feb. '39-June '39	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:00-12:15 P.M.	7	Sept. '39—	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	12	Apr. '31—	Blackett-Sample-Hummert, Chicago
Wm. R. Warner Co., New York	Vince	Youth vs. Age	Tuesday, 7:30-8:00 P.M.	2	June '39-Aug. '39	Warwick & Legler, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	33	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	35	Sept. '36-Nov. '39	Blackett-Sample-Hummert, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Hilda Hope, M.D.	Saturday, 11:30-12:00 Noon	17	Oct. '39—	Compton Adv., N. Y.
Wyeth Chemical Co., Jersey City	Hills Nose Drops	John's Other Wife	Mon., Tues., Wed., 10:15-10:30 A.M.	53	Nov. '39—	Blackett-Sample-Hummert, N. Y.

# Advertisers Using CBS Networks During 1939

\* Pacific Coast Stations Only

\*\* New England Stations Only

Contract Dates Cover Only Those Contracts Effective in 1939

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill	M.-F. 8:05-8:15 P.M.; 11:05-11:15 P.M. Eff. 9/25 cancel repeat	40	5/1/39-	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Saturday, 10:00-10:45 P.M. Eff. 7/8 9:00-9:45 P.M.; 12:00-12:45 A.M.	96 88	11/5/38- Eff. 9/16	Lord & Thomas, N. Y.
American Tobacco Co., New York	Roi Tan Cigars	Sophie Tucker & Show	M. W. F., 6:45-7:00 P.M.; 1:00-1:15 A.M. Eff. 1/16 M. & W. rep. 12:30-12:45 A.M. Eff. 4/17 M. W. F. rep. 12:30-12:45 A.M.	55	11/7/38-5/5/39	Lord & Thomas, N. Y.
American Tobacco Co., New York	Half and Half Tobacco	Ben Bernie & Lads	Sunday, 5:30-6:00 P.M.; 11:00-11:30 P.M. Eff. 1/8 rep. 12:00-12:30 A.M.	52	10/2/38-6/25/39; 10/8/39-	Young & Rubicam, N. Y.
American Tobacco Co., New York	Pall Mall Cigarettes	Music by Malneck	Thursday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	6/1/39-8/24 '39	Young & Rubicam, N. Y.
Anacin Co. Jersey City	Anacin	Our Gal, Sunday	W. Th. F. 12:45-1:00 P.M.	31	9/25/38-	Blackett-Sample-Hummert, N. Y.
Atlantic Refining Co., Philadelphia	Gas and Oil	Football	Saturday, 2:00-4:30 P.M. approx.	5**	9/30/39-12/2/39	N. W. Ayer & Son, Philadelphia
Axton-Fisher Tobacco Co., Louisville	Twenty Grand Cigarettes	Bob Garred, News	M.-F. 5:45-6:00 P.M. PST	3*	9/25/39-	McCann-Erickson, N. Y.
Bathasweet Corp., New York	Bathasweet Products	Bob Garred, News	Tu. Th. 7:30-7:45 A.M. PST	5*	10/17/39-	H. M. Kiesewetter Adv. Agency, N. Y.
Bayer Co., New York	Bayer Aspirin	Famous Actor's Guild	Tuesday, 7:30-8:00 P.M.	50	8/2/38-	Blackett-Sample-Hummert, N. Y.
Beneficial Management Corp., Newark	Personal Loans	Doc Barclay's Daughters	M.-F. 2:00-2:15 P.M.	28	1/23/39-	Blackett-Sample-Hummert, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	News & Rhythm	Sunday 11:00-11:30 A.M.; 2:30-3:00 P.M.	33	6/4/39-	Sorensen & Co., Chicago
Brown & Williamson Tobacco Corp., Louisville	Wings Cigarettes	News, Views & Sports by Ed Hughes	Su. M. W. Th. 9:45-10:00 P.M. PST Su. M. W. Sa. 9:45-10:00 P.M. PST Eff. 5/9 M. W. F. Sun. 8:30-8:45 P.M. PST	6*	3/19/39-9/15/39	Russell M. Seeds Co., Chicago
Brown & Williamson Tobacco Corp., Louisville	Raleigh Cigarettes	Paul Sullivan, News	Su.-F., 11:00-11:15 P.M.; 11:30-11:45 P.M.; 1:00-1:15 A.M.	37	9/24/39-	BBDO, N. Y.
Calavo Growers of Cal., Los Angeles	Calavo Pears	Fletcher Wiley	Thursday, 12:45-1:00 P.M. PST	7*	1/5/39-3/2/39	Lord & Thomas, Los Angeles
California Chiropractic Assn., Los Angeles	Political	Talk	Monday, 9:45-10:00 P.M. PST	4	11/6/39 Only	R. H. Alber Co., Los Angeles
Cal. Fruit Growers Exchange, Los Angeles	Sunkist Fruit	Fletcher Wiley	Wednesday, 2:00-2:15 P.M. PST	7*	5/17/39-7/19/39	Lord & Thomas, Los Angeles
Cal. Fruit Growers Exchange, Los Angeles	Sunkist Fruit	Hedda Hopper's Hollywood	M. W. F. 6:15-6:30 P.M.	28	11/6/39-	Lord & Thomas, Los Angeles
Campana Sales Co., Batavia, Ill.	Italian Balm, Dreskin, DDD Ointment, Coolies	First Nighter	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M. Eff. 5/5 cancel repeat Eff. 6/30 Friday, 9:30-10:00 P.M.	50	9/2/38-	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Campbell Playhouse	Friday, 9:00-10:00 P.M. Eff. 9/10 Sunday, 8:00-9:00 P.M.; 10:00-11:00 P.M.	62 69	9/9/38-6/2/39; 9/10/39- Eff. 9/10	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Amos 'n' Andy	M.-F. 7:00-7:15 P.M.; 11:00-11:15 P.M.	52	4/3/39-	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Brenda Curtis	M.-F. 11:15-11:30 A.M.; 2:30-2:45 P.M.	58	9/11/39-	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Franco American Spaghetti	Meet the Dixons	M.-F. 9:15-9:30 A.M.	16	7/31/39-10/6/39;	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camden, N. J.	Franco American Spaghetti	Lanny Ross	M. W. F. 11:00-11:15 A.M.; 1:45-2:00 P.M.	49	10/9/39-	Ruthrauff & Ryan, N. Y.
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday 7:45-8:00 P.M. PST	10*	10/16/38-1/22/39	Tomsachke-Elliott, Oakland
Chamberlain Labs., Des Moines	Hand Lotion	Eddie Albright & Erwin Yeo	M. W. F. 5:45-6:00 P.M. PST	3*	3/6/39-4/28/39	John H. Dunham Co., Chicago
Chamberlain Labs., Des Moines	Hand Lotion	Anson Weeks Orch.	Sunday, 2:30-3:00 P.M.	15	11/19/39-	L. W. Ramsay Co., Davenport
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Tuesday 10:00-10:30 P.M. Eff. 11/1 Wednesday 10:00-10:30 P.M.	56	10/18/38-4/11/39 11/1/39-	McCann-Erickson, Inc., N. Y.
Chrysler Corp., Detroit	Chrysler, Dodge, DeSoto, Plymouth	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	78	9/15/38-	Ruthrauff & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House	M.-F. 10:30-10:45 A.M.; 4:30-4:45 P.M.	51 73	1/2/39- Eff. 4/3	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt and Marge	M.-F. 10:15-10:30 A.M.; 4:15-4:30 P.M.	51 73	1/2/39- Eff. 4/3	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Gang Busters	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	49	10/5/38-6/28/39	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Srrange As It Seems	Thursday 8:30-9:00 P.M.; 12:30-1:00 P.M. Eff. 10/5 rep. 12:00-12:30	52	8/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Stepmother	M.-F. 10:45-11:00 A.M.; 4:45-5:00 P.M.	25	1/17/38-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Colgate Ask-It-Basket	Wednesday 7:30-8:00 P.M.; 10:30-11:00 P.M. Thursday 8:00-8:30 P.M.; 12:00-12:30 A.M. Eff. 10/5 rep. 11:30-12:00 Mid.	59	10/5/38-6/28/39; 8/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cashmere Bouquet, Halo	Wayne King Orchestra	Saturday, 8:30-9:00 P.M.	65	10/21/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Octagon Products	Woman of Courage	M.-F. 10:45-11:00 A.M.	20	7/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cue Dentifrice	Gang Busters	Saturday 8:00-8:30 P.M.; 11:30-12:00 Mid.	63	10/21/39-	Benton & Bowles, N. Y.

[Continued on Page 222]

# Advertisers Using CBS Networks During 1939

[Continued from Page 221]

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Columbia Recording Corp., New York	Columbia Records	Young Man with a Band	Friday, 10:30-11:00 P.M.	29	9/29-'39-	Direct
Continental Baking Corp., New York	Wonder Bread	Pretty Kitty Kelly	M.-F. 10:00-10:15 A.M.; 4:00-4:15 P.M.	43	4/11/38-	Benton & Bowles, N. Y.
Continental Baking Corp., New York	Wonder Bread, Hostess Cakes	Jack Haley	Friday, 7:30-8:00 P.M.; 12:30-1:00 A.M.	40	10/14/38-4/7/39	Benton & Bowles, N. Y.
Corn Products Refining Co., New York	Kremel, Linit	Society Girl	M.-F. 3:15-3:30 P.M.	46	10/9-'39-	Hellwig-Miller Co., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	M.-F. 9:45-10:00 A.M.	18	9/26/38-	Roche, Williams & Cunyngnam, Chicago
Democratic State Central Com., Los Angeles	Political	Talk	Monday, 9:30-9:45 P.M. PST	4*	10/16/39 Only	Ray Davidson, Los Angeles
Duart Mfg. Co., San Francisco	Cosmetics	Human Interest Eff. 5/28 Spelling Bee	Sunday, 2:30-3:00 P.M. PST Eff. 4/30 Sun. 1:30-2:00 P.M. PST Eff. 5/28 Sun. 7:00-7:30 P.M. PST	6*	1/15/39-7/9/39	Erwin, Wasey & Co., San Francisco
E. I. Du Pont de Nemours & Co., Wilmington	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	34	12/5/38-5/29/39	BBDO, N. Y.
Ethyl Gasoline Co., New York	Ethyl Gasoline	Tune Up Time	Thursday, 10:00-10:45 P.M. Eff. 6/5 Mon. 8:00-8:30 P.M.; 12:00-12:30	60	1/12/39-7/3/39; 8/21/39-	BBDO, N. Y.
Euclid Candy Co. of Cal., San Francisco	Candy Bars	Headlines on Parade Eff. 5/1 Euclid Ballot Box	Various Times	3*	2/22/38-	Sidney Garfinkel Adv. Agency, San Francisco
Fels & Co., Philadelphia	Naphtha Soap	Hobby Lobby	Sunday, 5:00-5:30 P.M.; 11:00- 11:30 P.M.	56	10/8/39-	Young & Rubicam, N. Y.
Ford Motor Co., Dearborn	Auto	Ford Sunday Evening Hour Eff. 6/11-9/17 Ford Summer Hour	Sunday, 9:00-10:00 P.M.	75	9/11/38-	N. W. Ayer & Son, Philadelphia
General Foods Corp., New York	Huskies	Joe Penner	Thursday, 7:30-8:00 P.M.; 8:30-9:00 P.M.	63	10/6/38-3/30/39	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Joe E. Brown	Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M. Eff. 4/6 Thurs., 7:30-8:00 P.M.; 11:30-12:00	68	10/8/38-9/28/39	Benton & Bowles, N. Y.
General Foods Corp., New York	Diamond Salt	Kate Smith Speaks	Tu., Th., Sat., 12:00-12:15 P.M. Eff. 10/9 Tu., Th., 12:00- 12:15 P.M.	14 18	10/4/38-5/27/39; 10/9/39-	Benton & Bowles, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	Kate Smith Hour	Thursday, 8:00-9:00 P.M.; 11:30-12:30 A.M. Eff. 4-6 Rep 12:00-1:00 A.M.	75	9/29/38-6/29/39	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	My Son & I	M.-F. 2:45-3:00 P.M.	63	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	Kate Smith Speaks	M.-F. 12:00-12:15 P.M. M.W.F. Tu.Th. 44	62	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	La France, Satina	Mary Margaret McBride Eff. 7/3 Joyce Jordan	M., W., F., 12:00-12:15 P.M. Eff. 10/9 M., W., F., 3:00- 3:15 P.M.	40 51	10/3/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Minute Tapioca	Joyce Jordan, Girl Interme	Tu., Th., 3:00-3:15 P.M.	51	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Postum	Lum & Abner	M., W., F., 7:15-7:30 P.M.; 11:15-11:30 P.M.	50	1/2/39-6/30/39; 8/28/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We the People	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57 Eff. 9-5 74	9/27/38-5/16/39; 9/5/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello Ice Cream	We the People	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57	5/28/38-8/29/39	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-9:00 P.M.	76	10/6/39-	Young & Rubicam, N. Y.
General Mills, Minneapolis	Wheaties	By Kathleen Norris	M.-F., 5:00-5:15 P.M.	31	10/9/39-	Knox Reeves Adv., Minneapolis
General Mills (Sperry Flour), San Francisco	Wheaties	My Children	M.-F., 8:45-9:00 A.M. PST	7*	10/9/39-	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Gold Medal Flour	Caroline's Golden Store	M.-F., 5:15-5:30 P.M.	11	10/9/39-	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	Billy & Betty	M.-F., 5:15-5:30 P.M.; 6:00-6:15 P.M.	14	10/23/39-	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	The Grouch Club	Tuesday, 9:30-10:00 P.M. PST	6*	10/17/38-4/25/39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Institutional	Kaltenborn Comments	Sunday, 10:30-10:45 P.M.	28	1/1/39-3/26/39	BBDO, N. Y.
Griffin Mfg. Co., Brooklyn	Shoe Cleaners	Time to Shine	Tuesday, 10:00-10:30 P.M.	42	5/2/39-10/24/39	Bermingham, Castleman & Pierce, N. Y.
Gulf Oil Corp., Pittsburgh	Gas and Oil	Screen Actor's Guild Eff. 6/11-9/17 Musical Playhouse	Sunday, 7:30-8:00 P.M.	63	2/20/38-	Young & Rubicam, N. Y.
Hawaiian Pineapple Co., Honolulu	Dojo Pineapple & Juice	Phil Baker Eff. 10/11 Al Pearce & His Gang	Saturday, 9:00-9:30 P.M. Eff. 7/5 Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	60	1/14/39-	Young & Rubicam, N. Y. Eff. 10/11 N. W. Ayer & Son, N. Y.
Holland Furnace Co., Holland, Mich.	Heating Equipment	Holland Tulip Festival	Saturday, 2:00-2:30 P.M.	73	5/13/39 Only	Ruthrauff & Ryan, N. Y.
Edna Wallace Hopper, Inc., Jersey City	Cosmetics	Romance of Helen Trent	M., Tu., W., 12:30-12:45 P.M. Eff. 11/6-12/1 Mon., Tues., only	31	9/26/38-	Blackett-Sample-Hummert, N. Y.
George A. Hormel & Co., Austin, Minn.	Food Products	It Happened in Hollywood	M., W., F., 11:00-11:15 A.M. Eff. 9/25 M., W., F., 5:30-5:45 Eff. 10/9 add Tu., Th. Eff. 9/25	25 37	4/3/39-	BBDO, N. Y.
Household Finance Corp., Chicago	Personal Loans	It Can Be Done	Wednesday, 10:00-10:30 P.M. Eff. 2/22 Wed., 10:30-11:00 P.M. Eff. 6/7 Wed., 10:00-10:30 P.M.	28	4/6/38-6/28/39	BBDO, N. Y.
International Cellulose Products Co., Chicago	Kleenex	Her Honor, Nancy James	M.-F., 12:15-12:30 P.M.	40	10/3/38-7/28/39	Lord & Thomas, Chicago
International Silver Co., Meriden, Conn.	Sterling & 1847 Rogers	Silver Theatre	Sunday, 6:00-6:30 P.M.	52	10/2/38-5/28/39; 10/8/39-	Young & Rubicam, N. Y.

# Advertisers Using CBS Networks During 1939

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Kellogg Co., Battle Creek, Mich.	Corn Flakes	Howie Wing	M.-F., 6:15-6:30 P.M.; 8:15-8:30 P.M.	39	10/3/38-6/30/39	J. Walter Thompson Co., N. Y.
Knox Gelatine Co., Inc., Johnstown, N. Y.	Sparkling Gelatine	Fletcher Wiley	Friday, 3:00-3:15 P.M. PST	6*	4/21/39-6/23/39	Federal Adv. Agency, N. Y.
Kolynos Co., Jersey City	Kolynos Dentifrice	Our Gal, Sunday	Th., F., 12:45-1:00 P.M. Eff. 9/25 M., Tu., 12:45-1:00 P.M.	31	9/26/38-	Blackett-Sample-Hummert, N.Y.
Lady Esther Co., Chicago	Cosmetics	Guy Lombardo Orchestra	Monday, 10:00-10:30 P.M. Eff. 7/17-9/4 Mon., 9:30-10:00 P.M.	47	2/21/38-	Lord & Thomas until 1/16 No agency until 4/10 Eff. 4/17 Pedlar & Ryan, N. Y.
Lambert Co., New York	Listerine Products, Brushes	Grand Central Station	Friday, 10:00-10:30 P.M.	51	4/24/38-	Lambert & Fessley, N. Y.
Lehn & Fink Products Co., N. Y.	Hind's Honey & Almond Cream	Burns & Allen	Wednesday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	51	10/4/39-	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lifebuoy	Al Jolson Eff. 3/21 Dick Powell Eff. 9/5 Walter O'Keefe	Tuesday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	68	9/20/38-7/18/39; 9/5/39-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Sister	M.-F., 11:30-11:45 A.M.; 2:00-2:15 P.M.	67	9/18/38-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Town	Tuesday, 8:00-8:30 P.M.; 11:30-12 Mid.	59	9/20/38-7/18/39; 9/5/39-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	58	9/12/38-7/10/39; 8/28/39-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Flakes & Soap	Life & Love of Dr. Susan	M.-F., 2:15-2:30 P.M.; 5:15-5:30 P.M.	68	2/13/39-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Spry	Aunt Jenny	M.-F., 11:45-12:00 Noon; 2:15-2:30 P.M.	59	9/18/38-	Ruthrauff & Ryan, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Burns & Allen	Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	90	9/28/38-6/23/39	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Paul Whitman	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	90	9/28/38-	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Robert Benchley	Sunday, 10:00-10:30 P.M.	75	11/20/38-5/14/39	Lennen & Mitchell, N. Y.
McKesson & Robbins, Bridgeport, Conn.	Calox, Albolene	Joyce Jordan, Girl Interie	M.-F., 9:30-9:45 A.M.	10	5/80/38-5/26/39	Bowman & Columbia, N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	The Peoples Vote	Monday, 8:00-8:15 P.M. PST Eff. 4/4 Tues., 8:15-8:30 P.M. PST	6*	10/10/38-4/25/39	H. M. Kiesewetter Co., N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Bob Garred	M., W., F., 7:30-7:45 A.M. PST	5*	10/16/38-	H. M. Kiesewetter Co., N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	Johnnie Presents	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid. Eff. 6/30 F., 8:30-9:00; 11:30-12:00 Eff. 9/15 F., 9:00-9:30 P.M.; 11:30-12:00	55 74 Eff. 9/29	2/12/38-	Biow Co., N. Y.
Nehi Corp., Columbus, Ga.	Royal Crown Cola	Believe It or Not Ripley	Friday, 10:30-11:00 P.M.	76	3/31/39-9/22/39	BBDO, N. Y.
Noxzema Chemical Co., Baltimore	Skin & Shaving Creams	Professor Quiz	Saturday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	41	10/1/38-7/22/39	Ruthrauff & Ryan, N. Y.
Noxzema Chemical Co., Baltimore	Skin & Shaving Creams	News With Bob Trout	Tu., Th., Sat., 3:30-3:35 P.M.	37	10/10/39-	Ruthrauff & Ryan, N. Y.
Old Trusty Dog Food Co., Needham Hts., Mass.	Dog Food	Just Dogs	Sunday, 5:15-5:30 P.M. Eff. 6/22 Thurs., 5:30-5:45 P.M.	3**	4/9/39-6/29/39	H. B. Humphrey Co., Boston
Paramount Pictures, New York	"Our Leading Citizen"	World Premiere	Monday, 10:00-10:30 P.M.	50	8/7/39 only	Buchanan & Co., N. Y.
Penick & Ford, New York	My-T-Fine Desert	The Mighty Show	M.-F., 5:45-6:00 P.M.	11	9/12/38-4/28/39	BBDO, N. Y.
Penn Tobacco Co., Wilkes Barre, Pa.	Kentucky Club Tobacco	Vox Pop	Thursday, 7:30-8:00 P.M.	50	10/5/39-	Ruthrauff & Ryan, N. Y.
Pet Milk Sales Corp., St. Louis	Pet Evaporated Milk	Pet Milky Way	Tu., Th., 11:00-11:15 A.M.; 1:45-2:00 P.M.	59	11/1/38-	Gardner Adv. Co., St. Louis
Pet Milk Sales Corp., St. Louis	Pet Evaporated Milk	Saturday Night Serenade	Saturday, 9:30-10:00 P.M. Eff. 7/8 Sat., 9:45-10:15 P.M.	52	10/1/38-	Gardner Adv. Co., St. Louis
Louis Philippe Inc., Jersey City	Cosmetics	Romance of Helen Trent	Th., F., 12:30-12:45 P.M. Eff. 11/6 W., Th., F., 12:30-12:45 P.M.	31	9/25/39-12/1/39	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Chipsu, Oxydol, Dash	Road of Life	M.-F., 1:30-1:45 P.M. Eff. 11/13 M.-F., 1:45-2:00 P.M.	48	1/2/39-	Pedlar & Ryan, N. Y. Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Chipsu	Manhattan Mother	M.-F., 9:15-9:30 A.M. Eff. 5/29 M.-F., 9:30-9:45 A.M. Eff. 9/25 M.-F., 9:00-9:15 A.M.	12	3/6/39-	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Life Can Be Beautiful	M.-F., 1:15-1:30 P.M.	32	1/2/39-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	The Goldbergs	M.-F., 1:00-1:15 P.M.	29	1/2/39-	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	This Day Is Ours	M.-F., 1:45-2:00 P.M. Eff. 11/13 M.-F., 1:30-1:45 P.M.	40	1/2/39-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Teel & Drene	Professor Quiz	Friday, 7:30-8:00 P.M. Eff. 9/29 Rep. 9:00- 9:30 P.M. Eff. 9/29 52	24	9/8/39-	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel & Drene	Knickerbocker Playhouse	Sunday, 10:00-10:30 P.M. Eff. 7/12 Wed. 9:00-9:30 P.M.	57	5/21/39-8/9/39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Tuesday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	56	1/3/39-7/25/39; 9/12/39-	H. W. Kastor & Sons, Chicago
Proposition No. 5—Yes, Los Angeles	Political	Talks	Various Times	4*	October, November	Ray Davidson, Los Angeles
Proposition No. 5—No, Los Angeles	Political	Talks	Various Times	3*	October, November	Howard G. Hanvey, San Francisco
Prudential Insurance Co. of America, Newark	Insurance Services	When a Girl Marries	M.-F., 2:45-3:00 P.M. Eff. 7/81 M.-F., 12:15-12:30 P.M.	51	5/29/39-	Benton & Bowles, N. Y.

(Continued on Page 224)

# Advertisers Using CBS Networks During 1939

[Continued from Page 223]

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Pure Oil Co., Chicago	Petroleum Products	Kaltenborn Edits the News	Sun., Tues., 10:30-10:45 P.M. Eff. 9/25 M., W., F., 8:30-8:45 P.M.	37	4/30/39-	Leo Burnett Co., Chicago
Purity Bakeries Service Corp., Chicago	Taystee Bread	Smiling Ed McConnell	M.-F., 4:45-5:00 P.M.	18	10/16/39-	Campbell-Mithun, Minneapolis
Ralston Purina Co., St. Louis	Cereal Products	The Inside Story	Thursday, 8:00-8:30 P.M. PST	6*	12/8/38-3/2/39	Gardner Adv. Co., St. Louis
R. J. Reynolds Tobacco Co., Winston-Salem	Camels, Prince Albert	Benny Goodman Orchestra Eff. 6/27 Bob Crosby Orchestra	Tuesday, 9:30-10:00 P.M.	88	9/27/38-	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem	Camels, Prince Albert	Eddie Cantor Eff. 7/3 Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	87	10/3/38-	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem	Camels	Announcement	M.-F., 6:45-7:00 P.M.	25	10/3/39-	William Esty Co., N. Y.
Rio Grande Oil Co., Los Angeles	Gas and Oil	Calling All Cars	Various Times	3*	9/15/38-	Hixson-O'Donnell, Los Angeles
S. & W. Fine Foods, Inc., San Francisco	Food Products	I Want a Divorce	Various Times	7*	10/16/38-10.11.39	Emil Brisacher & Staff, San Francisco
Sealtest Inc., New York	Milk, Ice Cream	Your Family & Mine	M.-F., 2:30-2:45 P.M.	36	5/1/39-	McKee & Albright, Philadelphia
Sofenz Sales Corp., Los Angeles	Sofenz Lotion	Beauty Secrets	Tuesday, 11:30-11:45 A.M. PST	10*	5/23/39-8/1/39	Richard F. Connor, Manhattan Beach, Cal.
So. Calif. Citizens Against \$30 Thursdays	.....	Political Talk	Wednesday, 9:30-9:45 P.M.	4	11/1/39 Only	Dana Jones Co., Los Angeles
Stephano Brothers, Philadelphia	Marvel Cigarettes	Sports Pop-Offs	Tu., Th., Sun., 9:30-9:45 P.M. PST Eff. 9/26 Tu., Th., Sat., 7:30-7:45 P.M. PST	3* 6*	7/25/39-	Aitkin-Kynett Co., Philadelphia
Texas Co., New York	Gas and Oil	Texaco Star Theatre	Wednesday, 9:00-10:00 P.M.	96	10/5/38-5/28/39; 8/30/39-	Buchanan & Co., N. Y.
Tidewater Associated Oil Co., New York	Gas and Oil	Football Games	Saturday, 2:15-5:00 P.M. PST Approx.	10*	9/30/39-12/2/39	Lord & Thomas, San Francisco
Twentieth Century-Fox Film Corp., New York	"Rose of Washington Square"	Kentucky Derby	Saturday, 6:15-6:45 P.M.	89	5/6/39 only	Kayton-Spiro Co., N. Y.
Union Oil Co., Los Angeles	Gas and Oil	Union Oil Program	Thursday, 9:30-10:00 P.M. PST	9*	10/5/39-	Lord & Thomas, Los Angeles
U. S. Rubber Products, New York	All Products	99 Men and A Girl	Wednesday, 10:00-10:30 P.M. Eff. 6/9 Fri., 9:00-9:30 P.M.	81	2/22/39-8/18/39	Campbell-Ewald Co., N. Y.
U. S. Tobacco Co., New York	Dill's Best, Model Tobacco	Model Minstrels	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	53	5/30/38-	Arthur Kudner Inc., N. Y.
Wilmington Transportation Co., Santa Catalina	Summer Resort	Catalina Fun Quiz	M.-F., 2:15-2:30 P.M. PST	5*	5/22/39-7/31/39	Neisser-Meyerhoff, Los Angeles
Willehire Oil Co., Vernon, Cal.	Gas and Oil	Pull Over Neighbor	Thursday, 8:00-8:30 P.M. PST Eff. 8/15 Tues., 7:30-8:00 P.M. PST	3*	7/6/39-9/12/39	Dan B. Miner Co., Los Angeles
John H. Woodbury Inc., Cincinnati	Woodbury Soap, Cosmetics	Parker Family	Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M. Eff. 8/31 Thurs., 7:15-7:30; 11:15-11:30	34	7/7/39-9/28/39	Lennen & Mitchell, N. Y.
William Wrigley Jr. Co., Chicago	Chewing Gum	Scattergood Baines	M.-F., 11:15-11:30 A.M.; 5:00-5:15 P.M. Eff. 9/11 M.-F., 5:45-6:00 P.M.	70	11/7/38-	Neisser-Meyerhoff, Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Gateway to Hollywood	Sunday, 6:30-7:00 P.M.	63	7/10/38-	Frances Hooper Adv., Chicago
Wyeth Chemical Co., Jersey City	Hill's Nose Drops	Romance of Helen Trent	Thurs., Fri., 12:30-12:45 P.M.	31	9/26/38-9/22/39; 12/4/39-	Blackett-Sample-Hummert, N. Y.

## FACTS from a CBS Advertiser:

**AFTER THIRTEEN WEEKS:** "we can tell a better story in a shorter space of time... paint a more alluring picture... and gain a more appreciative audience..."

**AFTER THREE YEARS:** "our salesmen are enthusiastic... our dealers are enthusiastic... and there has been a substantial increase in our sales for every year that we have been on the air."

*Underscoring again the five-year old fact... more of the nation's largest advertisers use Columbia than any other radio network. Underscoring a current fact... Columbia leads all other networks today in TOTAL advertiser acceptance.*

# CBS



# Advertisers Using the Texas Quality Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Belem Products, Houston	Hair Tonic	Grid Gossip	Friday, 6:45-7:00 P.M.	3	9/30/38-1940	Giezendanner Agency, Houston
Bewley Mills, Ft. Worth	Bewley's Flour	Chuck Wagon Gang	Mon.-Fri., 1:00-1:15 P.M. Sunday, 9:00-9:15 A.M.	3	9/11/34-9/17/39	Cy Leland, Fort Worth
Burrus Mill & Elevator Co., Ft. Worth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1940	Rowland Broiles, Fort Worth
Crazy Mineral Water Co., Mineral Wells	Crazy Crystals	Jack Amlung's Orch.	Mon.-Fri., 12:45-1:00 P.M.	2	9/11/34-1940	Rogers & Smith Agency, Dallas
Duncan Coffee Co., Houston	Bright & Early Coffee	Bright & Early Choir	Sunday, 8:00-8:30 A.M.	3	9/11/38-6/11/39 9/10/39-1940 (6/23)	Steele Adv., Houston
Employers Casualty Co., Dallas	Casualty Ins.	The Music Parade	Sunday, 2:00-2:15 P.M.	3	2/10/35-1940	Ira De Jernett Agcy., Dallas
Hawk & Buck Co., Ft. Worth	Work Clothing	Red Hawks	Saturday, 12:30-12:45 P.M.	3	1/4/36-1940	P. J. Beyett, Jr., Fort Worth
Humble Oil & Rfg. Co., Houston	Humble Products	Football Games	Saturday Afternoon	3	10/3-12/5/36 9/25-12/4/37 9/24/38-12/3/38 9/30-1940	Franke-Wilkinson-Schiwetz, Houston
Imperial Sugar Co., Sugarland	Imperial Sugar	Rhythm Rally Melody Souvenirs Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1940	Tracy-Locke-Dawson, Dallas
Interstate Cotton Oil Rfg. Co., Sherman	Mrs. Tucker's Shortening	Mrs. Tucker's Smile	Mon., Wed., Fri., 12:15-12:30 P.M.	3	4/2/37-1940	Crook Adv. Agcy., Dallas
Lehn & Fink Prod. Co., New York	Hinds Cream	Helen's Home	Mon.-Fri., 8:30-8:45 A.M.	3	8/16/37-7/1/38 10/3/38-3/31/39	Wm. Esty & Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Rural Mail	Saturday, 6:45-7:00 P.M.	3	5/6/38-7/29/38 9/30/38-3/25/39	H. W. Kastor & Sons, Chicago
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	House Party	Saturday, 6:30-7:00 P.M.	3	10/7/39-3/30/40	Tracy-Locke-Dawson, Dallas
South Texas Cotton Oil, Houston	Crustene Shortening	Good Neighbors Who Are You?	Mon., Wed., Fri., 1:00-1:15 P.M.	3	9/25/39-1940	Tracy-Locke-Dawson, Dallas Franke-Wilkinson-Schiwetz, Houston
Southern Steel Co., San Antonio	Hydro Gas	Hy-G-Ranch	Sunday, 9:15-9:30 A.M.	3	10/29-12/3/39	Wyatt, Anial & Auld, San Antonio
Southland Life Ins. Co., Dallas	Southland Life Ins.	Talk	Tues., Wed., 6:45-7:00 P.M.	3	4/11-4/12/39	Grant Adv., Inc., Dallas
Texas Textile Mills, Dallas	Work Clothes & Fabrics	Texas Mill Wheels	Saturday, 6:45-7:00 A.M.	3	7/2/38-4/8/39	Direct
Webster-Eisenlohr Co.	Tom Moore Cigars	Peter Molyneux	Mon., Fri., 8:45-9:00 P.M.	3	3/14/39-7/3/39	N. W. Ayer & Son, N. Y.

# Advertisers Using the Oklahoma Network During 1939

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Oklahoma Gas & Electric Co., Oklahoma City	Service	Melodic Moments	Mon., Wed., Fri., 6:45-7:00 P.M.	6	13 weeks	Direct
Ralston-Purina Co., St. Louis	Feeds	Checkerboard Time	Mon., Wed., Fri., 12:15-12:30 P.M.	6	39 weeks	Gardner Adv. Co., St. Louis
Salyer Oil Co., Oklahoma City	Oil and Gas	Merle and Barnyard Boys	Daily, 11:45 A.M.-12:15 P.M.	6	52 weeks	Direct
Lydia Pinkham Medicine Co., N. Y.	Tonic	Voice of Experience	Mon., Wed., Fri., 12:45-1:00 P.M.	6	26 weeks	Erwin Wasey & Co., N. Y.
Parkin Hatchery, Shawnee, Okla.	Chickens	Ahner Pinfeathers	Mon. thru Fri., 12:15-12:30 P.M.	6	13 weeks	Direct
Milford Sanitarium, Milford, Kan.	Service	Radio Counsellor	Monday, 7:30-7:45 P.M.	6	26 weeks	Direct
Eucathol Co., Shawnee, Okla.	Remedy	Four Collegians	Mon., Wed., Fri., 12:45-1:00 P.M.	6	13 weeks	Direct
Carter Medicine Co., New York	Liver Pills	Announcements	Varied	6	52 weeks	Street & Finney, N. Y.
Northwest Radio Television Co., Minneapolis	School	Announcements	Varied	6	13 weeks	Direct
Oklahoma State Fair, Oklahoma City	Fair	Announcements	Varied	6	4 weeks	Direct
Oklahoma Poultry Assn., Stillwater, Okla.	Chickens	Announcements	Varied	6	13 weeks	Direct
Goodrich Rubber Co., Akron	Tires	Famous Jury Trials	Wednesday, 9:00-9:30 P.M.	6	13 weeks	Direct
Southwest Expo. & Fat Stock Show Fort Worth	Fair	Announcements	Varied	6	4 weeks	Advertising Business Co., Fort Worth

# Advertisers Using the Corn Belt Wireless Group During 1939

(Using stations carrying direct rebroadcasts of WHO, Des Moines)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Beatrice Creamery, Des Moines	Meadow Gold Products	Lightnin' Jim	Sunday 1:00-1:30 P.M.	2	8/12/39-9/3/39	Lord & Thomas, Chicago
Crescent Macaroni Co., Davenport	Crescent Products	Crescent Hour of Music	Sunday 9:30-10:00 A.M.	2	1/2/39-T. F.	Direct
Ford Dealers, Des Moines	Autos	Drake Relays	Saturday Afternoon	2	4/29/39 (Only)	McCann-Erickson, N. Y.
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon. thru Fri., 8:30-8:45 A.M.	2	9/26/38-5/26/39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Gold Medal Flour	Caroline Ellis	Mon. thru Fri., 11:30-11:45 A.M.	2	5/29/39-7/31/39	Blackett-Sample-Hummert, Chicago
Hoxie Fruit Co., Des Moines	Hoxie Produce	Hoxie Fruit Reporter	Mon. thru Sat., 8:15-8:30 A.M.	2	1/2/39-12/30/39	R. J. Potts & Co., Kansas City
Little Crow Milling Co., Warsaw, Ind.	Coco Wheats Cereal	Happy Hank	Mon. thru Sat., 7:45-8:00 A.M.	9	1/2/39-3/18/39; 9/25/39-3/27/40	Rogers & Smith, Chicago
Omar Milling Co., Omaha	Omar Flour	Omar Blue Ribbon Melodies	Mon. thru Sat., 8:15-8:30 A.M.	2	8/14/39-5/11/40	L. T. Johnson & Co., Chicago
Paxton & Gallagher, Omaha	Butter Nut Coffee	Coffee Pot Inn	Mon. thru Sat., 8:00-8:15 A.M.	10	1/2/39-1/1/40	Buchanan-Thomas Co., Omaha
Pioneer Hi-Bred Corn Co., Des Moines	Pioneer Hi-Bred Corn	Pioneer Melodists	Mon., Wed., Fri., 12:15-12:30 P.M.	2	9/4/39-3/1/40	R. J. Potts & Co., Kansas City

# Advertisers Using the Don Lee Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Institute of Meritism, Los Angeles	Meritism	Meritism	Wednesday, 9:15-9:30 P. M.	4	Jan. 25-Feb. 1	Darwin H. Clark, Los Angeles
American Pop Corn Co., Sioux City, Ia.	Jolly Time Pop Corn	Jolly Time	Sunday, 2:55-3:00 P. M.	Cal. Don Lee	Jan. 1-29-5 weeks	Coolidge Adv. Co., Des Moines
American Ru-Mair Co., Los Angeles	Brunswick-Carr	Life Begins Today	Sunday, 11:00-11:15 A. M.	2	Feb. 5-Feb. 12	General Adv. Agency, Los Angeles
Tidewater Associated Oil Co., San Francisco	Associated Products	Football Games	Monday, 1:45-4:30 P. M.	Complete Coast Don Lee	Jan. 2—Only	Lord & Thomas, San Francisco
Aurora Labs., Chicago	Clear Again Tablets	Hollywood Whispers	Tues., Thurs., 11:45-12 Noon	Complete Coast Don Lee	Jan. 3-Feb. 23	Erwin Wasey & Co., N. Y.
Axton-Fisher Tobacco Co., Louisville	20 Grand Cigarettes	Fu Manchu	Mon., Wed., Fri., 7:15-7:30 P. M.	3	Feb. 6-May 5	McCann-Erickson, N. Y.
Axton-Fisher Tobacco Co., Louisville	20 Grand Cigarettes	Capt. E. D. C. Howe	Mon., Wed., Fri., 7:15-7:30 P. M. Tues., Thurs., 7:30-7:45 P. M.	2	May 18-Sept. 1	McCann-Erickson, N. Y.
Bank of America, San Francisco	Bank of America	Talk	Saturday, 9:15-9:45 P. M.	Cal. Don Lee	May 6—One Time	Chas. R. Stuart Co., San Francisco
Bayuk Cigars, Philadelphia	Bayuk Cigars	Inside of Sports	Tues., Thurs., Sat., 7:15-7:30 P. M.	4	52 weeks	Ivey & Ellington, Philadelphia
Chalyheate Mfg. Co., Oakland	CA-6	Morning News (Partic.)	Thursday, 7:45-8:00 A. M.	Cal. Don Lee	Jan. 5-Jan. 26	Rufus Rhodes & Co., San Francisco
Chevrolet Motor Co., Detroit	Chevrolet	Sales Meeting	Saturday, 7:30-8:00 P. M.	Complete Coast Don Lee	April 1, 1939 Only	Campbell-Ewald Co., Los Angeles
Crowell Publishing Co., New York	Magazines	Carolyn Pryce	Friday, 9:00-9:15 A. M.	Cal. Don Lee	52 weeks	McCann-Erickson, N. Y.
Ford Dealers of So. Cal., Los Angeles	Autos	Let's Go Hollywood	Friday, 8:00-8:30 P. M.	S. Cal. Don Lee	Feb. 24-May 19	McCann-Erickson, San Francisco
General Mills, San Francisco	Sperry Flour	Feminine Fancies (Partic.)	Friday, 3:00-3:10 P. M.	Complete Coast Don Lee	Feb. 10-Only May 12-Only	Westco Adv. Agency, San Francisco
General Mills, San Francisco	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P. M.	Cal. Don Lee	31 weeks	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Corn Kix	Curtain Time	Friday, 7:00-7:30 P. M.	Pac. Coast Don Lee	Jan. 6-carried from	38Blackett-Sample-Hummert, Chicago
Gospel Broadcasting Ass'n., Los Angeles	Gospel Broadcasting	Old Fashioned Revival	Sunday, 5:00-6:00 P. M. DST 6:00-7:00 P. M. ST	Pac. Coast Don Lee	52 weeks	R. H. Alber Co., Los Angeles
Grew Canning Co., San Francisco	Food	Morning News (Partic.)	Tues., Thurs., 7:45-8:00 A. M.	Cal. Don Lee	Mar. 7-Mar. 30	Emil Brisacher & Staff, San Francisco
Industrial Training Corp., San Francisco	Ind. Training	Morning News (Partic.)	Tuesday, 7:45-8:00 A. M.	Cal. Don Lee	Aug. 15-Only	J. R. Lunke & Associates, San Francisco
Interstate Bakeries Corp., Los Angeles	Weber Bread	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P. M.	S. Cal. Don Lee	52 weeks	Scholtz Adv. Service, Los Angeles
Ironized Yeast Co., New York	Ironized Yeast	Good-Will Hour	Sunday, 6:00-7:00 P. M. DST 7:00-8:00 P. M. ST	Comp. Pac. Coast Don Lee	52 weeks	Ruthrauff & Ryan, N. Y.
Jell-Well Dessert Co., Los Angeles	Jell Well	Green Hornet	Tues., Thurs., 7:30-8:00 P. M.	4	Jan. 2-Apr. 27	Lord & Thomas, Los Angeles
Langendorf United Bakeries, San Francisco	Langendorf Products	Phantom Pilot & News Dramas	Mon.-Fri., 6:15-6:30 P. M.; 7:00-7:15 P. M.	Cal. & Wash. Don Lee	Jan. 2-Oct. 20	Leon Livingston Agency, San Francisco
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tues., Thurs., 8:15-8:30 P. M.	Pac. Coast Don Lee	Jan. 8-May 11	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	52 weeks	Raymond R. Morgan Co., Los Angeles
Lutheran Layman's League, St. Louis	Religious	Lutheran Layman's League	Sunday, 1:30-2:00 P. M.	Comp. Pac. Coast Don Lee	26 weeks	Kelly, Stuhlman & Zahndt, St. Louis
Manhattan Soap Co., New York	Sweetheart Soap	Noon News (Partic.)	Mon.-Fri., 12:00-12:15 P. M.	S. Cal. Don Lee	Jan. 29-Feb. 3	Weinberg Adv. Agency, Los Angeles
Dr. Miles Calif. Co., Los Angeles	Alka-Seltzer	News	Mon.-Sat., 9:00-9:15 P. M.	Pac. Coast Don Lee	52 weeks	Associated Adv. Co., Los Angeles
Pacific Greyhound Bus Lines, San Francisco	Pac. Greyhound	Romance of the Highways	Sunday, 10:15-10:30 A. M.	Cal. & Ore. Don Lee	52 weeks	Beaumont & Hohman, San Francisco
Parker Dental System, San Francisco	Parker Dental	The Phillistine	Tues., Thurs., 8:00-8:15 P. M.	Cal. Don Lee	Jan. 4-Sept. 21	Emil Brisacher & Staff, San Francisco
Peter Paul Co., San Francisco	Ten Crown Gum	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 2-April 1	Emil Brisacher & Staff, San Francisco
Penick & Ford, New York	Vermont Maid Syrup	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 3-Mar. 25	J. Walter Thompson Co., N. Y.
Lydia Pinkham Medicine Co., New York	Pinkham Products	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A. M.	Pac. Coast Don Lee	Jan. 2-June 23 Sept. 24-Dec. 22	Erwin Wasey & Co., N. Y.
Joe Lowe Corp., San Francisco	Popsicles	Buck Rogers in the 20th Century	Mon., Wed., Fri., 5:30-5:45 P. M.	Pac. Coast Don Lee	May 1-July 28	Biow Co., N. Y.
Rosicrucians, San Francisco	Rosicrucians	Mysteries of Life	Tuesday, 9:30-9:45	3	Jan. 10-April 4	Richard Jorgensen, San Francisco
Scudder Food Products, Los Angeles	Scudder Products	Morning News	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 3-Jan. 31	Emil Brisacher & Staff, Los Angeles
Seven-Up Bottling Co., Los Angeles	Seven-Up	Marines Tell It To You	Monday, 8:00-8:30 P. M.	3	From 1938-Feb. 6	Glasser Adv. Agency, Los Angeles
Sherwin-Williams Co., San Francisco	Paint	Morning News	Mon., Wed., Fri., 7:45-8:00 A. M.	Cal. Don Lee	April 17-April 28	T. J. Maloney Inc., Los Angeles
Sofenz Sales Corp., Los Angeles	Sofenz	Morning News	Thursday, 7:45-8:00 A. M.	Cal. Don Lee	Jan. 19-April 18 Aug. 3-Oct. 26	Richard F. Connor, Los Angeles
Sofenz Sales Corp., Los Angeles	Sofenz	Beauty Secrets	Thursday, 10:45-11:00 A. M.	3	Jan. 19-Feb. 9	Richard F. Connor, Los Angeles
Twentieth Century Fox Film Corp., Los Angeles	Young Mr. Lincoln—Premier	Young Mr. Lincoln	Tuesday, 10:00-10:30 P. M.	Pac. Coast Don Lee	May 30-Only	Kayton-Spiro, N. Y.

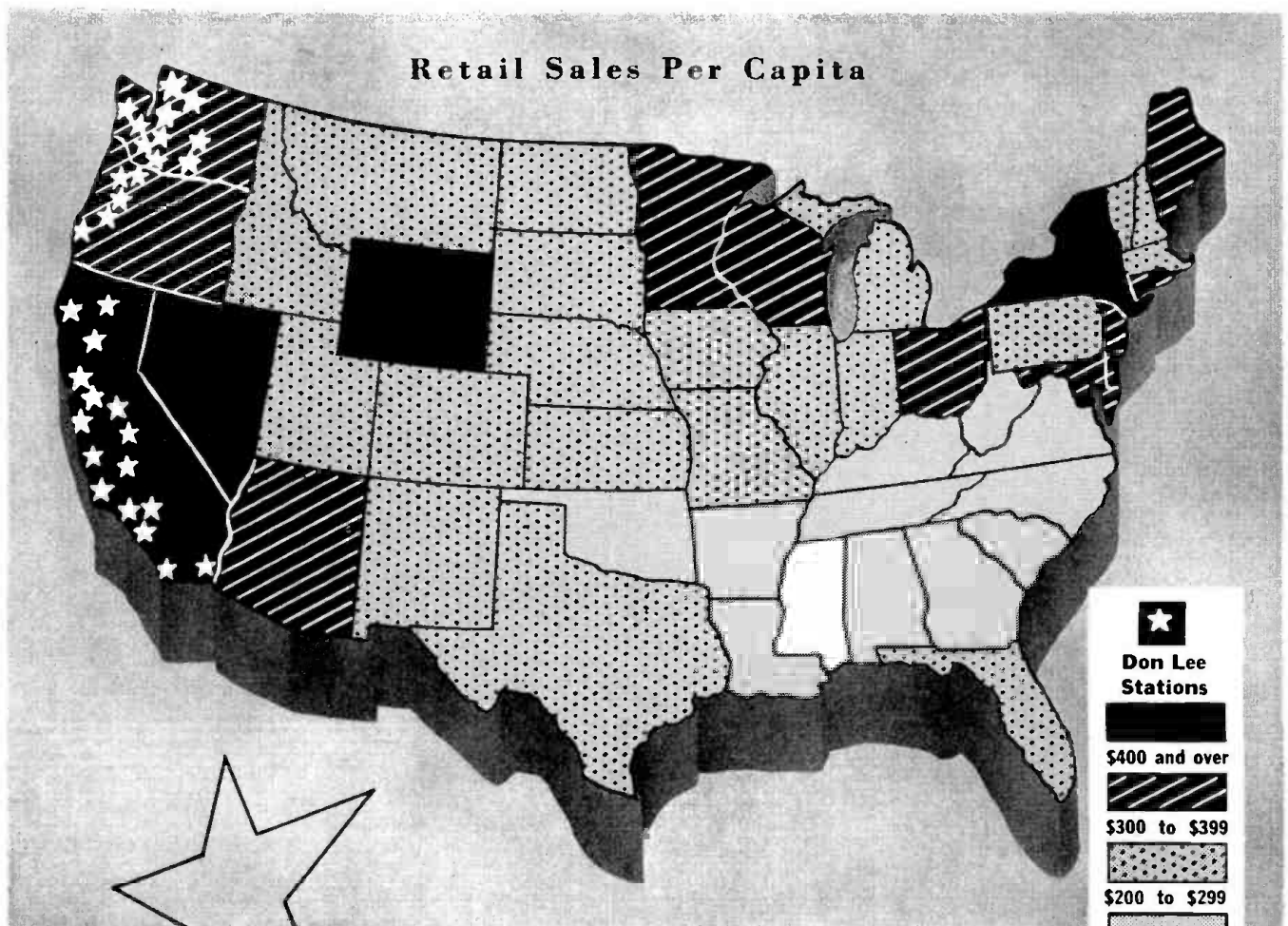
(Continued on Page 228)

# Buy DON LEE'S 31 stations

THE NATION'S LARGEST REGIONAL NETWORK

## *to sell the Pacific Coast*

THE NATION'S 2<sup>ND</sup> RICHEST MARKET\*



MUTUAL **DON LEE**

1076 W. 7th St., Los Angeles, Calif.  
THOS. S. LEE, Pres.  
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.  
Affiliated with Mutual... Represented by Blair  
**BROADCASTING SYSTEM**

\* According to National Business Recovery Figures—1935 to 1939

# Advertisers Using the Don Lee Network During 1939

(Continued from Page 226)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P. M.	KALE & KOL Comp. Cal. Don Lee	30 weeks	Blackett-Sample-Hummert, Chicago
Wheatena Corp., Rahway, N. J.	Wheatena	Dorothy Gordon	Mon., Wed., Fri., 6:30-6:45 P. M.	2	From 1938-Mar. 17	C. M. Rohrabough, Philadelphia
Wheeling Steel Corp., Wheeling, W. Va.	Wheeling Steel	Musical Steelmakers	Sunday, 2:00-2:30 P. M.	Cal. Don Lee	52 weeks	Critchfield & Co., Chicago
Yellow Cab Co., San Francisco	Yellow Cab	Famous Jury Trials	Thursday, 8:30-9:00 P. M.	2	26 weeks	Rufus Rhodes Agency, San Francisco
Bond Stores, New York	Bond Clothes	Rise & Shine Morning News	Mon., Wed., Fri., 7:30-7:45 A. M. Tues., Thurs., Sat., 7:45-8:00 A. M.	2	52 weeks	Neff-Rogow, N. Y.
Bell & Co., Orangeburg, N. Y.	Bell-Ans	Red River Dam	Tues., Thurs., 11:45-12:00 Noon	2	52 weeks	Anderson, Davis & Platte, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	John B. Hughes	Mon., Wed., Fri., 6:30-6:45 P. M.	Comp. Don Lee	52 weeks	Russell M. Seeds Co., San Francisco
Detrola Corp., Detroit	Detrola Radios	Fulton Lewis, Jr.	Mon., Wed., Fri., 10:30-10:45 P. M.	2	52 weeks	Basa-Luckoff, N. Y.
Emerson Radio & Phonograph Corp., New York	Emerson Radios	Elliott Roosevelt	Tues., Thurs., Sat., 7:00-7:15 P. M.	Cal. Don Lee	16 weeks	Grady & Wagner, N. Y.
Healthaids Inc., Jersey City	Serutan	Newscast	Sunday, 9:00-9:15 P. M.	Comp. Don Lee	52 weeks	Austin & Spector, N. Y.
Loma Linda Food Co., Arlington, Cal.	Ruskets	Adventures With Stamps	Tues., Thurs., 6:00-6:15 P. M.	6	52 weeks	Lisle Sheldon, Los Angeles
Roma Wine Co., San Francisco	Roma Wine	World's Fair Party	Saturday, 6:00-6:30 P. M.	Cal. Don Lee	42 weeks	R. Cesana & Associates, San Francisco
Safeway Stores, Inc., San Francisco	Safeway Stores	Frost Warnings	Sun.-Sat., 8:30-8:35 P. M.	10	13 weeks	Lord & Thomas, San Francisco
Voice of Prophecy, Los Angeles	Religious	Voice of Prophecy	Sunday, 9:15-9:30 P. M.	Cal. Don Lee	52 weeks	Lisle Sheldon, Los Angeles

# Advertisers Using the Pacific Broadcasting Co. Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Brown & Williamson Tobacco Corp. San Francisco	Avalon	News & Views Twilight Trails	Mon., Wed., Fri., 6:30-6:45 P. M. Tues., Thurs., 8:45-9:00 P. M.	15	10/2/39-10/1/40	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Newspaper of Air	Mon.-Sat., 9:00-9:15 P. M.	15	2/1/39-5/1/40	Associated Adv. Agency, Los Angeles
General Mills, Minneapolis	Sperry Flour	Feminine Fancies	One Time Only 8:00-8:10 P. M.	15	10/27/39-	Westco Adv. Co., San Francisco
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P. M.	3	9/25/39-4/26/40	Westco Adv. Co., San Francisco
Gillette Safety Razor Co., Boston	Gillette Blue Blades & Razors	World's Series	10:15 A. M.-12:30 P. M.	16	10/4/39-10/8/39	Maxon Inc., N. Y.
Gospel Broadcasting Assn., Los Angeles	Religious Program	Old Fashioned Revival	6:00-7:00 P. M.	14	9/3/39-8/25/40	R. H. Alber Co., Los Angeles
Healthaids, Inc., New York	Serutan	Newspaper of Air	Sunday, 9:00-9:15 P. M.	18	10/1/39-9/22/40	Austin & Spector, N. Y.
Industrial Training Corp., Chicago	Air Conditioning Institute	None	Tues., Thurs., 12:15-12:30 P. M.	5	9/5/39-9/14/39	James R. Lunke & Associates, Seattle
Ironized Yeast Co., New York	Ironized Yeast Tablets	Good-Will Hour	Sunday, 7:00-8:00 P. M.	14	1/22/39-1/14/40	Ruthrauff & Ryan, N. Y.
Jobbers Petroleum Sales Corp., San Francisco	Hancock Gasoline	Sports Slants	10:00-10:15 A. M.	15	10/4/39-10/8/39	Charles H. Mayne Co., Los Angeles
Langendorf Bakeries, San Francisco	Langendorf Bread	Phantom Pilot	Mon., Wed., Fri., 5:00-5:15 P. M.	8	7/24/39-7/24/40	Leon Livingston Adv. Agency, San Francisco
Lutheran Laymen's League, St. Louis	Religious Program	Lutheran Hour	Sunday, 1:30-2:00 P. M.	13	10/29/39-4/21/40	Kelly, Stuhman & Zahardt, St. Louis
Lydia Pinkham Medicine Co., Lynn, Mass.	Pinkham's Compound	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A. M.	3	9/25/39-9/20/40	Erwin Wasey & Co., N. Y.
Pacific Greyhound Lines, San Francisco	Transportation	Romance of the Highways	Sunday, 10:15-10:30 A. M.	5	9/3/39-8/25/40	Beaumont & Hohman, Seattle
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins Manhattan Mother	Mon.-Fri., 2:30-2:45 P. M. Mon.-Fri., 2:45-3:00 P. M.	15	6/5/39-5/31/40	Blackett-Sample-Hummert, Chicago
Tidewater Associated Oil Co., San Francisco	Associated Oil & Gasoline	Pacific Coast Collegiate Football	Saturday, 1:45-4:45 P. M.	..	9/23/39-11/30/39	Lord & Thomas, San Francisco
Wander Co., Chicago	Ovaltine	Orphan Annie	Mon.-Fri., 5:45-6:00 P. M.	3	10/2/39-4/26/40	Blackett-Sample-Hummert, Chicago
Washington State Grange, Seattle	Publicity for Grange	Grange Night	One Time Only, 8:30-9:00 P. M.	..	9/30/39-	None

# Advertisers Using the Inter-City Broadcasting System During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Emerson Radios & Phonograph Co., New York	Radios	News	Tues.- Sat., 10:30-10:45 P. M.	2	13 weeks	Lightfoot Associates, N. Y.
Erling C. Olsen, New York	Religious	Meditation in Psalms	Sunday, 9:00-9:30 A. M.	2	52 weeks	Direct
Ironized Yeast Co., Atlanta	Ironized Yeast Tablets	Good-Will Hour	Sunday, 10:00-11:00 P. M.	7	3 years	Ruthrauff & Ryan, N. Y.
St. Christopher's Inn, New York	Religious	Ave Maria Hour	Sunday, 6:30-7:00 P. M.	3	1 year	Direct
Young People's Church of the Air, New York	Religious	Young People's Church of the Air	Sunday, 5:00-6:00 P. M.	2	1 year	Direct

# Advertisers Using California Radio System During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Bordens Associated Co., San Francisco	Dairy	Last Minute News	4:30-4:40 P.M.	2	52 weeks, 6 times per wk.	McCann-Erickson, San Francisco
Committee on Public Information	Governor	Public Information	6:45-7:00 P.M.	9	6 weeks	Direct
Committee for State Finance	State	Dept. of Finance	8:15-8:30 P.M.	9	3 weeks	Direct
Gene Desimone	Talk	Capital Parade	7:15-7:30 P.M.	2	26 weeks	Direct
Cospel Broadcasting Assn., Los Angeles	Religion	Old Fashion Revival Hour	9:15-10:15 P.M.	3	13 weeks	R. H. Alber Co., Los Angeles
Japanese Committee in Trade & Information, San Francisco	.....	Talk	7:45-8:00 P.M.	3	1 week	Brewer-Weeks Co., San Francisco
Kerr Rug Co.	Kerr Rugs	News of Women's World	8:45-9:00 A.M.	2	9 weeks	Direct
Labors Non-Partisan League, San Francisco	.....	Talk	9:45-10:00 P.M.	7	1 week	Walter Barusch Adv. Agcy., San Francisco
Montezuma School for Boys, San Francisco	Boys School	Capital Parade	8:15-8:30 P.M.	7	3 weeks	Clem Whitaker Adv., San Francisco
The National Voice, Los Angeles	The National Voice	Ethel Hubler	5:15-5:30 P.M.	5	26 weeks	Associated Adv. Agcy., Los Angeles
Independent Petroleum Assn., Los Angeles	Political	Political Talk	8:15-8:30 P.M.	8	2 weeks	R. H. Alber Co., Los Angeles
Property Owner's Assn. of Cal.	Tax Reduction Publicity	Talk	7:30-7:45 P.M.	9	13 weeks	Clem Whitaker Adv. Co., San Francisco
Northern Cal. Citizens Against 30 Thurs.	Political	Talk	Mon., Wed., Fri., 8:15-8:30 P.M.	4	10 weeks	Clem Whitaker Adv. Co., San Francisco
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keane	Mon.-Fri., 3:30-3:45 P.M.	6	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 4:00-4:15 P.M.	6	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 10:30-10:45 A.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Mary Martin	Mon.-Fri., 3:15-3:30 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	O'Neills	Mon.-Fri., 1:45-2:00 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	The Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 4:15-4:30 P.M.	6	52 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dash	Road of Life	Mon.-Fri., 1:30-1:45 P.M.	6	52 weeks	Pedlar & Ryan, N. Y.
Retirement Life Payments, Los Angeles	Pension Plan	Talk	Tues.-Fri., 8:30-9:00 P.M.	9	52 weeks	Cinema Adv. Agcy., Los Angeles
Roma Wine Co., Lodi, Cal.	Roma Wine	World's Fair Party	6:00-6:30 P.M.	2	43 weeks	Cesana & Associates, San Francisco
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	8:15-8:30 P.M.	5	52 weeks	Lennin & Mitchell, N. Y.
So. Cal. Citizens Against 30 Thurs.	Political	Talk	Mon.-Sat., 10:00-10:15 A.M.	2	8 weeks	Dana Jones Adv. Agency, Los Angeles
Rev. Martin Luther Thomas, Los Angeles	Religious	Talk	5:30-6:00 P.M.	8	4 weeks	Clarence B. Jimeau, Los Angeles
Workers Alliance of California	Talk	Talk	9:00-9:30 P.M.	7	3 weeks	Walter Barusch Adv. Agcy., San Francisco

**Stations in the FIRST EIGHT cities of California to render a service to buyers of radio time who desire to reach the entire California market.**


**The California Radio System covers this rich area efficiently and economically.**

Home Office Sacramento, California — Represented Nationally by Paul H. Raymer Co.



# Advertisers Using Texas State Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Consolidated Drug Trade Products, Chicago	Peruna-Kolorbak-Zymole-Trokeys	Home Folks Morning Frolic	Mon.-Sat., 7:00-8:00 A.M.	..	Sept. 15, '39-Oct. 14, '40	Benson & Dall, Chicago
Sears, Roebuck & Co., Chicago	Sears Roebuck	Grandma Travels	Mon.-Fri., 8:30-8:45 A.M.	..	May 1, '39-April '40	Blackett-Sample-Hummert, Chicago
Bowen Motor Coaches, Fort Worth	Bowen Bus Travel	Texas Speaks	Mon.-Fri., 5:45-6:00 P.M.	..	Dec. 9, '38-Mar. 10, '39	Direct
Bulova Watch Co., New York	Various Bulova Watches	Time Signals	Every Day, 10:00 P. M.	..	Sept. 22, '39-Dec. 21, '39	Biow Co., N. Y.
Anheuser-Busch, St. Louis	Budweiser Beer	Bud, The Perfect Host	Mon., Wed., Fri., 1:00-1:15 P. M.	..	Mar. 20, '39-Mar. 15, '40	D'Arcy Adv. Co., St. Louis
Duncan Coffee Co., Houston	Admiration Coffee	Show of the Week (Mutual)	Sunday, 5:30-6:00 P. M.	..	Sept. 25, '38-Mar. 19, '39	Steel Adv. Agency, Houston
Emerson Radio & Phono. Corp., New York	Emerson Radios	America Looks Ahead	Tues., Thurs., Sat., 6:15-6:30 P.M.	..	May 1, '39-May 30, '40	Lightfoot Associates, N. Y.
Humble Oil Co., Houston	Humble Gas & Oil	Football Games	Saturday Afternoons	..	Fall 1939	Franko-Wilkinson-Schiewetz, Houston
Dallas Power & Light Co., Dallas	Various Electrical	Gail Northe	Mon., Wed., Fri., 9:00-9:15	..	Sept. 16, '38-June 21, '39	Stanley Foran Adv. Agency, Dallas
Dallas Power & Light Co., Dallas	Institutional	Texas Hall of Fame	Sunday, 1:30-2:00 P.M.	..	June 25, '39-Dec. 17, '39	Stanley Foran Adv. Agency, Dallas
Comet Rice Mills, Beaumont, Tex.	Comet Rice	Pot. Pourri	Friday, 10:45-11:00 A.M.	..	Jan. 15, '39-May 6, '39	Freitag Adv. Agency, Atlanta
International Shoe Co., St. Louis	Red Goose Shoes	Adventures in Texas History	Friday, 5:30-5:45 P.M.	..	Aug. 11, '39-May 3, '40	Direct
Southern States Feeds, Dallas	Bluebonnet Margarine	.....	Thursday, 9:00-9:05	..	Jan. 12, '39-Apr. 6, '39	Gandy Adv. Co., Dallas
Ind. Oil Operators of Texas, Dallas	Political	Political	.....	..	Month of Aug., '39	Direct
Lion Auto Parts Co., Dallas	Auto Parts	Toe Tappin Time	Mon., Wed., Fri., 1:45-2:00 P. M.	..	Oct. 16, '39-Jan. 12, '40	Direct
Rio Grande Valley Citrus Ex., Dallas	Texsun Grape-Fruit Juice	Announcements	As Selected	..	Nov. 30, '38-Jan. 27, '39	Leche & Leche, Dallas
Gospel Broadcasting Assn., Los Angeles	Church	Old Fashioned Revival (Mutual)	Sunday, 8:00-9:00 A. M.	..	Oct. 2, '38-Oct. 1, '39	R. H. Alber Co., Los Angeles
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour (Mutual)	Sunday, 9:30-10:00 P. M.	..	Oct. 23, '38-Oct. 15, '39	Ruthrauff & Ryan, N. Y.
20th Century Fox Film Corp., Los Angeles	Institutional	Young Mr. Lincoln (Mutual)	Tuesday, 8:00-8:30	..	May 30, '39 Only	Kayton-Spiro, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Medicine	Voice of Experience (Mutual)	Mon., Wed., Fri., 1:45-2:00 P. M.	..	Sept. 25, '39-Sept. 20, '40	Erwin Wasey & Co., N. Y.
Wheeling Steel Corp., Wheeling, W. Va.	Steel Products	Steel Makers (Mutual)	Sunday, 5:30-6:00 (EST)	..	Oct. 8, '39-Sept. 29, '40	Critchfield & Co., Chicago
Monticello Drug Co., Jacksonville, Fla.	666 Cold Tablets	50 Word Announcements	Various	..	Oct. 2, '39-Dec. 29, '39	Direct
Gillette Razor Blade Co., Boston	Tech Safety Razor	World Series Baseball (Mutual)	12:15 Noon to Finish	..	Oct. 4 to 8, Inc.	Ruthrauff & Ryan, N. Y.
Old Age Benefit Assn.	Old Age Benefits	.....	Tues., Thurs., 5:45-6:00 P.M.	..	Dec. 29, '38-Jan. 1, '39	Direct
Texas Pharmaceutical Assn., Dallas	.....	5 Min. Record	Mon., Fri., 6:00-6:05 P. M.	..	Feb. 24, '39-Mar. 20, '39	Padgett Adv., Dallas
Pancrust-Plato Co., Houston	Crustene Shortening	Our Children	Wed., Sat., 9:15-9:30	..	Sept. 27, '38-26 wks.	Wilhelm-Conroy-Wilson, San Antonio
Plain People's Jackson Day Dinner	Political	Jackson Day	Saturday, 9:00-9:30 P. M.	..	One Time	Direct
Gebhardt Chili Powder Co., San Antonio	Gebhardt Chili	Women's Page of the Air Announcements	Mon., Wed., Fri., 10:05-10:06	..	Jan. 9, '39-May 10, '39	Pitluck Adv. Co., San Antonio
Gulf Brewing Co., Houston	Grand Prize Beer	Highlights in the News	Tues., Wed., Thurs., Sat., 5:45-6:00 P. M.	..	Feb. 28, '39-Feb. 28, '40	Rogers Gano, Houston
Morgan Jones, Elgin, Ill.	Insurance	Neighbors	Sunday, 9:00-9:15	..	April 4, '39-June 22, '40	J. L. Stewart Co., Chicago
Postex Cotton Mills, Dallas	.....	Women's Page of the Air	Mon., Wed., Fri., 10:05-10:06	..	Jan. 26, '38-Feb. 22, '39	Tracy-Locke-Dawson, Dallas



## KFRO 'Tells'em & Sells'em'

### IN TEXAS RICHEST MARKET



**1939 NATIONAL ACCOUNTS ON KFRO**

B. C. Headache Powders Carter's Little Liver Pills Dr. Scholl's Zino Pads Ford Automobiles Grove's Chill Tonic Cur-Cu-Ray Heaters Wheaties McLaugh Hosiery Texas Power & Light Crustene Shortening	Grand Prize Beer Southern Select Beer Duncan Coffee Company Rio Grande Valley Citrus Bowen Motor Coaches Postex Cotton Mills Humble Oil Company Magnolia Oil Company Comet Rice Blue Bonnet Margarine	Gebhardt Chili Powder Ironized Yeast Budweiser Emerson Radio Sears-Roebuck Lydia E. Pinkham Bulova Watch Gillette Safety Razor Peruna Kalerback Gold Medal Flour
---	--	--

Your sales message will fall in receptive ears over KFRO—THE VOICE OF EAST TEXAS, at Longview. Affiliated with Texas State and Mutual networks.

**ON THE AIR FULL TIME—WITH 1,000 WATTS—ABOUT MARCH 1st.**

KFRO covers one million population, the world's largest oil field area—Day and Night. These people have money to spend—12 months a year—reach them from the center with KFRO.



# Advertisers Using NBC-Blue Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Smilin' Ed McConnell	Tues. & Thurs., 10:30-10:45 A.M.	31	Sept. '38-June '39	Henri, Hurat & McDonald, Chicago
Adam Hata, New York	Hata	Boxing Bouts	Varlnus Days, 10:00 P.M. to Finish	50	Oct. '38-May '39	Glicksman Adv. Co., N. Y.
Adam Hata, New York	Hata	Lou Ambers vs. Henry Armstrong	Tuesday, 10:00 P.M. to Finish	54	August 22, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hata, New York	Hata	Joe Louis vs. Bob Pastor	Wednesday, 10:30 P.M. to Finish	52	Sept. 20, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hata, New York	Hata	Billy Conn vs. Melio Bettina	Monday, 10:00 P.M. to Finish	52	Sept. 25, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hata, New York	Hata	Boxing Bouts	Various Days 10:00 P.M. to Finish	61	Sept. '39—	Glicksman Adv. Co., N. Y.
Air Conditioning Training Corp., Youngstown, O.	Correspondence School	Smilin' Ed McConnell	Sunday, 10:45-11:00 A.M.; 11:15-11:30 A.M.	27	Oct. '39—	Weill & Wilkins, N. Y.
American Rolling Mill Co., Middletown, O.	Steel	Armco Band	Sunday, 8:00-3:30 P.M.	42	Jan. '39-Apr. '39	N. W. Ayer & Son, Philadelphia
Anacin Co., Jersey City	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.	38	June '35—	Blackett-Sample-Hummert, N. Y.
Ballard & Ballard Co., Louisville	Oven-Ready Biscuits	Smilin' Ed McConnell	Fri. & Sat., 10:00-10:15 A.M.	8	Mar. '39-Apr. '39	Henri, Hurat & McDonald, Chicago
Bisodol Co., Jersey City	Bisodol	Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	38	Oct. '37—	Blackett-Sample-Hummert, N. Y.
Bowey's Inc., Chicago	Dari-Rich Chocolate Drink	Terry & Pirates	Mon., Tues., Wed., 5:15-5:30 P.M.	19	Sept. '38-Mar. '39	Stack-Goble Adv. Agcy, Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler Tobacco	Plantation Party	Friday, 9:00-9:30 P.M.	77	Dec. '38—	Russell M. Seeds Co., Chicago
Buick Motor Co., Detroit	Motor Cars	Joe Louis vs. John Henry Lewis	Wednesday, 10:00 P.M. to Finish	39	Jan. 25, '39 Only	Arthur Kudner Inc., N. Y.
Canada Dry Ginger Ale, New York	Ginger Ale	Information Please	Tuesday, 8:30-9:00 P.M.; 10:30-11:00 P.M.; 11:30-12:00 Mid	57	Nov. '38—	J. M. Mathes Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Creams	Sports Newsreel of the Air	Sunday, 9:45-10:00 P.M.	46	Oct. '39—	Benton & Bowles, Chicago
Cook, Thos. & Son, New York	Travel	The Man from Cooks	Sunday, 5:30-5:45 P.M.	19	Dec. '38-Mar. '39	Newell-Emmett Co., N. Y.
Fels & Co., Philadelphia	Soap Chips	Hobby Lobby	Wednesday, 8:30-9:00 P.M.	45	Oct. '38-Sept. '39	Young & Rubicam, N. Y.
Fendrich, H., Inc., Evansville	Cigars	Smoke Dreams	Tuesday, 10:15-10:30 P.M.; 10:45-11:00 P.M.	21	Feb. '39-May '39	Ruthrauff & Ryan, Chicago
General Foods Corp., New York	Jello Puddings	Aldrich Family	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	64	Oct. '39—	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Bran Flakes	Young Dr. Malone	Mon.-Fri., 11:15-11:30 A.M.	57	Nov. '39—	Benton & Bowles, N. Y.
Goodyear Tire & Rubber Co., Akron	Tires & Tubes	Farm Radio News	Mon.-Fri., 1:15-1:30 P.M.	49	Sept. '38-June '39	Arthur Kudner Inc., N. Y.
Gordon Baking Co., Detroit	Silvercup Bread	One of the Finest	Mon. & Thurs., 7:30-8:00 P.M.	4	Oct. '39—	Young & Rubicam, N. Y.
Grove Laboratories, St. Louis	Bromo-Quinine	Sherlock Holmes	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	50	Oct. '39—	Stack-Goble Adv. Agcy, Chicago
Chas. Gulden, Inc., New York	Mustard	Gulden Serenaders	Wed. & Fri., 6:30-6:45 P.M.	5	Oct. '38-May '39	Chas. W. Hoyt Co., N. Y.
Chas. Gulden, Inc., New York	Mustard	Gulden Serenaders	Wed. & Fri., 6:30-6:45 P.M.	6	Oct. '39—	Chas. W. Hoyt Co., N. Y.
Andrew Jergens Co., Cincinnati	Soaps & Cosmetics	Hollywood Playhouse	Sunday, 9:00-9:30 P.M.; 10:30-11:00 P.M.	81	Sept. '38-Sept. '39	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Lotion	Jergens Journal	Sunday, 9:30-9:45 P.M.; 11:00-11:15 P.M.	81	Sept. '38-Sept. '39	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Lotion	Jergens Journal	Sunday, 9:00-9:15 P.M.; 12:00-12:15 A.M.	64	Oct. '39—	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Woodbury Soap	Parker Family	Sunday, 9:15-9:30 P.M.; 12:15-12:30 A.M.	64	Oct. '39—	Lennen & Mitchell, N. Y.
Kellogg Co., Battle Creek, Mich.	Krispies	Don Winalow of the Navy	Mon.-Fri., 5:30-5:45 P.M.	24	Aug. '38-Mar. '39	Hays MacFarland & Co., Chicago
Lamont Corliss & Co., New York	Pond's Creams	Those We Love	Monday, 8:30-9:00 P.M.	34	Oct. '36-Mar. '39	J. Walter Thompson Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Bert Lytell	Friday, 7:00-7:15 P.M.; 10:30-10:45 P.M.	47	Feb. '39-Mar. '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Friday, 7:00-7:15 P.M.; 10:30-10:45 P.M.	47	Mar. '39-May '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Quicksilver	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	58	Oct. '39—	H. W. Kastor & Sons, Chicago
P. Lorillard Co., New York	Old Gold Cigarettes	Melody and Madness	Tuesday, 9:00-9:30 P.M.	103	May '39-Nov. '39	Lennen & Mitchell, N. Y.
MacFadden Publications, New York	Magazines	Mary and Bob's True Stories	Tuesday, 9:00-9:30 P.M.	25	Oct. '38-Apr. '39	Arthur Kudner, Inc., N. Y.
MacFadden Publications, New York	Magazines	Fulton Oursier	Tuesday, 9:30-10:00 P.M.	44	May '39-Oct. '39	Arthur Kudner, Inc., N. Y.
Magazine Repeating Razor Co., New York	Schick Razors	Joe Louis vs. Tony Galento	Wednesday, 10:00 P.M. to Finish	59	June 29, '39 Only	J. M. Mathes, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch	Mon., Wed., Fri., 10:30-10:45 A.M.	9	May '39-Nov. '39	Franklin Bruck Adv. Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch & His Boys	Mon., Wed., Fri., 11:30-11:45 A.M.	9	Nov. '39—	Franklin Bruck Adv. Co., N. Y.
Mars, Inc., Chicago	Candy Bars	Doctor I Q	Monday, 10:30-11:00 P.M.	16	Apr. '39-July '39	Grant Adv., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.; 11:00-12:00 Mid.	88	Jan. '33—	Wade Adv. Agcy., Chicago

(Continued on Page 235)



# COMING UP



A FOUR CORNER MARKET  
HOW SUCCESS

The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why...

# THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!



**Coverage Canape . . .** The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets"—the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 69% of all drugs, 68% of all new cars are sold.



**Economy Entree . . .** The Blue Network not only gives you coverage that is focussed on the markets with the spending money — but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, is the result of the now famous Blue Discount Plan, designed to enable advertisers to "go national" on an exceedingly modest budget.



**Facilities Supreme . . .** The Blue is up and coming! Facilities have been greatly improved. Coverage has been stepped up. The network has become a more and more attractive buy for advertisers — because the circulation increase of the Blue, resulting from these technical improvements, is offered to advertisers at no extra cost!



**Satisfaction Souffle . . .** Advertiser after advertiser has found that the Blue Network packs a real sales punch. The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of last year's Blue Network advertisers have come back for more — and 16 new ones signed up in the Fall of 1939.

It will be well worth your while to get all the facts about the Blue Network. It can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

## NBC BLUE NETWORK

*Sales through the air with the greatest of ease*



# Advertisers Using NBC-Blue Network During 1939

[Continued from Page 232]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Dog Heroes	Sunday, 3:00-3:15 P.M.	11	Oct. '38-Feb. '39	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	12	Oct. '39—	Clements Co., Philadelphia
Philip Morris & Co., Ltd., New York	Cigarettes	Breezing Along	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	44	Nov. '39—	Biow Co. Inc., N. Y.
C. F. Mueller Co., Jersey City	Macaroni	Thunder Over Paradise	Mon.-Fri., 10:00-10:15 A.M.	5	Oct. '39—	Kenyon & Eckhardt, N. Y.
Musterole Co., Cleveland	Musterole	Carson Robison and His Buckaroos	Monday, 8:00-8:30 P.M.	38	Oct. '38-Apr. '39	Erwin Wasey & Co., N. Y.
Musterole Co., Cleveland	Musterole	Carson Robison and His Buckaroos	Friday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	53	Oct. '39—	Erwin Wasey & Co., N. Y.
Ohio Oil Co., Findlay, O.	Gas and Oil	Melody Marathon	Friday, 10:30-11:00 P.M.	11	Sept. '39—	Byer & Bowman Co., Columbus, O.
Palmer Bros., New York	Mattresses	Four Star News	Sunday, 5:15-5:30 P.M.	35	June '39-Nov. '39	Tucker Wayne Co., Atlanta
Pepsodent Co., Chicago	Toothpaste	Mr. District Attorney	Sunday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	41	Oct. '39—	Lord & Thomas, N. Y.
Pittsburgh Coal Co., Pittsburgh	Champion Coal	Champions of the Keyboards	Wednesday, 7:30-7:45 P.M.	3	Oct. '38-Jan. '39	Walker & Downing, Pittsburgh
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 11:30-11:45 A.M.	11	Aug. '36-Nov. '39	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 11:00-11:15 A.M.	17	Nov. '39—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon.-Fri., 11:15-11:30 A.M.	20	Apr. '36-July '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness	Mon.-Fri., 11:15-11:30 A.M.	20	July '39-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness	Mon.-Fri., 10:15-10:30 A.M.	20	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	14	June '37-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Martin	Mon.-Fri., 10:30-10:45 A.M.	22	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Trouble With Marriage	Mon.-Fri., 10:45-11:00 A.M.	8	July '39-Dec. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 10:45-11:00 A.M.	9	Nov. '39—	H. W. Kastor & Sons, Chicago
Radio Corp. of America, New York	Institutional	Magic Key of RCA	Sunday, 2:00-3:00 P.M.	117	Sept. '35-June '39	Direct
Radio Corp. of America, New York	Institutional	Magic Key of RCA	Monday, 9:00-10:00 P.M.	37	June '39-Sept. '39	Direct
RCA Mfg. Co., Camden, N. J.	Radioes, etc.	Max Bear vs. Lou Nova	Thursday, 10:00 P.M. to Finish	74	June 1, 1939 Only	Direct
Ralston-Purina Corp., St. Louis	Cereals	Adventures of Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	24	Sept. '38-Mar. '39	Gardner Adv. Co., St. Louis
Ralston-Purina Corp., St. Louis	Cereals	Adventures of Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:15-8:30 P.M.	51	Sept. '39—	Gardner Adv. Co., St. Louis
Ralston-Purina Corp., St. Louis	Shredded Ralston	The Inside Story	Tuesday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	57	Mar. '39-Oct. '39	Gardner Adv. Co., St. Louis
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:00-5:30 P.M.	67	Oct. '38-Apr. '39	Warwick & Legler, N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:30-6:00 P.M.	89	Oct. '39—	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Youth vs. Age	Saturday, 8:30-9:00 P.M.	105	Oct. '39—	Warwick & Legler, N. Y.
Standard Brands Inc., New York	Foil Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	20	May '38-June '39	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Foil Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	27	Oct. '39—Dec. '39	J. Walter Thompson Co., N. Y.
Sun Oil Co., Philadelphia	Gas and Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	21	June '32—	Roche, Williams & Cunyngnam, Philadelphia
Swift & Co., Chicago	Sunbrite	Smile Parade	Friday, 9:30-10:00 A.M.; 12:30-1:00 P.M.	26	Sept. '38-Feb. '39	Stack-Goble Adv. Agcy., Chicago
Swift & Co., Chicago	Sunbrite	Smile Parade	Thursday, 4:00-4:30 P.M.	28	Mar. '39-Sept. '39	Stack-Goble Adv. Agcy., Chicago
Swift & Co., Chicago	Frankfurters	Sales Meeting	Saturday, 9:15-9:30 A.M.	48	June 17, 1939 Only	J. Walter Thompson Co., Chicago
Time, Inc., New York	Magazines	March of Time	Friday, 9:30-10:00 P.M.	41	July '38-Apr. '39	BBDO, N. Y.
Vanette Hosiery Mills, Dallas	Hosiery	Fashion Previews	Saturday, 9:45-10:00 A.M.	9	Jan. '39-June '39	Grant Adv., Chicago
Vick Chemical Co., New York	Vapo-Rub	Seth Parker	Sunday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	56	Sept. '38-Mar. '39	Morse International, N. Y.
Ward Baking Co., New York	Bread	Jane Arden	Mon.-Fri., 10:15-10:30 A.M.	15	Sept. '38-June '39	Sherman K. Ellis Co., N. Y.
Ward Baking Co., New York	Bread	Joe Penner	Thursday, 8:30-9:00 P.M.	22	Oct. '39—	Sherman K. Ellis Co., N. Y.
Wm. R. Warner, New York	Sloan's Liniment	Warden Lawes	Friday, 8:00-8:30 P.M.	45	Oct. '38-Apr. '39	Warwick & Legler, N. Y.
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Uncle Jim's Question Bee	Saturday, 7:30-8:00 P.M.	4	Sept. '36-Dec. '39	Cecil & Presbrey, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Alias Jimmy Valentine	Monday, 7:00-7:30 P.M.	25	June '38-Feb. '39	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Monday, 7:00-7:30 P.M.	25	Feb. '39-Sept. '39	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	43	Sept. '39-Dec. '39	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice Co., Westfield, N.Y.	Grape Juice	Irene Rich	Sunday, 9:45-10:00 P.M.; 11:15-11:30 P.M.	48	Oct. '38-Oct. '39	H. W. Kastor & Sons, Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Irene Rich	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M.	51	Oct. '39—	H. W. Kastor & Sons, Chicago
Westinghouse E. & M. Co., Pittsburgh	Institutional	Letters Home	Sunday, 5:45-6:00 P.M.	83	May '39-Oct. '39	Fuller & Smith & Ross, N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 10:00-10:30 P.M.	43	July '38-Aug. '39	J. Walter Thompson Co., N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	43	Aug. '39—	J. Walter Thompson Co., N. Y.

# Advertisers Using NBC Pacific Coast Network During 1939

All Time Pacific Standard Time

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:00-9:30 P.M.	5	Sept. '36-Feb. '39	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Friday, 9:30-10:00 P.M.	5	Feb. '39-Apr. '39	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Friday, 8:00-8:30 P.M.	5	May '39-Sept. '39	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:00-9:30 P.M.	5	Sept. '39—	Erwin Wasey & Co., Seattle
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday, 8:00-8:15 P.M.	7	Jan. '39—	Tomaschke-Elliott, Oakland
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M.	4	Mar. '36—	Long Adv. Service, San Francisco
Gilmore Oil Co., Los Angeles	Gas & Oil	Gilmore Circus	Friday, 9:00-9:30 P.M.	6	Feb. '37-May '39	Botsford, Constantine & Gardner, Los Angeles
Hecker Products Corp., New York	Flour	Woman's Magazine of the Air	Tues. & Thurs., 3:45-4:00 P.M.	9	Oct. '39—	Erwin Wasey & Co., N. Y.
Lamont Corliss & Co., New York	Danya Lotion	Woman's Magazine of the Air	Wed. & Fri., 3:45-4:00 P.M.	5	Nov. '38-Apr. '39	J. Walter Thompson Co., N. Y.
Langendorf United Bakeries, San Francisco	Bakery Goods	Rush Hughes	Mon.-Fri., 3:00-3:15 P.M.	3	July '39—	Leon Livingston Adv. Agcy., San Francisco
Loose-Wiles Biscuit Co., Long Island City, N. Y.	Biscuits	Woman's Magazine of the Air	Tues. & Thurs., 3:30-3:45 P.M.	5	Feb. '39—	Newell-Emmett Co., N. Y.
Richfield Oil Co., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M.	5	Apr. '31—	Hixson-O'Donnell Adv., Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 7:30-8:00 P.M.	12	Nov. '36—	Barton A. Stebbins Adv. Agcy., Los Angeles
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M.	7	May '38—	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Martha Meade	Friday, 10:15-10:30 A.M.	6	Sept. '38-June '39	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Dangerous Road	Mon.-Fri., 10:30-10:45 A.M.	6	Sept. '38-May '39	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Tues., Wed., Fri., 2:30-2:45 P.M.	5	Mar. '39-May '39	Westco Adv. Agcy., San Francisco
Standard Brands, New York	Yeast	I Love a Mystery	Mon.-Fri., 3:15-3:30 P.M.	5	Jan. '39-Sept. '39	J. Walter Thompson Co., N. Y.
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School	Thursday, 11:00-11:45 A.M.	12	Oct. '38-May '39	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School	Thursday, 11:00-11:45 A.M.	12	Sept. '39—	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:15-9:15 P.M.	5	Sept. '32-Sept. '39	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:30-9:30 P.M.	5	Sept. '39—	McCann-Erickson, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas & Oil	Associated Football	Saturday, 2:00-4:45 P.M.	..	Sept. '39-Dec. '39	Lord & Thomas, San Francisco
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Thursday, 9:45-10:00 A.M.	5	Jan. '39-Apr. '39	Botsford Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 9:15-9:30 A.M.	5	Apr. '39-June '39	Botsford Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Thursday, 10:00-10:15 A.M.	6	Sept. '39—	Botsford Constantine & Gardner, Portland
Vick Chemical Co., New York	Vapo-Rub	Beyond Reasonable Doubt	Wed., Thurs., Sat., 6:00-6:15 P.M.	11	Oct. '39—	Morse International, N. Y.
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M.	8	Oct. '35—	Fitzgerald Adv. Agcy., New Orleans

## WARNER BROS.

The Ideal Organization for Building, Promotion and Broadcasting of Radio Programs.

# 5,000 WATTS DAYS

- ★ LOS ANGELES, America's Dynamic Center of Industry and Pleasure . . .
- ★ Cinema Capital . . . Leads America in Airplane Production . . .
- ★ Detroit in Motor Car Output . . .
- ★ Richest Agricultural Spot . . .
- ★ Second only to New York in Building Construction . . .
- ★ First Port of the Pacific and Second only to New York . . .
- ★ Third in Furniture Manufacture . . .
- ★ THE FASTEST GROWING AREA IN AMERICA!

950 KYS  
**KFWB**  
HOLLYWOOD

NOW! **5,000 WATTS NIGHTS**

★ Largest studio facilities on the west coast—with seating capacities ranging from 450 to 3,000—coupled with staff of showmen whose experience has won national recognition! Available for complete merchandising campaigns!

★ KFWB's position on the dial 950—right in the center of greatest activity!

★ KFWB year in and year out, carries more local business than any other station in the Greater Los Angeles area—the area that boasts one-third of the buying power of the eleven western states!

**WARNER BROS.**  
**K F W B**  
**AT YOUR SERVICE**

# Advertisers Using Mutual Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Bird Products, Chicago	Bird Foods	American Radio Warblers	Sunday, 11:45-12:00 A.M.	8	10/10/37-5/8/38 10/16/38-5/7/39 10/14/39-	Weston-Barnett, Chicago
Aurora Labs., Chicago	Clear Again Remedy	Hollywood Newsgirl	Mon., Wed., Fri., 1:15-1:30 P.M.	9	1/9/39-1/30/39	Erwin-Wasey & Co., N. Y.
Axton-Fisher Tobacco Co., Louisville	Twenty Grand Cigarettes	Captain Herne	Mon.-Fri., 11:15-11:30 P.M.	3	5/8/39-9/4/39	McCann-Erickson, N. Y.
Bathasweet Corp., New York	Bathasweet Soap	Quin Ryan New's Commentary	Mon., Wed., Fri., 12:30-12:45 P.M.	2	2/27/39-5/26/39	H. M. Kiesewetter, N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Tues., Thurs., Sat., 7:45-8:00 P.M.	25	6/14/38-	Ivey & Ellington, Philadelphia
Bell & Co., Orangeburg, N. Y.	Bell-ans	Red River Dave	Tues., Thurs., 8:15-8:30 A.M.	7	6/5/39-	Anderson, Davis & Platte, N. Y.
Congress Cigar Co., New York	La Palina Cigars	Ed Thorgerson	Saturday, 5:45-6:00 P.M.	21	9/30/39-	Marshalk & Pratt, N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Bluc Coal	The Shadow	Sunday, 5:30-6:00 P.M.	15	9/26/37-3/20/38 9/25/38-3/19/39 9/24/39-	Ruthrauff & Ryan, N. Y.
Detrola Corp., Detroit	Radlos	Fulton Lewis	Mon., Wed., Fri., 10:30-10:45 P.M.	13	10/30/39-	Bass-Luckoff, Detroit
Emerson Radio & Phonograph Corp., New York	Radlos	America Looks Ahead	Tues., Thurs., Sat., 7:15-7:30 P.M.	32	6/3/39-	Grady & Wagner, N. Y.
General Baking Co., New York	Bond Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	15	2/1/39-	BBDO, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon., Wed., Fri., 10:00-10:15 P.M.	3	9/25/39-	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Corn Kix	Curtain Time	Friday, 10:00-10:30 P.M.	27	10/14/38-1/6/39	Blackett-Sample-Hummert, Chicago
Gillette Safety Razor Co., Boston	Tech Razor & Gillette Blades	World Series	Wed., Thurs., Sat., Sun., 2:00-4:00 P.M.	202	10/4, 5, 7, 8/39	Maxon Inc., Detroit
Gordon Baking Co., Detroit	Silver Cup Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	11/28/34-3/24/39	Young & Rubicam, N. Y.
Gospel Broadcasting Assn., Los Angeles	Religion	Gospel Hour	Sunday, 9:00-10:00 P.M.	94	1/3/37-	R. H. Alber Co., Los Angeles
Hartz Mountain Products, New York	Bird Products	Hartz Mountain Singing Canaries	Sunday, 3:30-3:45 P.M.	5	9/24/39-	Franklin Bruck Adv. Corp., N. Y.
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	62	1/23/38-10/15/39 2/12/39-	Ruthrauff & Ryan, N. Y.
Lambert Co., New York	Listerine Shaving Cream	True Detective Mysteries	Tuesday, 10:00-10:15 P.M.	3	3/22/38-3/28/39	Lambert & Feasley, N. Y.
V. La Rosa & Sons, New York	Macaroni	Radio Concert	Tuesday, 8:00-8:30 P.M.	3	10/31/39-	Commercial Radio Service Adv. Agency, N. Y.
Thomas Leeming & Co., New York	Baume Bengue	Ed Fitzgerald Informal Chatter	Mon., Wed., Fri., 2:45-3:00 P.M.	2	10/17/38-3/20/39	Wm. Esty & Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tues., Thurs., 7:30-7:45 P.M.	28	7/26/38-4/20/39	Lennen & Mitchell, N. Y.
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sunday, 1:30-2:00 P.M.	80	10/23/38-4/16/39 10/29/39-	Kelly, Stuhlman & Zahndt, St. Louis
Maine Development Commission, Augusta, Me.	Potatoes, etc.	Girl From Maine	Tues., Thurs., 2:15-2:30 P.M.	17	9/21/37-1/5/39	Brooke, Smith, French & Dorrance, N. Y.
Maltex Co., Burlington, Vt.	Maltex Cereal	Uncle Don	Mon., Wed., Fri., 5:30-5:45 P.M.	3	9/25/39-	Samuel C. Croot Co., N. Y.
Mennen Co., New York	Shaving Cream & Baby Products	The People's Rally Quixie Doodle Contest, Eff. 10/20/39	Sunday, 3:30-4:00 P.M. Friday, 8:00-8:30 P.M.	11 10	10/16/38-4/30/39 10/20/39-	H. M. Kiesewetter, N. Y.
Metropolitan Life Ins. Co., New York	Insurance	Edwin C. Hill	Mon.-Fri., 9:15-9:30 P.M.	3	5/22/39-11/3/39	Young & Rubicam, N. Y.
Moody Bible Institute, Chicago	Religion	Let's Go Back to the Bible	Sunday, 2:00-2:30 P.M.	9	9/25/38-3/19/39 9/24/39-	Critchfield & Co., Chicago
Paramount Pictures, New York	Geronimo Premiere	Geronimo Premiere	Saturday, 10:30-10:45 P.M.	57	11/25/39	Buchanan & Co., N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	What's My Name? Guess Where, Eff. 3/24/39 Breezin' Along, Eff. 5/5/39	Monday, 8:00-8:30 P.M.	1	3/25/38-10/30/39	Biow Co., N. Y.
Philip Morris & Co., New York	Dunhill, Revelation Eff. 10/14/39	Name Three	Saturday, 8:00-8:30 P.M.	4	10/4/39-	Biow Co., N. Y.
Pinkham, Lydia E., New York	Compound	Voice of Experience Vaughn De Leath (Summer)	Mon., Wed., Fri., 1:45-2:00 P.M.	64	12/27/37-	Erwin, Wasey & Co., N. Y.
Quaker Oats Co., Chicago	Farina	We, the Wives	Sunday, 4:00-4:30 P.M.	4	2/5/39-4/16/39	Benton & Bowles, Chicago
Ramsdell Inc., New York	Rita Salve Sulphur Cream	Johnson Family	Mon.-Fri., 6:45-7:00 P.M.	2	4/17/39-10/13/39	Wm. Irving Hamilton, N. Y.
Richman Bros., Cleveland	Clothes	Front Page Parade	Mon., Wed., Fri., 7:30-7:45 P.M.	9	2/27/39-5/26/39	McCann-Erickson, Cleveland
Roosevelt, Hotel, New York	Hotel Service-World's Fair	Come to the Fair	Mon., Wed., Fri., 1:15-1:30 P.M.	7	6/8/39-7/24/39	M. H. Hackett, N. Y.
Sweets Co. of America, New York	Tootsie Rolls	Smilin' Jack	Mon., Wed., Fri., 5:30-5:45 P.M.	3	2/13/39-5/19/39	Biow Co., N. Y.
Twentieth Century-Fox Film Corp., New York	Young Mr. Lincoln Premiere	Marian Anderson Lowell Thomas	Tuesday, 10:00-10:30 P.M.	69	5/30/39	Kayton-Spiro, N. Y.
Vadco Sales Corp., New York	Quinlax Cold Tablets	Court of Human Relations	Sunday, 4:30-5:00 P.M.	8	1/9/38-7/3/38 10/9/38-1/8/39	Lawrence C. Gumbinner
Wheatena Corp., Rahway, N. J.	Wheatena	The Children's Corner	Mon., Wed., Fri., 5:45-6:00 P.M.	12	9/16/38-3/17/39	C. M. Rohrbaugh, Philadelphia
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:00-5:30 P.M.	43	2/2/38-6/26/38 9/11/38-6/25/39 10/8/39-	Critchfield & Co., Chicago
Winter & Co., New York	Pianos (Musette)	Louise Wilcher at the Musette	Tuesday, 5:45-6:00 P.M.	2	1/3/39-4/4/39	Samuel C. Croot Co., N. Y.

(Continued on Page 238)

# Advertisers Using Mutual Network During 1939

(Continued from page 237)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
<b>COOPERATIVELY SPONSORED</b>						
Cooperatively Sponsored	Various	East-West Football Game	One time	3	Jan. 1, 1939	.....
Local Sponsors Yellow Cab Co., etc.	Various Transportation	Famous Jury Trials	Wednesday, 10:00-10:30 P.M.	Various	10/12/38-3 '39	Varies Rufus Rhoades & Co., San Francisco
Local Sponsors American Natl. Bank of Denver Falls City Brewing Co., etc.	Various Banking Beverages	Fulton Lewis	Mon.-Fri., 7:00-7:15 P.M.	Various	10/17/38-	Varies Raymond Keane, Denver Albert Frank-Guenther Law, N. Y.
Local Sponsors Weco Products Co., etc.	Various Dr. West's Tooth- brushes & Paste	Green Hornet	Tues., Thurs., 8:00-8:30 P.M.	Various	8/2, 38-5/11 '39	Varies Austin & Spector Co., N. Y.
Local Sponsors Jacob Laub Bakery, etc.	Various Hollywood Health Bread	Keep Fit to Music	Mon.-Fri., 9:15-9:30 A.M.	Various	5/29, 39-	Varies Hubbell Adv. Agency, Hollywood
Local Sponsors I. J. Fox, etc.	Various Furs	Lamplighter	Sunday, 12:30-12:45 P.M.	Various	3/27, 38-	Varies Stanley Kaye Adv. Agency, Cleveland
Local Sponsors Booth Fisheries Corp. Pontiac Motor Co., etc.	Various Fish Pontiac Cars	Listen America	Sunday, 6:00-6:30 P.M.	Various	10/22/39-	Varies Cecil & Presbey, N. Y. MacManus, John & Adams, Detroit
Local Sponsors Horlicks Malted Milk Supplee-Wills-Jones Milk Co., etc.	Various Malted Milk Milk	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	Various	1/18/37-	Varies Roche, Williams & Cunyningham, Chicago N. W. Ayer & Son., N. Y.
Local Sponsors Hutchinson Ice Cream Co.	Various Ice Cream	Marriage License Romanes	Mon., Wed., Fri., 3:00-3:15 P.M.	Various	12/7/38-	Varies Direct
Local Sponsors Barnett Fuel Co. Victor-American Fuel Co., etc.	Various Coal Coal	Shadow	Sunday, 5:30-6:00 P.M.	Various	9/26/37	Varies Gem Adv. Agency, Denver Gem Adv. Agency, Denver
Local Sponsors Coca-Cola Co. Howard Clothes Co., etc.	Various Soft Drinks Clothing	Show of the Week	Sunday, 6:30-7:00 P.M.	Various	9/25, 38-	.....

# Advertisers Using Arizona Broadcasting Co. (ABC) Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Fed. of Labor, Phoenix	.....	.....	Monday, 7:45-7:30 P.M.	2	9/25/39-10/9/39	Direct
Arizona Brewing Co., Phoenix	Elder Brau Beer	.....	Friday, 8:15-8:30 P.M.	2	6/9/39-9/1/39	Advertising Counselors, Phoenix
Arizona Wool Growers Assn., Flagstaff	.....	Convention	Tuesday, 10:00-12:00 P.M.	3	7/11/39-	Direct
Canada Dry Ginger Ale Inc., New York	Ginger Ale	Announcements	Tuesday, 6:58-7:00 P.M.	2	2/5/39-11/7/39	J. M. Mathes, Inc., N. Y.
Carter Products, New York	Carter Pills	One Minute Announcements	Mon.-Fri., 9:30 A.M.	2	3/28/39-3/2/40	Spot Broadcasting, N. Y.
DeVaney Conformal Shoe Co., Phoenix	Conformal Shoes	Mama Bloom's Brood	Tuesday, 10:15-10:30 A.M. Friday, 7:30-7:45 P.M.	2 2	2/28/39-6/26/39 2/24/39-3/15/39	Direct Direct
Dr. Miles California Co., Chicago	Alka-Seltzer	Participating	Daily, 6:30-7:00 A.M.	2	5/2/39-5/1/40	Associated Adv. Agcy., Los Angeles
Electrical Equipment Co., Phoenix	Kelvinator	Musical Library	Monday, 2:00-2:15 P.M. Tuesday, 2:00-2:15 P.M. Wednesday, 2:00-2:15 P.M. Thursday, 2:00-2:15 P.M. Friday, 2:00-2:15 P.M. Monday, 10:15-10:30 A.M.	2 2 2 2 2 2	5/1/39-4/25/40 5/2/39-4/25/40 3/8/39-3/1/40 3/9/39-3/2/40 5/5/39-4/29/40 3/13/39-3/5/40	Direct Direct Direct Direct Direct Direct
First Federal Savings & Loan Assn., Phoenix, Ariz.	Real Estate Loans	Arizona History	Sunday, 7:45-8:00 P.M.	2	8/6/39-8/27/39	Direct
Fred Tregaskes Co., Phoenix	U. S. Tires	Shadow of Fu Manchu	Monday, 7:00-7:15 P.M. Wednesday, 7:00-7:15 P.M.	2 2	6/26/39-5/18/40 6/28/39-6/28/40	Direct Direct
Gillette Safety Razor Co., Boston	Gillette Safety Razor	1939 World Series	Wed.-Sun., 11:15-1:45 P.M.	5	10/1/39-10/8/39	Maxon Inc., N. Y.
Inter-Church Gospel of Christ, Phoenix	Religion	Inter-Church Gospel of Christ	Sunday, 8:30-8:45 A.M.	4	5/21/39-5/13/40	Direct
International Insurance Co., Phoenix, Ariz.	Insurance	Radio Newspaper	Friday, 7:40-7:45 A.M.	2	12/7/39-11/30/40	Direct
Kellogg Co., Battle Creek, Mich.	Cornflakes	Cut-in announcements	Sunday, 7:51-7:52 P.M.	2	7/2/39-7/9/39	N. W. Ayer & Son, Philadelphia
Lillian's Beauty Shop, Phoenix	Beauty Culture	Participating	Daily, 6:30-7:00 A.M.	2	9/16/39-9/30/39	Direct
Maytag Washing Machine Co., Newton, Ia.	Washing Machine	Announcements	Mon., Wed., Fri., 11:00 A.M.	2	2/6/39-5/16/39	McCann-Erickson, N. Y.
Mt. States Tel. & Tel. Co., Phoenix	Telephone Service	Chain Break	Mon.-Sat., 7:00 P.M.	5	11/1/39-11/30/39	Direct
Nogales Chamber of Commerce, Nogales, Ariz.	.....	Fiesta Mexicana	Sunday, 2:00-3:00 P.M.	2	4/30/39-	Direct
Paramount Pictures, Inc., New York	Motion Pictures	Chain Break	Sunday, 9:00 P.M.	2	6/4/39-9/24/39	Buchanan Co., N. Y.
Dr. G. W. Patterson, Tucson, Ariz.	Optometry	NBC Thesaurus	Tuesday, 7:30-7:45 P.M.	2	6/2/39-7/9/39	Direct
Peterson Brokerage Co., Phoenix	Breakfast Club Coffee	Man on the Street	Saturday, 1:15-1:30 P.M.	2	9/23/39-9/15/40	Direct
Phoenix Bakery, Inc., Phoenix	Bread	Lone Ranger	Monday, 6:30-7:00 P.M. Wednesday, 6:30-7:00 P.M. Friday, 6:30-7:00 P.M.	4 4 4	7/31/39-7/23/40 8/2/39-7/25/40 3/4/39-7/27/40	Direct Direct Direct
Phoenix Bakery, Phoenix	Bread	Participating	Daily, 6:30-7:00 A.M.	2	3/10/39-3/9/40	Direct
Quaker Oats Co., Chicago	Puffed Wheat and Rice	Dick Tracy	Mon.-Fri., 5:45-6:00 P.M.	2	3/15/39-4/28/39	Sherman K. Ellis & Co., N. Y.
Railway Express Agency, New York	Express Service	Announcements	Mon., Tues., Wed., 10:00 P.M.	2	7/11/39-8/4/39	Capes Co., Chicago
RCA Mfg. Co., Camden, N. J.	Institutional	Announcements	Sunday, 11:58-11:59 A.M.	2	6/18/39-6/18/39	Lord & Thomas, N. Y.
Smoki People, Prescott	Smoki Ceremonials	.....	Thursday, 8:30-8:45 P.M.	4	8/2/39-	Direct
Standard Brands, Inc., New York	Chase & Sanborn	Announcements	Sunday, 6:17-6:18 P.M.	2	2/3/39-12/31/39	J. Walter Thompson N. Y.
Tennessee Enamel Mfg. Co., Nashville	Temco Gas Heaters	Announcements	Monday, 9:30 A.M.	2	9/5/39-11/5/39	Walker Casey Co., Nashville
United Drug Co., New York	Rexall Sale	Rubinoff	Wed., Thurs., Fri., Sat., 9:45- 10:00 A.M.	2	5/2/39-5/6/39	Spot Broadcasting, N. Y.
Valley National Bank, Phoenix	Loans	Radio Newspaper	Sun.-Fri., 9:15-9:30 P.M.	2	2, 12/39-2/9/40	Advertising Counselors, Phoenix
United Drug Co., New York	Rexall Sale	Rubinoff	Wed., Thurs., Fri., Sat., 9:45- 10:00 A.M.	2	11/1/39-11/5/39	Spot Broadcasting, N. Y.

# Advertisers Using the Yankee Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
O. O. Adams, Boston	Staley's Starch Cubes	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	8 weeks	Direct
D'Arrigo Brothers, Boston	Andy Boy Broccoli, Pasqual Celery	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-6/22/40	Badger & Browning, Boston
Alles & Fisher, Boston	"63" Cigars	Baseball News	Sunday, 6:45-7:00 P.M.	4	6/4/39-9/3/39	L. B. Hawes, Boston
Alles & Fisher, Boston	"63" Cigars	Baseball News	Sunday, 6:45-7:00 P.M.	4	9/10/39-10/1/39	L. B. Hawes, Boston
Antrol Laboratories, Los Angeles	Ant Exterminator	Gretchen McMullen Hour	Tues., Thurs., 9:45-10:00 A.M.	2	6/6/39-7/13/39	J. Walter Thompson Co., Los Angeles
Atlantic Refining Co., Philadelphia	Atlantic White Flash	Yale Football Games	Saturday, 1:45 Close of Game	15	10/7/39-11/18/39	N. W. Ayer & Son, Philadelphia
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Friday, 9:30-9:45 A.M.	17	2/17/39-5/2/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	17	5/2/39-5/16/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Tuesday, 9:45-10:00 A.M.	2	6/1/39-9/28/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	6/16/39-9/7/39	Snow, Bates & Orme, Springfield
Barron-Gray Packing Co., San Jose, Cal.	Eveready Fruit Cocktail	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Long Adv. Service, San Jose
Barron-Gray Packing Co., San Jose, Cal.	Eveready Fruit Cocktail	First National Food News	Mon.-Sat. 9:15-9:30 A.M.	9	9/25/39-12/30/39	Long Adv. Service, San Jose
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	4	12/26/38-4/28/39	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	6	5/1/39-6/9/39	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Wed., Fri., 7:30-7:45 P.M.	6	6/14/39-6/7/40	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Monday, 7:30-7:45 P.M.	5	6/12/39-6/3/40	Ivey & Ellington, Philadelphia
William G. Bell Co., Boston	Bell's Seasoning	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	H. B. LeQuatte, N. Y.
Bosco Co., New York	Bosco	Yankee Network News	Wed., Fri., 1:00-1:15 P.M.	17	2/22/39-5/19/39	Kenyon & Eckhardt, N. Y.
Boston Food Products, Boston	Prudence Products	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	6/12/39-12/31/39	Lavin Co., Boston
Boston Molasses Co., Boston	Grandma's Molasses	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	.....	Arthur H. Merritt, Boston
John E. Cain Co., Cambridge, Mass.	Cain's Mayonnaise	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	3/13/39-9/8/39	Chambers & Wiswell, Boston
Calo Food Products, Oakland, Cal.	Calo Dog & Cat Food	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Emil Brisacher, San Francisco
Cary Maple Sugar Co., St. Johnsbury, Vt.	Highland Maple Syrup	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-1/13/39	Charles W. Hoyt Co., N. Y.
Chel Boiardi Food Products, Milton, Pa.	Spaghetti & Meat Balls	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Cecil & Presbrey, N. Y.
Chel Boiardi Food Products Co., Milton, Pa.	Spaghetti & Meat Balls	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Cecil & Presbrey, N. Y.
S. C. Clayton, Boston	Za-Rex	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	Chambers & Wiswell, Boston
Consolidated Biscuit Co., Louisville	Hampton Crackers	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-11/30/39	Mitchell-Faust Adv. Co., Chicago
Cranberry Cannery, S. Hanson, Mass.	Ozen Spray Cranberry Juice	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/17/39-12/30/39	Harry M. Frost, Boston
Curtice Brothers Co., Rochester	Blue Label Products	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/8/39	N. W. Ayer & Son., Philadelphia
R. B. Davis Co., Hoboken, N. J.	Cocornalt	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	J. M. Mathes Co., N. Y.
Deerfoot Farms Co., Southborough, Mass.	Sausage & Bacon	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Badger & Browning, Boston
R. V. Delapenna & Co., New York	Hartley's Marmalade	Gretchen McMullen Hour	Tues., Thurs., 2:30-2:45 P.M.	2	1/3/39-3/16/39	Gotham Adv. Agency, N. Y.
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	9/25/38-3/19/39	Ruthrauff & Ryan, N. Y.
D. L. & W. Coal Co., New York	Blun Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	9/24/38-8/17/40	Ruthrauff & Ryan, N. Y.
Doyle Packing Co., Newark	Strongheart Dog Food	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Charles Dallas Reach, Newark
Dryden & Palmer, Long Island City	Gravy Master	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	35 weeks	Samuel Croot Co., N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Majorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	12/11/39-12/30/39	Samuel Croot Co., N. Y.
P. Duff & Son, Pittsburgh	Gingerbread Mix	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Direct
Duffy-Mott Co., New York	Sunsweet Prune Juice	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Al Paul Lefton, Philadelphia
Duffy-Mott Co., New York	Sunsweet Prune Juice	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Al Paul Lefton, Philadelphia
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	5/9/39-9/5/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	9/12/39-9/26/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/9/38-4/2/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	4/9/39-4/30/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/8/39-4/28/40	Harry M. Frost, Boston
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	19	9/11/39-9/29/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Tues., Thurs., 11:00-11:15 P.M.	17	6/19/39-9/7/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Tues., Thurs., Fri., 11:00-11:15 P.M.	18	9/11/39-9/29/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Fri., 8:00-8:15 A.M.	19	6/18/39-9/8/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	19	6/18/39-9/10/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	19	9/10/39-9/24/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	19	6/19/39-9/11/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Tues., Fri., 11:00-11:15 P.M.	16	1/3/39-6/15/39	Joseph Katz Co., N. Y.

[Continued on Page 240]

# Advertisers Using the Yankee Network During 1939

(Continued from page 239)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	17	1/1/39-6/11/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Fri., 8:00-8:15 A.M.	18	1/2/39-6/16/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	17	2/13/39-6/16/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	16	1/2/39-2/10/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Daily, 11:00-11:15 P.M.	18	10/1/39-12/31/39	Joseph Katz Co., N. Y.
Flako Products Corp., New Brunswick, N. J.	Flako Corn Muffin Mix	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Flako Products Corp., New Brunswick, N. J.	Flako Corn Muffin Mix	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	H. B. LeQuatte, N. Y.
J. B. Ford Co., Wyandotte, Mich.	Chemicals	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-8/17/39	N. W. Ayer & Son, Philadelphia
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	12	4/30/39-7/9/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	12	7/16/39-7/30/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	11	8/6/39-10/22/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 2:00-2:30 P.M.	4	10/29/39-4/21/40	Donald Peterson, N. Y.
Friend Brothers, Boston	Food	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Ingalls-Miniter Co., Boston
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00- 6:15 P.M.	17	1/2/39-3/31/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00- 6:15 P.M.	17	3/8/39-6/30/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00- 6:15 P.M.	18	7/3/39-9/29/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00- 6:15 P.M.	18	10/2/39-12/29/39	Maxon Inc., N. Y.
Good Luck Food Co., Rochester	Good Luck Desserts	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-6/18/39	Hughes, Wolff & Co., Rochester
Gorton-Pew Fisheries, Gloucester, Mass.	Codfish Cakes	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	H. B. LeQuatte, N. Y.
Gorton-Pew Fisheries, Gloucester, Mass.	Codfish Cakes	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Grocery Store Products, New York	Jacob's Mushrooms	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	McCann-Erickson, N. Y.
Gulf Oil Corp., Pittsburgh	Gulf Spray	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/15/39-9/1/39	Young & Rubicam, N. Y.
H. J. Heinz Co., Pittsburgh	Chicken Noodle Soup	The Singing Lady	Mon.-Fri., 5:15-5:30 P.M.	9	5/1/39-6/5/39	Maxon Inc., N. Y.
H. J. Heinz Co., Pittsburgh	Chicken Noodle Soup	The Singing Lady	Mon.-Fri., 5:15-5:30 P.M.	10	6/5/39-7/28/39	Maxon Inc., N. Y.
Habitant Soup Co., Manchester, N. H.	Pea Soup	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	34 weeks	H. B. LeQuatte, N. Y.
Habitant Soup Co., Manchester, N. H.	Pea Soup	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Chris. Hansen's Laboratories, Little Falls, N. Y.	Junket	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Chris. Hansen's Laboratories, Little Falls, N. Y.	Rennet Powder	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Chris. Hansen's Laboratories, Little Falls, N. Y.	Junket	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Mitchell-Faust Adv. Co., Chicago
James Hanley Co., Providence, R. I.	Hanley's Ale	Football Roundup	Mon., Wed., Fri., 6:15- 6:30 P.M.	8	10/2/39-12/1/39	Harold Cabot & Co., Boston
Hecker Products Corp, New York	Presto Cake Flour	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Erwin, Wasey & Co., N. Y.
Hecker Products Corp., New York	Hi-O Oats	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Erwin Wasey & Co., N. Y.
Hecker Products Corp., New York	Presto Cake Flour	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Erwin Wasey & Co., N. Y.
Hecker Products Corp., New York	Presto Cake Flour	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Erwin Wasey & Co., N. Y.
George A. Hormel Co., Austin, Minn.	Spam	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	BBDO, N. Y.
M. A. King Co., Somerville, Mass.	Statler Towel	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Chambers & Wiswell, Boston
Knox Gelatine Co., Johnstown, N. Y.	Knox Gelatine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/16/39-6/23/39	Kenyon & Eckhardt, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-3/31/39	Lennen & Mitchell, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Lennen & Mitchell, N. Y.
LaTouraine Coffee Co., Boston	LaTouraine Coffee	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/2/39-3/31/39	Ingalls-Miniter, Boston
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	5/1/39-12/30/39	Campbell-Mithun Minneapolis
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	3/13/39-6/30/39	Campbell-Mithun Minneapolis
Liberty Cherry & Fruit Co., Covington, Ky.	Liberty Cherries	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	12 weeks	Jesse M. Joseph Adv. Agency, Cincinnati
Lindsay Ripe Olives Co., Lindsay, Cal.	Olives	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Lord & Thomas, San Francisco
Look Inc., Des Moines	Magazine	News Participation	Tues., Wed., Thurs., 11:00- 11:15 P.M.	16	4/18/39-4/20/39	Fairall Agency, Des Moines



# Advertisers Using the Yankee Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Look Inc., Des Moines	Magazine	News Participation	Wed., Thurs., Fri., 11:00-11:15 P.M.	16	4/26/39-4/28/39	Fairall Agency, Des Moines
Look Inc., Des Moines	Magazine	News Participation	Tues., Wed., Thurs., 11:00-11:15 P.M.	17	5/9/39-7/21/39	Fairall Agency, Des Moines
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	1/3/39-3/30/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	4/4/39-6/29/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	7/4/39-9/12/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	9/14/39-9/28/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Brooklyn	Krispy Crackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	10/3/39-12/26/39	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tuesday, 7:45-8:00 P.M.	3	7/26/38-4/18/39	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Thursday, 7:45-8:00 P.M.	11	7/28/38-4/20/39	Lennen & Mitchell, N. Y.
Maine Development Commission, Portland	Maine Potatoes	Girl From Maine	Tues., Thurs., 2:45-3:00 P.M.	5	10/11/38-1/5/39	Broadcast Adv., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Melody Sweetheart	Tues., Thurs., 1:15-1:30 P.M.	4	1/17/39-5/4/39	Peck Adv. Agency, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Melody Sweetheart	Tues., Thurs., 1:15-1:30 P.M.	5	5/9/39-7/13/39	Peck Adv. Agency, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Badger & Browning, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Badger & Browning, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	10/3/39-12/28/39	Badger & Browning, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	9/6/38-9/4/39	Neff-Rogov, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	9/5/39-9/2/40	Neff-Rogov, N. Y.
Joseph Middleby, Jr., Inc., Boston	Midco	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/3/39-7/28/39	Doremus & Co., Boston
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	8/3/39-9/28/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	2/21/39-7/27/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:30-9:45 A.M.	17	2/23/39-7/27/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	8/1/39-9/28/39	Henri, Hurst & MacDonald, Chicago
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	1/3/39-4/1/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	4/4/39-5/30/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	6/1/39-8/29/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	8/31/39-8/27/40	Arthur Braitsch, Providence
New England Pretzel Co., Boston	O-Ke-Doke Pop Corn	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-8/11/39	J. Walter Thompson Co., N. Y.
Oakite Products Co., New York	Oakite Sudless Cleanser	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Calkins & Holden, N. Y.
Oakite Products Co., New York	Oakite Sudless Cleanser	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Calkins & Holden, N. Y.
Olney & Carpenter Co., Wolcott, N. Y.	O & C Potato Sticks	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-6/23/39	Fuller, Smith & Ross, Cleveland
Penick & Ford, New York	Brer Rabbit Molasses	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-8/10/39	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	My-T-Fine Desserts	News Participation	Mon.-Sat., 8:00-8:15 A.M.	19	9/11/39-12/9/39	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	Vermont Maid Maple Syrup	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	J. Walter Thompson Co., N. Y.
Puritan Sales Corp., Portland, Me.	Puritan Pop Corn	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	7 weeks	L. K. Korn, Portland, Me.
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Thursday, 9:30-9:45 A.M.	16	2/16/39-5/4/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	8/22/39-9/26/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	5/9/39-8/8/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	10/8/39-12/30/39	Bennett, Walther & Menadier, Boston
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Football Roundup	Tues., Thurs., Sat., 6:15-6:30 P.M.	18	10/7/39-1/3/40	Wm. Esty & Co., N. Y.
Thomas D. Richardson Co., Philadelphia	Candy	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/31/39	N. W. Ayer & Son, N. Y.
Richardson & Robbins, Dover, Del.	R & R Chicken	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Charles F. Hoyt Co., N. Y.
Richardson & Robbins, Dover, Del.	R & R Plum Pudding	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Charles F. Hoyt Co., N. Y.
Richfield Oil Corp., New York	Gas & Oil	News Participation	Mon.-Fri., 8:00-8:15 A.M.	19	10/23/39-3/8/40	Sherman K. Ellis, N. Y.
Richfield Oil Corp., New York	Gas & Oil	News Participation	Mon.-Fri., 11:00-11:15 A.M.	18	10/23/39-3/8/40	Sherman K. Ellis, N. Y.
Rival Packing Co., Chicago	Rival Dog Food	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	5/15/39-12/31/39	Chas. Silver & Co., Chicago
Santa Clara Packing Co.	Glorietta Peaches	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Direct

[Continued on Page 242]

# Advertisers Using the Yankee Network During 1939

(Continued from Page 241)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Santa Clara Packing Co.	Glorietta Peaches	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Direct
Scott Paper Co., Chester, Pa.	Scott Towels	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	3/13/39-6/9/39	J. Walter Thompson Co., N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Tues., Wed., Thurs., 8:00-8:15 A.M.	17	11/15/38-3/23/39	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sun., Mon., Wed., Fri., 6:00-6:15 P.M.	17	11/14/38-3/26/39	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Mon.-Sat., 8:00-8:15 A.M.	19	11/13/39-3/18/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sunday, 6:30-6:45 P.M.	19	11/12/39-3/17/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sunday, 2:00-2:15 P.M.	18	11/12/39-3/17/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Mon., Wed., Fri., 11:00-11:15 P.M.	18	11/13/39-3/22/40	J. D. Tarcher, N. Y.
Socony Vacuum Oil Co., New York	Mobilgas & Oil	Names in the News	Mon., Wed., Fri., 7:45-8:00 P.M.	5	4/10/39-4/23/39	J. Sterling Getchell, N. Y.
Socony Vacuum Oil Co., New York	Mobilgas & Oil	Names in the News	Mon., Wed., Fri., 7:45-8:00 P.M.	6	5/1/39-4/5/40	J. Sterling Getchell, N. Y.
State of Maine Com., Portland	Maine Potatoes	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	11/6/39-12/31/39	Brooke, Smith, French & Dorrance, N. Y.
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Mitchell-Faust Adv. Co., Chicago
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Swift & Co., Chicago	Allsweet Margarine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-1/11/39	J. Walter Thompson Co., N. Y.
Joseph Tetley & Co., New York	Tetley Tea	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Blackett-Sampie-Hummert, N. Y.
Tidewater Assoc. Oil Co., New York	Tydol-Veedol	News Participation	Mon.-Sat., 6:00-6:15 P.M.	18	12/5/38-12/2/39	Lennen & Mitchell, N. Y.
Time Inc., New York	Life Magazine	News Participation	Fri., Sat., 3:00-8:15 A.M.	18	9/1/39-9/2/39	BBDO, N. Y.
Tree Sweet Products Co., Los Angeles	Orange Juice	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Raymond R. Morgan Co., Hollywood
Wm. Underwood Co., Watertown, Mass.	Clam Chowder Deviled Ham	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	32 weeks	BBDO, N. Y.
Wm. Underwood Co., Watertown, Mass.	Clam Chowder Deviled Ham	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	BBDO, N. Y.
United Fruit Co., New York	Bananas	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	24 weeks	BBDO, N. Y.
Van Camps Sea Foods Co., Terminal Island, Cal.	Tuna Fish	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Emil Brisacher & Staff, San Francisco
Pepsine Seltzer Corp., Boston	Pepsine Seltzer	News Participation	Monday, 11:00-11:15 P.M.	18	9/11/39-10/16/39	James Way, Boston
Waitt & Bond, Newark	Cigars	News Participation	Daily, 6:00-6:15 P.M.	18	4/4/39-12/23/39	BBDO, N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	H. W. Kaator & Sons, Chicago
Westinghouse E. & M. Co., Cleveland	Mazda Lamps	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Fuller & Smith & Ross, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Compton Adv., N. Y.
Whipple Co., Natick, Mass.	Mince Meat	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	Direct
Whiting Milk Co., Charlestown, Mass.	Milk	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Ingalls-Miniter, N. Y.
Wilberts Products Co., New York	Floor Wax; Shoe Polish	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	W. I. Tracy, N. Y.
Zonite Products Co., New York	Forhan's Tooth Paste	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/30/39-4/28/39	Cowan & Dengler, N. Y.
Good Luck Food Co., Rochester	Good Luck Desserts	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	Hughes Wolf & Co., Rochester
Penick & Ford, New York	Brer Rabbit Molasses	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/11/39-12/31/39	J. Walter Thompson Co., N. Y.
Scott Paper Co., Chester, Pa.	Scott Towels	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	J. Walter Thompson Co., N. Y.
J. B. Ford Co., Wyandotte, Mich.	Wyandotte	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/11/39-12/12/39	N. W. Ayer & Son, Philadelphia
C. B. Knox Gelatine Co., Johnstown, N. Y.	Gelatine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	Kenyon & Eckhardt, N. Y.
Lamont Corliss & Co., New York	Nestle's Chocolate	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/15/39-12/15/39	Lennen & Mitchell, N. Y.

# Advertisers Using the Alabama Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Chattanooga Medicine Co., Chattanooga	Black Draught	.....	Spots	4	26 weeks	Nelson Chesman Co., Chattanooga
Chilean Nitrate Sales Corp., New York	Fertilizer	.....	30 minutes	4	22 times	O'Dea, Sheldon & Cannaday, N. Y.
White Labs., New York	Feenamint	.....	Spots	5	13 weeks	Wm. Esty & Co., N. Y.
Hemphill Diesel Schools, Chicago	Schooling for Diesel Engineering	.....	5 minutes	3	2 times order August 21 & 28	Critchfield & Co., Chicago
Lutheran Laymen's League, St. Louis	Religious	.....	30 minutes	5	26 weeks	Kelly, Stuhlman & Zahrdt, St. Louis

# Advertisers Using the Colonial Network During 1939

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Modern Packing Co., New York	Balbo	On Wings of Melody	1:00-1:30 P.M.	2	1/1/39-7/9/39	Commercial Radio Service, N. Y.
Father George, Boston	Religious	Rosary Hour	5:00-6:00 P.M.	5	1/1/39-4/30/39	Direct
H. J. Heinz Co., Pittsburgh	Pickles	Irene Wicker	5:15-5:30 P.M.	15	9/4/39-12/1/39	Maxon Inc., N. Y.
Lutheran Laymen's League, St. Louis	Religious	Religious	1:30-2:00 P.M.	4	1/1/39-4/23/39	Kelly, Stuhlman & Zahrdt, St. Louis
V. LaRosa, Brooklyn	Macaroni	Italian Melodies	12:30-1:00 P.M.	3	1/1/39-12/31/39	Commercial Radio Service, N. Y.
Franciscan Friars, New York	Religious	Religious	2:00-2:30 P.M.	4	1/1/39-12/31/39	Donald Peterson, N. Y.
Weco Products Co., Chicago	Dr. West	Lone Ranger Green Hornet	7:30-8:00 P.M.	2	1/2/39-4/6/39	Franklin Bruck Adv. Corp., N. Y.
Wheatena Co., Ralway, N. J.	Cereal	Ford Rush	5:45-6:00 P.M.	5	1/4/39-3/20/39	C. M. Rohrabough Co., Philadelphia
Father Coughlin, Royal Oak, Mich.	Religious	Religious	4:00-5:00 P.M.	16	1/1/39-10/29/39	Aircasters Inc., Detroit
Atlantic Refining Co., Philadelphia	Gasoline	Baseball	During Games	12	4/15-9/28/39	N. W. Ayer & Son, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Medicine	Voice of Experience	1:15-1:30 P.M.	4	1/1/39-10/20/39	Erwin Wasey & Co., N. Y.
Aurora Labs., Chicago	Clear Again	Hollywood News Girl	1:15-1:30 P.M.	5	1/9/39-2/17/39	Erwin Wasey & Co., N. Y.
General Baking Co., New York	Bread	Lone Ranger	7:30-8:00 P.M.	6	2/13/39-12/31/39	BBDO, N. Y.
Gillette Safety Razor Co., Boston	Razors	Baseball--World Series	.....	18	10/4/39-10/8/39	Maxon Inc., N. Y.
Gospel Broadcasting Ass'n, Los Angeles	Religious	Religious	9:00-10:00 P.M.	11	1/1/39-12/24/39	R. H. Alber Co., Los Angeles
Hotel Roosevelt, New York	Hotel	Come to the Fair	1:15-1:30 P.M.	2	6/29/39-7/24/39	M. H. Hackett, N. Y.
Ironized Yeast Co., Atlanta	Yeast	Court of Human Relations	10:00-11:00 P.M.	5	1/1/39-12/31/39	Ruthrauff & Ryan, N. Y.
Lutheran Laymen's League, St. Louis	Religious	Religious	1:30-2:00 P.M.	4	10/29/39-12/31/39	Kelly, Stuhlman & Zahrdt, St. Louis
20th Century Fox, New York	Motion Pictures	Drama	10:00-10:30 P.M.	7	May 30th, 1939	Kayton-Spiro, N. Y.
Brown & Williamson Tobacco Co., Louisville	Cigarettes	Announcements	After Baseball	18	4/15/39-9/28/39	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Vass Family	7:55-8:00 A.M.	7	1/1/39-11/27/39	Wade Adv. Agency, Chicago
Larus Brothers, Richmond	Edgeworth Tobacco	Hockey Games	9:45-11:00 P.M.	10	1/1/39-4/16/39	Warwick & Legler, N. Y.
Larus Brothers, Richmond	Edgeworth Tobacco	Hockey Games	9:45-11:00 P.M.	9	11/14/39-12/31/39	Warwick & Legler, N. Y.

# Advertisers Using the Arizona Network During 1939

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Alka-Seltzer News	Mon.-Sat., 6:30-6:45 P.M.	3	12/15/38 for 52 consecutive weeks	Wade Adv. Agency, Chicago
Borden Co., New York	Dairy Products	Borden's News	Mon.-Sat., 8:00 A.M.: 12:30 & 4:00 P.M.	2	1/89-12/39	McCann-Erickson, San Francisco
Bulova Watch Co., New York	Watches	Time Signals	Sun., 8:00 P.M.; Mon., 9:00 P.M.; Tues., 8:30 P.M.; Wed., 7:30 P.M.; Thurs., 8:00 P.M.; Fri., 10:00 P.M.; Sat., 8:45 P.M.	3	1/39-12/39	Biow Co., N. Y.
Comet Rice Mills, Beaumont, Tex.	Comet Rice	Transcribed Music	Tues., Thurs., 10:00-10:15 A.M.	2	1/17/39-4/13/39	Freitag Adv., Agency, Atlanta
Dr. Pepper Bottling Co., Dallas	Dr. Pepper	The Kidoodlers	Saturday, 8:45 P.M.	2	3/18/39-3/18/40	Tracy-Locke-Dawson, Dallas
White Labs., Newark	Feen-A-Mint	Announcements	Mon., Wed., Fri., 10:15 A.M.	3	6/39-6/40	William Esty & Co., N. Y.
Maytag Co., Newton, Ia.	Washers, Ironers	Announcements	Monday, 10:15 A.M. Tuesday, 10:45 A.M. Wednesday, 10:00 A.M.	3	2/39-10/10/39	McCann-Erickson, Chicago
Pacific Greyhound Lines, San Francisco	Bus Lines	Romance of Highways	Sunday, 11:15-11:30	3	9/39-8/40	Beaumont & Hohman, San Francisco
Procter & Gamble Co., Cincinnati	Oxydol Dreft	Ma Perkins Kitty Keene	Mon.-Fri., 9:45-10:00 A.M. Mon.-Fri., 10:30-10:45 A.M.	3	1/39-12/39 1/39-12/39	Blackett-Sample-Humert, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Your Gospel Singer	Mon., Wed., Fri., 10:45-11:00 A.M.	3	1/39-1/40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon., Wed., Fri., 10:00-10:15 A.M.	3	8/38-8/39	Compton Adv., N. Y.
Ralston-Purina Co., St. Louis	Purina	Checkerboard Time	Mon., Wed., Fri., 12:15-12:30	3	9/4/39-5/31/40	Gardner Adv. Co., St. Louis
Richfield Oil Corp., New York	Oil, Gas	Richfield Reporter	9:00-9:15 P.M.	3	3/39-3/40	Hixson-O'Donnell, Los Angeles
Sperry Flour Co., San Francisco	Sperry Flour	Roses in Snow	10:45 A.M. 12:45 P.M.	3	5/12/39 2 announcements (1 day only)	Westco Adv. Agency, San Francisco
Tidewater Associated Oil Co., San Francisco	Motor Oils & Greases	Announcements	7:00 P.M. 7:45 P.M.	3	1/39-3/39	Lord & Thomas, Chicago
Los Angeles Soap Co., Los Angeles	White King Soap	Announcements	Mon., Wed., Fri., 9:00 A.M. Tues., Thurs., 9:15 A.M.	3	10/2/39-12/29/39	Raymond R. Morgan Co., Hollywood

# Advertisers Using Michigan Radio Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Telephone & Telegraph Co., Detroit	Telephone Service	Here's Your Party	6:30-6:45 P.M.	8	26 weeks	N. W. Ayer & Son, N. Y.
Auto Club of Michigan, Detroit	Auto Club Service	Football Scores	After Games	7	Sept. 30-Nov. 25	Stockwell & Marcus, Detroit
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Twilight Trails	Monday, 8:30-8:45 P.M.; Wednesdays, 8:00-8:15 P.M.	8	39 weeks	Russell M. Seeds Co., Chicago
CIO, Detroit	Labor Talk	Talk	.....	8	.....	.....
Detroit Lutheran Church, Detroit	Religious Program	Lutheran Hour	Sunday, 4:30-5:00 P.M.	8	Indefinite	.....
Ekhardt-Becker Brewing Co., Detroit	Beer	Sports Review	Tues., Thurs., Sun., 5:45-6:00 P.M.	8	26 weeks	Brindley-Roth, Detroit
Ford Motor Co., Detroit	Autos	Farm Market Reports	Mon., Wed., Fri., 12:15-12:30 Noon	8	18 weeks	N. W. Ayer & Son, N. Y.
General Motors Corp., Detroit	Chevrolet	The Messiah	9:00-10:00 P.M.	7	1 time only	Campbell-Ewald Co., Detroit
Musebeck Shoe Co., Danville, Ill.	Shoes	Health Spot Shoes	Friday, 7:00-7:15 P.M.	8	26 weeks	Sehl Adv. Agency, Chicago
Hickok Oil Co., Toledo	Hi-Speed Gasoline	The Factfinder, Black Fame of Amazon	6:15-6:30 P.M.	6	Indefinite	Tracy Adv., Toledo
Maccabees Assn., Detroit	Insurance	Maccabees Program	.....	8	.....	.....
Olds Motor Works, Detroit	Automobiles	Football Games	Approx. 3:00-5:00 P.M.	8	Sept. 30-Nov. 25	D. P. Brother & Co., Detroit
Phillips Petroleum Corp., Bartlesville, Okla.	Phillipps-66 Gas	Noon Day News	12:10-12:15 Noon	7	52 weeks	Lambert & Feasley, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Patent Medicine	Voice of Experience	Mon., Wed., Fri., 1:45-2:00 P.M.	8	13 weeks	Erwin, Wasey & Co., N. Y.
Shedd Products Co., Detroit	Salad Dressing	Wandering Vagabonds	Wed., Fri., 10:30-10:45	8	.....	Brace Beamer, Detroit
Socony Vacuum Oil Co., New York	Gasoline	Baseball Games	Approx. 3:00-5:00 P.M.	7	26 weeks	.....
Manhattan Soap Co., New York	Sweetheart Soap	Sweetheart Serenade	.....	8	.....	Franklin Bruck Adv. Corp., N. Y.
Tivoli Brewing Co., Detroit	Beer	Harry Heilman, Town Meeting	Mon., Wed., Fri., 12:45 Noon-1:00	8	13 weeks	McManus, John & Adams, Detroit
United Automobile Workers, Detroit	.....	Talk	.....	7	.....	.....
United Drug Co., Boston	Patent Medicine	Rubinoff	.....	8	52 weeks	Street & Finney, N. Y.
Universal Credit Co., Detroit	Financing	Universal Music	Mon., Wed., Fri., 7:00-7:15 P.M.	8	26 weeks	N. W. Ayer & Son, N. Y.
Wayne Co. Republican Comm.	Political	Talk	.....	8	.....	.....
Pfeiffer Brewing Co., Detroit	Beer	Baseball Extra	Mon.-Sat., 12:45-1:00 Noon	8	Indefinite	Packard & Neff, Detroit

## *Reminder to Promotion Minded Station Executives*

# BROADCASTING



# BLANKETS TIME-BUYERS!

# Advertisers Using the Cowles-Iowa Stations During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Air Conditioning & Training Corp., St. Paul	Training Course	Calling All Men	Varied	3	.....	Direct
Albert Miller & Co., Chicago	Banquet Potatoes	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Oct. '38-Mar. '39	Mitchell-Faust Adv. Co., Chicago
American Cranberry Exchange, New York	Eatmor Cranberries	Announcements	Thursday & Friday	3	26 ann.	BBDO, N. Y.
American Institute of Business, Des Moines	Business School	Girl's Basketball Tourney	Varied	2	March 11, '39	Direct
American Tobacco Co., New York	Roi-Tan Cigars	Announcements	Varied	3	May '39-July '39	Lord & Thomas, N. Y.
Associated Serum Producers, Omaha	Livestock Serum	Announcements	Mon., Wed., Fri., 12:30 P.M.	3	13 ann.	Fairall & Co., Des Moines
Bulova Watch Co., New York	Watches	Time Signals	.....	2	Til forbid	Blow Co., N. Y.
Dr. W. B. Caldwell, Monticello	Syrup of Pepsin	Announcements	Mon.-Fri., 4 times Daily	2	52 weeks	Benton & Bowles Agency, Chicago
Capper Hatcheries, Elgin, Ia.	Livestock Remedy	Hawkeye Dinnertime	Mon., Wed., Fri., 12:30-12:40 P.M.	3	13 weeks	Coles, Inc., Des Moines
Carter Medicine Co., New York	Carter's Liver Pills	Announcements	Varied	2	Til forbid	Street & Finney, N. Y.
Chicago Technical College, Chicago	Training Course	Name bands	Sun., Wed., 10:15-10:30 P.M.	3	13 weeks	Vanderbie & Rubens, Chicago
Consolidated Products Co., Danville, Ill.	Semi-Solid Buttermilk	Semi-Solid Ramblers	Mon., Wed., Fri., 12:40-12:45 P.M. Sunday, 1:00-1:30 P.M.	2	52 weeks	Mace Adv. Agency, Peoria, Ill.
Crete Mills, Crete, Neb.	Victor Flour	Announcements	Mon.-Sat., 6 times per week	3	Aug. '39-Dec. '39	R. A. Moritz Co., Davenport, Ia.
Crown Cork & Seal Co., Baltimore	Stero-Vac	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	13 weeks	Benjamin Eahlemann Co., Philadelphia
Employers Mutual Casualty Co., Des Moines	Insurance	History Speaks	Sunday, 2:00-2:15 P.M.	2	Nov. '38-Apr. '39	Fairall & Co., Des Moines
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Announcements	Varied	3	Oct. '38-til forbid	Joseph Katz Co., N. Y.
Feminine Products, New York	Arrid	Announcements	Mon., Wed., Fri., Varied	2	July '39-Dec. '39	Spot Broadcasting, N. Y.
Ferris Nursery Co., Hampton, Ia.	Nursery Stock	Spring Juhilee	Mon.-Sat., 8:15-8:30 A.M.	2	Jan. '39-Feb. '39	Leasing Adv. Agcy., Des Moines
Ford Motor Co., Des Moines	Ford Cars	Given McCleary	Mon.-Sat., 9:45-10:00 A.M.	2	Nov. '39-Feb. '40	McCann-Erickson, Chicago
Ford Motor Co., Des Moines	Ford Cars	Announcements	Varied	4	Nov. '39-Dec. '39	McCann-Erickson, Chicago
General Laboratories, Des Moines	Blue Cross Rat Killer	Announcements	Wed., Thurs., Fri., 12:35 P.M.	3	Sept. '39-Oct. '39	W. E. Battenfield Co., Des Moines
General Mills & Sacony Vacuum Oil Co., Minneapolis	Wheaties & Mobiloil	Baseball	3:00-5:00 P.M., daily except Monday	2	Apr. '39-Oct. '39	Knox-Recves Agcy., Minneapolis
General Foods Corp., New York	Post Toasties	Basketball Tourney	7:30-9:30 P.M.	2	March 16, 17, 18, '39	Benton & Bowles, N. Y.
Gillette Rubber Co., Eau Claire, Wis.	Tires	Gillette Rubber Band	Sunday, 9:15-9:30 A.M.	3	Mar. '39-June '39	Cramer-Krasselt Co., Milwaukee
B. F. Goodrich Rubber Co., Akron	Tires	Drake Relays	Varied	2	Apr. 29, 1939	R. J. Potts Co., Kansas City
Haskius Bros., Omaha	Blue Barrel Soap	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Aug. '39-Aug. '40	Buchanan-Thomas Co., Omaha
Hiland Potato Chip Co., Des Moines	Potato Chips	Mrs. Emily Morgan	Mon.-Sat., 12:35-12:45 P.M.	2	June '39-Sept. '39	W. E. Battenfield Co., Des Moines
Hiland Potato Chip Co., Des Moines	Potato Chips	Charley Flagler	Mon.-Fri., 4:30-4:45 P.M.	2	Oct. '39-Sept. '40	W. E. Battenfield Co., Des Moines
Iowa Lumbermen's Assn., Des Moines	Lumber	Building Contest	Varied	2	Apr. '39-Aug. '39	W. E. Battenfield Co., Des Moines
Iowa Chiropractors Assn., Des Moines	.....	Health Talks	Sun., Tues., Thurs., 9:00-9:15 P.M.	3	Mar. '39-May '39	Direct
Iowa Optometric Ass'n, Des Moines	.....	True Life Dramas	Sun., Wed., Fri., 4:25-4:30 P.M.	3	Oct. '38-Feb. '39	Direct
Midland Milling Co., Kansas City	Town Crier Flour	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Til forbid	Direct
Miller Cereal Mills, Omaha	Miller's Corn Flakes	Announcements	Mon., Wed., Fri., 12:25 P.M.	3	June '39-Oct. '39	Driver & Co., Omaha
Nebraska Cons. Mills, Omaha	Mother's Best Flour	Lem Hawkins & Songs for Mother	Mon.-Fri., 7:30-7:45 A.M.	3	Aug. '39-Apr. '40	Earl Allen Co., Omaha
Northwestern Yeast Co., Chicago	Maca Yeast	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	May '39-Feb. '40	Hays MacFarland & Co., Chicago
Rev. G. Bromley Oxnam, Omaha	.....	Religious	Sunday, 3:00-3:30 P.M.	2	Mar. '38-Apr. '39	Direct
Pennsylvania Salt Mfg. Co., Philadelphia	Old Hickory Smoked Salt	Announcements	Mon.-Sat., 12:30 P.M.	3	Oct. '39-Feb. '40	Sherman K. Ellis & Co., Chicago
Pinex Co., Fort Wayne	Pinex Cough Syrup	Announcements	Mon.-Sun., 3 times per day	2	Oct. '38-Mar. '39	Russel M. Seeds Agcy., Chicago
Reid-Murdock & Co., Chicago	Monarch Foods	Announcements	2 times per day, except Sunday	2	Nov. '39-Nov. '40	Rogers & Smith, Chicago
Rex Research Corp., Toledo	Fly-Tox	Announcements	Varied	3	July '39-Sept. '39	Gordon Vlchek Adv. Agcy., Cleveland
Sargent Feed Co., Des Moines	Sargent Feeds	Favorite Tunes	Mon.-Fri., 1:00-1:05 P.M.	3	Til forbid	Fairall & Co., Des Moines
Scott Paper Co., Chester, Pa.	Scot Towels	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	June '39-Dec. '39	J. Walter Thompson Co., N. Y.
Seidlitz Paint Co., Kansas City	Seidlitz Paint & Varnish	Announcements	Tues., Fri., 8:00 P.M.	2	Nov. '38-Dec. '39	Barrons Adv. Agency, Kansas City
Smith Bros. Co., Poughkeepsie, N. Y.	Smith Cough Drops	Chain Breaks	Varied	3	Nov. '39-Mar. '40	J. D. Tarcher & Co., N. Y.
Union Pacific Railroad, Omaha	.....	Surprise Your Husband	Mon., Wed., Fri., 5 min.	3	July '39-Sept. '39	Caples Co., Los Angeles
United Drug Co., Boston	Rexall	Rubinoff & His Violin	Varied	2	Nov. '38-Nov. '39	Spot Broadcasting, N. Y. Street & Finney, N. Y.
Utilites Engineering Institute, Chicago	Correspondence Course Training School	Music For Men	Fri., Sat., 6:00-6:15 P.M.	2	Dec. '38-Apr. '39	First United Broadcasters, Chicago
Vick Chemical Co., New York	Vapo Rub & Vatranel Cough Drops	Announcements	Varied	3	Sept. '39-Mar. '40	Morse International, N. Y.
White Laboratories, Newark	Feen-a-mint	Announcements	Mon., Wed., Fri.	3	Sept. '39-June '40	William Esty & Co., N. Y.

## Advertisers Using Canadian Broadcasting Corp. Networks During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., New Toronto	Campbell Soup	Campbell Playhouse	Friday, 9:00-10:00 P.M. Sunday 10:00-11:00 P.M.	26 14	22 weeks 15 weeks	Ward Wheelock Co., Philadelphia
Carnation Co., Toronto	Carnation Milk	Contented Program	Monday, 10:00-10:30 P.M.	24	52 weeks	Baker Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Cosmetics	Wayne King	Saturday, 8:30-9:00 P.M.	29	11 weeks	Lord & Thomas of Canada, Toronto
Department of Fisheries, Ottawa	Fish	How Do You Do	Mon., Wed., Fri., 4:00-4:15 P.M.	34	6 weeks	E. W. Reynolds & Co., Toronto
General Foods, Toronto	Jell-O	Jack Benny Show	Sunday, 7:00-7:30 P.M.	25	39 weeks	Baker Adv. Agency, Toronto
General Foods, Toronto	Maxwell House Coffee	Good News	Thursday, 9:00-10:00 P.M.	24	43 weeks	Baker Adv. Agency, Toronto
Gillette Safety Razor Co., of Canada, Montreal	Gillette Blue Blades	World Series	Oct. 4th, 5th, 7th, 8th, 1:15 P.M. End of Game	35	4 occs.	Maxon Inc., Detroit
Imperial Oil, Toronto	Gasoline	N. H. L. Hockey	Saturday, 9:00-10:30 P.M.	34	20 weeks	MacLaren Adv. Co., Toronto
International Silver Co., Toronto	Community Plate	Silver Theatre	Sunday, 6:00-6:30 P.M.	30	35 weeks	Young & Rubicam, Toronto
S. C. Johnson & Son, Brantford	Johnson's Wax and Car-nu	Fibber McGee and Molly	Tuesday, 9:30-10:00 P.M.	30	39 weeks	Nedham, Louis & Brorby, Chicago
Kraft-Phenix Cheese Co., Outremont, Montreal	Kraft Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	18	52 weeks	J. Walter Thompson Co., Montreal
Lever Bros., Toronto	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M. rep. 2:00-2:15 P.M.	28	52 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Rinso	Big Town	Tuesday, 8:00-8:30 P.M. rep. 11:30-12:00 Mid.	28	44 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Lifebuoy	Tuesday Night Party	Tuesday, 8:30-9:00 P.M. rep. 12:00-12:30 A.M.	28	44 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Lux Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	29	44 weeks	J. Walter Thompson Co., Toronto
Lever Bros., Toronto	Lux Soap	Life & Love of Dr. Susan	Mon.-Fri., 2:15-2:30 P.M.	28	37 weeks	J. Walter Thompson Co., Toronto
Lever Bros., Toronto	Lux Soap	C'Est La Vie	Friday, 8:00-8:30 P.M.	6	52 weeks	J. Walter Thompson Co., Montreal
Thos. J. Lipton, Toronto	Lipton's Tea	Le Vieux Maitre d'Ecole	Mon., Wed., Fri., 11:00-11:15 A.M.	6	11 weeks	Vickers & Benson, Montreal
Miles Labs., Toronto	Alka-Seltzer	Uncle Ezra	Tues., Fri., 10:30-10:45 P.M.	12	16 weeks	Cockfield, Brown & Co., Toronto
Nova Kelp Co., Toronto	Nova Kelp	What Do You Know?	Saturday, 8:30-9:00 P.M.	12	28 weeks	Dickson & Ford, Toronto
Procter & Gamble Co., Hamilton	Oxydol	Man I Married	Mon.-Fri., 10:00-10:15 A.M.	24	50 weeks	Blackett-Sample & Hummert, Chicago
Procter & Gamble Co., Hamilton	Chipso	Road of Life	Mon.-Fri., 1:30-1:45 P.M.	26	50 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Ivory Soap	Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	26	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	26	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Hamilton	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	26	52 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Naphtha	The Guiding Light	Mon.-Fri., 3:45-4:00 P.M.	26	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Criaco	Vic & Sade	Mon., Wed., Fri., 4:30-4:45 P.M.	24	50 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Chipso	Vie de Famille	Tues., Thurs., Fri., 10:00-10:15 A.M.	3	34 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Camay	Courrier-Confidences	Mon.-Fri., 10:15-10:30 A.M.	3	18 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Barsalou	Quelles Nouvelles	Tues., Thurs., Fri., 10:30-10:45 A.M.	3	34 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Oxydol	Rue Principale	Mon.-Fri., 2:15-2:30 P.M.	4	34 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Hamilton	Ivory	Pension Velder	Tues., Thurs., Fri., 7:00-7:15 P.M.	3	34 weeks	Compton Adv., N. Y.
Quaker Oats Co., Peterborough	Quaker Oats	Variety Hour	Monday, 8:00-8:30 P.M.	28	13 weeks	Lord & Thomas of Canada, Toronto
Robin Hood Mills, Montreal	Robin Hood Flour	Les Aventures de Robin Du Bois	Tues., Thurs., 7:15-7:30 P.M.	5	17 weeks	Canadian Adv. Agency, Montreal
Slater Shoe Co., Montreal	Shoes	L'Invitation a la Valse	Wednesday, 7:30-7:45 P.M.	5	16 weeks	J. E. Huot, Montreal
Standard Brands, Montreal	Chase & Sanborn Coffee	Chase & Sanborn Hour	Sunday, 8:00-9:00 P.M.	31	44 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Fleischmann Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	31	39 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Tenderleaf Tea	One Man's Family	Thursday, 8:00-8:30 P.M.	31	39 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Chase & Sanborn Coffee	Rions Ensemble	Mon., Wed., Fri., 7:45-8:00 P.M.	6	13 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Tenderleaf Tea	Dans Ma Tasse de The	Tuesday, 7:30-8:00 P.M.	6	18 weeks	J. Walter Thompson Co., Montreal
G. F. Stephens Paint Co., Winnipeg	Paint	Dr. Query	Wednesday, 10:00-10:30 P.M.	9	15 weeks	Norris-Patterson, Winnipeg, Man.
St. Lawrence Starch Co., Port Credit	Corn Syrup	Wes McKnight	Saturday, 7:00-7:15 P.M.	19	22 weeks	McConnell, Eastman & Co., Toronto
N. G. Valiquette Ltee., Montreal	Furniture	Le Theatre N. G. Valiquette	Tuesday, 8:00-9:00 P.M.	5	13 weeks	I. Hogue Engr., Montreal

# ASK CBC ABOUT CANADA

## EDUCATIONAL AND RELIGIOUS STATIONS IN UNITED STATES AND CANADA

### College, Church and Publicly Owned Stations

Asterisk (\*) Indicates time is sold commercially.

#### EDUCATIONAL INSTITUTIONS

\*WAPI, Birmingham, Ala.—Owned by University of Alabama, Alabama Polytechnic Institute and Alabama College; leased to Voice of Alabama Inc. Director: Thad Holt.

WBAA, West Lafayette, Ind.—Purdue University. Program Director: Gilbert D. Williams.

WCAD, Canton, N. Y.—St. Lawrence University; under lease option to Watertown (N. Y.) Times, to be moved to Watertown and operated commercially. Director: Harold K. Bergman.

WCAL, Northfield, Minn.—St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D.—South Dakota State School of Mines. Director: C. M. Rowe.

\*WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to *Elmira Star-Gazette*. Director: Dale Taylor.

\*WEW, St. Louis, Mo.—St. Louis University. Faculty Director: Rev. W. A. Burk, S.J. Manager: A. S. Foster.

\*WGST, Atlanta, Ga.—Licensed to Georgia School of Technology; operated commercially under lease. Director: W. H. Summerville.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

\*WHAZ, Troy, N. Y.—Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, Urbana, Ill.—University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

\*WTAQ, Green Bay, Wis.—St. Norbert's College. Director: Father James A. Wagner.

\*WHBY, Appleton, Wis.—St. Norbert's College, Green Bay, Wis. Director: Father James A. Wagner.

WLB, Minneapolis, Minn.—University of Minnesota. Program Director: Burton Paula.

WLBL, Stevens Point, Wis.—Regents, University of Wisconsin, Madison. Director: F. R. Calvert.

WNAD, Norman, Okla.—University of Oklahoma. Director: Homer Heck.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O.—Ohio State University. Director: R. C. Higgy.

\*WRUF, Gainesville, Fla.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Acting Director: H. W. Harmon.

WSUI, Iowa City, Ia.—University of Iowa. Director: Carl Menzer.

WSVS, Buffalo, N. Y.—Seneca Vocational High School.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: F. C. Bolton.

\*WWL, New Orleans, La.—Loyola University. Director: W. H. Summerville.

KBPS, Portland, Ore.—Benson Polytechnic School. Director: William Allingham.

KFDY, Brookings, S. D.—South Dakota State College. Director: Jack Towers.

\*KFJM, Grand Forks, N. D.—University of North Dakota. Director: D. LeMasurier.

KFKU, Lawrence, Kan.—University of Kansas. Director: H. G. Ingham.

KOAC, Corvallis, Ore.—Oregon State System of Higher Education (State Agricultural College, operator). Director: Luke L. Roberts.

\*KPAC, Port Arthur, Tex.—Port Arthur College (Business and radio college). President: Charles Vaughan.

KSAC, Manhattan, Kan.—Kansas State College of Agriculture & Applied Sciences. Director: H. Umberger.

KUSD, Vermillion, S. D.—University of South Dakota. Director: R. E. Rawlin Jr.

\*KUOA, Siloam Springs, Ark.—John Brown University. Director: Storm Whaley.

KWLC, Decorah, Ia.—Luther College. Director: O. M. Etreim.

KWSC, Pullman, Wash.—Washington State College. Director: Kenneth E. Yeend.

#### CANADIAN

\*CFRC, Kingston, Ont.—Queen's University. Director: James Annand.

CKIC, Wolfville, N. S.—Acadia University.

CKUA, Edmonton, Alta.—University of Alberta. Director: Donald Cameron.

#### RELIGIOUS INSTITUTIONS

WAWZ, Zaraphath, N. J.—Pillar of Fire. Director: Ray B. White.

WBBL, Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBRR, Brooklyn, N. Y.—Peoples Pulpit Association.

WMBI, Chicago, Ill.—Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich.—First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, Boone, Ia.—Boone Biblical College. Director: Lois Crawford.

KFSG, Los Angeles, Cal.—Echo Park Evangelical Association. (Aimie Semple McPherson.) Director: Dr. Giles N. Knight.

KFUO, St. Louis, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: Rev. Herman H. Hohenstein.

KPOF, Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC, Pasadena, Cal.—Licensed to Pasadena Presbyterian Church. Director: David Black.

\*KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Earl J. Glade.

KTW, Seattle, Wash.—First Presbyterian Church. Director: James S. Ross.

#### MUNICIPAL AND STATE STATIONS

\*WCAM, Camden, N. J.—City of Camden. Operated under lease-of-time arrangement by Mack Radio Sales, 5 Hudson St., Camden. Director: F. S. Caperroom.

\*WJAX, Jacksonville, Fla.—City of Jacksonville. Director: John T. Hopkins III.

WNYC, New York City—City of New York. Director: M. S. Novik.

\*WRR, Dallas, Tex.—City of Dallas. Director: Charles B. Jordan.

\*WSUN, St. Petersburg, Fla.—St. Petersburg Chamber of Commerce. Director: Harold H. Meyer.

\*KTHS, Hot Springs, Ark.—Hot Springs Chamber of Commerce. Director: John I. Prosser.

#### SHORT WAVE EDUCATIONAL STATIONS

WBOE, Cleveland, O.—Cleveland City Board of Education; 500 watts on 41500 kc. Executives: William B. Levenson, Manager; Helen Burchfield, program director; John D. Woodward, chief engineer.

WNYE, Brooklyn, N. Y.—Board of Education, City of Brooklyn; 500 watts on 41100 kc. Executives: Albert Lloyd Colston, manager; Herman Haverkamp, chief engineer.

*While Radio adds VISION  
to the Miracle of SOUND*

## PRINTING CELEBRATES A BUSY BIRTHDAY

Born of the same desire and directed toward the common end of conveying clearly and effectively man's thoughts and ideas, it is fitting that Printing on its 500th Anniversary should welcome Television to the field of communications.

Acting as complimentary forces, Printing is in step with Broadcasting. As with each development in science, education and business, Printing is graphically illustrating and popularizing this new force in progress.

*Rufus H. DARBY PRINTING Company*

WASHINGTON, D. C.

# NATIONAL AND REGIONAL RADIO ADVERTISERS And Their Agencies (United States and Canada)

n. Network programs

sp. Local studio programs

rn. Regional network programs

Compiled and Copyrighted 1940 by Broadcasting Publications, Inc.

t. Transcriptions

ta. Transcription announcements

sa. Local studio announcements

## A

A & O Co., New Bern, N. C. (proprietary). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. sa

GEORGE ABBOTT, New York (theatrical producer). sa

ABSORENE MFG. Co. St. Louis (cleansers). Agency: Ross-Gould Co., St. Louis. ta

ACME BREWING Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. ta sa

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. sa

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agencies: Henri Hurst & McDonald, Chicago (automotive division only), Holden, Graham & Clark, Detroit. n rn sa t

ADAM HAT STORES, New York (chain hat stores). Agency: Glicksman Adv. Co., N. Y. sp n

ADAM HAT (Canada) Ltd., Toronto. Agency: McLaren Adv. Co., Toronto.

O. O. ADAMS, Boston (Staley's starch cubes). rn

ADMIRACION LABORATORIES, Harrison, N. J. (hair tonic). Agency: Charles Dallas Reach, Newark. n

AERONAUTICAL PUBLISHING Co., Bendix, N. J. (Contact magazine). sp rn

AFFILIATED PRODUCTS, Jersey City (Kissproof, Louis Philippe, Edna Wallace Hopper, cosmetics). Agencies: Blackett-Sample-Hummert, Chicago; Monroe F. Dreher, Newark (Kissproof, Outdoor Girl). n sp t

AIR CONDITIONING TRAINING Corp., Youngstown (school). Agency: Weill & Wilkins, N. Y. t sp n

AIRY FAIRY FOODS, Minneapolis (cake flour). Agency: George H. Hartman Co., Chicago. sp

AKRON LAMP & MFG. Co., Akron (Diamond irons). Agency: Guenther-Bradford, Chicago. sp sa

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agency: Erwin, Wasey & Co., Chicago. t rn sp

ALBERT LABORATORIES, Chicago (Resperine hay fever remedy). Agency: Newby, Peron & Flitcraft, Chicago sp

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolyn cough remedy). Agency: Erwin, Wasey & Co., N. Y. sa

ALL-YEAR CLUB, Los Angeles. Agency: Lord & Thomas, Los Angeles. sa

BONA ALLEN Inc., Buford, Ga. (shoes). Agency: Groves-Keen, Atlanta. sa

ALLES & FISHER Co., Boston. Agency: L. B. Hawes, Boston. rn

ALLIS-CHALMERS Mfg. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee. n sa sp

AMERICAN BANKERS ASSN., New York. t

AMERICAN BEVERAGE Co., New York (Dr. Brown's Cel-ray tonic). Agency: Lawrence C. Gumbinner, N. Y. sp

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. sp n t

AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. sp

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger & Browning & Hersey, N. Y. ta t

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Young & Rubicam, N. Y. sa n

AMERICAN CORN MILLERS FEDERATION, Chicago. sa

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. sa

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Petrolagar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agency: Blackett-Sample-Hummert, N. Y. n t

AMERICAN HOSPITAL ASSN., Los Angeles (cooperative). Agency: Crundall & Lester Adv. Co., Los Angeles. sa

AMERICAN INSTITUTE OF MERITISM, Los Angeles (economic philosophy). Agency: Darwin H. Clark Adv., Los Angeles. rn

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. sp

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. n rn sa sp

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: N. A. Winter Adv. Agency, Des Moines. sp sa t

AMERICAN POULTRY JOURNAL, Chicago. sa

AMERICAN PRAWN Co., Terminal Island, Cal. (fish). Agency: Dan B. Miner Co., Los Angeles. sp

AMERICAN PRODUCTS Co., Cincinnati (food). Agency: Guenther, Bradford & Co., Chicago. t

AMERICAN ROLLING MILLS Co., Middletown, O. Agency: N. W. Ayer & Son, N. Y. n

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. sa

AMERICAN SNUFF Co., Kansas City. Agency: Simon & Gwynn, Memphis. sp

AMERICAN STOVE Co., Cleveland. Agencies: Richardson-Oswald, Cleveland, BBDO, N. Y. sp t

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. sa sp rn t ta

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan); Young & Rubicam, N. Y. (Half & Half, Pall Mall); L. H. Hartman Co., N. Y. (Herbert Tarcyton). n t sa ta sp

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. n t

ANHEUSER-BUSCH, St. Louis (beer). Agency: D'Arcy Adv. Co., St. Louis rn

ANNIE LAURIE CANDY SHOPS, Toronto. Agency: Benison Co., Toronto. sa

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides). Agency: J. Walter Thompson Co., Los Angeles. sp ta

K. ARAKELIAN Inc., New York (wines). Agency: Firestone Adv. Service, N. Y. sp

ARIZONA OIL Co., Phoenix. rn

ARKANSAS SOFT PINE BUREAU, Little Rock (paneling). Agency: Robert H. Brooks Co., Little Rock. t

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. t

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. sp

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: Fairall & Co., Des Moines. sa sp

ASSOCIATION OF GAS APPLIANCE & EQUIPMENT MFRS., New York (American Gas Assn.). t

ATCHISON, TOPEKA & SANTA FE RR, Chicago (travel). Agency: Stack-Goble Adv. Agency, Chicago. rn sa

ATLANTIC BREWING Co., Atlanta (beer). Agency: Donahue & Coe, Atlanta. sa sp

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. n sa sp

ATLANTIS SALES Corp., Rochester (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. sp sa ta

ATLAS MUTUAL BENEFIT ASSN., Wilmington, Del. Agency: Shaffer, Brennan, Margolis Adv. Co., St. Louis. sp

AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Erwin, Wasey & Co., Chicago. sa sp ta

AXTON-FISHER TOBACCO Co., Louisville. Agencies: Lawrence C. Gumbinner, N. Y. (Spud); McCann-Erickson, N. Y.; McDougall & Weiss, Chicago. n t ta sp

## B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. sp sa t

B. T. BABBITT Co., New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert, N. Y. n t sp

BABSON BROS., Chicago (milkers, separators). Agency: Matteson-Fogarty-Jordan Co., Chicago. sa

BADGER PAINT STORES, Milwaukee (chain). sp

BAKER EXTRACT Co., Springfield, Mass. (flavoring). Agency: Snow, Bates & Orme, Springfield, Mass. rn

H. J. BAKER & Co., New York (fertilizer). Agency: Lawrence Fertig & Co., N. Y. t

MRS. G. W. BALLARD, Los Angeles (religious). Agency: Ted Dahl Adv. Co., Los Angeles. sp

BALLARD & BALLARD Co., Louisville (Ovenready biscuits). Agency: Henri Hurst & McDonald, Chicago. sp t

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. rn sp ta

BANNER BAKING Co., Minneapolis. Agency: Campbell-Mithun, Minneapolis. sa

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin Wasey & Co., N. Y. n

BARRON-GRAY Co., San Jose, Cal. (fruit cocktail). Agency: Long Adv. Service, San Jose. rn

BASIC FOODS Inc., Los Angeles (Honey-Lax bread). Agency: Elucidator Publications, Hollywood. sp

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. sp rn

BATTLE CREEK DOG FOOD Co., Battle Creek, Mich. Agency: Staake & Schoonmaker, Kalamazoo. sa

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agency: Ruthrauff & Ryan, N. Y.

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. n sp t

BAYER-SEMESAN Co., Wilmington, Del. (seed inoculator). Agency: Thompson-Koch Co., Cincinnati. sa

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. sa sp n t

J. W. BEARDSLEY SONS, Newark (food). Agency: Neff-Rogow, N. Y. sp

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. sp t rn

BEAUMONT LABORATORIES, St. Louis (4-Way cold tablets). Agency: H. W. Kastor & Sons Adv. Co., Chicago. ta t rn

A. S. BECK Co., New York (chain shoe stores). Agency: Pettingill & Fenton, N. Y. sa

BEEFARE Corp., Pittsburgh (Frex dog food). Agency: BBDO, Pittsburgh. sa

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Harvey-Massengale, Atlanta. sp

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agency: N. W. Ayer & Son, Chicago. sp

# "EFFECTIVE WROK"

now an affiliate of the

## MUTUAL BROADCASTING SYSTEM

... BECOMES MORE EFFECTIVE in its coverage of the rich agricultural section of northern Illinois and southern Wisconsin—with its 353,000 radio listeners—centering in the important industrial city of Rockford, where 288 busy factories are turning out many diversified products.

A 140 Million Dollar Trading Area.

# WROK

1,000 Watts • ROCKFORD, ILL. • 1410 K.C.

HEADLEY-REED CO., National Representatives



BEKINS VAN & STORAGE Co., Los Angeles. Agency: Brooks Adv. Agency, Los Angeles. *sa*

BELEM PRODUCTS Co., Houston (Belem Lotion). Agency: Giezendanner-Gilliam & Co., Houston. *rn*

BELL & Co., Orangeburg, N. Y. (Bell-Ans). Agency: Anderson, Davis & Platte, N. Y. *sp t n*

BELL TELEPHONE Co. of Canada, Montreal. Agency: Cockfield, Brown & Co., Montreal. *t*

BENEFICIAL MANAGEMENT Corp., Newark. Agency: Albert Frank-Guenther Law, N. Y. *n*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BERKEY & GAY, New York (division Furniture Distributors of America). Agency: Wallace-Lindeman, Grand Rapids. *sp*

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Johnson Sel Co., St. Louis. *sa sp*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa t rn ta*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp sa*

BEWLEY MILLS, Fort Worth, Tex. Agency: Cy Leland, Fort Worth. *sp*

BIRELEY'S, Hollywood (Bireley's orange-ade). Agency: Raymond R. Morgan Co., Los Angeles. *t sa*

BISCEGLIA BROS. WINE Corp., New York. Agency: J. M. Korn & Co., N. Y.

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago. *n*

C. H. BJELLAND & Co., Stavanger, Norway (sardines). Agency: Dominion Bestg. Co., Toronto. *t*

BLACK FLAG Co., Baltimore (insecticide). Agency: Al Paul Lefton Co., Philadelphia. *sp*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax). Agency: Randall Co., N. Y. *sp*

BLOCK MFG. OUTDOOR Co., Seattle (wash clothing). Agency: Erwin Wasey & Co., Seattle. *sp*

BLUE BIRD POTATO CHIPS, Oakland, Cal. Agency: Emil Brisacher & Staff, Los Angeles. *sa*

CHEF BOIARDI FOOD PRODUCTS Co., Milton, Pa. (spaghetti). Agency: Cecil & Presbrey, N. Y. *rn*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa*

BOOK-OF-THE-MONTH CLUB, New York. Agency: Schwab & Beatty, N. Y. *sp*

W. E. BOOTH Co., Toronto (Selochrome film). Agency: Lord & Thomas, Toronto. *sa*

BOOTH FISHERIES, Chicago. Agency: H. W. Kastor & Sons, Chicago. *ta sp*

BORDEN'S FARM PRODUCTS Co., New York (dairy products). Agency: BBDO, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Pedlar & Ryan, N. Y. *sp n*

BORDEN Co., Toronto (milk). Agency: Young & Rubicam, Toronto. *t*

BORDEN Co., San Francisco (milk). Agency: McCann-Erickson, San Francisco. *sp*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin Wasey & Co., N. Y. *sp*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOSTON FOOD PRODUCTS Co., Boston. Agency: Lavin Co., Boston. *t rn*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sa*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *sp sa t n*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n*

BREE COSMETICS Co., Chicago. Agency: Ruthrauff & Ryan, Chicago. *sp*

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: Morse International, N. Y. *n sa ta*

BREWING CORP. OF AMERICA, Cleveland (Carling's Ale). Agency: Aircasters Inc., Detroit. *sp*

C. A. BRIGGS Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberet products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ta*

BRISTOL-MYERS Co., Toronto (Ipana, Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sp*

BRITISH AMERICAN OIL Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *t sp*

BROMO SELTZER, Toronto. Agency: J. Walter Thompson Co., Toronto. *ta sp*

BROOKS RUPTURE APPLIANCE Co., Marshall, Mich. Agency: Matteson-Forgarty-Jordan Co., Chicago. *sa*

JOHN BROWN UNIVERSITY, Siloam Springs, Ark. Agency: Lisle Sheldon Adv., Los Angeles. *sa sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes); Russell M. Seeds Co., Chicago. *t sp n*

W. K. BUCKLEY Ltd., Toronto. Agency: Richardson & MacDonald, Toronto. *t*

BUFFALO BREWING Co., Sacramento, Cal. Agency: Adam Damm Agency, Sacramento. *sa*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *n sa ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BURLINGTON TRANSPORTATION Co., Chicago (tour service). Agency: Reicke, Ellis, Younggreen & Finn, Chicago. *sa*

BURNHAM & MORRILL Co., Portland, Me. (B & M haked beans). Agency: Lavin & Co. Inc., Boston. *ta*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agency: Cy Leland, Fort Worth. *t rn sp*

P. S. BUSTON CHEMICAL Co., Toronto (medicinal). Agency: Frontenac Bestg. Co., Toronto. *sa*

**C**

JOHN E. CAIN Inc., Cambridge, Mass. (mayonnaise). Agency: Chambers & Well, Boston. *sp ta*

CAL-ASPIRIN Corp., New York (proprietary). Agency: Blackett-Sample-Hummert, N. Y. *n*

CALAVA GROWERS OF CALIFORNIA, Los Angeles (avacados). Agency: Lord & Thomas, Los Angeles. *sa rn*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agencies: Benton & Bowles, Chicago (Syrub Pepsin); Kelly, Stuhlman & Zahndt, St. Louis (Pine Balm). *sa t ta*

CALIFORNIA ANIMAL FOOD Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CALIFORNIA FOOD PRODUCTS, Oakland (Calo pet food). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles. *t sa sp rn n*

CALIFORNIA & HAWAIIAN SUGAR REFINING Corp., Chicago (C-H sugar). Agency: George H. Hartman Co., Chicago. *sp*

CALIFORNIA PRUNE GROWERS, San Francisco. Agency: Lord & Thomas, San Francisco. *t*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *rn sp*

CALIFORNIA RENDERING Co., Los Angeles (dog food). Agency: Raymond R. Morgan Co., Hollywood. *sp*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Jose, Cal. *sa*

CALIFORNIA WALNUT GROWERS ASSN., Los Angeles. Agency: Lord & Thomas, Los Angeles. *t*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sp t sa*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agency: Ward Wheelock Co., Philadelphia. *n*

## A "CROSSLEY" RATING OF 85.3?

Say, we wish we had it! However, IF A CROSSLEY WERE MADE ON OUR BUSINESS RECORD, that headline would be no exaggeration! Honest! Look at this . . . As of December 1, 1939, of the accounts NOW USING WIP—

56.2% have been USING **WIP** REGULARLY for TWO years!  
 51.5% have been USING **WIP** REGULARLY for THREE years!  
 43.7% have been USING **WIP** REGULARLY for FOUR years!  
 40.6% have been USING **WIP** REGULARLY for FIVE years!  
 32.8% have been USING **WIP** REGULARLY for SIX years!  
 17.1% have been USING **WIP** REGULARLY for SEVEN years!  
 12.5% have been USING **WIP** REGULARLY for EIGHT years!

AND THAT'S WHY WIP IS NOW SOLD A SOLID 85.3% (yes, 85.3%!!!)

(This, mind you, on a 24-HOUR A DAY SCHEDULE, TOO!)

610 Kilocycles  
 1,000 Watts\*  
 35 S. Ninth Street  
 Walnut 6800

# WIP

BENEDICT GIMBEL, JR.  
 President  
 EDWARD A. DAVIES  
 Director of Sales

\*C. P.—5,000 Watts

"PHILADELPHIA'S PIONEER VOICE"

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

- CAMPBELL SOUP Co., New Toronto, Ont. Agency: Ward Wheelock Co., Philadelphia. n
- CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. ta n
- CANADA PACKERS Ltd., Toronto (Maple Leaf soap flakes). Agency: E. W. Reynolds & Co., Toronto. sa
- CANADA STARCH Co., Toronto. Agency: Vickers & Benson, Toronto. sp t
- CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto. rn
- CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agency: Clarke E. Locke, Toronto. sp ta
- CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. Agency: Cockfield Brown & Co., Toronto. sa
- CANDID EYE, Philadelphia (magazine). Agency: Albert Kircher Co., Chicago. sa
- CANINE SPECIALTY Co., Los Angeles (Vi-Ti Dog Kandy). Agency: Scholts Adv. Service, Los Angeles. sp
- CAPE COD STEAMSHIP Co., Boston. Agency: Alley & Richards, Boston. sa
- CAPPER HATCHERIES, Elgin, Ia. (live-stock remedy). Agency: Coles Inc., Des Moines. rn
- CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. rn
- CAREY SALT Co., Hutchinson, Kan. Agency: Ferry-Hanley Co., Kansas City. sp
- CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. n sa sp t
- CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. n sp sa
- CAROLINE PRODUCTS Co., Litchfield, Ill. (Miltut milk compound). Agency: Henri, Hurst & McDonald, Chicago. sp
- CARRIER Corp., Syracuse (air conditioner). Agency: Charles Dallas Reach, Newark. t
- CARTER PRODUCTS, New York (liver pills, Arrid). Agency: Street & Finney, N. Y. sa t ta
- CARY MAPLE SUGAR Co., St. Johnsbury, Vt. (Highland Maple Syrup). Agency: Chas. W. Hoyt Co., N. Y. rn sp
- GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Long Adv. Service, San Francisco. n
- CATELLI'S FOOD PRODUCTS, Montreal. Agency: E. W. Reynolds & Co., Toronto.
- CENTENNIAL FLOURING MILLS Co., Seattle. Agency: Botsford, Constantine & Gardner, Seattle. sp
- CENTILVRE BREWING Co., Fort Wayne. Agency: Suedhoff & Co., Fort Wayne. sa
- C-E-Z-R Co., Omaha (proprietary). sa
- CHALLENGE CREAM & BUTTER ASSN., Los Angeles. Agency: Emil Brischler & Staff, Los Angeles. sa
- CHALYBEATE MFG. Co., San Francisco. Agency: Rufus Rhoades & Co., San Francisco. rn sa
- CHAMBERLIN LABORATORIES, Des Moines (hand lotion). Agency: J. W. Ramsey Co., Davenport. n sa t ta
- CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food). Agency: Ruthrauff & Ryan, Chicago. n sp t
- CHARM PRODUCTS Inc., Los Angeles (cosmetics). sa
- CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: J. Carson Brantley, Salisbury, N. C. ta sp sa
- CHERRY SPECIALTY Co., Chicago (Dainties). Agency: Oscar L. Coe & Associates, Chicago. t sa
- CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. n ta
- CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. rn
- CHICAGO BEDDING Co., Chicago. Agency: Newby, Peron & Flitcraft, Chicago. sp
- CHICAGO, BURLINGTON & QUINCY RAILWAY, Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. sa
- CHICAGO DISTILLED WATER & BEVERAGE Co., Chicago (root beer). Agency: Maicolm-Howard, Chicago. sp
- CHICAGO ENGINEERING WORKS, Chicago (school). Agency: James R. Lunke & Associates, Chicago. sp
- CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunningham, Chicago. sa
- CHICAGO NATIONAL LEAGUE BALL CLUB, Chicago. Agency: Neisser-Meyerhoff, Chicago. t sp
- CHICAGO SCHOOL OF NURSING, Chicago. Agency: James R. Lunke & Associates, Chicago. sa
- CHICAGO TECHNICAL COLLEGE, Chicago (technical school). Agency: Critchfield & Co., Chicago. sa sp
- CHILDS RESTAURANT Co., New York. Agency: Blackett-Sample-Hummert, N. Y. sp
- CHILEAN NITRATE SALES Corp., New York (fertilizer). Agency: O'Dea, Sheldon & Canaday, N. Y. t
- CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: McCord Co., Minneapolis. sp sa
- CHRISTMAS CLUB Corp., New York. Agency: Brooke, Smith, French & Durance, N. Y. t
- CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y.; (Dodge): J. Stirling Getchell, N. Y.; (Plymouth, DeSoto): Lee Anderson Adv. Co., Detroit. n rn sp sa t ta
- CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. n
- M. L. CLEIN & Co., Atlanta (Menthulubion). Agency: Charles A. Rawson & Assoc., Atlanta. sa
- CLEVELAND CLEANER & PASTE Co., Cleveland (wall paper cleaner). Agency: Campbell-Sanford Co., Cleveland. sa
- CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Carr Liggett Co., Cleveland. sa
- CLUETT, PEABODY & Co., N. Y. (Arrow Sanforized shirts). Agency: Young & Rubicam, N. Y. sp
- COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. n sp t
- COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agency: Ferry-Hanley Co., Kansas City. sa t ta
- COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps, etc.). Agencies: Benton & Bowles, N. Y.; Benton & Bowles-Chicago. n sp t
- COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: Lord & Thomas, Toronto; L. J. Haegarty & Associates, Toronto. sp sa n
- COLONIAL BEACON OIL Co., Boston (Esso). Agency: Marschalk & Pratt, N. Y. sp
- COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. sa ta rn
- COLONIAL MOLASSES Co., Brooklyn and New Orleans. Agency: H. B. LeQuatte, N. Y. sp sa
- COLONIAL STEAMSHIP LINE, New York. Agency: Albert Frank-Guenther Law, N. Y. sa
- COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Ward Wheelock, Philadelphia. n
- COMET RICE Co., New York. Agency: Freitag Adv. Agency, Atlanta. sp t
- COMMERCIAL SOLVENTS Corp., New York (Nor-Way anti-freeze). Agency: Maxon Inc., N. Y. sa
- COMMUNITY OPTICIANS, Long Island City, N. Y. Agency: Commonwealth Adv. Agency, Boston. rn sp
- COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. t ta
- CONGRESS CIGAR Co., New York (La Palina). Agency: Marschalk & Pratt, N. Y. n
- G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. sp sa
- CONNORS BROS., Black's Harbor, N. B. (canned sea food). Agency: E. W. Reynolds & Co., Toronto. sp
- CONSOLIDATED BISCUIT Co., Louisville (Hampton crackers). Agency: Mitchell-Faust Adv. Co., Chicago. rn
- CONSOLIDATED BY-PRODUCTS Co., Philadelphia (Marco dog food). Agency: Philip Klein Adv. Agency, Philadelphia. sp
- CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin Wasey & Co., N. Y. n sa sp
- CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. sp sa
- CONSOLIDATED EDISON Co., New York. Agency: McCann-Erickson, N. Y. sp
- CONSOLIDATED PRODUCTS, Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. sp rn
- CONTADINA Co., Philadelphia (tomato paste). Agency: Barnes & Aaron, Philadelphia. sp
- CONTI PRODUCTS Corp., New York (castle soap). Agency: Birmingham, Castleman & Pierce, N. Y. t sp sa
- CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles, N. Y. n sp sa t
- COOK CHOCOLATE Co., Chicago. Agency: Mason Warner, Chicago. sa
- CHARLIE COOK Corp., New York (music-year). Agency: H. C. Morris & Co., N. Y. t
- THOMAS COOK & SON-WAGON-LITS, New York (tourist agents). Agency: L. D. Wertheimer, N. Y. n
- CORDIN Corp., New York (proprietary). Agency: Brenallen Co., N. Y. sp
- CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); Hellwig-Miller Co., N. Y. (Kremel, Linit). n t
- L. L. CORYELL & SONS, Lincoln, Neb. (gas, oil). Agency: Christiansen-McPherson, Lincoln.
- COSDEN OIL Corp., Fort Worth. Agency: Advertising Business Co., Fort Worth. sp t
- COTY Inc., New York (cosmetics). Agency: J. D. Tarcher & Co., N. Y. n
- REV. CHARLES E. COUGHLIN, Royal Oak, Mich. (religious, political). Agency: Aircasters, Detroit. n
- COUNTRY HOME MAGAZINE, New York. sa
- CRACKER JACK Co., Chicago (candy confection). Agency: Rogers & Smith, Chicago. ta sp
- CRANBERRY CANNERS, S. Hanson, Mass. (Ocean Spray). Agency: Harry M. Frost Co., Boston. sa sp rn
- CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agency: Rogers & Smith, Dallas. n rn sp sa t
- CRAZY WATER Co., Canada, Toronto (proprietary). Agency: Grow & Pitcher, Toronto. t
- CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. sa
- CREAMETTE Co., Minneapolis (macaroni). Agency: John H. Dunham Co., Chicago. t
- CREOMULSION Co., Atlanta (proprietary). Agency: Harvey-Massengale Co., Atlanta. ta
- CRESCENT MACARONI Co., Davenport, Ia. rn
- CRETE MILLS, Crete, Neb. (Victor flour). Agency: R. A. Moritz Co., Davenport, Ia. rn
- CROSLLEY DISTRIBUTING Corp., Cincinnati (radios, refrigerators). Agency: J. M. Mathes, N. Y. sp
- CROWELL PUBLISHING Co., New York (American, Womens Home Companion, Colliers). Agency: McCann-Erickson, N. Y. sp
- CROWN CORK & SEAL Co., Baltimore (Stero-Vac). Agencies: Harry B. Green & Co., Baltimore; Benjamin Eshleman Co., Philadelphia. t sa
- CSO LABORATORIES, Dallas. Agency: Ratcliffe Adv. Agency, Dallas. sa
- CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch cleanser). Agencies: Roche, Williams & Cunningham, Chicago; Reiwitich & Wittenberg, Chicago. n sp t
- CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine). Agencies: Stack-Goble Adv. Agency, Chicago; (Kling dental powder), Lang, Fisher & Kirk, Cleveland. n

Watch-



# WTOL

*America's Fastest Growing Station!*

Well planned musical features, alert showmanship, and thoughtful consideration to community service—these are the things that have made WTOL the most talked of, and most listened to, station serving the Toledo Area—an area where in 179,000 radio families are influenced in the spending of \$137,000,000 yearly by the messages heard over Toledo's Friendly, Compelling Voice—WTOL!

More than ample coverage to do a concentrated selling job in the Toledo territory—that rich and prosperous Northwestern Ohio and Southern Michigan area!

**TOLEDO'S Friendly STATION**  
 ARCH. SHAWD  
 Ex. Vice-President

Ask-

— the men who know — your own Ohio dealers or contact men!

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son, N. Y. *sp rn*

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agency: BBDO, N. Y. *sa*

CURTIS SHOE Co., Marlboro, Mass. Agency: Harold Lewis Adv. Agency, Boston. *sa*

CUSHMAN'S SONS, New York (bakers). Agency: S. C. Croot Co., N. Y. *sa*

CUSTODIAN TOILETRIES Co., Chicago (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *ta*

## D

D & C CHEMICAL Co., Chicago. Agency: Jesse L. Stewart Agency, Chicago. *sp*

DAGGETT & RAMSDALL, New York (cosmetics). Agency: McCann-Erickson, N. Y. *t*

D'ARRIGO BROS. Co., Boston (Andy-Boy broccoli). Agencies: Neff-Rogow, N. Y.; Badger & Browning, Boston. *sp sa rn*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y.; (Cocombalt), J. M. Mathes Inc., N. Y.; Charles Dallas Reach, Newark. (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O.K. baking powder); Sherman K. Ellis & Co., N. Y. (Davis baking powder). *n sp t*

DAVIS VITAMIN Corp., Hollywood (proprietary). Agency: Reuben H. Donnelly Corp., Los Angeles. *t sa*

DAY & NIGHT HEATER Co., Los Angeles. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DEAN STUDIOS, Omaha (photographs). Agency: Leasing Adv. Co., Des Moines. *sa*

DE FORREST RADIO TRAINING SCHOOL, Chicago. Agency: Presba, Fellers & Presba, Chicago. *t*

DEISEL-WEMMER-GILBERT Corp., Detroit (cigars). Agency: Brace Beemer, Detroit. *sp sa*

DEKALB AGRICULTURAL ASSN., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. *sp t*

R. U. DELAPENHA & Co., New York (Hartley's marmalade). Agency: Gotham Adv. Agency, N. Y. *rn*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n t rn*

DEMOCRATIC STATE CENTRAL COMMITTEE, Los Angeles. Agency: Ray Davidson, Los Angeles. *rn*

DEPARTMENT OF FISHERIES, Ottawa. Agency: E. W. Reynolds & Co., Toronto. *n*

DERWOOD MILLS, Derwood, Md. (dog food). Agency: Henry J. Kaufman Adv., Washington. *sa*

DESOTO MOTOR Corp., Detroit. Agency: J. Stirling Getchell, N. Y. *t*

DETROIT-MICHIGAN STOVE Co., Detroit. Agency: Holden, Graham & Clark, Detroit. *sa sp*

DETROLA Corp., Detroit (radios). Agency: Bass-Luckoff, Detroit. *n rn sp*

DIAMOND MATCH Co., Chico, Cal. (building materials). *sp*

DI-FUNCTION Co., Fort Worth. Agency: Hi Johnson, Fort Worth. *rn*

DR. DIXON'S DENTOL Co., New York (liquid dentifrice). Agency: Paul M. Titus, N. Y. *sp*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne Co., Toronto. *sa*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *rn sp sa t ta*

DODGE CLOTHES, New York. Agency: Advertising Arts Agency, Los Angeles. *sa sp*

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast, etc.). Agency: Ruthrauff & Ryan, New York. *t n*

PETER DOELGER Corp., New York (beer). Agency: Atherton & Currier, N. Y. *sp*

DOMESTIC PRODUCTS Corp., Wyandotte, Mich. (Clx drain solvent). *sp*

DOMINO CITRUS ASSN., Bradenton, Fla. Agency: Hevenor Adv. Agency, Boston. *sa*

DOUGLAS SHOE Co., Boston. Agency: N. W. Ayer & Son, Philadelphia. *sp*

DOYLE PACKING Co., Newark (Strongheart pet food). Agency: Chas. Dallas Reach Co., Newark.

DRI BRITE Inc., St. Louis (self-polishing wax). Agency: Gardner Adv. Co., St. Louis. *sa*

DRYDEN & PALMER, Long Island City (Gravy Master). Agency: Samuel E. Croot Agency, N. Y. *sa*

DUART MFG. Co., San Francisco (cosmetics). Agency: Howard E. Williams Adv. Agency, San Francisco. *sp rn*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). *rn*

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. *rn*

DUNCAN COFFEE Co., Houston (Duncan coffee). Agency: Steele Adv. Agency, Houston. *sa rn*

ALFRED DUNHILL CIGARETTES, New York. Agency: Biow Co., N. Y. *n ta*

DUNN & MCCARTHY, Auburn, N. Y. (shoes). Agency: Marschalk & Pratt, N. Y. *ta sp*

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURENE ASSN. OF AMERICA, New York (yarn). Agency: Kal Adv. Agency, Washington. *sa*

DURKEE-ATWOOD Co., Minneapolis (auto accessories). Agency: Graves & Associates, Minneapolis. *ta*

DURKEE-MOWER, Lynn, Mass. (Marshmallow Fluff). Agency: Harry M. Frost Adv. Agency, Boston. *sp rn sa*

## E

EASTERN WINE Corp., New York. Agency: Austin & Spector, N. Y. *sp*

EDDY'S BAKERY, Helena, Mont. *sp*

EKHARDT-BECKER BREWING Co., Detroit. Agency: Brindley-Roth, Detroit. *rn*

ELECTRIC APPLIANCE SOCIETY OF NORTHERN CALIFORNIA. Agency: Jean Scott Frickleton, San Francisco. *sa*

ELECTRIC SERVICE COMPANIES of Texas. *rn*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *sa ta*

ELKO PHOTO FINISHING Co., Kansas City. Agency: Allen G. Smith Adv. Co., Kansas City. *sa*

ELLAY STORES, New York (Peoples' and Eagle credit clothing chain). Agency: Weill & Wilkins, N. Y.

EL PASO ELECTRIC Co., El Paso. *t*

EMERSON RADIO & PHONOGRAPH Corp., New York. Agencies: Lightfoot Associates, N. Y.; Grady & Wagner, N. Y. *sp rn n*

EMPIRE GOLD BUYING SERVICE, New York. Agency: Friend Adv. Agency, N. Y. *sa*

EMPIRE WALL PAPERS Ltd., Toronto. Agency: A. McKim Ltd., Toronto. *sp*

EMPLOYERS CASUALTY Co., Dallas. Agency: Ira DeJernett Agency, Dallas. *sp*

J. C. ENO Ltd., Toronto (Eno salts). Agency: Tandy Adv. Agency, Toronto. *sp*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

EUCATHOL Co., Shawnee, Okla. *rn*

EUCLID CANDY Co. of Calif., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

EVANS FUR Co., Chicago. *sp rn*

EX-CEL-SIS PRODUCTS Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sa ta*

## F

FADA RADIO & ELECTRIC Co., Long Island City (radios). Agency: Sternfeld-Godley, N. Y. *sa*

DR. PETER FAHRNEY & SONS, Chicago (proprietary). Agency: Cramer-Kraselt, Milwaukee. *sa*

FAIRBANKS MORSE Co., Montreal (furnace blowers). Agency: J. J. Gibbons, Toronto. *sa*

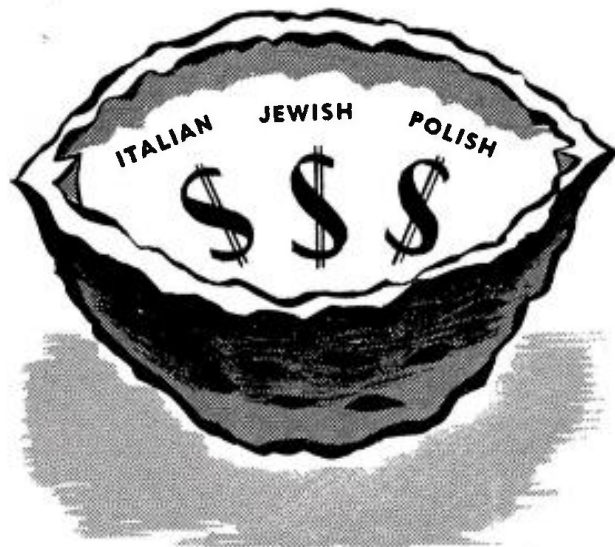
FAIRFIELD MFG. Co., New York (Packard shavers). Agency: Al Paul Lefton, N. Y. *t*

FAIRYFOOT PRODUCTS Co., Chicago. Agency: Simmonds & Simmonds, Chicago. *sa*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Sherman K. Ellis Co., Chicago. *sp sa n*

# SALES

## in a nutshell!



THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in addition to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these important foreign language markets bears fruit — "Sales in a Nutshell!"

# WPEN PHILADELPHIA 1000 WATTS

WM. FENN BROADCASTING COMPANY, PHILADELPHIA

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

- FARMACIA HIDALGO**, Los Angeles (pharmaceutical). *sp*
- FAULTLESS STARCH Co.**, Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp*
- FRED FEAR & Co.**, Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menkin Adv., N. Y. *sa t*
- FELS & Co.**, Philadelphia (Fels Naptha soap). Agency: Young & Rubicam, N. Y. *n sp t sa*
- FELTMAN & CURME STORES Co.**, Chicago (shoes). Agency: McJunkin Adv. Co., Chicago. *sp*
- FEMININE PRODUCTS**, New York (Arid deodorant). Agency: Street & Finney, N. Y. *ta sa*
- H. FENDRICH**, Evansville, Ind. (cigars). Agency: Ruthrauff & Ryan, Chicago. *n*
- FENN BROS.**, New York (ice cream). Agency: BBDO, N. Y. *sp*
- EARL FERRIS NURSERY Co.**, Hampton, Ia. Agency: Lessing Adv. Co., Des Moines. *sp*
- FIRESTONE TIRE & RUBBER Co.**, Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn sa t*
- FIRST NATIONAL STORES**, Somerville, Mass. Agency: Badger & Browning, Boston. *rn*
- B. FISCHER & Co.**, New York (Astor coffee). Agency: Neff-Rogow, N. Y. *sp*
- FISCHER BAKING Co.**, New York. Agency: Neff-Rogow, N. Y. *sp*
- FISHER FLOURING MILLS Co.**, Seattle (flour). Agency: McCann-Erickson, Seattle. *sp*
- F. W. FITCH Co.**, Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*
- FITZPATRICK BROS.**, Chicago (Kitchen Kleanser, Automatic Soap Flakes). Agency: Neisser-Meyerhoff, Chicago. *sp*
- FLAKO PRODUCTS Corp.**, New Brunswick, N. J. (pastry mix). Agency: H. B. LeQuatte, N. Y. *rn*
- FLAMINGO SALES Co.**, Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *ta sa*
- FRANK H. FLEER Corp.**, Philadelphia (gum). Agency: Blackett-Sample-Hummert, N. Y.
- FLEX-O-GLASS MFG. Co.**, Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*
- FLODENT PRODUCT Co.**, New York (liquid dentifrice). Agency: Street & Finney, N. Y. *sp*
- FLORIDA CITRUS COMMISSION**, Tampa (fruit). Agencies: Ruthrauff & Ryan, N. Y.; Arthur Kudner, N. Y.; Erwin Wasey & Co., N. Y. *sa t n*
- FLORIST TELEGRAPH DELIVERY ASSN.**, New York. Agency: Young & Rubicam, N. Y. *sa*
- FOLEY & Co.**, Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sp t ta*
- J. A. FOLGER & Co.**, Kansas City (coffee). Agency: Lord & Thomas, N. Y. *t*
- J. A. FOLGER & Co.**, San Francisco (food). Agencies: Raymond R. Morgan Co., Hollywood; Blackett-Sample-Hummert, Chicago. *rn t sp*
- FOOD & BEVERAGE BROADCASTERS ASSN.**, Agency: Emil Brisacher & Staff, San Francisco. *n*
- J. B. FORD Co.**, Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *rn*
- FORD MOTOR Co.**, Detroit (motor cars). Agencies: N. W. Ayer & Son, N. Y.; McCann-Erickson, N. Y. *n sp sa t ta rn*
- FOSTER-MILBURN Co.**, Buffalo (Doanes pills). Agency: Spot Broadcasting, N. Y. *sa*
- E. FOUGERA & Co.**, New York (Vapex, etc.). Agency: Small & Seiffer, N. Y. *sa t ta sp*
- FOUR PENNY PRODUCTS Inc.**, Chicago (hair tonic). Agency: Newby, Peron & Filtraft, Chicago. *sa*
- L. J. FOX**, New York (furs). Agency: Lew Kashuk Adv. Agency, N. Y. *n sp ta sa*
- FOX WEST COAST THEATRES Corp.**, Los Angeles. Agency: Hillman-Shane Adv. Agency, Los Angeles. *sa t*
- FRANCISAN FATHERS**, New York. Agency: Donald Peterson, N. Y. *rn*
- FRANCO-AMERICAN BAKING Co.**, Los Angeles. Agency: Heintz, Pickering & Co., Los Angeles. *sa*
- FREEDOM OIL WORKS**, Pittsburgh. Agency: Albert P. Hill Co., Pittsburgh. *ta*
- FRIARS of St. Christopher's Inn**, Graymoor Monastery, Garrison, N. Y. (Ave Maria hour). *sp t*
- FRIEND BROS.**, Boston (baked beans). Agency: Ingalls-Miniter Co., Boston. *sp rn*
- FRIGIDAIRE DIVISION**, General Motor Sales Corp., Dayton, O. (refrigerators). Agency: Lord & Thomas, Chicago. *sa ta*
- FRITO WEST COAST Co.**, Los Angeles (salted corn chips). Agency: Lawrence Co., Los Angeles.
- FROMM BROTHERS FUR RANCH**, Hamburg, Wis. *rn*
- FRUIT INDUSTRIES**, New York (wine). Agency: Lawrence Fertig & Co., N. Y. *sp*
- FRUIT INDUSTRIES Ltd.**, Los Angeles (Guasti wine). Agency: Emil Brisacher & Staff, Los Angeles. *ta*
- FRUITATIVES Ltd.**, Ottawa (proprietary). Agency: Lord & Thomas, Toronto.
- C. E. FULFORD Ltd.**, Toronto (proprietary). Agency: Metropolitan Bcstg. Service, Toronto. *sa*
- W. P. FULLER & Co.**, San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa*
- FURST-McNESS Co.**, Freeport, Ill. (food remedies). Agency: Rogers & Smith, Chicago. *sa*
- G**
- GAFFERS & SATTLER**, Los Angeles (stoves). Agency: J. H. Withington Co., Los Angeles. *rn*
- GALLENKAMP STORES Co.**, San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*
- GAMBARELLI & DAVITTO**, New York (wines). Agency: DeBiasi Adv. Agency, N. Y. *sp*
- GAMBLE STORES**, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*
- GARCIA GRANDE CIGARS**, New York. Agency: Wesley Associates, N. Y. *sp*
- GARDNER NURSERY Co.**, Ossage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*
- GARST & THOMAS HYBRID SEED CORN Co.**, Coon Rapids, Ia. Agency: R. J. Potts & Co., Kansas City. *sp*
- GAS APPLIANCE SOCIETY of California**, San Francisco. Agency: Jean Scott Fricke-Elton, San Francisco. *sp sa*
- GAST BREWERIES**, St. Louis. Agency: Kelly, Stuhlman & Zahndt, St. Louis. *sa*
- GEBHARDT CHILI POWDER Co.**, San Antonio (Chili). Agency: Pitluk Adv. Co., San Antonio. *sp rn*
- GENERAL BAKING Co.**, New York (Bond bread). Agency: BBDO, N. Y. *n sp sa t ta*
- GENERAL CIGAR Co.**, New York (William Penn cigar). Agency: J. Walter Thompson Co., N. Y. *n sa ta*
- GENERAL DRY BATTERIES of Canada**, Toronto. Agency: A. McKim, Toronto. *sp*
- GENERAL ELECTRIC Co.**, Shenectady, N. Y., Cleveland (electrical devices). Agencies: Maxon Inc., Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland. *n sa t*
- GENERAL FOODS Corp.**, New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum, Sanka); Benton & Bowles, N. Y. (Certo, Huskies, Maxwell House Coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*
- GENERAL MILLS**, Minneapolis (Gold Medal flour, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago; Knox Reeves Adv., Minneapolis. *n t sp sa ta*
- GENERAL MOTORS Corp.**, Detroit (Olds division). Agency: D. P. Brother & Co., Detroit. *sa rn*
- GENERAL SEAFOODS Corp.**, Boston (Forty Fathom fish). Agency: Alley & Richards Co., Boston. *t*
- GENERAL SUGAR PRODUCTS Co.**, San Francisco. Agency: J. Walter Thompson Co., San Francisco. *t*
- GEPPERT STUDIOS**, Des Moines (photo enlargements). Agency: Coolidge Adv. Co., Des Moines. *sa*
- GILLETTE SAFETY RAZOR Co.**, Boston. Agency: Maxon Inc., N. Y. *n rn sp*
- GILLETTE SAFETY RAZOR Co.** of Canada, Montreal. Agency: Maxon Inc., N. Y. *n*
- GILLETTE TIRE & RUBBER Co.**, Eau Claire, Wis. Agency: Cramer-Krasselt Co., Milwaukee. *sp*
- GILMORE OIL Co.**, Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botaford, Constantine & Gardner, Los Angeles. *rn sa t sp*
- GILSON MFG. Co.**, Guelph, Ont. (household appliances). Agency: R. C. Smith & Son, Toronto. *sp*
- GLASS CONTAINER ASSN. OF AMERICA**, N. Y. Agency: Courtland D. Ferguson Inc., Baltimore. *sa sp n*
- GLISSN PRODUCTS Co.**, Chicago (cleanser). *sa*
- GLOBE BREWING Co.**, Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*
- GLOBE & MAIL**, Toronto (newspaper). Agency: MacLaren Adv. Co., Toronto. *t*
- GLOBE GRAIN & MILLING Co.**, Los Angeles (flour). Agency: Dan B. Miner Co., Los Angeles. *rn sp*
- GLOBE INVESTMENT Co.**, Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp*
- GLO-CO Co.**, Los Angeles (cosmetics). Agency: Barton A. Stebbins, Adv., Los Angeles. *sa*
- GOLD STANDARD WATCH Co.**, Newton, Mass. Agency: Roberts & Reimers, N. Y. *sa*
- GOLDEN PEACOCK Inc.**, Paris, Tenn. (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *ta*
- GOOCH FOOD PRODUCTS Co.**, Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa sp*
- GOOD LUCK FOOD Co.**, Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolf & Co., Rochester. *sp sa rn*
- GOOD & REESE NURSERIES**, Springfield, O. Agency: Albert Kircher Co., Chicago. *sp t*
- A. GOODMAN & SONS**, New York (noodles). Agency: Al Paul Lefton, N. Y. *sp*
- B. F. GOODRICH RUBBER Co.**, Akron (tires). Agencies: Ruthrauff & Ryan, N. Y.; Seal O Matic inner tube Buchanan & Co., N. Y. Griswold-Eshleman Co., Cleveland (tractor tires). *n sp sa t*
- GOODYEAR TIRE & RUBBER Co.**, Akron. Agency: Arthur Kudner, N. Y. *n sp sa*
- GORDON BAKING Co.**, Detroit (Silver Cup bread). Agency: Young & Rubicam, Detroit. *n rn sp*
- GORE PRODUCTS**, New Orleans (proprietary). Agency: Pritchard & Thompson, New Orleans. *sp*
- GORTON PEW FISHERIES Co.**, Gloucester, Mass. Agency: H. B. LaQuatte, N. Y. *sa*
- GOSPEL BROADCASTING ASSN.**, Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp rn n t*
- MARION R. GRAY Co.**, Los Angeles (shirts). *sp*
- GREAT WEST GARMENT Co.**, Edmonton, Alta. (mail order house). Agency: All Canada Radio Facilities, Montreal. *rn t*
- GREAT WESTERN SUGAR Co.**, Denver. *sa*
- GRECO CANNING Co.**, San Francisco. Agency: Emil Brisacher & Staff, San Francisco. *rn*
- GREETING CARD PUBLISHERS**, New York. Agency: Badger & Browning, N. Y. *sa*
- GREYHOUND MANAGEMENT**, Cleveland (bus transportation). Agency: Beaumont & Hohman, Cleveland. *sa t*
- GRIESED'CK BROS.**, St. Louis (beer). Agency: BBDO, Chicago. *sp sa*
- GRIFFIN MFG. Co.**, Brooklyn (shoe polish). Agency: Birmingham, Castleman & Pierce, N. Y. *sa n sp*
- GROCERY STORE PRODUCTS**, New York (Fould's macaroni, etc.). Agencies: Ruthrauff & Ryan, N. Y. (Kitchen Bouquet); Sherman K. Ellis & Co., N. Y. *sa sp*
- L. O. GROTHE Ltd.**, Montreal (tobacco). Agency: Vickers & Benson, Montreal.
- GROVE LABORATORIES**, St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv., N. Y.; Stack-Goble Adv. Agency, N. Y. *n ta t sa*
- GROVE LABORATORIES**, Toronto (proprietary). Agency: R. C. Smith & Son, Toronto. *sa*
- GRUEN WATCH Co.**, Cincinnati. Agency: McCann-Erickson, N. Y. *t sa*
- GUARANTY UNION LIFE INSURANCE Co.**, Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles. *sp sa*
- CHARLES GULDEN**, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp n*
- GULF BREWING Co.**, Houston (Grand Prize beer). Agency: Ruthrauff & Ryan, Chicago. *rn sp*
- GULF OIL Corp.**, Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n sa sp t*
- GULF STATES UTILITIES Co.**, Beaumont, Tex. *t*
- GUM Inc.**, Philadelphia (penny gum). Agency: Austin & Spector, N. Y. *ta*
- GUNTHER BREWING Co.**, Baltimore. Agency: Erwin, Wasey & Co., N. Y. *sp sa t*
- GYPSUM, LIME & ALABASTINE of Canada**, Toronto. Agency: McConnell, Eastman & Co., Toronto. *t*
- H**
- H&H CLEANER Co.**, Des Moines (rug cleaner). Agency: John H. Dunham Co., Chicago. *ta*
- HAAS BARUCH & Co.**, Los Angeles (Iris coffee). Agency: Robert Smith Adv. Agency, Portland, Ore. *ta*
- HAIR TRIMMER SALES**, Chicago. Agency: Seiviar Broadcasting System, Chicago. *sa*
- HALL BROS.**, Kansas City (greeting cards). Agency: Henri, Hurst & McDonald, Chicago. *sp*
- HALL HARDWARE Co.**, Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*
- HAMBLYN & METCALE**, Kitchener, Ont. (chocolate). Agency: All-Canada Radio Facilities, Toronto. *t*
- HAMLINS WIZARD OIL Co.**, Chicago. *sa*
- JAMES HANLEY Co.**, Providence, R. I. (ale). Agency: Harold Cabot & Co., Boston. *rn*
- HANOVIA CHEMICAL & MFG. Co.**, Newark (sun lamps). Agency: Scheck Adv. Agency, Newark. *sp*
- CHR. HANSEN'S LABORATORY**, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t*
- CHR. HANSEN LABORATORIES**, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa*
- HARTZ MOUNTAIN PRODUCTS**, New York (bird seed). Agency: George H. Hartman Co., Chicago. *sa sp*
- HARVEY-WHIPPLE**, Springfield, O. (Mastercraft oil burners). Agency: Willard G. Myers, N. Y. *sp t*
- HASKINS BROS. & Co.**, Omaha (Blue Barrel soap). Agency: Buchanan-Thomas Adv. Agency, Omaha. *sa sp*
- HAV-A-TAMPA CIGAR Co.**, Tampa, Fla. *sa*
- HAWAIIAN PINEAPPLE Co.**, Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n*
- HAWK & BUCK Co.**, Fort Worth (work garments). Agency: P. J. Bayett Jr., Fort Worth. *rn*
- HEALTHAIDS Inc.**, Jersey City (Serutan vitamin beverage). Agency: Austin & Spector, N. Y. *t rn sp*
- HCKER PRODUCTS Corp.**, New York (Shinola, Two-in-One, Force cereal, flour, etc.). Agencies: BBDO, N. Y. (shoe polish); Erwin, Wasey & Co., N. Y. (flour, Force cereal). *n sp t ta sa*
- JAMES HEDDON'S SONS**, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith, Chicago. *sa ta*
- H. J. HEINZ Co.**, Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa ta rn*
- HEMPHILL DIESEL SCHOOLS**, Chicago. Agency: Critchfield & Co., Chicago. *sa sp*
- DR. HESS & CLARK Inc.**, Ashland, O. Agency: N. W. Ayer & Son, Philadelphia. *sa sp t ta*
- HEWETSON SHOE Co.**, Brampton, Ont. Agency: R. C. Smith & Son, Toronto. *sa*
- HIGH'S ICE CREAM Co.**, Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*
- CHARLES E. HIRES Co.**, Philadelphia (root beer). Agency: O'Dea, Sheldon & Canaday, N. Y. *sa ta*

# DON'T MAKE MOLE HILLS OF THESE MOUNTAINS



*98,000 Families  
Without Effective Daytime Network Coverage!*

But we eat down here—and brush our teeth, wash, furnish our homes, drive our cars, listen to our radios and do everything else you'd expect us to do with \$100,000,000 cash to spend every year.

*When Are YOU Comin' 'Round The Mountain?  
Get Your Share in this Fertile Market!*

800 Kc.  
Clear Channel  
250 Watts

# WTBO

NBC and World  
Transcriptions  
United Press

*Cumberland, Maryland*

And Seventeen Adjacent Counties in Maryland,  
West Virginia, Virginia, and Pennsylvania

Quaker Network  
Maryland Coverage Network

Nat'l Representative  
JOSEPH H. MCGILLVRA

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

DR. HISS FOOT CLINIC, Los Angeles. Agency: Ruth Hamilton Associates, Los Angeles. 711

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. 71

HOLLINGSHEAD Corp., Camden, N. J. (All-Nu wax). Agency: Ted Nelson, N. Y. 82

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot & Co., Boston. 12

EDNA WALLACE HOPPER, Jersey City (cosmetics). Agency: Blackett-Sample-Hummert, N. Y. 11

HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk). Agencies: Roche, Williams & Cunningham, Chicago; Lord & Thomas, Chicago. 11 sp 1

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: BBDO, Minneapolis. 11 sp 11

M. W. HOUCK & BRO., New York (food distributors). Agency: Alley & Richards Co., N. Y. 11 sp

B. HOUE Co., Montreal (Comfort tobacco). Agency: Whitehall Bstrk. Co., Montreal. 1

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. 11 71 11 11

HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fillers & Presba, Chicago. 11 sp 1

HOUSTON MILLING Co., Houston (American Maid flour). Agency: Mertens & Price, Los Angeles. 1

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. 11 sp

HOXIE FRUIT Co., Des Moines. Agency: R. J. Potts & Co., Kansas City. 71

HUDSON MOTOR CAR Co., Detroit (Motor cars). Agency: Brooke, Smith, French & Dorrance, Detroit. 11 11 11 11

E. GRIFFITH HUGHES Co., Manchester, England (Kruschen salts). Agency: Cockfield-Brown & Co., Toronto. 11

HULMAN & Co., Terre Haute, Ind. Agency: Arbee Agency, Terre Haute. 11

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiewtz, Houston. 11 11 11

HYDE PARK BREWERIES, St. Louis. Agency: Ruthrauff & Ryan, St. Louis. 11 sp

**I**

ILLINOIS BELL TELEPHONE Co., Chicago (Red Book directory). Agency: N. W. Ayer & Son, Chicago. 11

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. 11 sp 1

IMPERIAL LIFE INSURANCE Co., Los Angeles. Agency: W. B. Ross & Associates, Los Angeles. 11

IMPERIAL OIL Ltd., Toronto. Agency: MacLaren Adv. Co., Toronto. 11

IMPERIAL OPTICAL Ltd., Toronto (chain). Agency: Associated Broadcasting Co., Toronto. 11 sp

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. 11 11 11

IMPERIAL TOBACCO Co., Montreal. Agency: Whitehall Bstrk. Ltd., Montreal. 11

IMPERIAL VARNISH & COLOR Ltd., Toronto. Agency: Norris-Patterson, Toronto. 11 11

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agency: Ruthrauff & Ryan, Chicago. 11 11 11

INDEPENDENT HALVAH & CANDIES, New York. Agency: Louis E. Shecter Adv. Agency, N. Y. 11 sp

INDEPENDENT PACKING Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. 11 sp 1

INDUSTRIAL TRAINING Corp., Chicago (technical school). Agency: James R. Lunke & Associates, Chicago. 11 11 11

INKOGRAPH Co., New York (fountain pens). Agency: Peck Adv. Agency, N. Y. 11

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school). Agency: Matteson-Fogarty-Jordan Co., Chicago. 11

INSURANCE INFORMATION SERVICE, Chicago (reclaiming lapsed policies). Agency: First United Broadcasters, Chicago. 11

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. 11

INTERNATIONAL HARVESTER Co., Chicago (twine). Agencies: Aubrey, Moore & Wallace, Chicago; (McCormick-Deering dealers) McCord Co., Minneapolis. 11 sp 11

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agencies: D'Arcy Adv. Co., St. Louis; Henri, Hurst & McDonald, Chicago. 11 11 11

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. 11

INTERNATIONAL SILVER Co., Toronto (silverware). Agency: Young & Rubicam, Toronto. 11

INTERNATIONAL VITAMIN Corp., New York. Agency: Bisberne Adv. Co., Chicago. 11

INTERSTATE BAKERIES Corp., Los Angeles. Agency: Scholtz Adv. Service, Los Angeles. 711

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. Agency: Wilson-Crook, Dallas. 711 sp

INTERSTATE LABS, Louisville (Oculine). 11

INTERSTATE NURSERIES, Hamburg, Ia. 11

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman, Omaha. 11 11 11

IODENT CHEMICAL Co., Detroit (toothpaste). Agency: Vanderbe & Rubens, Chicago. 11

IODISE MFG. Co., Clinton, N. J. (corn remedy). Agency: White-Lowell Co., N. Y. 11

IOWA SOAP Co., Burlington, Ia. 11

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. 11 11 11

IRRESISTIBLE Inc., Jersey City (cosmetics). Agency: Wesley Associates, New York. 711

IVANHOE FOODS, Auburn, N. Y. (Salad-naise salad dressing). Agency: Muser & Cutins, Utica, N. Y. 11 11 11

KATZ DRUG Co., Kansas City. 11

H. KAYE Co., Trenton, Ont. (sport clothes). Agency: McConnell, Eastman & Co., Toronto. 11

KEELEY INSTITUTE, Dwight, Ill. Agency: Beaumont & Hohman, Chicago. 11

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Bran, Pop-Gro-Pup, Bran Flakes); Hays MacFarland & Co., Chicago (Wheat Krispies and Feeds). 11 sp 11 11

KELLOGG Co. of Canada, London, Ont. (cereal). Agencies: N. W. Ayer & Son, Toronto; J. Walter Thompson Co., Toronto. 11

KEM LABORATORIES, Jersey City (liquid plant food). Agency: Williams & Saylor, N. Y. 11 sp

KEMP BROS. PACKING Co., Frankfort, Ind. (tomato juice). Agency: Caldwell-Baker Co., Indianapolis. 11

KEMP & LANE, LeRoy, N. Y. (Orangeine headache powder). Agency: Hughes, Wolff & Co., Rochester. 11 11

KENNEDY MFG. Co., Montreal (Sapho insecticide). Agency: Dominion Broadcasting Co., Toronto. 11

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill.; Russell M. Seeds Co., Chicago (WLW only). 711 11

M. A. KING Co., Somerville, Mass. (Stallert towels). Agency: Chambers & Wiawell, Boston. 711

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meaney Co., Los Angeles. 11

KIRKMAN & SON, New York (soap). Agency: N. W. Ayer & Son, N. Y. 11 sp

KIRSCH BEVERAGES, Brooklyn. Agency: Gussow-Kahn & Co., N. Y. 11 sp

KITCHEN ART FOODS, Chicago. Agency: Earle Ludgin Inc., Chicago. 11

KLEIN SOUP Co., Los Angeles (soup). Agency: Lawrence Co., Los Angeles. 11

KNAPP-MONARCH Co., St. Louis (electrical devices). Agencies: Anfenger Adv. Agency, St. Louis; Cramer-Krasselt Co., Milwaukee. 11

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Lawrence M. O'Connell, Springfield, Mass. 11

KNOX Co., Los Angeles (Cystex). Agencies: Allen C. Smith Adv. Co., Kansas City; (Cystex) Benson & Dall, Chicago. 11 11

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agencies: Kenyon & Eckhardt, N. Y.; Federal Adv. Agency, N. Y. 11 11 11 11

KOHLER MFG. Co., Baltimore (proprietary). Agency: Courtland D. Ferguson, Baltimore. 11

KOLYNOS Co., New Haven (toothpaste). Agency: Blackett-Sample-Hummert, Chicago. 11

KRAFT-PHENIX CHEESE Corp., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). 11 sp 11

KRAFT-PHENIX CHEESE Co., Montreal. Agency: J. Walter Thompson Co., Montreal. 11

KRESS & OWEN Co., New York (Glyco-Thymoline). Agency: Peck Adv. Agency, N. Y. 11

KRO Co., Springfield, O. (Kills-Rats-Only). Agency: Erwin, Wasey & Co., N. Y. 11

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. 11 11 11

**J**

JAPANESE COMMITTEE ON TRADE & INFORMATION, San Francisco (travel bureau). Agency: Brewer-Weeks Agency, San Francisco. 11

JELL-WELL DESSERT Co., Los Angeles. Agency: Lord & Thomas, Los Angeles. 711 11 11

JERGENS-WOODBURY SALES Corp., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. 11 11

JESTS Inc., Brooklyn (antacid). Agency: Joseph Katz Co., N. Y. 11

JEWELL STOVE Co., Detroit. Agency: Holden, Graham & Clark, Detroit. 11

JEWELL, TEA Co., Chicago (foods). Agency: McJunkin Adv. Co., Chicago. 11

JOBBERS PETROLEUM SALES Corp., San Francisco (Hancock gasoline). Agency: Charles H. Mayne Co., Los Angeles. 711

S. C. JOHNSON & SON, Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby, Chicago. 11 sp 11

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agency: Needham, Louis & Brorby, Chicago. 11 11

WALTER H. JOHNSON CANDY Co., Chicago (Power House candy). Agency: Campbell-Ewald Co., Chicago. 11

JOHNSON, CARVELL & MURPHY, Los Angeles (antipaste). Agency: Heintz, Pickering Co., Los Angeles. 11 11 11

JOURNAL OF LIVING PUBLICATIONS Corp., New York (J.V.-Ev). Agency: Austin & Spector, N. Y. 11 sp 1

JUSTRITE Co., Philadelphia (bird supplies). Agency: Richard A. Foley Adv. Agency, Philadelphia. 11

JUSTRITE PET FOODS, Montreal. Agency: J. J. Gibbons, Montreal. 11

**K**

KANNUSA MFG. Co., Toronto (skin ointment). Agency: Grow & Pitcher Broadcasting Agencies, Toronto. 11

KARITH CHEMICAL Co., Chicago (cleaner). Agency: Albert Kircher Co., Chicago. 11

**L**

JOHN LABATT Ltd., London, Ont. (brewer). Agency: J. Walter Thompson Co., Toronto. 11

LA CHOY FOOD PRODUCTS, Detroit (Chinese food products). Agency: Blackett-Sample-Hummert, Chicago. 11 sp 11

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. 11

DR. J. O. LAMBERT Ltd., Montreal (cough medicine). Agency: J. E. Huot, Montreal. 11

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag). Agency: Lambert & Feasley, N. Y. 11 11

LAMBERT PHARMACAL Co. (Canada), Toronto (Listerine). Agency: Lambert & Feasley, N. Y. 11

**WSIX**

**The Voice of Nashville**

**NASHVILLE**

This rich Nashville area — one of the highest retail sales-per-capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

**MUTUAL BROADCASTING SYSTEM**  
Headley-Reed Co., National Representatives

LAMONT, CORLISS & Co., New York (lotion, Nettle's). Agency: J. Walter Thompson Co., N. Y., Lennen & Mitchell, N. Y. *u t sa ru n*

LANCASTER SEED Co., Paradise, Pa. Agency: C. F. Kern Agency, Philadelphia. *t*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sa*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Young & Rubicam, Los Angeles; Leon Livingston Adv. Agency, San Francisco. *ru sp*

LaPORTE PRODUCTION CREDIT Assn., LaPorte, Ind. *sa*

V. LAROSA, Brooklyn (macaroni). Agency: Commercial Radio Service, N. Y. *ru t sp*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco). Agency: Warwick & Legler, N. Y. *u ru sp t sa*

La TOURAINÉ COFFEE Co., Boston. Agency: Ingalls-Miniter Co., Boston. *sa*

LAWRY'S PRODUCTS, Los Angeles (seasoned salt). Agency: California Adv. Agency, Los Angeles. *sp*

LEA & PERRINS, New York (Worcestershire sauce). Agency: Schwimmer & Scott, Chicago. *sa*

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *u sa sp t*

LEHN & FINK PRODUCTS Co., New York. Agencies: Kenyon & Eckhardt, N. Y.; Lennen & Mitchell, N. Y. (Lysol, Pebecco); Kimball, Hubbard & Powell, N. Y. (Lesquendieu cosmetics); Merrill Adv. Co., N. Y. (special Pebecco program); Wm. Esty & Co., N. Y. (Hinds, Tussy cosmetics). *u sp t sa sa*

LEHN & FINK PRODUCTS Co., New York. Agency: (Lysol, Hinds) Hone & Almond Cream) Lord & Thomas of Canada, Toronto.

LET'S DO SOMETHING ABOUT IT Inc., Oak Park, Ill. (political). Agency: Ruthrauff & Ryan, Chicago. *sp*

LEVER BROS Co., Cambridge, Mass. (Lux, Rinso). Agencies: Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday Soap) BBDO, N. Y.; (Lifebuoy) Wm. Esty & Co., N. Y. *u sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agency: J. Walter Thompson Co., Toronto. *sa*

LEWIS APPAREL STORES, New York. *t*

LEWIS HOTEL TRAINING SCHOOL, New York. Agency: Rose-Martin, N. Y.

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago. *sa t sp u ta*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Eastman & Co., Toronto. *sa*

LIEBMAN BREWERIES, Brooklyn (Rheingold beer). Agency: Lord & Thomas, N. Y. *sa*

LIFE SAVERS Corp., Port Chester, N. Y. Agency: Young & Rubicam, N. Y. *sa*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co., N. Y. *u*

LIGGETT DRUG Co., New York. Agency: Neff-Rogow, New York. *sp sa*

LILY MILLS Co., Shelby, N. C. (thread). Agency: Bennett Adv., High Point, N. C. *sa*

LIN-TOX Corp., Portchester, N. Y. (Smack insecticide). *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea). Agency: Young & Rubicam, N. Y. *ru sp sa*

THOMAS J. LIPTON, Toronto (tea). Agency: Vickers & Benson, Montreal. *sp u sa*

LIQUID VENEER Corp., Buffalo (polish). Agency: Ellis Adv. Co., Toronto. *sa*

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith, Chicago. *sp ru t*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t*

LOFT Inc., Long Island City (candy). Agency: White Lowell Co., N. Y. *sp*

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets). Agency: Lisle Sheldon Adv., Los Angeles. *ru*

LONGINES-WITTMAYER Co., New York (clocks, watches). Agency: Arthur Rosenberg Co., N. Y. *sa sp*

LOOK Inc., Des Moines (magazine). Agencies: Schwimmer & Scott, Chicago; Critchfield & Co., Chicago; Fairall Agency, Des Moines. *ru sa sp t sa*

LOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. *sp*

P. LORILLARD Co., New York (Old Gold cigarettes). Agency: Lennen & Mitchell, N. Y. *u t sp sa*

LOS ANGELES BREWING Co., Los Angeles. Agency: Lockwood-Shuckelford Adv. Agency, Los Angeles. *sa*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Moran Co., Los Angeles. *sa sp ru ta*

JOE LOWE Corp., New York (Popsicles). Agency: Blow Co., N. Y. *u t*

LOWE BROS. Co., Toronto (paint). Agency: MacLaren Adv. Co., Toronto. *sa*

WALTER M. LOWNEY Co., Montreal (chocolate). Agency: A. McKim, Montreal. *sp*

JOHN LUCAS & Co., Philadelphia (paint). Agency: Lewis Edwin Ryan Inc., Washington. *sa*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *u sa sp*

GEORGE W. LUFF Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Warwick & Legler, N. Y. *u*

LUMBERMAN'S CASUALTY INSURANCE Co., Chicago. Agency: McJunkin Adv. Co., Chicago. *sp*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahradt, St. Louis. *u*

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *ru sp t sa*

**M**

MACCABEES Assn., Detroit (insurance). *ru*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *u sa sp ru*

MacFARLANE'S CANDY STORES, San Francisco (chain). Agency: Botsford, Constantine & Gardner, San Francisco. *t*

MADISON TOBACCO Co., Louisville (Grad cigarettes). *sp*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes, N. Y. *u*

MAIL POUCH TOBACCO Co., Wheeling (chewing tobacco). *sp*

MAINE DEVELOPMENT COMMISSION, Portland (potatoes). Agency: Brooke, Smith, French & Dorrance, N. Y. *ru*

MALTEX CEREAL Co., Burlington, Vt. (Maltes). Agency: Samuel C. Croot Co., N. Y. *u sp sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Adv. Co., Los Angeles; (Sweetheart soap) Franklin Bruck Adv. Corp., N. Y. *u ru sp t sa ta*

MANTLE LAMP Co. of AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp sa t*

MANUFACTURERS TRUST Co., New York. Agency: McCann-Erickson, N. Y. *sp*

MARATHON OIL Co., Fort Worth. Agency: Byer & Bowman Adv. Agency, Columbus. *t*

MARINE ELECTROLYSIS ELIMINATOR Corp., Seattle (Restoril starch). Agency: Milne & Co., Seattle. *sp*

MARNEY FOOD Co., Huntington Park, Cal. (Mareo net food). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *sp*

J. W. MARROW MFG. Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *u sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp*

MARYLAND BAKING Co., Baltimore (ice cream cones). Agency: Austin & Spector, N. Y. *sa*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem. Pharm). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASSEY-HARRIS Co., Toronto (farm implements). *sp t*

MASTER LOCK Co., Milwaukee. Agency: Scott-Telander, Milwaukee. *sa*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: Presba, Fellers & Presba, Chicago. *sp*

MAYTAG Co., Newton, Ia. (washing machines). Agency: McCann-Erickson, Chicago. *sa*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agency: McCord Co., Minneapolis. *sp*

McCORMICK SALES Co., Baltimore (tea, spices). Agency: VanSant, Durdale & Co., Baltimore. *sa sp*

*A Simple Story Simply Told*

**WJPR**

SELLS *for* YOU

• A Delta Richer than the Nile

PROVIDES *for* YOU

• The Dominant Signal in the MISSISSIPPI DELTA

REMINDS YOU

• That Listener Preference Begins At Home... and stays there with

**WJPR**

INS NEWS • QUALITY PROGRAMS THAT APPEAL

**GREENVILLE**

★ *Mississippi* ★

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

MIKEOLITE Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sa*

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer). Agency: Wade Adv. Agency, Chicago. *n sp t*

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer). Agency: Associated Adv. Agency, Los Angeles. *sa sp*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n*

ALBERT MILLER & Co., Chicago (Banquet potatoes). Agency: Mitchell-Faust Adv. Co., Chicago. *rn*

MILLER CEREAL MILLS, Omaha. Agency: Driver & Co., Omaha. *ta*

MINNEAPOLIS STAR-JOURNAL, Minneapolis (newspaper). *sp*

MINNESOTA CONSOLIDATED CANNERIES, Minneapolis (Butter Kernel corn-peas). Agency: Long Adv. Service, San Francisco. *sa sp*

MINUTE FOODS Ltd., Los Angeles (Mugic Spred Jelly). Agency: Wm. A. Ingoldby Co., Los Angeles. *t*

MIRROLIKE MFG. Co., Long Island City, N. Y. (furniture polish). Agency: Fishler, Zealand & Co., N. Y. *sa*

MIRUS LABS., New York (scalp treatment). Agency: Moore & Hamm, N. Y. *sa*

MISSION DRY Corp., Los Angeles (Orangeade). Agency: McCarty Co., Los Angeles. *ta*

MISSISSIPPI POWER & LIGHT Co., Jackson. *t*

MITCHELL FINANCE Corp., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food). Agency: Clements Co., Philadelphia. *n*

MODERN INDUSTRIAL BANK, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN LIVING HEALTH INSTITUTE, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN PACKING Co., New York (Balboa Oil). Agency: Commercial Radio Service Adv. Agency, N. Y. *t*

MOHAWK BEDDING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp*

MONTEZUMA SCHOOL FOR BOYS, San Francisco. Agency: Clem Whitaker Adv., San Francisco. *rn*

MONTGOMERY BREWING Co., Montgomery, Minn. Agency: Greve Adv. Agency, St. Paul. *sa*

MONTICELLO DRUG Co., Jacksonville, Fla. (666 tablets). *rn*

MOODY BIBLE INSTITUTE, Chicago (religious). Agency: Critchfield & Co., Chicago. *n sp*

BENJAMIN MOORE & Co., New York (paint). *n sp sa*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri Hurst & McDonald, Chicago. *n rn sp t sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes). Agency: Biow Co., N. Y. *n rn sp sa ta*

MORTON SALT Co., Chicago. Agency: Klau-Van Pietersom-Dunlap Asso., Milwaukee (Industrial & Smoked Salt division). *t ta*

MOUNTAIN STATES TELEPHONE & TELEGRAPH Co., Denver. *sa*

C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sp sa*

E. B. MULLER & Co., Port Huron, Mich. (chicory). Agency: Charles A. Mason Adv. Agency, Detroit. *sa sp*

MULVENEY'S REMEDIES, Toronto. Agency: Tandy Adv. Agency, Toronto. *sp t*

MURPHY FEED PRODUCTS Co., Burlington, Wis. (folder). Agency: Wade Adv. Agency, Chicago. *sp sa*

MUSEBECK SHOE Co., Danville, Ill. Agency: Sehl Adv. Agency, Schenectady. *sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

MYSTIC LABS., Jersey City (deodorant). Agency: John F. Murray Adv. Agency, N. Y. *sp*

**N**

NACOR MEDICINE Co., Indianapolis. Agency: E. H. Brown Adv. Agency, Chicago. *ta*

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch & Associates, Providence. *rn*

NASH COFFEE Co., Minneapolis. Agency: Erwin Wasey & Co., Minneapolis. *t sa*

NASH-FINCH Co., Minneapolis (Y-B cigars). *sa*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell, N. Y. *sp n sa t*

NASSOUR BROS., Los Angeles (cosmetics). Agency: Hugo Scheibner Inc., Los Angeles. *sa*

NATIONAL BISCUIT Co., New York. Agencies: McCann-Erickson, N. Y. (Premium crackers); Federal Adv. Agency, N. Y. (Shredded wheat); Lord & Thomas, N. Y. (Cubs). *n sa t*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtite). Agency: McKee & Albright, N. Y. *n t*

NATIONAL DRUG & CHEMICAL Co., Montreal. Agency: A. McKim Ltd., Montreal. *sp sa*

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL LEAD Co., San Francisco (Dutch Boy paint). Agency: Erwin Wasey & Co., San Francisco. *sp rn*

NATIONAL PORCELAIN Co., Trenton, N. J. (ashtrays). Agency: Chas. Dallas Reach Co., Newark. *sp*

NATIONAL REFUND Co., Chicago (insurance advisors). Agency: First United Broadcasters, Chicago. *sp sa*

NATIONAL RODEO Assn., Hollywood. Agency: Allied Adv. Agencies, San Francisco. *sa sp*

NATIONAL TEA Co., Chicago (grocery chain). Agency: H. W. Kastor & Sons, Chicago. *sa*

NATIONAL VOICE, Los Angeles. Agency: Associated Adv. Agency, Los Angeles. *rn*

NAUGHTON FARMS, Waxahachie, Tex. (roses). Agency: Rogers & Smith, Dallas. *sp ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Selviair Broadcasting System, Chicago. *sp*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agency: Chas. H. Mayne Co., Los Angeles. *sa*

NEVERLIFT Co., Chicago. Agency: Coe, Guy & Walter, Chicago. *sa*

NEW ENGLAND PRETZEL Co., Boston (O-Ke-Doke popcorn). Agency: J. Walter Thompson Co., N. Y. *rn*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Doremus & Co., N. Y. *sa*

NEW YORK DAILY MIRROR, New York. *sp*

NEW YORK, NEW HAVEN & HARTFORD RAILROAD, Boston. Agency: John C. Dowd, Boston. *sp*

NEW YORK STATE BRANDS & TRADE MARKS, Albany. Agency: J. M. Mathes, N. Y. *sp sa*

NEW YORK STATE BUREAU OF PUBLICITY, New York. Agency: Barlow Adv., Syracuse. *sp ta*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *rn t sa*

NEW YORK TELEPHONE Co., New York. Agency: BBDO, N. Y. *sp*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp n*

NORTHAM WARREN Corp., New York (Cutex). Agency: J. Walter Thompson Co., N. Y. *sa*

NORTHROP & LYMAN Co., Toronto (remedies). Agency: E. W. Reynolds & Co., Toronto. *sa*

NORTHWEST RADIO TELEVISION Co., Minneapolis. *rn*

NORTHWESTERN BELL TELEPHONE Co., Des Moines. Agency: Coolidge Adv. Co., Des Moines. *ta t*

NORTHWESTERN RAILROAD Co., Chicago. Agency: Caples Co., Chicago. *sp*

NORTHWESTERN YEAST Co., Chicago (Maca). Agencies: Hays MacFarland & Co., Chicago; Benson & Dall, Chicago. *sa sp*

NORWEGIAN GOVERNMENT (dried codfish). Agency: Friend-Weiner Adv. Co., N. Y. *sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Amolin). Agency: Wm. Esty & Co., N. Y. *ta*

NOVA-KELP Co., Toronto (medicinal). Agency: Dickson & Ford, Toronto. *rn sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxema cream). Agency: Ruthrauff & Ryan, N. Y. *t n sp*

NU-ENAMEL CLEVELAND Co., Cleveland (paint). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

NUTRENA MILLS, Kansas City (feeds). Agency: Simonds & Simonds, Chicago. *t*

**O**

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Calkins & Holden, N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen Face Cream). Agency: Kleppner Co., N. Y. *sp n*

O'CEDAR OF CANADA, Toronto (floor polish). Agency: Dickson & Ford, Toronto. *sp*

W. LEE O'DANIEL Co., Fort Worth (Hill-billy flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

OHIO OIL Co., Columbus. Agency: Byer & Bowman Adv. Co., Columbus. *rn n*

OKLAHOMA GAS & ELECTRIC Co., Oklahoma City. *rn*

OKLAHOMA STATE FAIR, Oklahoma City. *rn*

OLD TRUSTY DOG FOOD Co., Needham Heights, Mass. Agency: H. B. Humphrey Co., Boston. *rn*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Co., Detroit. *sa rn*

OLIVER FARM EQUIPMENT Co., Chicago. Agency: Buchen Co., Chicago. *sp sa*

OLNEY & CARPENTER Co., Wolcott, N. Y. (potato sticks). Agency: Fuller & Smith & Ross, Cleveland. *sa*

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn n t*

OLYMPIC KNITWEAR, New York (sweaters). Agency: Hicks Adv. Agency, N. Y. *sa*

OMAR BAKERIES AND OMAR MILLS, Omaha. Agency: Lyle T. Johnston Adv. Co., Chicago. *t sa sp*

ONTARIO DEPT OF HIGHWAYS, Toronto. *sp*

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan, Chicago. *sp t sa*

OSTREX Co., New York. Agency: Steuer-mann Adv., N. Y. *sa*

OWL DRUG Co., San Francisco (chain). Agency: Mac Wilkins & Cole, Seattle. *sa*

OXO, U. S. A., Boston (bouillon cubes). Agency: Platt-Ford, N. Y. *sa sp rn*

OXO Co. of Canada, Toronto (extracts). Agency: A. McKim Ltd., Montreal. *sa*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Brown & Thomas, N. Y. *sa*

## P

PACIFIC BREWING & MALTING Co., San Francisco. Agency: Brewer-Weeks Co., San Francisco. *ta*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n rn*

PACIFIC GAS & ELECTRIC Co., San Francisco. *sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa rn*

PACKARD ELECTRIC SHAVER Co., New York. Agency: S. G. Krivit Co., N. Y. *t*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam, N. Y. *sa sp*

# IN MAINE

The Market is Lewiston-Auburn

# THE STATION WCOW

The Twin City Broadcasting Co., Inc.

1210 KCS 250 WATTS DAY & NITE

Represented by

## FORJOE & COMPANY

19 West 44th St., New York City



PACKERS TAR SOAP Inc., New York. Agency: Stack-Goble Adv. Agency, N. Y. n sp

PACQUIN Inc., New York (hand cream). Agency: H. W. Kastor & Sons Adv. Co., Chicago. t sa

PALMER BROS Co., New York (mattresses). Agency: Tucker Wayne & Co., Atlanta. n

PANCRUST PLATO Co., Houston (Crustene shortening). Agency: Tracy-Locke-Dawson, Houston. rn

PARAMOUNT PICTURES, New York. Agency: Buchanan & Co., N. Y. n sa

PARK & TILFORD, New York (Tintex). Agency: Charles M. Storm Co., N. Y. sa

PARKER DENTAL SYSTEM, San Francisco. Agency: Emil Brisacher & Staff, San Francisco. rn

PARKER-HERBEX Corp., New York (hair lotion). Agency: Wm. H. Rankin & Co., N. Y. sp

PARKIN HATCHERY, Shawnee, Okla. rn

PASA PEGA SALES Co., San Francisco (food products). sp

PATTERSON CANDY Co., Brantford, Ont. Agency: Richardson-Macdonald Adv. Service, Toronto. t

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Emil Brisacher & Staff, Los Angeles. t sa sp

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha sp rn

PENICK & FORD, New York (Brer Rabbit molasses, MY-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). t ta sa sp rn

PEN-JEL Corp., Kansas City (pectin). Agency: R. J. Potts & Co., Kansas City. sa

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, Pipe tobacco). Agency: Ruthrauff & Ryan, N. Y. n rn sp t

WILLIAM PENN HOTEL, Los Angeles. Agency: Howard Ray Adv. Agency, Los Angeles. sa

J. C. PENNEY Co., New York (chain store). Agency: Pedlar & Ryan, N. Y. sp

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. sa rn

PENNZOIL Co., Los Angeles. Agency: Mayers Co., Los Angeles. rn

PEOPLE'S CREDIT JEWELERS, Toronto (chain store). Agency: MacLaren Adv. Co., Toronto. sp

PEOPLE'S LINIMENT Co., Brooklyn. sa

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson, Dallas. sa t rn

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agency: Newell-Emmett Co., N. Y. sa ta

PEPSINIC-SELTZER Co., Boston. Agency: Jamesway Inc., Boston. rn

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. n t

PERFECTION STOVE Co., Cleveland. Agency: McCann-Erickson, Cleveland. sa

PERK FOOD Co., Chicago. Agency: Mason Warner, Chicago. sa

PERSONAL FINANCE Co., Newark (loan service). Agency: Blakett-Sample-Hummert, N. Y. n

PERSONNA BLADE Co., Newark. Agency: A. W. Lewin Co., Newark. sa

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. sp n sa

PFEIFFER BREWING Co., Detroit. Agency: Martin, Frank & Atherton, Detroit. sp t

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (ice cream). Agency: Scheck Adv. Agency, Newark. sp

DR. PHILIPS CANNING Co., Orlando, Fla. (canned grapefruit and grapefruit juice). Agency: Loug Adv. Service, San Francisco. sp

LOUIS PHILIPPE Inc., Jersey City (cosmetics). Agency: Blakett-Sample-Hummert, N. Y. n

PHILLIPS PACKING Co., Cambridge, Md. (food). sa sp

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Blakett-Sample-Hummert, N. Y. n

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. n sp

MARY PICKFORD COSMETICS, New York. Agency: Campbell-Ewald Co., N. Y. sa

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: Hutchinson Adv. Co., Minneapolis. n sp

PILOT RADIO CORP., New York. Agency: Austin & Spector Co., N. Y. sp

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russell M. Seeds Co., Chicago. sa n t rn sp

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. t sp n

PIONEER CANNERIES, Seattle (minced sea clams). Agency: J. Walter Thompson Co., San Francisco. sa

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: R. J. Potts & Co., Kansas City. sp

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Hoffman & Smith, Pittsburgh.

PITTSBURGH COAL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. ta rn

PLOUGH, Inc., Memphis (St. Joseph's aspirin, Brethem). Agencies: Lake-Spiro-Cohn, Memphis; J. J. Gibbons Inc., Toronto. sp

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell. sa t n

PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. sp sa rn

POCAHONTAS FUEL Co., Cleveland (stokers). Agency: Bayliss-Kerr Co., Cleveland. t

POKON PLANTFOOD Co., Toronto. Agency: R. C. Smith & Son, Toronto. sp

POLICYHOLDERS ADVISORY COUNCIL, New York (insurance). Agency: R. J. Roberts Agency, N. Y. sp

POLYGRAPHIC CO. OF AMERICA, New York (book publishers) sa

POND'S EXTRACT Co., Toronto. Agency: J. Walter Thompson Co., Toronto. sp

PONTIAC MOTOR DIVISION, General Motors, Pontiac, Mich. (autos). Agency: MacManus, John & Adams, Detroit. ta rn

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. rn sa

POSTEX COTTON MILLS, Dallas. Agency: Tracy-Locke-Dawson, Dallas. rn

POSTO-PHOTO Co., Camden, N. J. (photo service). Agency: Redfield-Johnstone, N. Y. sp

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. ta sa

PRACTICAL AIRCRAFT & DIESEL TRAINING Co., Detroit. Agency: Ricker, Mulberger & Hicks, Detroit. sp

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish). Agency: Arthur Kudner, N. Y. sa ta

PRICE FLAVORING EXTRACT Co., Chicago. Agency: N. W. Ayer & Son, Philadelphia. sa

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: Frank R. Steel & Assoc., Chicago. n sp

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv. Inc., N. Y. (Ivory, Duz, Fluffo, P & G, Crisco); Blakett-Sample-Hummert, Chicago (Oxydol, Lava, Drefit); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Teel, Kirks, American Family). n sp sa t ta

PROCTER & GAMBLE Co. of Canada, Toronto. Agency: Pedlar & Ryan, N. Y. t n

PRUDENTIAL INSURANCE Co. of America, New York. Agency: Benton & Bowles, N. Y. n

PULLMAN Co., Chicago. Agency: Blakett-Sample-Hummert, Chicago. sa

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. n sp sa rn

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. sa sp rn

PURITAN SALES Corp., Portland, Me. Agency: Louis Robert Korn, Portland. sa sp rn

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Campbell-Mithun, Minneapolis. rn sp t

# 2 MARKETS

for the price of one  
**St. Paul and  
 Minneapolis**



... Combined Population  
 Nearly 800,000.

In the Northwest  
 Use  
**NBC STATION  
 WTCN**  
 With  
**BLANKET  
 COVERAGE**  
 of the Twin Cities

WTCN is Owned and Operated  
 by the St. Paul Dispatch-  
 Pioneer Press and Minneapolis  
 Tribune and Times-Tribune,  
 with Over 300,000 Circulation  
 Both Daily and Sunday.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES . . . New York, Chicago, Detroit, Los Angeles,  
 San Francisco, Atlanta

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

## Q

**QUAKER OATS Co.**, Chicago. Agencies: Ruthrauff & Ryan, Chicago (Quaker Oats, Mother's Oats, Little Kernels); Sherman K. Ellis, Chicago (Puffed Wheat & Rice, Aunt Jemima, Pettijohn's cereals); Gale & Pietsch, Chicago (Full O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni, muffets); Benton & Bowles, Chicago (Farina). *n sp sa t*

**QUAKER OATS Co.**, Peterboro, Ont. (Full-O-Pep Feed). Agency: Lord & Thomas, Toronto. *t*

**QUICK MEAL CEREAL Co.**, Minneapolis (Perko). Agency: First United Broadcasters, Chicago. *sa*

## R

**RADIO COLLEGE of Canada**, Toronto. Agency: R. C. Smith & Son, Toronto. *sa*

**RADIO CORP. OF AMERICA**, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*

**RADIO ELECTRONIC TELEVISION SCHOOL**, Chicago. Agency: Rickard, Mulberger & Hicks, Detroit. *sp*

**RAILWAY EXPRESS AGENCY**, New York. Agency: Caples Co., N. Y. *t sa*

**RALSTON PURINA Co.**, St. Louis (cereal & feeds). Agency: Gardner Adv. Co., St. Louis. *n sa t*

**RAMSDELL Inc.**, New York (Sulphur Cream—Rita Sav). Agency: William Irving Hamilton, N. Y. *n sp*

**RAPINWAX Co.**, St. Paul (waxed paper). Agency: Mitchell-Faust Adv. Co., Chicago. *sp*

**RAYLITE TRADING Co.**, New York (Christmas tree lights). Agency: Cramer-Krasselt Co., Milwaukee. *sa*

**RED CROSS CHEMICAL Co.**, Providence, R. I. Agency: Lanpher & Schonfarber, Providence. *sa*

**REFRIGERATION & AIR CONDITIONING Corp.**, Youngstown, O. Agency: National Classified Adv. Agency, Youngstown. *sp t*

**REFRIGERATION & AIR CONDITIONING INSTITUTE**, Chicago. Agency: James R. Lunke & Associates, Chicago. *n t*

**REGAL SHOE Co.**, New York. Agency: Cecil & Prosbrey, N. Y. *sp n*

**REID, MURDOCH & Co.**, Chicago (Monarch foods). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

**RELIABLE FLOUR Co.**, Boston. Agency: Bennett & Snow, Boston. *rn*

**REMINGTON ARMS Co.**, Bridgeport, Conn. (Peters Cartridges). Agency: Ralph H. Jones Co., N. Y. *sa*

**REMINGTON-RAND**, Buffalo (Remington typewriters). Agencies: Leaford Adv. Agency, N. Y.; Franklin Bruck Adv. Corp., N. Y.; BBDO, N. Y. *n sp sa t*

**RENAULT WINE Co.**, New York. Agency: White-Lowell Co., N. Y. *sa*

**RETIREMENT LIFE PAYMENTS ASSN.**, Hollywood. *rn sp*

**RETONGA MEDICINE Co.**, Atlanta. Agency: Burton E. Wyatt & Co., Atlanta. *sp*

**REVLON NAIL ENAMEL Corp.**, New York. Agency: Abbott Kimball Co., N. Y. *sa*

**REX RESEARCH Corp.**, Toledo (Fly-Tox). Agency: Gordon Vlcek Co., Cleveland. *sa*

**R. J. REYNOLDS TOBACCO Co.**, Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co., N. Y. *n sp ta*

**RICHARDS GLASS Co.**, Toronto (Rolls Razor). Agency: A. McKim Ltd., Toronto. *sa*

**THOS. RICHARDSON Co.**, Philadelphia (candy). Agency: N. W. Ayer & Son, Philadelphia. *sa*

**RICHARDSON & ROBBINS**, Dover, Del. (canned food). Agency: Charles W. Hoyt Co., N. Y. *sa sp n*

**RICHFIELD OIL Co.**, of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. *n rn ta sp*

**RICHFIELD OIL Corp.**, of N. Y. (petroleum products). Agency: Sherman K. Ellis & Co., N. Y. *t sp ta*

**RICHMAN BROS. Co.**, Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp*

**F. AD RICHTER & Co.**, Brooklyn (proprietary). Agency: H. W. Kastor & Sons, N. Y. *ta*

**RIESER Co.**, New York (Venida hair nets, snoods). Agency: E. T. Howard Co., N. Y. *sp*

**RIGGIO TOBACCO Co.**, New York (Regent cigarettes). Agency: M. H. Hackett Co., N. Y. *sp sa*

**RIO GRANDE OIL Co.**, Los Angeles. Agency: Hixon-O'Donnell, Los Angeles. *n rn t sp*

**RIO GRANDE VALLEY CITRUS EXCHANGE**, Weslaco, Tex. (grapefruit). Agency: Leche & Leche Adv., Dallas *ta sa*

**RIT PRODUCTS Co.**, Chicago (Kooloc shaving cream, dyes). Agency: Young & Rubicam, Chicago. *sp sa n ta*

**HAROLD F. RITCHIE PRODUCTS**, Toronto (proprietary). Agency: United Radio Adv. Agency, Toronto. *t*

**P. J. RITTER Co.**, Bridgeton, N. J. (food). Agency: Clements Co., Philadelphia. *sp*

**RIVAL PACKING Co.**, Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t sa*

**ROBIN HOOD MILLS**, Montreal. Agency: F. W. Fisher & Co., Montreal. *t*

**DR. FRANK E. ROBINSON**, Moscow, Id. (Psychiana). Agency: Izzard Co., Seattle. *t*

**ROCKWOOD & Co.**, Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp*

**ROMA MACARONI Co.**, San Francisco. Agency: Gelsi Medcot Adv. Agency, San Francisco. *sp*

**ROMA WINE Co.**, Lodi, Cal. (Cella grape juice). Agencies: Cesana & Assoc., San Francisco; Anderson, Davis & Platt, N. Y. *sp rn*

**ROMAN CLEANSER Co.**, Detroit. Agency: Gleason Adv. Co., Detroit. *sa*

**HOTEL ROOSEVELT**, New York. Agency: M. H. Hackett Co., N. Y. *sa*

**ROSICRUCIANS ORDER**, San Jose, Cal. (religious). Agency: Richard Jorgensen Adv., San Jose. *t rn*

**DR. W. J. ROSS Co.**, Los Alamitos, Cal. (soap). Agency: Howard Ray Adv. Agency, Los Angeles. *sp*

**DR. ROSS DOG & CAT FOOD Co.**, Los Angeles. Agency: Howard Ray Adv. Agency, Los Angeles. *sa sp*

**ROYAL CANADIAN TOBACCO Co.**, Toronto. Agency: Metropolitan Bestg. Co., Toronto. *sp*

**ROYAL LACE PAPER WORKS**, Brooklyn. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa t*

**HELENA RUBENSTEIN Inc.**, New York (cosmetics). Agency: Wesley Associates, N. Y. *sp*

**RUMFORD CHEMICAL WORKS**, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*

**JACOB RUPPERT BREWER**, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp*

**RUSSELL-MILLER MILLING Co.**, Minneapolis (Occident flour). Agency: Mitchell Adv. Agency, Minneapolis. *sp*

**RUUD MFG. Co.**, Pittsburgh (hot water heaters). Agency: Bozell & Jacobs, Omaha. *sa*

**SAFEMAY FEEDS**, Forrest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

**SAFEMAY STORES**, Oakland, Cal. (grocery chain). Agencies: Lord & Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; (Lucerne milk); J. Walter Thompson Co., San Francisco. *n ta t sp sa*

**ST. CHRISTOPHER'S INN**, New York (religious). *rn*

**ST. LAWRENCE STARCH Co.**, Port Credit, Ont. (Beehive syrup). Agency: McConnell, Eastman & Co., Toronto. *rn sp*

**ST. LOUIS GOSPEL CENTER**, St. Louis. *sp*

**SALADA TEA Co.**, of Canada, Toronto. Agency: Thornton Purkis Adv. Agency, Montreal. *sp*

**SALTESEA PACKING Co.**, Providence (clam chowder). Agency: Livermore & Knight Co., Providence. *sa sp*

**SAMUEL STORES**, New York (clothing). *sa*

**SAN DIEGO CONSOLIDATED GAS & ELECTRIC Co.**, San Diego. *t*

**SANTA FE RAILWAY**, Los Angeles. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

**SANTA FE TRAIL TRANSPORTATION Co.**, Los Angeles (bus). Agency: Ferry-Hanly Co., Los Angeles. *sa*

**SARGENT & Co.**, Des Moines (feed). Agency: Fairall & Co., Des Moines. *sp t*

**SAWYER BISCUIT Co.**, Chicago. Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

**SCHUE PRODUCTS Co.**, Los Angeles (orchard heaters). Agency: Heintz, Pickering & Co., Los Angeles. *sa*

**JACOB SCHMIDT BREWING Co.**, St. Paul. *sa*

**J. M. SCHNEIDER Ltd.**, Kitchener, Ont. (meat). Agency: J. J. Gibbons, Toronto. *sp*

**SCHOLL MFG. Co.**, Chicago (Dr. Scholl's foot appliances). Agency: Presba, Fellers & Presba, Chicago. *sp*

**SCHUCKL & Co.**, San Francisco (Rancho soup). Agency: Lord & Thomas, San Francisco. *sp*

**SCHULTZ-BAUJAN Co.**, Beardstown, Ill. (stock feed). Agency: Mace Adv. Agency, Peoria. *t*

**SCHULZE BAKING Co.**, Chicago. Agency: R. J. Potts & Co., Kansas City. *sp*

**SCHUTTER CANDY Co.**, Chicago. Agency: Coe, Guy & Walter, Chicago. *sa sp*

**SCOTT PAPER Co.**, Chester, Pa. Agency: J. Walter Thompson Co., N. Y. *sa sp*

**SCUDDER FOOD PRODUCTS**, Los Angeles (potato chips). Agency: Emil Brisacher & Staff, Los Angeles. *sa rn*

**WM. S. SCULL Co.**, Camden (coffee). Agency: Ward Wheelock, Philadelphia. *sa*

**SEABOARD AIRLINE RY.**, Norfolk. *sa*

**SEALTEST Inc.**, Philadelphia (ice cream). Agency: McKee & Albright, Philadelphia. *t n*

**SEARS, ROEBUCK & Co.**, Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Calif.). *t n sa sp rn*

**LAURA SECORD CANDY SHOPS**, Toronto (chain). Agency: Cockfield Brown & Co., Toronto. *rn*

**SEDAREX Co.**, Minneapolis (proprietary). Agency: Campbell-Mithun, Minneapolis. *sa*

**SEEK & KADE**, New York (Pertusin). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta sa*

**SEELEY RUPTURE EST.**, Chicago (Hernia method). Agency: Bozell & Jacobs, Chicago. *ta*

**SEGAL LOCK & HARDWARE Co.**, New York. Agency: Friend Adv. Agency, N. Y. *sa*

**SEIBERLING RUBBER Co.**, Akron. Agency: Meldrum & Fewsmith, Cleveland. *sp*

**SEIDLITZ PAINT & VARNISH Co.**, Kansas City. Agency: Barrons Adv. Agency, Kansas City. *sa*

**R. B. SEMLER Inc.**, New York (Krenil hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp*

**SEWALL PAINT & VARNISH Co.**, Kansas City, Mo. Agency: Gunther Associates, St. Joseph, Mo.

**W. A. SHEAFFER PEN Co.**, Fort Madison, Ia. (fountain pens). Agency: Russell M. Seeds Co., Chicago. *sp t sa*

**SHEFFIELD FARMS Co.**, New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

**SHELL UNION OIL Corp.**, New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n sa*

**SHERWIN-WILLIAMS Co.**, Cleveland (paint). Agencies: Cecil, Warwick & Legler, N. Y.; T. J. Maloney, N. Y. *n sa sp*

**SHERWOOD BROTHERS**, Baltimore (Betholine). Agency: Van Sant, Dunford & Co., Baltimore. *sa ta*

**SIGNAL OIL & GAS Co.**, Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn*

**SINCLAIR REFINING Co.**, New York (H-C gasoline, etc.). Agency: Federal Adv. Agency, N. Y. *n sp*

## HOST to the WORLD



### Washington's Finest Hotel

The meeting place of Broadcasters when visiting the Nation's Capital. Air Conditioned Bedrooms, Restaurants, Lobbies and Meeting Rooms during the Summer months. Just around the corner from N.A.B. headquarters on K St.

Single Rooms from \$4  
Double Rooms from \$6  
All with bath, of course

The **MAYFLOWER**  
WASHINGTON, D. C.  
R. L. Pollio, Manager

ALBERT H. SINGER FUR Co., New York. Agency: Green-Brodie, N. Y. *sa*

SI-NOZE LABORATORIES, Chicago (sinus, catarrh, hayfever treatment). Agency: J. R. Hamilton Adv. Agency, Chicago.

SIoux HONEY ASSN., Omaha. Agency: Earl Allen Co., Omaha. *sa*

SISMAN SHOE Co., Aurora, Ont. Agency: E. W. Reynolds & Co., Toronto. *sa*

SKELLY OIL Co., Kansas City (gasoline & oil). Agency: Blackett-Sample-Hummert, Chicago. *t* *rn*

SKIDDO Co., Columbus (cleanser). Agency: Jaap-Orr Co., Cincinnati. *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Perry-Hanly Co., Kansas City. *ta*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp* *sa*

SLATER SHOE Co., Montreal. Agency: A. McKim Ltd., Toronto. *n* *sp*

SLIDE FASTENERS, Philadelphia. Agency: G. Lynn Sumner, N. Y. *n* *sp* *sa*

DR. EARLE S. SLOAN, New York (liniment). Agency: Warwick & Legler, N. Y. *n*

SMART & FINAL Co., Wilmington, Cal. (canned food). Agency: Associated Adv. Agency, Los Angeles. *sa* *sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n* *sa*

SMITH BROS. MFG. Co., Kansas City (Big Smith work clothes). Agency: R. J. Potts & Co., Kansas City. *sp*

SMITH-DOUGLAS Co., Norfolk, Va. (fertilizer). Agency: Lawrence Fertig & Co., N. Y. *t*

SNAP Co., Montreal (cleanser). Agency: A. McKim Ltd., Montreal. *t*

SNEAD, BURGWEGER & MOORE, Chicago (fruit juices). Agency: George H. Hartman Co., Chicago. *sa*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell, N. Y. *n* *rn* *sa* *t* *sp*

SOFENZ SALES Corp., Los Angeles (cosmetics). Agency: Richard F. Connor Adv., Manhattan Beach, Cal. *sp* *rn* *sa*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hillman-Shane Adv., Los Angeles. *sa* *sp* *ta* *rn*

SOLVAY SALES Corp., New York (chemicals). Agency: Atherton & Currier, N. Y.

SONTAG DRUG STORES, Los Angeles. *sa*

SOS MFG. Co. of Canada, Toronto (cleanser). Agency: L. J. Haegerty & Associates, Toronto. *sp*

SOUTH TEXAS COTTON OIL Co., Houston (Crutene shortening). Agency: Tracy-Locke-Dawson, Dallas; Franke, Wilkinson, Schiwetz, Houston. *rn*

SOUTHERN DAIRIES, Washington, D. C. (ice cream). Agency: McKee & Albright, Philadelphia. *sa*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *sp*

SOUTHERN STATES FOOD, Dallas. Agency: Gandy Adv. Agency, Dallas. *rn*

SOUTHERN STEEL Co., San Antonio (Hydro Gas). Agency: Wyatt, Anial & Auld, San Antonio. *rn*

SOUTHLAND LIFE INSURANCE Co., Dallas. Agency: Winant Adv. Agency, Dallas. *rn*

SOUTHWEST EXPOSITION & FAT STOCK SHOW, Fort Worth. Agency: Adv. Business Co., Fort Worth. *sa* *rn*

SOUTHWESTERN DRUG Corp., Dallas (wholesale drugs). *sp*

SOUTHWESTERN GREYHOUND BUS LINES, Dallas. Agency: Beaumont & Hohman, Dallas. *sa*

SOUTHWESTERN PUBLIC UTILITY Co., Amarillo, Tex. *t*

SPARKLETS Corp., Irvington, N. J. (syphons & bulbs). Agency: Atherton & Currier, N. Y. *sa*

SPENCER SHOE Corp., Boston. Agency: Chambers & Wiswell, Boston. *sa*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn* *sp* *t*

SPERRY & BARNES Co., New Haven (meat). Agency: Goulston Co., Boston. *t*

SPRING HILL NURSERIES, Tippecanoe City, O. Agency: Albert Kircher Co., Chicago. *t*

JOHN P. SQUIRE Co., Boston (meat). Agency: Goulston Co., Boston. *ta*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Gardner Adv. Co., St. Louis. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn* *sp* *sa* *t*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *sa* *t*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agencies: J. Walter Thompson Co., N. Y.; (Royal baking powder) McCann-Erickson, N. Y. *n* *sp* *t*

STANDARD BRANDS, Montreal (food products). Agency: J. Walter Thompson Co., Montreal. *n* *sp*

STANDARD OIL Co. of Calif., San Francisco. Agency: McCann-Erickson, San Francisco. *rn*

STANDARD OIL Co. of N. J., New York. Agency: Marschalk & Pratt, N. Y. *sp* *t* *n*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson, Cleveland. *sp* *sa* *t*

STANDARD VITAMIN Corp., New York (Candicod). Agency: Al Paul Lefton, N. Y. *sa*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp* *rn* *sa*

STATE AUTO INSURANCE ASSN., Des Moines. *sa*

STAYNER Corp., Berkeley, Cal. (Minra remedy). Agency: Erwin, Wasey & Co., San Francisco. *sp*

STEIN BROS., New York (clothing chain store). Agency: Allied Adv. Agencies, Los Angeles. *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp*

T. S. STEPHENS & Co., Winnipeg (paint). Agency: Norris-Patterson, Winnipeg. *rn* *sp*

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Preaba, Fellers & Preaba, Chicago. *sp* *sa* *rn*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: (Haleys M-O) Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago. *n* *t* *sp*

STEUART & SON, Baltimore (Golden Brown corn syrup). Agency: Courtland D. Ferguson Inc., Baltimore. *ta*

STICKNEY & POOR SPICE Co., Charlestown, Mass. Agency: Chambers & Wiswell, Boston. *sa*

STOKELEY BROS. & Co., Indianapolis (Van Camp food). Agencies: Calkins & Holden, N. Y.; (Stokeley's vegetables) Gardner Adv. Co., St. Louis. *t*

STOVER MFG. & ENGINE Co., Freeport, Ill. (water softener). Agency: Rogers & Smith, Chicago. *sa*

J. A. STRANKSY MFG. Co., Pukwana, S. D. (gas savers). Agency: Vanderbie & Reubens, Chicago. *sa*

STREITMANN BISCUIT Co., Cincinnati. Agency: Harry M. Miller Inc., Cincinnati. *sp*

STROH BREWING Co., Detroit. Agency: Zimmer-Keller, Detroit. *sa*

S. STROOCK & Co., New York (fabrics). Agency: A. A. Sterling, N. Y. *sp*

STROMBERG-CARLSON TELEPHONE MFG. Co., Rochester, N. Y. Agency: Stewart, Hanford & Casler, Rochester. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunningham, Chicago. *sa* *t*

R. G. SULLIVAN, Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Advertising, Boston. *sa*

SUMMIT HOTEL, Uniontown, Pa. Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunningham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n* *sa* *t* *ta*


SUNLIGHT CHEMICAL Co., Phillipsville, R. I. (bleach). Agency: Lanpher & Schonfarber, Providence. *ta*

SUNSET OIL Co., Los Angeles. Agency: Pacific Market Builders, Los Angeles. *rn*

SUPERIOR FOOD PRODUCTS Co., Los Angeles (canned food). *sp* *sa* *t*

SUPERTEST PETROLEUM Corp., Toronto. Agency: Vickers & Benson, Toronto. *sp*

SUPREME OLIVE OIL Corp., San Fernando, Cal. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp*




**41%**

Reprint From Variety

WSYR, Syracuse—Continues to set the pace on special events and educational programs. Turns out a slick promotional job, whether it involves lieup between national advertisers and local distributors or a local client of the station.

POINTS TO



SALES

PAUL H. RAYMER COMPANY National Representatives New York • Chicago • Detroit • San Francisco

## FARM AUDIENCE

*And what a responsive audience!*

**WSYR FARM AREA**

Farms . . . . . 76,406

Income . . . . . \$303,604,000

**W**hat a harvest the above figures represent! That's why Syracuse is the first city selected by New York State for its new Empire State Brands campaign. It's only natural that WSYR, tops in Syracuse, merited first choice in this important test campaign!

# DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Emil Brisacher & Staff, San Francisco. *sp 77*

SWEETS Co. of America, New York (Tootsie Rolls). Agency: Blow Co., N. Y. *n sp*

SWIFT & Co., Chicago (meat, Vigoro, dairy products). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese). *n 77 sp t sa*

SWIFT CANADIAN Co., Montreal (meat). Agency: J. Walter Thompson Co., Montreal. *sa*

## T

G. TAMBLYN Ltd., Toronto (chain drugs). Agency: Associated Broadcasting Co., Toronto. *sp*

TAVANNES WATCH Co., New York. Agency: Milton Weinberg Adv. Co., Los Angeles.

TAVANNES WATCH Co., Montreal. *sa*

TAYLOR WASHING MACHINE Co., Chicago. Agency: Charles Silver & Co., Chicago. *sp*

TAYSTEE BREAD Co., Detroit. Agency: Campbell-Mithun Inc., Minneapolis. *sp*

TEGGE-JACKMAN CIGAR Co., Detroit. Agency: MacManus, John & Adams, Detroit. *sa*

TELEVISION TRAINING Corp., New York. Agency: Huber Hoge & Sons, N. Y. *sa*

TENNESSEE ENAMEL MFG., Co., Nashville (gas heaters). Agency: Walker Casey Co., Nashville. *t ta*

TERRE HAUTE BREWING Co., Terre Haute, Ind. Agency: Stack-Goble Adv. Agency, Chicago. *sp*

JOSEPH TETLEY & Co., New York (tea). Agency: Blackett-Sample-Hummert, N. Y. *77*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sa t*

THERMAL INSTITUTE, Detroit (instruction). Agency: Rickard, Mulberger & Hicks, Detroit. *sp*

THERMO AIR CONDITIONING INSTITUTE, Los Angeles. Agency: R. H. Alber Co., Los Angeles. *sp*

TIDEWATER ASSOCIATED OIL Co., New York (Vesdol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TILLAMOOK COUNTY CREAMERY Ass'n., Tillamook, Ore. (dairy products). Agency: Botsford Constantine & Gardner, Portland, Ore. *77 sp*

TIME Inc., New York (magazines, news-reel). Agency: BBDO, N. Y. *n sa*

TIP TOP TAILORS, Linden, N. J. Agency: McConnell, Eastman & Co., Toronto. *sa sp t*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit. *77 sp*

TOBACCO MERCHANTS ASSN. OF U. S., St. Louis (antiordnance campaign). Agency: Thomas W. Parry Agency, St. Louis. *sa*

TONETT, Chicago (musical novelties). Agency: Auspitz & Lee, Chicago. *t*

TORONTO SALT WORKS, Toronto (salt remover). Agency: Frontenac Bcstg. Co., Toronto. *sa*

TREE SWEET PRODUCTS Co., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *77 sa sp*

TRIANGLE MILLS, Portland, Ore. (cereal). Agency: Mac Wilkins & Cole, Portland. *ta*

TRUSCON LABORATORIES, Detroit (Flor-Dye). *sa*

TUCKETT Ltd., Hamilton, Ont. (Buckingham, Wings, cigarettes). Agency: McLaren Adv. Co., Toronto. *t ta n*

TUCSON (ARIZ.) CHAMBER OF COMMERCE. *sp*

TURNER BROS., Bladen, Neb. (glass cloth). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

TWENTIETH-CENTURY-FOX FILM Corp., New York. Agency: Kayton-Spiro, N. Y. *n*

## U

WILLIAM UNDERWOOD Co., Watertown, Mass. (deviled ham). Agency: BBDO, Boston. *77*

UNDERWOOD ELLIOTT-FISHER Co., Hartford (typewriters). Agency: Marchalk & Pratt, N. Y. *sp*

UNDERWOOD-ELLIOTT-FISHER Co., Toronto (office equipment). Agency: J. J. Gibbons, Toronto. *sp*

UNION BISCUIT Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *t*

UNION BISCUIT Co., St. Louis (crackers). Agency: Gardner Adv. Co., St. Louis. *t*

UNION OIL CO. OF CAL., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa 77 sp*

UNION PACIFIC RAILROAD, Omaha (rail transportation). Agencies: Caples Co., Chicago; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sp sa t*

UNION PACIFIC STAGES, Omaha (bus). Agency: Beaumont & Hohman, Omaha. *sp*

UNITARIAN FELLOWSHIP FOR SOCIAL JUSTICE, (religious). Agency: U. S. Adv. Corp., Toledo. *sp*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED FRUIT Co., New York. Agency: BBDO, N. Y. *sa*

UNITED INSURANCE Co., Elgin, Ill. Agency: J. L. Stewart & Co., Chicago. *77*

U. S. FUEL Co., Salt Lake City. Agency: Gilham Adv. Agency, Salt Lake City. *sp*

U. S. RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa 77 t*

U. S. SHOE Co., Cincinnati (Red Cross shoes). Agency: Stockton-West-Burkhart, Cincinnati. *t*

U. S. TOBACCO Co., New York (Dill's mixture, B & R snuff). Agency: Arthur H. Kudner, N. Y. *n t*

UNITY SCHOOL OF CHRISTIANITY, Kansas City. Agency: Carl Frankhiser Agency, Kansas City. *sp*

UNIVERSAL CREDIT Co., Detroit. Agency: N. W. Ayer & Son, Philadelphia. *77*

UNIVERSAL CREDIT Co., Los Angeles. *sa*

UNIVERSAL LIFE INSURANCE Co., Richmond, Va. *sp*

UNIVERSAL MILLS, Fort Worth (Red Chain Feeds, Gold Chain flour). Agency: Albert Evans & LeMay Adv. Agency, Fort Worth. *sp*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agency: First United Broadcasters, Chicago. *sp t sa*

## V

VADSCO SALES Corp., New York (cosmetics). Agency: Laurence C. Gumbinner, N. Y. (Quinlax). *n sp t*

N. G. VALIQUETTE LTEE., Montreal (furniture). Agency: I. Hogue Engr., Montreal. *77*

VAN CAMP SEA FOOD Co., Terminal Island, Cal. (tuna). Agency: Emil Brisacher & Staff, San Francisco. *77*

VAN PATTEN PHARMACAL Co., Chicago (Allimin). Agency: Neal Adv. Agency, Chicago. *sa*

VANETTE HOSIERY MILLS, Dallas. Agency: Grant Adv. Inc., Chicago. *n*

VEE BEE SERVICE Co., Memphis (loans). Agency: Cole & Co., Memphis. *sa*

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Vaseline, Vaporub, Vatronal). Agency: Morse International, N. Y. *n sa t*

VISCO CHEMICAL PRODUCTS Co., Cincinnati (furniture polish). Agency: Key Adv. Co., Cincinnati. *sa*

VITA SELTZER Co., San Francisco. Agency: Cesana & Associates, San Francisco. *sa*

VOCATIONAL SERVICE, Chicago (instruction). Agency: Roy H. Alber, Los Angeles. *sp t*

VOICE OF PROPHECY, Los Angeles (religious). Agency: Lisle Sheldon, Los Angeles. *77*

**10 Million \$**  
Pay Roll  
of the Richest Man in the World

**Uncle Sam**  
Spends  
**\$10,000,000 Pay Roll Annually**  
in

**W C S C**

(Charleston, S. C.)

Primary Area

The Predominant CBS Station  
in  
South Carolina

1000 Watts • Free & Peters, Representatives • 1000 Watts

**W**

WADHAMS OIL Co., Milwaukee. Agency: Scott-Telander Adv. Agency, Milwaukee. *sp*

WAITT & BOND, Newark (Blackstone etc. cigars). Agency: BBDO, N. Y. *rn sp sa*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *sp sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa, ta*

HENRY K. WAMPOLE & Co., Perth, Ont. (cod liver oil). Agency: J. J. Gibbons, Montreal. *sa sp t*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agency: Sherman K. Ellis, N. Y. *n sp ta*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Warwick & Legler, N. Y. *n t*

WM. R. WARNER Co., Toronto (Sloan's Liniment). Agency: James Fisher Co., Toronto. *t*

WASEY PRODUCTS, New York (Zemo, Musteroie, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sp ta*

F. B. WASHBURN Co., Brockton, Mass. (Waleco candy). Agency: Bennett, Snow & Walter, Boston. *sa*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (G. Washington coffee). Agency: Cecil & Presbrey, N. Y. *n t sp*

WASHINGTON STATE APPLE GROWERS, Seattle. Agency: J. Walter Thompson Co., Seattle. *sa ta sp*

WASHINGTON STATE GRANGE, Seattle. *rn*

WATCHTOWER BIBLE SOCIETY, Brooklyn (Judge Rutherford's talks). Agency: Acorn Adv. Agency, N. Y. *rn sp t n*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sp sa t*

WECO PRODUCTS Co., Chicago (Dr. West's toothbrushes). Agency: Austin & Spector, N. Y. *n sa sp t*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa t ta sp*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Calkins & Holden, N. Y. *n rn sa sp*

WEST END BREWING Co., Utica, N. Y. Agency: Compton Adv., N. Y. *sa*

WESTERN BAKERS OF AMERICA, Los Angeles. Agency: Scholtz Adv. Agency, Los Angeles. *rn*

WESTERN CANADA FLOUR Co., Toronto. Agency: A. McKim Ltd., Toronto. *rn t*

WESTERN CLOTHES, New York. *sa*

WESTINGHOUSE E & M Co., New York. Agency: Fuller & Smith & Ross, N. Y. *n rn*

GEORGE WESTON Ltd., Toronto. (biscuits). Agency: Richardson & MacDonald Adv. Service, Toronto. *sp t*

WETHERBY-KAYSER SHOE Co., Los Angeles (chain). Agency: Logan & Stebbins, Los Angeles. *sp*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t*

WHEELING STEEL Corp., Wheeling, W. Va., (institutional). Agency: Critchfield & Co., Chicago. *n*

WHIPPLE Co., Natick, Mass. (mince meat). *rn*

WHITE CROSS Co., Kansas City (antitobacco product). *sa*

WHITE KING SOAP Co., Los Angeles. Agency: Raymond R. Morgan Co., Los Angeles. *sa t rn*

WHITE LABORATORIES, New York (proprietary). Agency: Wm. Esty & Co., N. Y. *sa sp ta*

WHITE LABORATORIES, Toronto (Feenamint). Agency: Baker Adv. Agency, Toronto. *sa*

WHITE ROCK MINERAL SPRINGS Co., New York (Q-9). Agency: Newell-Emmett Co., N. Y. *sp*

WHITING MILK Co., Charlestown, Mass. Agency: Ingalls-Miniter, N. Y. *rn*

WHITTEMORE BROS., Cambridge (shoe polish). Agency: Arthur W. Sampson Co., Boston. *sa*

WILBERT PRODUCTS, New York (shoe polish). Agency: W. I. Tracy, N. Y. *sp rn*

WILLARD HAT Co., Dallas. Agency: Grant Adv. Agency, Dallas. *rn*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

WILLARDS CHOCOLATE Ltd., Toronto. Agency: Cockfield Brown & Co., Toronto. *sp t*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n*

WILLIAMS S. L. K. LABORATORIES, Los Angeles (Rux). Agency: General Adv. Agency, Los Angeles. *rn*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago. *ta sa*

WILLYS-OVERLAND MOTORS, Toledo (autos). Agency: U. S. Adv. Corp., Toledo. *rn*

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Neisser-Meyerhoff, Los Angeles. *sp*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp sa t rn*

WILSON PACKING Co., Chicago (lard, dog food). Agency: U. S. Adv. Corp., Chicago. *sa*

WINCHARGER Corp., Sioux City, Ia. (farm generators). Agency: E. H. Brown Adv. Agency, Chicago. *ta t sa*

WINOLA Corp., Toronto (soft drinks). Agency: J. J. Gibbons Ltd., Toronto. *sp*

WINTER & Co., New York (Musette pianos). Agency: Samuel C. Croot Co., New York. *sp n*

DEAN WITTER & Co., San Francisco (broker). Agency: D'Evelyn & Wadsworth, San Francisco. *sa*

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *n*

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance). Agency: Presba, Fellers & Presba, Chicago. *sp t*

J. A. WRIGHT Co., Keene, N. H. (silver polish). Agency: James Thomas Chirburg Co., Boston. *sa*

WM WRIGLEY JR., Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff, Chicago; Francis Hooper Adv. Agency, Chicago. *n*

WM. WRIGLEY CO. OF CANADA, Toronto. Agency: Tandy Adv. Co., Toronto. *sp*

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments). Agency: Schwimmer & Scott, Chicago. *t sp*

WYETH CHEMICAL Co., New York (Jad Salts). Agency: Blackett-Sample-Hummert, N. Y. *sp n*

**Y**

YECKES-EICENBAUM, New York (melons). Agency: S. C. Croot Co., N. Y. *sa*

YOUNG PEOPLE'S CHURCH OF THE AIR, New York (religious). *rn*

**Z**

ZINSMASER BAKING Co., Duluth (Hol-Rye & Zwieback). Agency: Allied Adv. Agency, Los Angeles. *sp*

ZOLLER BREWING Co., Davenport, Ia. Agency: R. A. Moritz Co., Davenport. *sp*

ZONITE PRODUCTS, New York (Forthans). Agency: Erwin, Wasey & Co., N. Y.; H. W. Kastor & Sons, N. Y. (Zonite). *sp sa*

250 watts  
full-time  
plumb in  
the center  
of one of  
the nation's  
best farm  
and town  
markets.  
Member of  
North Central  
Broadcasting  
System.

**KATE**  
Albert Lea-  
Austin  
Broadcasting  
Co.  
E. L. Hayek, Pres.

Serving an  
area of  
prosperous  
packing plants  
and dairy  
farms whose  
people earn  
a daily cash  
income rain  
or shine.

We Entertain  
150,000  
Friends & Neighbors  
Every Day,  
Night & Day  
**WLNH**  
LACONIA  
New Hampshire

**WMEX**  
Boston's Own Station

# Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

## A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Aarons, Sill & Caron	Detroit	416 Brainard St. Temple 1-3515	E. F. McMullen
Acorn Agency	New York	RKO Bldg. Circle 7-4396	Sidney M. Welas
Ad-Craftsmen	Salt Lake City	McIntyre Bldg. Wasatch 1936	W. E. Featherstone
Advertisers Broadcasting Co.	New York	205 E. 42d St. Murray Hill 4-1364	Meyer Keilson
Advertiser's Service	Milwaukee	229 E. Wisconsin Ave. Daly 6883	Y. A. Fleischmann J. W. Martin H. R. Langlie C. E. Walters
Advertising Inc.	Richmond, Va.	Central Natl. Bank Bldg. 3-2800	J. Lynn Miller Alicia G. Smithers
Advertising Arts Agency	Los Angeles	510 S. Spring St. Michigan 3884	Paul R. Winans Arthur C. Richards
Advertising Associates	Newark	12 Central St. Market 3-0007	J. M. Kessinger
Advertising Associates	Chattanooga	Chattanooga Bank Bldg. 6-0241	John D. Stanard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas L. Yates A. E. Hubbard
Advertising Counselors, Inc.	Phoenix, Ariz.	Ella Bldg. 4-4177	E. V. Graham I. N. Shun
Advertising Guild	New York	258 Fifth Ave. Caledonia 5-6690	Walter H. Marin Sigmund Gottlob
Advertising Trade Service	New York	315 Fifth Ave. Murray Hill 4-3800	Phil B. Abrahams
Aircasters Inc.	Detroit	423 New Center Bldg. Trinity 1-2552	Stanley Boynton
Aitkin-Kynett Co.	Philadelphia	1400 South Penn Sq. Rittenhouse 7810	H. H. Kynett Kenneth Burton
R. H. Alber Co.	Los Angeles	1151 S. Broadway Prospect 3331	R. H. Alber Pauline Hagen
Milton Alexander Co.	Detroit	2445 Mt. Elliott Townsend 8-2392	David Kaplan
Earl Allen Co.	Omaha, Neb.	Insurance Bldg. Hanney 3241	Earl Allen Milton Reynolds Robert Savage Richard Cole
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen
Allen, Heaton & McDonald	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Allied Adv. Agencies	Los Angeles	4854 W. Third St. Drexel 7331	W. F. Gardner Walter McCreery Mel Roach
	San Francisco	525 Market St. Douglas 7018	Robert O. Davis
Ambro Adv. Agency	Cedar Rapids, Ia.	Merchants Natl. Bk. Bldg. 4189	Robert Pierson Robert Yaw
Anderson, Davis & Platte	New York	1270 Sixth Ave. Columbus 5-4868	H. L. Ives
Lee Anderson Adv. Co.	Detroit	8415 F. Jefferson Ave. Lenox 5000	Fred Burrett
	Los Angeles	1151 S. Broadway Prospect 9011	T. Beverly Keim
Anfenger Adv. Agency	St. Louis	1706 Olive St. Chestnut 6380	Richard E. Sharp
	New Orleans	Canal Bank Bldg. Magnolia 4920	.....
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Arbee Agency	Terre Haute, Ind.	Adv. Arts Bldg. Crawford 5017	W. L. Smith
Armstrong & Riordan	Los Angeles	816 W. Fifth St. Michigan 8296	John Riordan
John Falkner Arndt & Co.	Philadelphia	Lewis Tower Pennypacker 3540	.....

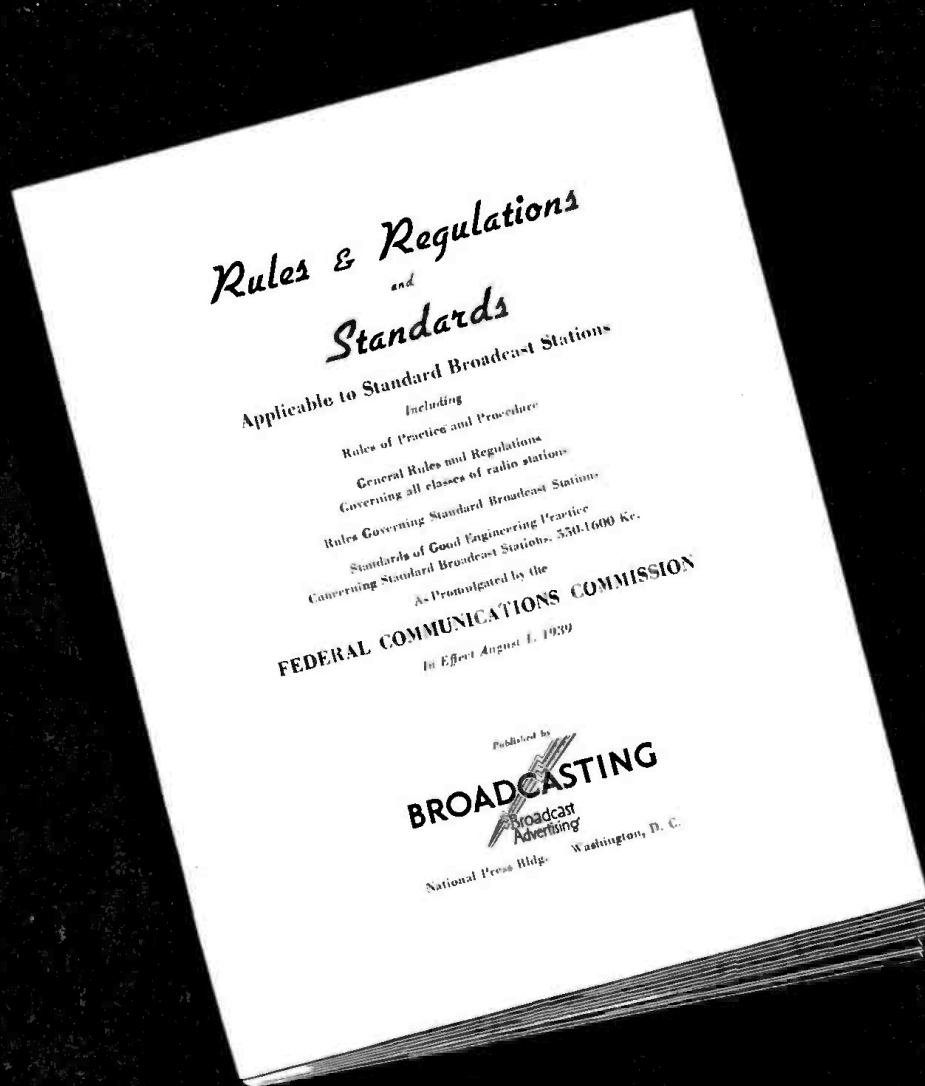
## A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. L. Arnold Co.	New York	416 Madison Ave. Plaza 8-1689	J. L. Arnold
Artwil Co.	New York	22 West 48th St. Medallion 3-0813	Arthur Bandman
Associated Adv. Agency	Jacksonville, Fla.	Florida National Bank Bldg. 3-1253	Hunter Lynde
Associated Adv. Agency	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson
Richard B. Atchison Adv. Agency	Los Angeles	5225 Wilshire Blvd. Webster 4191	Richard B. Atchison
Atherton & Currier	New York	420 Lexington Ave. Mohawk 4-8795	John M. Lyden
Aubrey, Moore & Wallace	Chicago	230 N. Michigan Ave. Randolph 0830	J. E. Ainley J. H. North
Austin & Spector	New York	32 E. 57th St. Eldorado 5-1270	Alvin Austin Emil Mogul
A W Adv. Inc.	New York	420 Lexington Ave. Mohawk 4-8393	B. Woodward
N. W. Ayer & Son	Philadelphia	West Washington Sq. Lombard 0100	Gerald M. Lauck C. H. Cottingham
	New York	30 Rockefeller Plaza Circle 6-0200	H. L. McClinton L. B. Sizer
	Boston	Statler Office Bldg. Hubbard 4970	E. C. Greiner
	Detroit	Penobscot Bldg. Randolph 3300	Robert Mortenson
	Chicago	135 S. La Salle St. Randolph 3456	.....
	Hollywood	6253 Hollywood Blvd. Hempstead 5133	Ben Ward
	San Francisco	Russ Bldg. Sutter 2534	L. G. Watson Helen Ennis

## B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Badger & Browning	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher E. B. Foskett
Badger & Browning & Hersey	New York	RCA Bldg. Circle 7-3720	Mrs. Marjorie DeMott
S. C. Baer Co.	Cincinnati	Times Star Tower Parkway 0409	S. C. Baer
Baker, Cameron, Soby & Penfield Inc.	Hartford, Conn.	30 Allyn St. 2-6353	.....
Baldwin & Strachan	Buffalo	374 Delaware Ave. Washington 6854	W. M. Baldwin
Ball & Davidson	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand C. H. Phillips P. H. Gray
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0131	J. R. Coleman
Barnes & Aaron Adv. Agency	Philadelphia	1616 Walnut St. Pennypacker 0437	Warren S. Barnes
Barnes Chase Co.	San Diego, Cal.	530 Broadway Franklin 7771	N. R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
Barrons Adv. Co.	Kansas City, Mo.	Kirkwood Bldg. Harrison 7730	J. H. Harper F. H. Little Otto Grasse
Jimmie Barry Adv.	Fort Smith, Ark.	Goldman Hotel 7069	Jimmie Barry
Walter Barusch Adv. Agency	San Francisco	Golden Gate Bldg. Ordway 4812	Walter Barusch
G. M. Basford Co.	New York	60 East 42d St. Murray Hill 2-8200	W. H. Schink
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Bass-Luckoff, Inc.	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Louis Bass

In one volume... *for the first time*



In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

*Price per Copy, 60¢* ☆ *2 or more Copies, 50¢ each* ☆ **72 pages**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Batten, Barton, Durstine & Osborn	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin Frank W. Hatch
	Pittsburgh	Grant Bldg. Grant 8060	Leon D. Hansen Faris Feland
	Buffalo	Rand Bldg. Cleveland 7915	S. P. Irvin
	Cleveland	Terminal Tower Bldg. Prospect 3621	Clarence L. Davis
	Minneapolis	Northwestern Bank Bldg. Bridgeport 8881	Wayne Tiss K. Wallace Husted
	Hollywood	6331 Hollywood Blvd. Hollywood 7337	Jack Smalley
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Adrian Bauer  (See Rosette & Hartwig)
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee G. W. Bauerlein
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	H. D. Kerr R. S. Rimanoczy Walter Butcher Neville Bayless
Beacon Adv. Agency	New York	67 W. 44th St. Murray Hill 2-5728	Charles Rabkin
Beaumont & Hohman	Chicago	6 N. Michigan Ave. Central 4231	Hugo C. Vogel
	Atlanta	32 Peachtree St. NW. Walnut 8633	J. L. Laube
	Charleston, W. Va.	Kanawha Valley Bldg. 3-2941	Duke Burgess
	Cleveland	NBC Bldg. Cherry 3658	T. R. McCabe
	Omaha	Insurance Bldg. Atlantic 0369	O. W. O'Neal
	Dallas	1905 Elm St. 2-5388	Paul H. Leech
	Los Angeles	816 W. 5th St. Trinity 8173	W. C. Beaumont
	San Francisco	Russ Bldg. Garfield 0848	H. D. Cayford
	Portland, Ore.	Pacific Building Beacon 5151	Elwood Enck
	Seattle, Wash.	810 Third Ave. Seneca 0066	Stanley Schlenther


## B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell Edward Beecher
Sterling Beeson Inc.	Toledo	2d Natl. Bank Bldg. Main 8121	Sterling Beeson R. J. Faller A. W. Reichert
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr
Bennett-Adv.	High Point, N. C.	Professional Bldg. 2991	E. A. Resch Harold C. Bennett
Benton & Bowles	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere William J. Fagan
	Hollywood, Cal.	6253 Hollywood Blvd. Hillside 9151	Donald Cope
Benton & Bowles-Chicago	Chicago	919 N. Michigan Ave. Delaware 8000	Carolyn E. Bonnesen Edward Aleshire
Birmingham, Castleman & Pierce	New York	136 E. 38th St. Lexington 2-7550	Arch Birmingham Stewart Wark George Castleman
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Atlantic 5333	Edward P. Shurick Jr.
Frank Best & Co.	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Harvey Best Co.	Philadelphia	1002 Pine St. Kingsley 1523	Harry B. Schwartz
Bob Betts, Inc.	Denver	810 14th St. Main 1206	L. W. Koerber
George Bijur Inc.	New York	9 Rockefeller Plaza Circle 6-6330	George Bijur
Biow Co.	New York	9 Rockefeller Plaza Circle 6-3300	Milton H. Biow Miss Reggie Schuebel
Blackett-Sample-Hummert	Chicago	221 N. LaSalle St. Dearborn 0900	Harlowe P. Roberts Jack W. Laemmar Kirby Hawkes
	New York	247 Park Ave. Wickersham 2-2700	George G. Tormey Mrs. Anne Ashen- hurst Hummert
Blackstone Co.	New York	1270 Sixth Ave. Circle 7-7890	Milton Blackstone
Blaine-Thompson Co.	New York	321 W. 44th St. Circle 6-0170	Mario L. Bloom
Blaker Adv. Agency	New York	120 E. 41st St. Caledonia 5-7851	Sidney Sundell
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves Adolph L. Bloch
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	Edward A. McCay Walter W. Michener Charles Blum
Booth, Pelham & Co.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth
W. Earl Bothwell Adv. Agency	Pittsburgh	Standard Life Bldg. Court 6565	V. A. Dahlman Robert McClean Edward Kaven T. Howard Black
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	D. M. Botsford
	Los Angeles	714 W. Olympic Blvd. Prospect 0206	John H. Weiser
	San Francisco	Russ Bldg. Exbrook 7665	Caryl Coleman
	Los Angeles	Petroleum Securities Bldg. Prospect 0206	.....
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
Bowman & Block	Buffalo	Rand Bldg. Washington 0131	A. A. Bowman N. J. Block
Bowman & Columbia	New York	155 E. 44th St. Murray Hill 2-8260	Walter Larkin
Bowman-Holst-MacFarlane-Richardson	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	Kenneth B. Carney
Bowman, Deute, Cummings	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 W. Olympic Blvd. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
Boyd Co.	Los Angeles	4814 Loma Vista Ave. Lafayette 1101	John R. Boyd
Bozell & Jacobs	Omaha	Electric Bldg. Jackson 2261	F. C. Miller

WSMB IS NOW 5,000 WATTS  
NIGHT AND DAY!

MR. FLY (ET AL.) JUST SAID "YES"  
SO ALL KINDS OF NEW  
FOLKS IN LOWER MISSISSIPPI AND  
LOUISIANA WILL BE LISTENING  
TO WSMB AFTER JANUARY 25<sup>th</sup>

With Apologies to  
Max Fleischer!  
We Can't Help Being  
"Gabby" About It.



WSMB

New Orleans, Louisiana

The Red Network of the  
National Broadcasting Company



**B—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Bozell & Jacobs, Texas	Houston	Standard Life Bldg. F-4106	D. C. Schnabel
Bozell & Jacobs, Indiana	Indianapolis	Traction Terminal Bldg. Lincoln 6326	Ernie Lundgren
Bozell & Jacobs, Illinois	Chicago	122 S. Michigan Ave. Wabash 2292	Leo B. Bozell
Arthur Braitsch Adv.	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
J. Carson Brantley Adv. Agency	Salisbury, N. C.	123 W. Innes St. 900	J. Carson Brantley A. N. Cheney
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Bresnick & Solomont	Boston	120 Boyiston St. Liberty 4732	Oscar Bresnick
R. C. Breth, Inc.	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	W. A. Brewer
Briggs & Varley	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier Charles Gabriel
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert J. Davis
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder Adv. Agency	St. Louis	220 N. Fourth St. Chestnut 7586	Clifford F. Broeder Wm. H. Hoelke
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 3-4224	Rowland Broiles Ruth Moseley Raymond McCarty
Bromberg Adv. Agency	Brooklyn	90 Livingston St. Triangle 5-1250	Frank Bromberg
Brooke, Smith & French	Detroit	82 E. Hancock Ave. Columbia 0860	Herbert R. Bayle
Brooke, Smith, French & Dorrance	New York	347 Madison Ave. Murray Hill 6-1800	Harry M. Overstreet Harry E. Pengel
Brooks Adv. Agency	Los Angeles	1031 S. Broadway Prospect 9207	A. R. Brooks
Bernard M. Brooks Adv.	San Antonio	Newton Bldg. Fannin 3972	Bernard M. Brooks
Robert H. Brooks Co.	Little Rock, Ark.	Boyd Bldg. 9712	.....
D. P. Brother & Co.	Detroit	General Motors Bldg. Trinity 2-8250	Carl Georgi, Jr.
	Los Angeles	714 W. Olympic Blvd. Prospect 2052	Willard Wood
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9883	J. B. Allen
Brown-Alexander	Baltimore	Court Square Bldg. Plaza 7130	Paul E. Brown
Brown & Thomas	New York	370 Lexington Ave. Murray Hill 5-9727	Mal Murray
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld
Buchanan & Co.	New York	1501 Broadway Medallion 3-3380	Paul Munroe
	Los Angeles	1709 W. 8th St. Drexel 7101	Fred M. Jordan
	Hollywood	6331 Hollywood Blvd. Gladstone 7104	Jack W. Runyon
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	Adam Reinemund G. H. Lindley
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	C. W. Flasher
Bullard Agency	Port Huron, Mich.	220 Quay St. 6137	Rockwood N. Bullard
John Bunker Inc.	Cincinnati	Schmidt Bldg. Parkway 5905	J. Howard Geerin Robert A. Ruthman
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	F. J. Woods
Leo Burnett Co.	Chicago	360 N. Michigan Ave. Central 5969	E. R. Gamble
Charles L. Burns & Associates	Cleveland	1243 Rockwell Ave. Main 0654	Charles L. Burns
Bert Butterworth Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Bert Butterworth
Byer & Bowman	Columbus, O.	203 E. Broad St. Main 3276	Joel M. Burghalter Herbert Byer Gus K. Bowman

# W B I G

*here*

# B

*usiness*

# I

*s*

# G

*ood*

Owned and operated by the **NORTH CAROLINA** Broadcasting Company, Inc., WBIG is geared to serve this rich and populous area of North Carolina and Virginia, that leads the south in population, value of manufactured products, annual wages paid, automobile registrations and in many other ways.

WBIG now broadcasting with newest and most modern Western Electric transmitting equipment and Blaw Knox 360' vertical antenna, serves North Carolina and southern Virginia's more than a quarter of a million radio homes with a program policy keenly attuned to community service and a national reputation for progressiveness and showmanship.

Now *5000 watts day* and *1000 watts night*, WBIG leads in service and personality and is a definite aid to commerce.



**EDNEY RIDGE**  
*Director*

# IN GREENSBORO, N.C.



# 10 YEARS OF SERVICE

An intensely personalized  
and productive service  
... built on a policy of  
studying each ac-  
count until thoroughly  
familiar with its  
individual problems.  
From this point, we  
"follow through"  
exactly as you  
would yourself  
... making sure  
that you receive  
the greatest  
possible re-  
turn for every  
one of your  
advertising  
dollars.

TO  
STATION  
★  
AGENCY  
★  
CLIENT

**HOWARD H. WILSON CO**

CHICAGO ★ NEW YORK  
KANSAS CITY ★ SAN FRANCISCO  
HOLLYWOOD

## DIRECTORY OF ADVERTISING

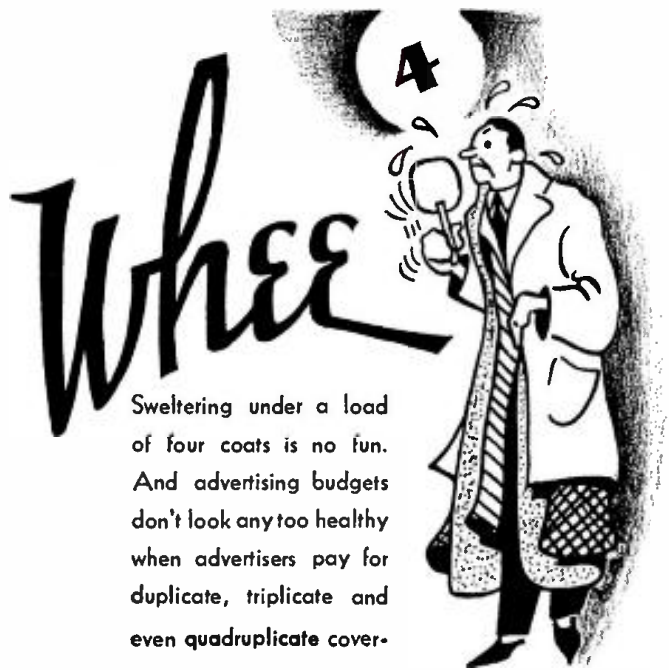
### C

Agency	City	Address Telephone Number	Executives in Charge of Radio
Harold Cabot & Co.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn, Miller & Nyburg	Baltimore	413 N. Charles St. Vernon 4411	C. LeRoy Miller E. Lyell Gunts Louis F. Cahn Robert Nyburg
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 6059	.....
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	J. J. Griffin Ray P. Clayberger
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2718	E. C. Hanson
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3876	W. Austin Campbell
Campbell-Ewald Co.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	John Shuman
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett
	San Francisco	703 Market St. Douglas 5670	R. V. Dunne
Campbell-Ewald Co. of New York	New York	1790 Broadway Circle 7-5383	Louis E. Dean
Campbell-Lampee	New York	370 Lexington Ave. Murray Hill 3-7820	C. J. Masheck
Campbell-Mithun	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	E. E. Erickson Louis Knopp
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	Jay P. Gartough L. J. Kraft
	Toledo, O.	1922 Linwood Ave. Adams 8623	R. L. Sisson
	New York	342 Madison Ave. Murray Hill 2-8997	Fred W. Koenig
	Chicago	608 S. Dearborn St. Wabash 6770	Sylvester Geasey
Capitol Adv. Agency	New York	370 Seventh Ave. Pennsylvania 6-6551	John J. Barry
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	230 Park Ave. Murray Hill 6-6500	Albert Woodley Miss Ruth Folster
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
	Los Angeles	412 W. 6th St. Mutual 4143	E. F. Bader Majel Cronk
Carlson, Daly & Wiltman Adv.	Pittsburgh	Investment Bldg. Atlantic 4756	John C. W. Daly A. G. Carlson
Carlton Adv. Agency	Miami	Postal Bldg. 3-5686	Richard V. Porterfield L. D. Carlton
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency	Kansas City, Kan.	825 N. Seventh St. Drexel 3077	Charles Carter Merritt Owens W. G. Rowe
Carter-Thomson Co.	Philadelphia	1420 Walnut St. Pennypacker 0650	A. M. Fanning
Casey Adv. Co.	Nashville	Third Natl. Bank Bldg. 5-1371	M. E. Suiter
Edward Cave Co.	New York	205 E. 42d St. Murray Hill 4-3136	Edward Cave
Cecil & Presbrey	New York	247 Park Ave. Wickersham 2-8200	Henry Souvaine
	Chicago	228 N. LaSalle St. Central 5255	Edwin C. Olson
	Beverly Hills, Cal.	200 S. Beverly Drive Crestview 1-5766 (Russell Birdwell & Assoc.)	Russell Birdwell
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith Ernest Cohn
Century Adv. Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Cesana & Associates	San Francisco	Monadnock Bldg. Exbrook 8572	Carl W. Pierce

# AGENCIES HANDLING RADIO

## C—(Continued)

Agency	City	Address <sup>1</sup> Telephone Number	Executives In Charge of Radio
Harold S. Chamberlin & Associates	St. Paul	Endicott Bldg. Garfield 4895	H. S. Chamberlin Ralph W. Thompson Patricia Bronte
Chambers & Wiswell	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers George C. Wiswell
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Charles Adv. Service	New York	32 E. 57th St. Plaza 3-7677	Joseph Boorster
Cheltenham Inc.	New York	551 Fifth Ave. Vanderbilt 6-3723	James E. Wilson
Nelson Chesman Co.	Chattanooga, Tenn.	Hamilton Trust Bldg. 6-4942	Henry Tritschler John E. Fontaine
Chicago Union Adv. Agency	Chicago	20 W. Jackson St. Wabash 5782	Simon Levin
Christiansen McPherson	Lincoln, Neb.	Stuart Bldg. 2-6080	Carl J. Christiansen Ralph W. McPherson
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	Charles E. Beckwith
Cinema Adv. Agency	Hollywood	1731 N. Highland Ave. Gladstone 2191	Lawrence Allen
C. P. Clark Inc. (See Gottschaldt-Humphrey, Atlanta)	Nashville	2411 West End Ave. 7-6602	B. T. Gregory C. P. Clark
Darwin H. Clark, Adv.	Los Angeles	541 S. Spring St. Michigan 6021	Darwin H. Clark
E. A. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4037	E. A. Clarke
Clements Co.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Miss A. V. West
Cline Adv. Service	Boise, Id.	1st Natl. Bank Bldg. 2491	John Greenlee C. H. Enking Ted Brook
Frederick Clinton Co.	New York	280 Madison Ave. Murray Hill 3-5547	Robert Buckbinder
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch
Coe, Guy & Walter	Chicago	520 N. Michigan Ave. Delaware 5858	Loretta St. Pierre
L. C. Cole Adv. Agency	San Francisco	156 Montgomery St. Exbrook 8865	L. C. Cole
	Hollywood	1651 Cosmo St. Hillside 2504	Irene Wigton
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole James L. Cole
Harold I. Collen Adv. Agency	Chicago	400 N. Michigan Ave. Delaware 5999	Harold I. Collen
Lorin C. Collins	Chicago	737 N. Michigan Ave. Superior 8518	Lorin C. Collins
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City	Fairfax Bldg. Harrison 3964	Russell C. Comer John C. Fehlandt
Commercial Broadcast Co.	Salt Lake City	Continental Bank Bldg. Wasatch 6908	Leo R. Jensen Howard W. Pingree
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	Andre Luotto
Commonwealth Adv. Agency	Boston	93 Summer St. Hubbard 0230	Jerome O'Leary
Compton Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	John E. McMillin Wm. Maillfert Daniel Potter
	Chicago	221 N. LaSalle St. State 8747	Jane Stockdale
Condon Co.	Tacoma, Wash.	Washington Bldg. Main 3483	John Condon Victor Kaufman
Andrew Cone Agency	New York	400 Madison Ave. Plaza 8-0640	Hayes Cone
Conner Adv. Agency	Denver	RKO Bldg. Keystone 5351	Eugene Willoughby
S. A. Conover Co.	Boston	75 Federal St. Hancock 4770	Albert H. Clime
Continental Adv. Service	Los Angeles	210 W. Seventh St. Trinity 8278	Will Grant J. R. Osherenko
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary H. J. Kroeger David Ainsworth
Cotter Adv. Agency	Boston	120 Boylston St. Hancock 2424	James Cotter



Sweltering under a load of four coats is no fun. And advertising budgets don't look any too healthy when advertisers pay for duplicate, triplicate and even quadruplicate coverage.

Yes, the man in one coat is more efficient; he can get around more, he can sell more. And so it is with radio station coverage. The exclusive Blue and Mutual Network coverage of WHK-WCLE delivers a complete market, all of its buyers, at only one cost. The rich Northeastern Ohio area is yours, completely, effectively and profitably.



And backing up this fact is the powerhouse of the WHK-WCLE Merchandising Headquarters. By air and by land, it's one station, one cost, one swell job.

For verification, ask Mr. L. O. Klivans of BURT'S, Inc. His story: From 3 spots to 10 hours weekly, in three years!

Represented by

**RADIO ADVERTISING CORP.**

New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

**WHK & WCLE** *Cleveland*  
THE UNITED BROADCASTING COMPANY  
Also Operating WNCN—Columbus, Ohio

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Couchman Adv. Agency	Dallas	2102 Bryan St. 7-2982	Albert Couchman David Lacy
Cowan & Dengler	New York	30 Rockefeller Plaza Circle 7-6190	Ralph Bain
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Broadway 3500	J. E. Giebish A. J. Spoerl C. T. McElroy A. M. Mickelsen
Chet Crank Inc.	Los Angeles	950 S. Broadway Tucker 6131	Chet Crank
Theodore B. Creamer Adv.	Hollywood	6605 Hollywood Blvd. Hempstead 8137	Theodore B. Creamer
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	M. E. Blackburn
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 2-2076	Wilson W. Crook Dale Drake
Samuel C. Croot Co.	New York	28 West 44th St. Bryant 9-2588	D. B. Brandt
Crossley & Ham	San Francisco	580 Washington St. Garfield 7785	J. T. Crossley
Croydon Adv. Agency	New York	18 E. 41st St. Ashland 4-5508	Saul Kamp
<b>D</b>			
Dake Adv. Agency	San Francisco	116 New Mont- gomery St. Sutter 2408	L. E. Dake
Dako Adv. Agency	Minneapolis	300 Nicolett Ave. Geneva 5044	Walter Heynacker
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	F. S. Ott
	New York	515 Madison Ave. Eldorado 5-3765	Feix W. Coste
	Cleveland	Terminal Bldg. Cherry 0158	S. P. Seward
	Atlanta	P. O. Box 1734 Hemlock 7608	J. H. Kinsella

## D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	James M. Daugherty
David Inc.	St. Paul	First National Bank Bldg. Garfield 3872	Angeline M. Clement
	San Francisco	Monadnock Bldg. Douglas 4475	R. H. Watters
	Seattle	White Bldg. Main 4453	Carl Cleveland
Ed Davidson Adv. Agency	San Diego, Cal.	580 Broadway Franklin 3627	Ed Davidson
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis J. T. McFall
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Harry L. Stone Frances B. Day Paul I. Murphy
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency	New York	51 Chambers St. Worth 2-7093	A. De Biasi
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	John L. deBrueys
Ira E. DeJernett Adv. Service	Dallas	Cotton Exchange Bldg. 2-2620	Ira E. DeJernett Violet Short
Deutsch & Shea	New York	1475 Broadway Bryant 9-5187	Arnold Deutsch
D'Evelyn & Wadsworth	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind	New York	147 W. 42d St. Bryant 9-8300	Nathan A. Diener
Dillingham, Livermore & Durham	New York	400 Madison Ave. Plaza 5-3171	Robert Hotz
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis
Doe-Anderson Adv. Agency	Louisville	Martin Brown Bldg. Wahash 3193	Elmer H. Doe Warwick Anderson Ralph Leach
Ralph L. Dombrower Co.	Richmond, Va.	210 E. Franklin St. 3-1113	Wilbur Havens E. I. Wallerstein
Donahue & Coe	New York	1270 Sixth Ave. Columbus 5-4252	D. R. Parman
	Atlanta, Ga.	Hurt Bldg. Main 5662	Harry L. Morrill Jr.
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeve
	Boston	50 Congress St. Hubbard 1510	John H. McCullough
	Philadelphia	1520 Sanson St. Rittenhouse 0925	William Reid
	Chicago	208 S. LaSalle St. Central 9132	.....
	San Francisco	544 Market St. Garfield 6688	.....
Dorland International Inc. (Branches in 63 countries)	New York	RCA Bldg. Circle 7-1360	H. Douglas Hadden
Dorsey Adv. Agency	Philadelphia	Bulletin Bldg. Locust 5547	.....
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6234	.....
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Winthrop Williams
	Newark	790 Broad St. Mitchell 2-7918	Ernest A. Dreher, Sr.
Driver & Co.	Omaha	Redick Tower Jackson 4640	H. E. Hansen
Drum Agency Inc.	Detroit	Fox Theatre Bldg. Cherry 4522	R. W. Sharp
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	James A. Duffy Donald C. Graves
Dundes & Frank	New York	64 W. 48th St. Longacre 8-1633	Harold Dundes
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	Herman A. Groth
Roy S. Durstine Inc.	New York	580 Fifth Ave. Bryant 9-2977	Roy S. Durstine A. T. Gardiner
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S 204 Howard St. Riverside 0026	Alvin E. Dyer

*Covering the Heart of Missouri*

# KFRU

**COLUMBIA, MISSOURI**

**630 KILOCYCLES**

OWNED AND OPERATED BY  
SAINT LOUIS STAR-TIMES

★

NATIONALLY REPRESENTED BY  
**WEED & COMPANY**

NEW YORK ★ CHICAGO ★ DETROIT ★ SAN FRANCISCO

**E**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eastern States Adv. Agency	New York	71 W. 45th St. Bryant 9-3658	Jack Rauch
Eastman, Scott & Co.	Atlanta	Mortgage Guarantec Bldg. Walnut 9642	E. Gerry Eastman
Fred H. Ebersold	Chicago	20 N. Wacker Drive Franklin 0106	B. B. Popell
Echels Adv. Service	Los Angeles	816 W. Fifth St. Michigan 1918	C. L. Echels
Charles Eckart Co.	Los Angeles	1709 W. Eighth St. Drexel 7259	Charles Eckart
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe N. Shidler
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	Roy D. Elliott
Harry Elliott Adv.	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
A. W. Ellis Co.	Boston	24 School St. Capital 1544	Lester L. Mayo A. W. Ellis
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Weil
Sherman K. Ellis & Co.	New York	500 Fifth Ave. Lackawanna 4-3570	Lawrence Holcomb
	Chicago	141 W. Jackson Blvd. Harrison 8612	Jack Snodgrass
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0586	Samuel H. Ellner
Emery Adv. Co.	Baltimore	Baltimore Life Bldg. Plaza 7440	M. E. Busch
Engler, McPherson & Dupin	Louisville	Martin Brown Bldg. Wabash 1466	J. Dale McPherson
Ennis-Anderson Adv. Agency	Fresno, Cal.	Holland Bldg. 3-2613	Frank Ennis Ed E. Anderson

**E—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Erwin, Wasley & Co.	New York	120 Lexington Ave. Mohawk 4-8700	Edward J. Fitzgerald
	Chicago	230 N. Michigan Ave. Randolph 4952	Holland C. Engle
	Minneapolis	Security Bldg. Atlantic 1233	Mac Martin
	San Francisco	333 Montgomery St. Exbrook 7004	Marigold Cassin
	Seattle	Skinner Bldg. Main 6435	H. O. Nelson Warren E. Kraft
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	H. A. Stebbins
Benjamin Eshleman Co.	Philadelphia	260 S. Broad St. Kingsley 2590	T. L. Stix
	New York	30 Rockefeller Plaza Circle 7-2690	T. L. Stix
Lawrence Esmond Adv. Corp.	New York	285 Madison Ave. Caledonia 5-2500	Lawrence B. Epstein
William Esty & Co.	New York	100 East 42d St. Caledonia 5-1900	Richard Marvin Harry Holcombe Almon Taranto
	Hollywood	9010 Sunset Blvd. Crestview 62727	Joe C. Donohue
Albert Evans & Le May	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr.
Export Adv. Agency	New York	271 Madison Ave. Caledonia 5-8738	E. Mazzucchi
	Los Angeles	1709 W. Eighth St. Drexel 7187	Jerome Factor
Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	L. R. Fairall C. R. Dudley J. S. McLaren
H. W. Fairfax Adv. Agency	New York	19 E. 47th St. Plaza 3-1966	Mrs. Janice S. Hamilton
Federal Adv. Agency	New York	444 Madison Ave. Eldoradn 5-6400	George Comtois John S. Davidson

**F**

# WFBL

*is the Station*

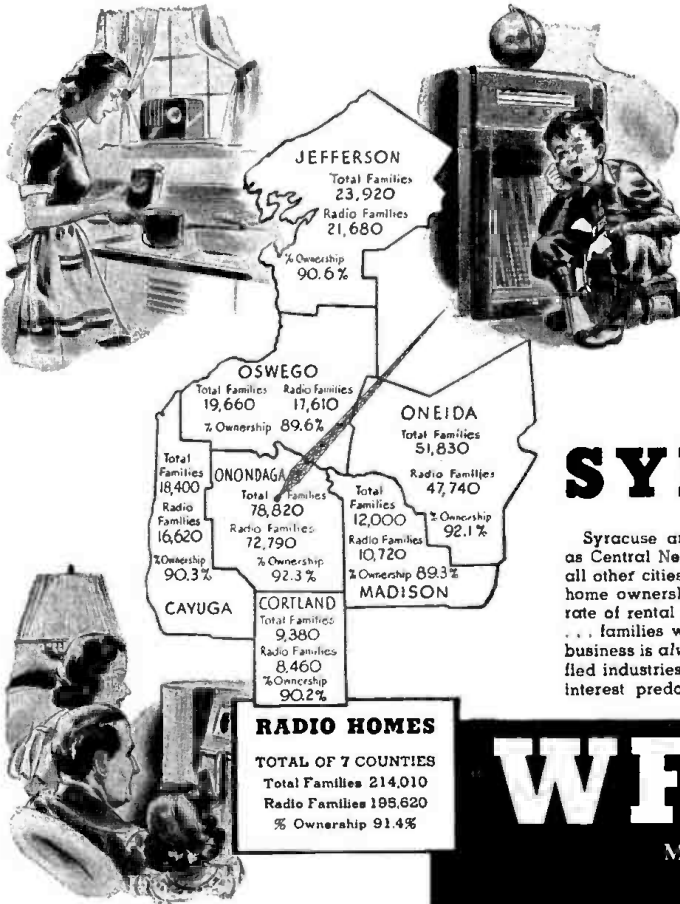
A favorite of Syracuse and Central New York listeners, WFBL offers more network programs—more short wave broadcasts—more national and local special features to the 214,000 families living in this area. The powerful 5,000 watt coverage, coupled with the most modern radio broadcasting equipment, gives WFBL more complete coverage than any other station in Central New York.

## SYRACUSE is the Market

Syracuse and the surrounding territory, known as Central New York, is far above the average of all other cities in many important factors, such as home ownership . . . value of homes owned . . . rate of rental . . . families with 3 or more persons . . . families with 2 or more earners. A city where business is always good—because of its 56 diversified industries. No single industrial or commercial interest predominates. That's why Syracuse has

been used by so many leading advertisers as a "test" market.

You can build prestige for your product . . . you can establish profitable business in this valuable market by using WFBL. Write today for complete data regarding WFBL's coverage of this rich market as well as information regarding results obtained by WFBL advertisers.



**RADIO HOMES**

**TOTAL OF 7 COUNTIES**  
 Total Families 214,010  
 Radio Families 195,620  
 % Ownership 91.4%

# WFBL SYRACUSE, N. Y.

Member Basic Network Columbia Broadcasting System  
 National Representatives, FREE & PETERS, INC.

5000 Watts Daytime  
 1000 Watts Nighttime

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Federal Transcribed Programs	New York	101 Park Ave. Caledonia 5-7530	A. R. Steinberg
Harry Feigenbaum Adv. Agency	Philadelphia	1420 Walnut St. Pennypacker 3623	David Werman Ralph Hart
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 7713	Courtland D. Ferguson Howard Milner
	Baltimore	525 N. Charles St. Vernon 7211	James Booth
	Philadelphia	Phila. Saving Fund Bldg. Lombard 7272	John C. Mevius
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Henry Bretzfeld
Robert G. Fields & Co.	Nashville	Bennie-Dillon Bldg. 6-1977	R. G. Fields
Fink & Doner	Detroit	Penobscot Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 2545	Allan L. Firestone Judson Anderson Allen L. Friedland
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
David E. Fisher & Associates	Hummels Wharf, Pa.	Sellingsgrove 217R7- 1364	David E. Fisher
Fitzgerald Adv. Agency	New Orleans	833 Howard Ave. Raymond 5194	Leonard Gesener
Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-3129	Frank G. Harrington, Jr.
Flagler Adv. Inc.	Buffalo	170 Franklin St. Cleveland 0925	M. I. Flagler
Adrian J. Flanter & Associates	New York	132 W. 43d St. Pennsylvania 6-8448	Adrian J. Flanter

## F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Floortraffic Service	San Francisco	130 Bush St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency	Philadelphia	1616 Walnut St. Kingsley 1560	Russell Gray, Sr. Joseph M. DeLone, Jr.
Fonda-Haupt Co.	New York	509 Madison Ave. Plaza 8-1614	George P. Buente
Stanley W. Foran Adv. Agency	Dallas	Thomas Bldg. 2-5428	Max E. Shippee
Ford, Browne & Mathews	Chicago	100 E. Ohio St. Delaware 3800	.....
Foreign Adv. & Service Bureau	New York	7 E. 42d St. Murray Hill 2-3444	J. Pechenik
Foster & Davies	Cleveland	Keith Bldg. Cherry 5792	Maxton R. Davies
R. F. Foulk Adv. Agency	Pittsburgh	931 Fourth Ave. Court 4385	R. F. Foulk
Fox Adv. Co.	Baltimore	510 St. Paul St. Vernon 3939	Merrill A. Fox
Don F. E. Fox & Assoc.	Utica, N. Y.	Paul Bldg. 4-4072	Don F. E. Fox
Fox & MacKenzie	Philadelphia	1214 Locust St. Pennypacker 0531	J. B. MacKenzie
Albert Frank-Guenther Law	New York	131 Cedar St. Cortland 7-5060	Frank Reynolds
	Boston	10 Post Office Square Hancock 5900	August Hirschbaume
	Philadelphia	Packard Bldg. Rittenhouse 3915	Robert L. Ingold
	Chicago	1 LaSalle St. Dearborn 8910	Geo. Knott
	San Francisco	111 Sutter St. Sutter 2522	Vincent Beschel
Franke-Wilkinson-Schiwetz	Houston	Cotton Exchange Bldg. Capitol 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Al Morey
Franklin Adv. Service	Boston	126 Newberry St. Kenmore 4644	Melvin B. Summer- field
Freitag Adv. Agency	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag
Oakleigh R. French & Associates	St. Louis	4235 Lindell Blvd. Newstead 0037	C. S. Pangman
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	E. Spitzer
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	A. H. Black
E. M. Freystadt Associates	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1355 Market St. Hemlock 6030	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Friend-Wiener Adv. Co.	New York	111 Eighth Ave. Chelsea 3-0801	Ernest H. Wiener
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
	Lynn, Mass.	90 Exchange St. Lynn 3-0600	.....
Fuller & Smith & Ross	New York	71 Vanderbilt Ave. Murray Hill 6-5600	S. J. Andrews
Fuller & Smith & Ross	Cleveland	1501 Euclid Ave. Cherry 6700	.....
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698	H. J. Gold

## G

Gale & Pietsch	Chicago	333 N. Michigan Ave. State 9570	R. F. Pietsch
Gallagher & Muir	Philadelphia	21 S. 12th St. Rittenhouse 1457	Edwin A. McKeon
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin
Gandy Adv. Agency	Dallas	Metropolitan Bldg. 2-4737	.....

# WBNX

NEW YORK

5000 WATTS

*The station that speaks your language!*

ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

**METROPOLITAN STATION  
COSMOPOLITAN AUDIENCE**

**WBNX** NEW YORK 5000 WATTS DAY  
1000 WATTS NIGHT

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Gans Adv. Agency	Newark	810 Broad St. Market 5680	Frances Kurland
Gardner Adv. Co.	St. Louis	Mart Bldg. Garfield 2915	Charles E. Claggett
	New York	9 Rockefeller Plaza Columbus 6-2000	Roland Martini
	Chicago	LaSalle Wacker Bldg. Franklin 5295	Clarence Menser
	West Coast Offices—	See Botsford, Constantine & Gardner	
Alvin Gardner Co.	New York	527 Fifth Ave. Vanderbilt 6-2960	Alvin I. Gardner
Sidney Garfinkel Adv. Agency	San Francisco	708 Market St. Exbrook 3420	Walter Guild
W. W. Garrison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey
Geare-Marston	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency	Los Angeles	1265 N. Vermont Ave. Olympia 2958	Ralf M. Spangler
Joseph R. Gerber Co.	Portland, Ore.	1805 SW 12th Ave. Broadway 0515	Dan Gerber J. D. Simon
Gerst Adv. Agency	Cleveland	National Bldg. Cherry 8125	.....
Gerth-Knollin Adv. Agency	San Francisco	111 Sutter St. Garfield 1081	Frank Newton
	Los Angeles	1151 S. Broadway Prospect 2938	Byron H. Brown
J. Stirling Getchell	New York	405 Lexington Ave. Murray Hill 6-4800	Carolyn R. Moser C. A. Snyder
	Chicago	59 E. Van Buren St. Harrison 2606	L. O. Holmberg
	Detroit	New Center Bldg. Trinity 2-3600	I. H. MacKenzie
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
Geyer, Cornell & Newell	New York	745 Fifth Ave. Wickersham 2-5400	Miss E. L. Larsen
	Detroit	New Center Bldg. Madison 6750	W. R. Denning

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
George H. Gibson Co.	New York	100 Gold St. Beekman 3-5280	Luis Gibson
Giezendanner Adv. Co.	Houston	Citizens State Bank Bldg. Capitol 5498	John Paul Goodwin Charles J. Giezendanner, Jr. Fred B. DuBridge
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1847	J. Y. Tipton Lon Richardson Genevieve Hunt
Bert S. Gittins	Milwaukee	789 N. Broadway Daly 6230	Bert S. Gittins Earl Hodgson
Glaser-Gottschaldt	Boston	Statler Bldg. Liberty 6044	Everett E. Doten
Glasser Adv. Agency	Los Angeles	672 S. Lafayette Park Pl. Fitzroy 2141	Grace Glasser P. E. Gailey
Gleason Adv. Agency	Detroit	David Stott Bldg. Cherry 0970	A. I. Gleason
Ray K. Glenn Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe Runkle
	Dallas	Liberty Natl. Bank Bldg. 2-3384	Ray K. Glenn
Francis K. Giew, Adv.	Grand Rapids	Murray Bldg. 3-4432	Francis K. Giew
Glicksman Adv. Co.	New York	400 Madison Ave. Plaza 8-0716	Norman Lessing
I. A. Goldman & Co.	Baltimore	100 N. Eutaw St. Plaza 3357	I. A. Goldman
Goldsmith Adv. Co.	Newark	1180 Raymond Blvd. Market 2-6817	Aubrey G. Brown H. J. Goldsmith
H. H. Good Adv. Agency	New York	58 Park Place Cortland 7-3120	H. H. Hoyt
Goodkind & Morgan	Chicago	919 N. Michigan Ave. Superior 5829	M. Lewis Goodkind
Gotham Adv. Co.	New York	2 W. 46th St. Longacre 5-2616	A. A. Kron
Gottschaldt-Humphrey (Division of C. P. Clark Inc.)	Atlanta	Norris Bldg. Walnut 6541	Bruce Moran
Goulston Co.	Boston	35 Court St. Lafayette 5866	E. J. Goulston

*Take two*

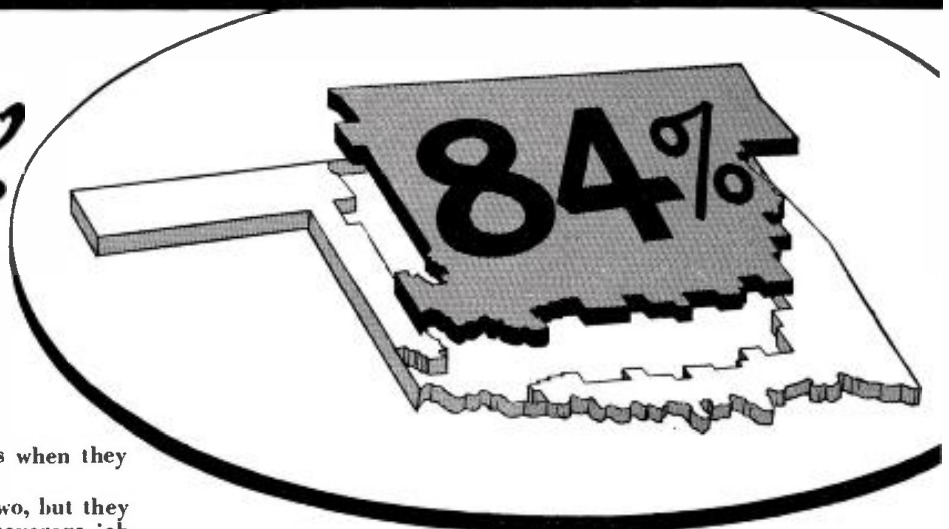
... but they're not small

You know what the hostess always says when they pass the hors d'oeuvres.

On our serving dish you'll find only two, but they are large enough to do a complete coverage job for you in Oklahoma.

84% of the state's 454,300 radio families live within the combined Primary listening areas of KOMA and KTUL. The two-station facilities provided in the Metropolitan Line will give you potent coverage in the state's two largest markets plus important rural listeners.

Annual retail sales in Oklahoma are close to a half billion dollars. Combine or increase your spot expenditures in this ready-to-buy market and let KOMA and KTUL cut your slice of the pie. Our double-edged knife is the one to do the job.



**KOMA**  
Oklahoma City

**KTUL**  
Tulsa

5000 Watts  
Day and Night

5000 Watts  
Day and Night

Represented by Free & Peters, Inc.  
*Columbia's Coverage in Oklahoma*

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Grace & Bement	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 3568	Robert L. Gracemill Frank O'Farrell
Grady & Wagner	New York	501 Madison Ave. Eldorado 5-1625	Frank A. Grady
Grant Adv. Agency	Dallas	Gulf States Bldg. 2-5062	David Echols
	Chicago	Palmolive Bldg. Superior 9055	Virginia Stewart
Grant, Paul	Chicago	520 N. Michigan Ave. Delaware 5740	Miss A. E. Schuster
Grant & Wadsworth & Caamir	New York	405 Lexington Ave. Murray Hill 9-4591	F. W. Vurnalde Robert Geake
Graphic Guild	New York	11 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates	Minneapolis	Radisson Hotel Allantic 4531	Ivan H. Graves
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers
Russell T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7750	R. V. Barr
Green-Brodie	New York	485 Madison Ave. Plaza 3-5731	Julian P. Brodie
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
Gregory & Bolton	Cleveland	Citizens Bldg. Main 7824	W. Bromley House
	Youngstown	Unional National Bank Bldg. 6-6262	Paul H. Bolton
Greve Adv. Agency	St. Paul	Minnesota Bldg. Cedar 5400	A. B. Connolly
Grey Adv. Agency	New York	128 W. 31st St. Chickering 4-3900	James H. Lang, Jr.

## G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Griffith Adv. Agency	St. Petersburg, Fla.	Times Bldg. 4811	Robert F. Bullard T. M. Griffith
Griswold-Eshleman Co.	Cleveland	Terminal Tower Main 7626	Earl R. Preble W. A. Weaver
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	Julian Gross G. A. Kenney
Groves-Keen	Atlanta	Bona Allen Bldg. Walnut 4517	J. L. Groves, Jr.
Guenther-Bradford & Co.	Chicago	15 E. Huron St. Superior 9474	William O'Brien
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Guggenheim Adv. Agency	San Francisco	200 Bush St. Sutter 6780	George L. Guggenheim
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Murray Hill 2-5680	Paul Gumbinner
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	E. T. Gundlach

## H

Wm. J. Hackenberg Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	Miss Ada Stearns
Melvin F. Hall Adv.	Buffalo	220 Delaware Ave. Madison 4461	M. F. Hall W. B. Tanner
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Samuel Halpern
Halsell-Humphrey	Oklahoma City	First National Bldg. 2-0605	L. Buchanan
Mason L. Ham. Adv.	Boston	31 St. James Ave. Hancock 3620	Mason L. Ham Edward F. Chase
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	J. R. Hamilton
Ruth Hamilton Associates	Los Angeles	542 S. Broadway Michigan 8936	Ruth Hamilton Hazel E. Smith
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammer Adv. Agency	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer Arthur Gould
Hansell-Zook	Philadelphia	1 and Title Bldg. Rittenhouse 6131	William Tindall
Hansen-Williams Adv. Agency	New York	1270 Sixth Ave. Circle 7-4131	K. K. Hansen
Howard G. Hanvey	San Francisco	Phelan Bldg. Douglas 4100	Howard G. Hanvey
L. J. Harger	Spokane, Wash.	Old Natl. Bank Bldg. Main 5001	L. J. Harger
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	M. E. Harlan M. C. Lodge
R. T. Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. Wasatch 1373	R. T. Harris
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Hart-Conway Co.	Rochester, N. Y.	45 Exchange St. Main 2073	J. P. Street, Jr. H. E. Kennedy
George H. Hartman Co.	Chicago	307 N. Michigan Ave. State 0055	Thomas Kivlan
L. H. Hartman Co.	New York	50 Rockefeller Plaza Circle 5-4664	.....
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	E. M. Walker
	Durham, N. C.	Snow Bldg. J-8451	C. Knox Massey
L. B. Hawes General Adv. Agency	Boston	37 Temple Place Liberty 8008	Lester B. Hawes
Hays Adv. Agency	Burlington, Vt.	252 College St. 852	N. H. Myers
Hedges-Cardenas Adv. Agency	Houston, Texas	M & M Bldg. Fairfax 4956	Margaret Tinsley
Ralph Heineman Adv. Agency	Chicago	737 N. Michigan Ave. Delaware 3939	Ralph Heineman
Heintz, Pickering & Co.	Los Angeles	323 W. Sixth St. Michigan 6062	Carl M. Heintz William T. Pickering
Hellwig-Miller Co.	New York	9 East 40th St. Lexington 2-8080	George V. Carhart
Henri, Hurst & McDonald	Chicago	520 N. Michigan Ave. Superior 3000	Frank Ferrin

**METROPOLITAN COVERAGE  
AT SMALL TOWN RATES**

# KVAN

**AT THE CENTER OF THE DIAL... ON  
196,980 RADIOS in ORE. & WASH.**

**VANCOUVER 880 KC. PORTLAND**

**KVAN — VANCOUVER, WN. — WALTER L. READ, Gen. Mgr.**



**H—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Hevenor Adv. Agency	Albany, N. Y.	11 N. Pearl St. 5-1586	Horace L. Hevenor Veronica N. Hevenor Marjorie C. McMullen
Ward Hicks Inc.	Albuquerque, N. M.	815 W. Gold Ave. 280	Ward Hicks
Hicks Adv. Agency	New York	580 Fifth Ave. Bryant 9-2365	Francis Marqula
Albert P. Hill Co.	Pittsburgh	288 Ollver Ave. Grant 8700	Herbert Gearegan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Heinecke A. K. Shenk
Hillman-Shane Adv. Agency	Los Angeles	412 W. Sixth St. Vandike 5111	David Hillman
Hirshon-Garfield	New York	580 Fifth Ave. Bryant 9-9350	Marie C. Dowling
Hixson-O'Donnell Adv.	Los Angeles	555 S. Flower St. Mutual 8331	G. K. Breitenstein R. M. Hixson Mel Williamson
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender K. S. Von Senden R. E. Zimmerman
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Howard Peck
Hogan Adv. Co.	Kansas City	1010 Walnut St. Harrison 8605	J. L. Corlees
Huber Hoge & Sons	New York	480 Lexington Ave. Plaza 3-9180	John Hoge
Holden, Graham & Clark	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Frances Hooper
Horton-Noyes Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 3316	C. H. Rickard
Houck & Co., Adv.	Roanoke, Va.	25 Church Ave. 2-3411	Claude Harrison, Jr. C. B. Houck
E. T. Howard Co.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippmann
Howard & Gymer	Cleveland	Union Commerce Bldg. Cherry 0494	Edward Howard
Charles W. Hoyt Co.	New York	551 Fifth Ave. Murray Hill 2-0850	Everett W. Hoyt
	Hartford, Conn.	650 Main St. 5-6066	Frank A. Whipple

**H—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
HSG Adv. Agency	New York	19 E. 59d St. Wickersham 2-8888	Harry S. Goodman
Hubbell Adv. Agency	Cleveland	1220 Huron Road Cherry 0212	Frank Hubbell
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	John S. Giffin Elmer J. Huber Leo F. Creeden
Hudson Adv. Co.	New York	21 West St. Bowling Green 9-8950	Michael Gore
Hughes Adv. Co.	Omaha, Nebr.	Omaha Loan Bldg. Atlantic 0868	.....
F. A. Hughes & Co.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Murray Hill 2-7570	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	904 Pine St. Chestnut 1558	Christy Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Strouse
Humphrey, Prentke & Associates	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey Fred Fry
Hutchins Adv. Co.	Rochester, N. Y.	42 East Ave. Main 3528	Frank Hutchins
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Atlantic 5238	H. K. Painter

**I**

Industrial Adv. Assn.	Chicago	400 N. Michigan Ave. Delaware 7875	Milton Petersen
Ingalls-Miniter Co.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Miniter J. C. Downing Edward McFee
Wm. A. Ingoldsbay Co.	Los Angeles	257 Werdin Place Mutual 7451	A. W. Ingoldsbay
Interstate Adv. Agency	Cleveland	Marshall Bldg. Main 9444	G. A. Kirkendale W. B. Dye C. M. Marvin
B. D. Iota Co.	New York	551 Fifth Ave. Murray Hill 2-6832	Irving Berk
Ivey & Ellington	Philadelphia	1400 S. Penn Square Locust 7909	William Gallow

**WPTF**  
Raleigh, North Carolina



SIR WALTER RALEIGH

Spreading The Dominant Signal  
In A \$214,000,000 Primary Mar-  
ket With Both NBC Red and Blue

**The Only Clear Channel NBC Station in  
North Carolina, South Carolina & Virginia**

**FREE & PETERS, Inc.: National Representatives**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## J

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dillard Jacobs Agency	Atlanta	Candler Bldg. Walnut 8481	P. W. Smith
Jamesway Inc.	Boston	Park Square Bldg. Hubbard 0766	Roland D. Mahoney
Jaaper, Lynch & Fishel	New York	28 W. 48th St. Wisconsin 7-7215	J. J. Rosenberg
W. C. Jeffries Co.	Los Angeles	816 West Fifth St. Mutnal 2887	Wilbur C. Jeffries
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Jessop Adv. Co.	Akron	First Central Tower Franklin 3232	M. Rodgers
Hi Johnson Adv. Agency	Fort Worth	Flatiron Bldg. 2-3615	B. W. Johnson
Johnson, Read & Co.	Chicago	58 W. Jackson Wabash 7071	.....
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Samuel P. Johnston
Frank B. Johnston Adv. Agency	New York	117 Liberty St. Barclay 7-8337	Frank B. Johnston
Lyle T. Johnston Adv. Co.	Chicago	612 N. Michigan Ave. Superior 3042	Lyle T. Johnston
Dana Jones Co.	Los Angeles	950 S. Broadway Tucker 6131	Dana H. Jones O. V. Johnson
Ralph H. Jones Co.	Cincinnati	Carew Tower Main 3351	C. M. Robertson, Jr.
	New York	580 Fifth Ave. Wisconsin 7-5500	J. M. Nelson
Wylie B. Jones Adv. Agency	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
	New York	366 Madison Ave. Murray Hill 2-5767	.....
Jones & Brakeley	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger

## J—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	Richard Jorgensen
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan
Clarence B. Juneau Agencies	Los Angeles	214 S. Vermont Ave. Drexel 1361	Clarence B. Juneau

## K

Robert Kahn & Associates	Chicago	480 N. Michigan Ave. Delaware 5480	Robert Kahn
Kal Adv. Inc.	Washington	Star Bldg. Metropolitan 0868	David B. Stein I. T. Cohen
John Karch Adv. Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5381	Robert Jennings George Duram
	New York	9 Rockefeller Plaza Columbus 5-6135	Arthur Kastor
	St. Louis	Arcade Bldg. Main 3655	.....
Joseph Katz Adv. Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	John T. McHugh
	New York	247 Park Ave. Wickersham 2-2740	Elizabeth Black
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Vivian Bitner
	Baltimore	Court Square Bldg. Calvert 4675	Marx S. Kaufman
S. L. Kay Inc.	San Francisco	155 Sansome St. Exbrook 2583	Sidney L. Kay
Tyler Kay Co.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Stanley Kaye Adv. Agency	Cleveland	NBC Bldg. Cherry 1490	Stanley Kaye Helen M. Little
Kayton-Spiero	New York	230 W. 41st St. Longacre 5-5090	Gerald B. Spiero
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 7166	Raymond Keane
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1811	Sam Malcolm Levy
Kelly, Nason Inc.	New York	80 Rockefeller Plaza Columbus 5-6300	Joseph Burland
Kelly, Stuhlman & Zahndt	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahndt
Kenyon & Eckhardt	New York	247 Park Ave. Wickersham 2-3920	Tyler Davis
Ketchum, MacLeod & Grove	Pittsburgh	Koppers Bldg. Atlantic 1100	C. E. Livingaton
Key Adv. Co.	Cincinnati	Fountain Square Bldg. Main 1164	Samuel Glueck
H. M. Kiesewetter Adv. Agency	New York	9 E. 40th St. Lexington 2-0025	H. M. Kiesewetter S. H. Baker A. C. Christensen Sidney Alexander
Abbott Kimball Co.	New York	250 Park Ave. Plaza 5-6061	William Englemann
Austin Kin Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Austin King
Kingshall Adv. Agency	Pasadena, Cal.	328-330 N. Lake Ave. Sycamore 3-6533	Charles E. Sydnor
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge
	Philadelphia	12 S. 12th St. Walnut 4341	E. M. Davis
Kirkgasser-Drew Co.	Chicago	400 N. Michigan Ave. Superior 9794	Leslie A. Drew
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg. Beacon 3109	Robert Mayberry
Klau-Van Pietersom-Dunlap Associates	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer
Phillip Klein Inc.	Philadelphia	1910 Rittenhouse Sq. Kingsley 1420	Jesse J. Kagel
Kleppner Co.	New York	551 Fifth Ave. Murray Hill 2-6467	Moran McKinless
Klinger Adv. Corp.	New York	119 W. 57th St. Columbus 5-5990	Atwood A. Klinger
Knox Reeves	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	Lloyd Griffin
	New York	122 E. 42d St. Murray Hill 4-3982	Brad Robinson

WDBJ

5000 WATTS (DAY)  
1000 WATTS (NIGHT)

SURVEYS SHOW  
that  
**WDBJ**

is the **ONLY** station that can be  
heard consistently and satisfactorily  
**AT ALL TIMES** in Roanoke  
and the immediate surrounding  
territory.

**BUSINESS IS GOOD IN  
ROANOKE!**

**Are You Getting Your Share?**

Represented by  
**FREE AND PETERS, INC.**

WDBJ

in the  
heart  
of a great  
**TRADING AREA**

**ROANOKE, VIRGINIA**

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

**K—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
M. R. Kopmeyer Co.	Louisville	Realty Bldg. Wabash 5061	M. R. Kopmeyer
J. M. Korn & Co.	Philadelphia	1528 Walnut St. Race 1556	Isabel Feinman
	New York	869 Lexington Ave. Lexington 2-5535	Louis de Garmo
Kraff Adv. Agency	Minneapolis	1010 Second Ave. Bridgeport 3166	Norm E. Kraff
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles Gannon Alan Ward
	Washington	Albee Bldg. National 5506	Frank Getty
	Detroit	New Center Bldg. Madison 5815	Robert Copeland
	San Francisco	1601 Van Ness Ave. Graystone 2000	J. H. Hornell
Kremer & Howard	Memphis	Exchange Bldg. 5-4343	Homer Gentry Erie Hawry
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krich- baum
Marion Kyle Adv. Agency	Los Angeles	650 S. Grand Ave. Trinity 0965	Marion Kyle

**L**

Lake-Spiro-Cohn	Memphis	Sterick Tower 5-1571	.....
Lambert & Feasley	New York	9 Rockefeller Plaza Columbus 5-3721	Martin Horrell Ira Ashley
Lamport Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 8-2161	C. F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5841	Herman Younglieb
Landsheft & Warman	Buffalo	Liberty Bank Bldg. Cleveland 7260	H. L. Barber
Lang, Fisher & Kirk	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher

**L—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lanpher & Schonfarber	Providence, R. I.	58 Weybosset St. Gaspee 4813	Lawrence Lanpher E. Doris Armstrong
Rupert L. Larson, Adv.	Los Angeles	407 E. Pico Blvd. Prospect 9013	Rupert L. Larson
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0788	A. M. Salomon
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Roland Israel
Lavin Co.	Boston	Statler Bldg. Liberty 0080	J. L. Lavin C. C. Palmer
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	.....
Leeford Adv. Agency	New York	315 Fourth Ave. Stuyvesant 9-1742	David D. Lee
Al Paul Lefton Co.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Thomas A. Ballantyne Edith Righter
	New York	521 Fifth Ave. Vanderbilt 6-4840	Robert Misch
	Chicago	485 N. Michigan Ave. Superior 3567	.....
Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	Hart Lehman
Leighton & Nelson	Schenectady	202 State St. 6-4202	George R. Nelson
Lennen & Mitchell	New York	17 E. 45th St. Murray Hill 2-9170	Mann Holiner
	Hollywood	8949 Sunset Blvd. Crestview 15206	Jay Clark
S. R. Leon Inc.	New York	1775 Broadway Columbus 5-0020	S. R. Leon
H. B. LeQuatte Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. LeQuatte
Lessing Adv. Co.	Des Moines	Walnut Bldg. 3-7669	R. J. Flynn D. L. Dungan
M. C. Levee	Los Angeles	1800 Crescent Heights Blvd. Gladstone 8115	M. C. Levee



*Give 'em* **BOTH BARRELS**

- 1** *The No. 1 FARM STATION*
- 2** *In AMERICA'S No. 1 FARM MARKET*

Out of 110 counties in KMA's primary area, 97% are predominantly agricultural. No wonder that six large national advertisers say that this farm station for farm people is **FIRST IN RESULTS PER DOLLAR SPENT.**

**KMA** Shenandoah, Iowa  
NBC Blue and Mutual

Represented by Howard H. Wilson Co.

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Raymond Levy Organization	New York	551 Fifth Ave. Vanderbilt 6-0830	Raymond Levy L. J. Ailes
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Cherry 4521	Nobourne Smith Barbara Aiton
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	M. Anderson
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Carr Liggett, Adv.	Cleveland	812 Superior Ave. N. E. Cherry 3434	Carr Liggett
Lightfoot Associates	New York	342 Madison Ave. Vanderbilt 5-2383	Warren R. Lightfoot Mrs. Marie Hughes
Little Adv. Co.	Huntington, W. Va.	First Natl. Arcade 6146	H. L. Little C. M. Pace
Monte Little Co.	Huntington	First Natl. Arcade 6146	Monte Little
Livermore & Knight Agency	Providence	42 Pine St. Gaspee 6111	Arthur L. Dean Wm. B. Gowdey, Jr. Herbert W. Gerlack
	Boston	Park Square Bldg. Hubbard 6244	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	O. L. Hobson
Lockwood-Shackelford Adv. Agency	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood Norman Borouhse
Lester A. Loeb Adv. Agency	New York	25 W. 45th St. Bryant 9-4440	Lester A. Loeb
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pario
Loewy Adv. Agency	New York	5 Beekman St. Worth 2-3773	Henry Loewy
Logan & Rouse Inc.	Los Angeles	621 S. Hope St. Trinity 8194	O. K. Fagan Dudley L. Logan John M. Alden
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	Dan Ryan

## L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Long Adv. Service	San Jose, Cal.	19 N. Second St. Ballard 5600	Alvin Long
	San Francisco	681 Market St. Douglas 3168	Haasel W. Smith
Lord & Thomas	New York	247 Park Ave. Wickerham 2-6600	Edward Lasker Norman Morrell John Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	Miss Holly Shively
	San Francisco	Russ Bldg. Sutter 2355	M. Campbell
	Hollywood	6331 Hollywood Blvd. Hollywood 6265	Thomas A. McAvity
James R. Lunke & Associates	Seattle	Joseph Vance Bldg. Main 7977	James R. Lunke
Lucerna Co.	New York	17 E. 46th St. Murray Hill 2-7267	Nicholas Goldman
Earle Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Vincent R. Bliss
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	L. S. Fieldhouse W. B. Pritchard
Lyon Agency	San Francisco	1116 New Montgomery St. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 West First St. Adams 2286	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox M. L. Brand

## M

MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 8-8244	Fred Cook
MacDonald-Potter Inc.	Chicago	230 N. Michigan Ave. Randolph 6969	Robert E. Potter
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7-197	M. J. Matusak Richard Davis
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
MacGruder & Co.	Denver	Midland Savings Bldg. Cherry 4651	W. W. MacGruder M. C. Grinspan
MacKenzie, Inc.	Minneapolis	431 Clifton Ave. Kenwood 2500	Eben MacKenzie
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	Sherwood Reekie
	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
Maggart Adv. Agency	Chicago	333 N. Michigan Ave. Central 3861	M. F. Maggart
Katherine H. Mahool Adv.	Baltimore	12 E. Lexington St. Plaza 3617	Frank Katz
L. G. Maison & Co.	Chicago	600 S. Michigan Ave. Harrison 1956	L. G. Maison
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Arthur M. Holland
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Lane Alfred Black Martin Kadis
T. J. Maloney Inc.	New York	122 E. 42d St. Murray Hill 4-0766	Mrs. Anne Gibbons
J. P. Mandel & Co.	Los Angeles	307 W. Eighth St. Trinity 7664	J. P. Mandel
Lloyd Mansfield Co.	Buffalo	Dun Bldg. Washington 2762	Lloyd Mansfield
D. S. Manson & Associates	Minneapolis	Essex Bldg. Bridgeport 6228	Lynn Meyer
Manternach Inc.	Hartford, Conn.	170 High St. 2-0193	Arthur H. Patterson
Marschalk & Pratt	New York	535 Fifth Ave. Vanderbilt 6-2022	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Martin-Frank	Detroit	Fox Theatre Bldg. Randolph 6220	E. G. Fank F. V. Martin
Gustav Marx Adv. Agency	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Charles A. Mason
Mason-Relkin Co.	New York	369 Lexington Ave. Ashland 4-3531	Roger B. Relkin
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King Fletcher Turner
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	C. C. Fogarty Palmer J. Clark

# WTMV

THE LITTLE STATION

with

THE **BIG** AUDIENCE

COVERING ALL OF  
METROPOLITAN ST. LOUIS

BUILT ON A FIVE  
YEAR SERVICE OF

"news every hour  
— on the hour!"

BROADVIEW HOTEL **WTMV** E. ST. LOUIS  
ILLINOIS

250 WATTS — UNLIMITED TIME

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	H. G. Selby
	New York	570 Lexington Ave. Eldorado 5-2980	Don Forker
	Chicago	919 N. Michigan Ave. Delaware 3586	L. J. Sholty
	Bridgeport, Conn.	1260 Boston Ave. 41121	W. Ray Baker
	Cleveland	Heights Rockefeller Bldg. Yellowstone 7774	W. Ray Baker
Mayer-Lopez	New York	342 Madison Ave. Vanderbilt 6-1077	Anna F. Schneider
Mayers Co.	Los Angeles	1240 S. Main St. Prospect 0101	Theodore W. Cate
Harry Y. Maynard & Associates	San Francisco	833 Pine St. Douglas 3310	.....
Chas. H. Mayne Co.	Los Angeles	318 W. Ninth St. Trinity 5579	Eugene P. Ramsay
McCann-Erickson	New York	50 Rockefeller Plaza Circle 5-7000	Stuart Ludlum Margaret Jessup Dorothy Barstow Francis H. Conrad
	Atlanta	10 Pryor St. Main 1062	Robert H. Scott
	Cleveland	Guardian Bldg. Cherry 3490	R. M. Alderman
	Chicago	910 S. Michigan Ave. Webster 3701	George Dunscomb
	Denver	Patterson Bldg. Cherry 5518	J. S. Barrows
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes
	Los Angeles	448 S. Hill St. Mutual 1181	A. J. Bruhn
Ray McCarthy Adv. Service	New York	9 Rockefeller Plaza Columbus 5-2050	Ray McCarthy
McCarty Co.	Los Angeles	1206 S. Maple Ave. Prospect 9132	Terrell T. McCarty M. L. Gowana H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	W. H. Wilde
McConnell-Eastman & Co. (See Canadian Agencies)	New York	363 Lexington Ave. Murray Hill 5-5790	S. K. Arnott
McCord Co.	Minneapolis	Hodgson Bldg. Bridgeport 1225	E. B. Grove
McCormick Co.	Amarillo, Tex.	217 E. Seventh Ave. 5338	John R. Forkner
McDaniel, Fisher & Spelman	Akron, O.	First Central Tower Franklin 7108	A. C. Fisher
McDougall & Weiss	Chicago	410 N. Michigan Ave. Delaware 4317	Charles H. McDougall Edward H. Weiss
McGiveran-Child Co.	Chicago	228 N. LaSalle St. Franklin 3322	Dorothy H. McGiveran Janet H. Child
Leo E. McGivens & Co.	New York	444 Madison Ave. Plaza 3-7422	J. Mitchel Thorsen
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
McKee & Albright	Philadelphia	1400 S. Penn Square Locust 4737	E. R. Walmsley
	New York	RCA Bldg. Columbus 5-2058	H. F. Korholz
McLain Organization	Philadelphia	12 S. 12th St. Walnut 1131	Alice B. Thompson
Frank A. McMahon	New York	Wellington Hotel Circle 7-5570	Frank A. McMahon
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	Philip J. Meany Carl K. Tester Ray Clinton
Meermans Inc.	Cleveland	NBC Bldg. Cherry 2480	Carl Brinkman
Meldrum & Fewsmith	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
Menken Adv. Inc.	New York	280 Madison Ave. Murray Hill 5-0670	Anna R. Belman
Merrill Adv. Co.	Cincinnati	C. of C. Bldg. Cherry 3006	.....
Yale Merrill Co.	Baltimore	Calvert Bldk. Plaza 0607	Yale Merrill A. J. Merrill Katherine Bucher
Metropolitan Adv. Co.	New York	92 Liberty St. Rector 2-0450	H. Sloan Joseph Cirone
	Los Angeles	462 E. Third St. Michigan 6405	A. F. Nelson
Mid-Town Adv. Agency	New York	57 W. 125th St. Lehigh 4-2910	Sol Prowler
Midwest Adv. Agency	Rockford, Ill.	315 W. State St. Main 1456	W. A. Pitschke

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	David Heer
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Miller
Harry M. Miller Inc.	Columbus	22 E. Gay St. Adams 7243	.....
	Cincinnati	Enquirer Bldg. Cherry 1844	Robert M. Fleming
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glenn Miller	Chicago	8 S. Michigan Ave. Franklin 1810	.....
Ray Mills Adv. Agency	Auburn, Me.	4 Washington St. 190	Raymond T. Mills
Milne & Co.	Seattle	Exchange Bldg. Main 2186	R. P. Milne Jas. K. Heffernan
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Richmond 3101	Fred Meyer John Guedel J. S. Miner
Mitchell Adv. Agency	Minneapolis	84 S. 10th St. Main 5387	J. H. Mitchell Frank S. Conkey
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust C. J. Turner Dorothy L. Parsons
Mithoff & White	El Paso	Martin Bldg. Main 4500	.....
Arthur R. Mogge Inc.	Chicago	307 N. Michigan Ave. State 2908	.....
	St. Louis	Arcade Bldg. Central 4128	E. E. Kromnacker
Emil Mogul Co.	New York	625 Madison Ave. Eldorado 5-1755	Emil Mogul
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	Ralph Moore
Moore & Hamm	New York	18 E. 48th St. Plaza 3-2385	.....
C. Church More & Co.	Los Angeles	117 W. Ninth St. Vandike 0540	C. Church More

# INCREASE IN NATIONAL ADVERTISING FOR WLAC

1936 over 1935 - 215%

1937 over 1936 - 69%

1938 over 1937 - 16%

1939<sub>(9mo)</sub> over 1938<sub>(9mo)</sub> 85%

**1939 over 1935 - 1,043%**

*The reason for this phenomenal gain is simple—Advertisers have discovered that WLAC is the outstanding buy in the Nashville market.*

## WLAC

5,000 Watts  
NASHVILLE, TENNESSEE

J. T. WARD, Owner      F. C. SOWELL, General Manager  
Member Station C. B. S.  
PAUL H. RAYMER & CO., National Representatives  
Affiliated with World Broadcasting System

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Chester C. Moreland Co.	Cincinnati	Times-Star Tower Parkway 1178	Chester C. Moreland
Raymond R. Morgan Co.	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Richard E. Messer
R. A. Moritz Co.	Davenport, Ia.	Kahl Bldg. 2-3181	R. A. Moritz
H. C. Morris & Co.	New York	420 Lexington Ave. Lexington 2-8650	H. C. Morris
Hoyt Evans Morris	Detroit	Barlum Tower Cherry 6622	Hoyt Evans Morris
Morris & Davidson	Chicago	430 N. Michigan Ave. Superior 3933	W. Pinsker
Morrison Adv. Agency	Milwaukee	1324 W. Wisconsin Ave. Marquette 5372	Marie M. Murray
Morse International	New York	122 E. 42d St. Lexington 2-6727	Richard Nicholls
Moser & Cotins	Utica, N. Y.	10 Hopper St. 4-6141	T. E. Moser A. S. Cotins J. N. Brown
	New York	420 Lexington Ave. Mohawk 4-7187	H. L. Hicks H. L. Steiner
Moss Associates	New York	415 Lexington Ave. Vanderbilt 6-2853	Hines Hatchette
Faraon Jay Moss Inc.	Hollywood	1462 N. Stanton Ave. Granite 8878	Faraon Jay Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt
C. Wendel Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwena Carl Forsberg
J. P. Miller & Co.	New York	19 W. 44th St. Murray Hill 2-2085	A. H. Lange
C. N. Mullican Co.	Louisville	Realty Bldg. Jackson 5834	C. N. Mullican
Mumm, Romer, Robbins & Pearson	Columbus, O.	33 N. Grant Ave. Main 1385	H. J. Nichols L. J. Sullivan
Willard G. Myers Adv. Agency	New York	RCA Bldg. Circle 7-3527	Willard G. Myers
Irvin Myerson Agency	Chicago	330 S. Wells St. Harrison 7588	Irvin Myerson

## N

Wesley K. Nash Co.	St. Louis	Mart Bldg. Chestnut 4155	Phil Thompson
Needham, Louis & Brorby	Chicago	360 N. Michigan Ave. State 5151	Otto R. Stadelman W. R. Fowler
	Milwaukee	231 W. Wisconsin Ave. Marquette 7527	Harry L. Bird
	Hollywood	1680 N. Vine 3 t. Granit 8803	Cecil Underwood
Neff-Rogow	New York	30 Rockefeller Plaza Circle 7-4231	William Rogow Walter J. Neff
Neisser Meyerhoff	Chicago	Wrigley Bldg. Delaware 7860	Walter R. Nelasser A. E. Meyerhoff Nelson A. Shawn
	Milwaukee	759 N. Milwaukee Ave. Marquette 3144	.....
	Los Angeles	530 W. Sixth St. Tucker 2607	George Taylor
Ted Nelson Associates	New York	1650 Broadway Circle 7-2829	Ted Nelson
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. C. Nesbitt
Newby, Peron & Flitcraft	Chicago	222 W. Adams St. Andover 3311	A. Herbert Peron Walter Zivi
Newell-Emmett Co.	New York	40 E. 34th St. Ashland 4-4900	William Reydel D. B. Langan
Theodore A. Newhoff Adv. Agency	Baltimore	Calvert Bldg. Plaza 7155	Marx S. Kafman G. Paul Forman
N. J. Newman Adv. Agency	Los Angeles	307 W. Eighth St. Trinity 7664	N. J. Newman
Robert S. Nichols Agency	Seattle	Lloyd Bldg. Elliott 7417	Robert S. Nichols Robert Hillis Jack McClintock Howard Youngman
Kelso Norman Organization	San Francisco	703 Market St. Douglas 2848	Kelso Norman
Northwest Radio Adv. Corp.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Robert L. Nourse Co.	Los Angeles	844 Wall St. Vandike 3463	Robert L. Nourse H. H. Hindley
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al Taylor Earl C. Noyes

## O

Agency	City	Address Telephone Number	Executives In Charge of Radio
O'Callaghan Adv. Agency	Memphis	U. P. Natl. Bank Bldg. 8-4212	Getz Crenshaw
O'Day, Sheldon & Canaday	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ogden Adv.	Kalamazoo	American Natl. Bank Bldg. 4967	M. Dale Ogden
Ohio Adv. Service	Cleveland	1740 E. 12th St. Prospect 7177	S. L. Abrams
P. F. O'Keefe Adv. Agency	Boston	45 Bromfield St. Liberty 1700	W. C. Sampson
Olmsted-Hewitt	Minneapolis	1200 Second Ave. Atlantic 0202	Ward H. Olmsted Gordon Daline Robert C. Millar
Olsen & Kelley	Milwaukee	161 W. Wisconsin Ave. Marquette 6178	.....
O'Malley Adv. & Selling Co.	Boston	44 School St. Capitol 0060	Charles D. O'Malley E. F. Young

## P

Pacific Adv. Staff	Oakland, Cal.	414 E. 13th St. Templebar 2885	Eric F. Dandy
Pacific Market Builders	Los Angeles	530 W. Sixth St. Trinity 4937	Fred G. Swartz J. B. Kiefer
Pacific National Adv. Agency	Seattle	605 Union St. Eliot 4884	F. G. Mullins Marjorie McPherson
	Portland, Ore.	Fenton Bldg. Atwater 4339	Harold Stone
	Tacoma, Wash.	Rust Bldg. Main 6515	John B. Goff
Packard & Neff	Detroit	2210 Park Ave. Cadillac 9154	M. A. Neff C. A. Packard
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Pamentel
Tom Jones Parry Inc.	Seattle	Hoge Bldg. Seneca 0989	Tom Jones Parry
Harry J. Patz Co., Adv.	Baltimore	Hearst Tower Bldg. Calvert 3887	Harry J. Patz Theo. J. Patz
B. J. Paulson Associates	Milwaukee	623 N. Second St. Marquette 6877	B. J. Paulson H. H. Sinako E. I. Shickel
Hancock Payne Adv. Org.	Philadelphia	Public Ledger Bldg. Lombard 2405	Charles D. Ledyard
W. Montague Pearsall	New York	30 Vesey St. Cortlandt 7-3700	W. Montague Pearsall
Peck Adv. Agency	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinshaimer A. L. Moss
Pedlar & Ryan	New York	250 Park Ave. Eldorado 5-7700	Gregory Williamson Frank G. Silvernail
Perrin-Pays Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Pettingell & Fenton	New York	673 Fifth Ave Plaza 6-1880	Fleur Fenton Atherton Pettingell
Stanley Pfbaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pfbaum W. B. Booth
Phelps-Engel-Phelps	Chicago	919 N. Michigan Ave. Superior 7656	Ann Lindgren
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard
Harold W. Pickering, Adv.	Salt Lake City	Templeton Bldg. Wasatch 2658	.....
Pitluk Adv. Co.	San Antonio	Alamo National Bldg. Garfield 7268	Ben S. Lee J. N. Pitluk
Platt-Forbes	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
Potter & Black Adv.	Los Angeles	524 S. Spring St. Vandike 8295	Carleton A. Potter
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts Frank F. B. Houston E. A. Warner
Potts-Turnbull Co.	Kansas City	912 Baltimore Ave. Victor 9400	.....
Harold Pottus Adv.	Corpus Christi, Tex.	Furman Bldg. 2-5621	Harold Pottus
Edward M. Power Co.	Pittsburgh	Oliver Bldg. Atlantic 0827	Edward M. Power, Jr. George E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Murray Hill 2-8766	Robert W. Powers
F. E. Prella Co.	Hartford, Conn.	983 Main St. 7-1117	L. R. Schoenfeld Philip F. Frank

**P—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Presha, Fellers & Presba	Chicago	860 N. Michigan Ave. Central 7688	E. A. Fellers Bert S. Presba Will B. Presba
J. G. Proctor Co.	New York	250 Park Ave. Plaza 3-5252	John Muller
Productive Adv. Agency	Los Angeles	6127 S. Western Ave. Pleasant 4111	W. H. Reuter
Purse Co.	Chattanooga	435 Chestnut St. 7-1264	.....

**Q**

John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter
---------------	--------	-------------------------------	----------------------------------

**R**

Radio Adv. Co.	Buffalo	Brisbane Bldg. Washington 2714	Robert P. Mendelson
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel W. J. Henderson George Vischoff
	Chicago	230 N. Michigan Ave. Franklin 8155	.....
Randall Co.	Hartford, Conn.	75 Pearl St. 7-8283	Wilbur Randall
	New York	6 E. 45th St. Vanderbilt 6-4952	Robert Dorfman
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	C. E. Foerster
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin, Jr.
Ratcliffe Adv. Agency	Dallas	Southland Life Bldg. 2-3085	O. S. Bruck D. P. Neal
Charles A. Rawson & Associates	Atlanta	Commercial Exchange Bldg. Walnut 8594	Charles A. Rawson Frank P. Bell
	Charleston, S. C.	P. O. Box 690 .....	Luelle M. Clark
Howard Ray Adv. Agency	Los Angeles	320 West Ninth St. Trinity 8582	Howard Ray Harry J. Wendland
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Larry Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Chas. Dallas Reach
	Syracuse, N. Y.	Onondago Co. Bank Bldg. 8988	.....
Reade, Obler & Daniels	New York	701 Seventh Ave. Medallion 3-1232	Bobby Sanford
Realservice Adv. Agency Inc.	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Redmond Co.	Boston	38 Newbury St. Kenmore 8766	C. A. Dana Redmond
Edwin I. Reeser	Tulsa, Okla.	223 S. Cheyenne 3-6156	Edwin I. Reeser
Morgan Reichner & Co.	New York	400 Madison Ave. Wickersham 2-3100	Morgan S. Reichner George J. Arkedis
Reincke-Ellis-Younggreen & Finn	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 18th St. Templebar 2408	Emil Reinhardt
Reiss Adv., Inc.	New York	30 Rockefeller Plaza Columbus 6-7783	Harold Reiss
Reiwitch & Wittenberg	Chicago	64 E. Lake St. Randolph 6075	.....
William B. Remington Inc.	Springfield, Mass.	196 Worthington St. 2-2185	H. F. King T. L. Hunt
Remsen Adv. Agency	New Haven	246 Meadow St. 8-1181	John R. Demarest
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
	Hartford, Conn.	197 Asylum St. 2-9074	Richard B. Burfee, Jr.
Renfro Valley Enterprises	Mt. Vernon, Ky.	.....	John Lair
Resnick Adv. Agency	Milwaukee	714 N. 11th St. Daly 3670	Max Resnick
Rufus Rhoades & Co.	San Francisco	DeYoung Bldg. Exbrook 6469	Rufus Rhoades
C. E. Rickerd Inc.	Detroit	Maccabees Bldg. Temple 1-3686	R. H. Edsall
	Milwaukee, Wis.	Mariner Tower Daly 4358	H. C. Mulberger

**R—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	Mrs. M. D. Corbett
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Ward A. Zimmer
Lee Ringer Adv.	Los Angeles	3923 W. Sixth St. Drexel 8131	Lee Ringer Thelma Francis
Philip Ritter Co.	New York	511 Fifth Ave. Murray Hill 2-3898	Philip Ritter, Jr.
Dan Rivkin	Philadelphia	220 S. 16th St. Pennypacker 5766	Dan Rivkin
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave. State 6278	Ralph N. Cushing Mary A. Robertson
Osgood Roberts & Associates	Washington	Barr Bldg. Metropolitan 8346	Osgood Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	.....
Roberts & Reimers	New York	551 Fifth Ave. Murray Hill 2-3175	Robert P. Reimers
Robertson Adv.	Denver	U. S. Natl. Bank Bldg. Keystone 4657	Marshall G. Robertson
Elwood J. Robinson Adv. Agency	Los Angeles	541 S. Spring St. Mutual 1142	Wendell Neely
Roche, Williams & Cunyng-ham	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
Lincoln Roden Inc.	Philadelphia	Lewis Tower Pennypacker 5971	Lincoln Roden, Jr.
Arthur F. Rodriguez Co.	New York	Chrysler Bldg. Murray Hill 6-5900	A. Rodriguez Verna Morris Faber Frank McCabe
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
Rogers & Smith	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor Howard N. Smith

**NATIONAL WEVD ADVERTISERS**

1300 Kc. - 1000 WATTS

**NEW YORK**

**JELLO  
EX-LAX  
CRISCO  
POSTUM  
WHEATENA  
FEEN-A-MINT  
IVORY SOAP  
TETLEY TEA  
TASTEE BREAD  
ALKA-SELTZER  
CARTER'S PILLS  
MINUTE TAPIOCA  
CARNATION MILK  
HECKER'S FARINA  
SWANSDOWN CAKE FLOUR  
PLANTER'S HIGH HAT PEANUT OIL  
BREAKSTONE BROTHERS CHEESE**

A Partial List of National Advertisers Currently Using WEVD to Reach Greater New York Markets.

Programs of Distinction in ENGLISH JEWISH ITALIAN POLISH

**WEVD** PROMOTIONAL BOOKLET ON REQUEST 117 West 46th Street **NEW YORK**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mort. Bldg. Fairfax 6301	.....
C. M. Rohrabauhg Co.	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 0557	C. M. Rohrabauhg
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer W. E. Pell
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root
Wm. Ganson Rose Inc.	Cleveland	Terminal Tower Prospect 6171	L. C. Brown
Rose-Martin Inc.	New York	21 W. 46th St. Bryant 9-4821	Alvin H. Kaplan
Arthur Rosenberg Co.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Rosette & Hartwig (See Adrian Bauer Adv. Agency)	New York	122 E. 42d St. Ashland 4-7780	George Rosette
W. B. Ross & Associates	Los Angeles	1909 Estrella Ave. Prospect 8600	W. B. Ross
Ross-Gould Co.	St. Louis	309 N. Tenth St. Central 1648	Harry Meyer
Roth, Schenker & Bernhard	Chicago	230 N. Michigan Ave. Whitehall 6030	Ralph Schoolman
Charles L. Rumrill & Co.	Rochester	364 East Ave. Stone 592	G. Wallington
Will Russell & Co.	San Francisco	500 Sansome St. Garfield 8776	Will Russell Laurence Cook
Ruthrauff & Ryan	New York	405 Lexington Ave. Murray Hill 6-6400	C. L. Campbell Charles Ayers S. Hoogan Bayles
	Chicago	360 N. Michigan Ave. Randolph 2625	Ros Metzger
	Detroit	7430 Second Blvd. Madison 1980	N. J. Newton
	St. Louis	812 Olive St. Main 0129	Oscar Zahner
	San Francisco	235 Montgomery St. Douglas 5822	Charles Perrine
	Hollywood	1680 N. Vine St. Hillside 7593	Wm. E. Betts
	Seattle	1216 Third Ave. Main 9-6727	F. G. Mullins
Howard J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan Inc.	Washington	726 Jackson Place, N.W. National 9643	Mahlon A. Glascock
Ryder & Ingram	Oakland, Cal.	837 17th St. Glencourt 4317	Eddie Handley

## S

Robert St. Clair Co.	Wilkes-Barre, Pa.	2d Natl. Bank Bldg. 4-1178	Arnott L. Jones
	New York	80 Rockefeller Plaza Circle 7-5052	Hubert Johnson
St. Georges & Keyes	New York	250 Park Ave. Plaza 3-6920	Maubert St. George
St. Paul Adv. Co.	St. Paul	100 Wabasha St. Riverside 1822	B. E. Howard
Richard B. Salinger Adv.	Boston	38 Chauncy St. Liberty 5332	Richard B. Salinger
Sammis, Darling & Bradshaw	San Diego, Cal.	Commonwealth Bldg. Main 5738	Herbert F. Sammis Wm. R. Darling, Jr.
Arthur W. Sampson Co.	Boston	199 Washington St. Capitol 0131	Arthur L. Clark Arthur W. Sampson
Tom Sawyer Adv. Agency	Dallas	723 N. St. Paul St. 2-1424	Beebe Sawyer Tom Sawyer
William A. Schautz Adv. Agency	New York	Park-Lexington Bldg. 3-5626	William A. Schautz
Scheck Adv. Agency	Newark	9 Clinton St. Market 2-0480	W. Wright Beck
Scheel Adv. Agency	Cleveland	1740 East 12th St. Cherry 2644	C. W. Scheel
William N. Scheer Adv. Agency	Newark	24 Branford Place Market 3-4171	William N. Scheer
Hugo Scheibner Adv.	Los Angeles	111 W. Seventh St. Michigan 6636	Hugo Scheibner George Howland
Scholts Adv. Service	Los Angeles	1201 W. Fourth St. Michigan 2396	T. D. Scholts Wm. G. Scholts

## S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Schwab & Beatty	New York	386 Fourth Ave. Ashland 4-5496	R. W. Beatty
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1816	Walter Schwimmer Robert J. Scott
Scott-Telander	Milwaukee	411 E. Mason St. Daly 1080	Harry H. Scott M. A. Lomkuhl E. H. Swanson
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick
	Chicago	333 N. Michigan Ave. Franklin 0951	D. M. Smith
Russell M. Seeds Co.	Chicago	Palmolive Bldg. Delaware 1045	Freeman Keyes Tom Wallace Miss H. J. Rollinson
	Indianapolis	Lemcke Bldg. Riley 9386	Paul Richey
	Cincinnati	Fountain Sq. Bldg. Cherry 6558	John Lair
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Theodore H. Segall
Roscoe W. Segar Adv. Agency	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar
Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Frederick Seid Adv. Agency	San Francisco	127 Montgomery St. Garfield 0360	Frederick Seid
Selviar Broadcasting System	Chicago	75 E. Wacker Drive Randolph 8877	Irving Rocklin
J. Albert Shaffer	Washington, D.C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer, Brennan, Margulis Adv. Co.	St. Louis	4 N. Eighth St. Main 2579	Sam B. Margulis
John B. Shaw, Adv.	Los Angeles	816 W. Fifth St. Mutual 5161	John B. Shaw
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4083	J. L. Levin L. E. Shecter
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
Lisle Sheldon Adv.	Los Angeles	4310 Beverly Blvd. Drexel 5185	Lisle Sheldon
Shepard Adv. Agency	Chicago	435 N. Michigan Ave. Superior 2686	K. E. Shepard
Robert L. Shepherd Adv. Agency	Chicago	230 N. Michigan Ave. State 4430	Robert L. Shepberd
Hal E. Short, Adv.	Portland, Ore.	Rothchild Bldg. Beacon 5872	.....
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	.....
Sidener & Van Riper	Indianapolis	Circle Tower Riley 3541	Wm. F. Kegley
H. Chas. Sieck Inc.	Los Angeles	1151 S. Broadway Prospect 2074	Donald Crandal
Alfred J. Silberstein Inc.	New York	9 E. 40th St. Murray Hill 3-6232	Harold M. Mitchell H. Goldsmith, Jr.
Charles Silver & Co.	Chicago	787 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds	Chicago	201 N. Wells St. Central 1166	C. O. Brewer
Simon & Gwynn	Memphis	Commerce Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co.	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Florence Dart
Simpson Adv. Co.	St. Louis	214 N. Sixth St. Garfield 0462	Roy B. Simpson
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer	New York	24 W. 40th St. Wisconsin 7-8765	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Ray W. Smith & Associates	San Francisco	620 Market St. Douglas 2616	Ray W. Smith



**S—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Smith & Bull, Adv.	Los Angeles	553 S. Western Ave. Drexel 3263	Dick Smith Frank Bull
Smith & Drum	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
	Seattle, Wash.	Dexter-Horton Bldg. Main 3765	Arthur Poolton
Smith, Hoffman & Smith	Pittsburgh	323 Fourth Ave. Atlantic 9313	R. P. Taylor
Southern Adv. Corp.	Durham, N. C.	111 Corcoran St. F-9031	R. S. Williamson
Snow, Bates & Orme	Springfield, Mass.	95 State St. 6-3669	Galen Snow
Sorensen & Co.	Chicago	Palmolive Bldg. Delaware 5030	Roy A. Sorensen
Spangler & Berry	Washington, D. C.	1319 F St. District 3355	Howard W. Berry Ralph F. Spangler Edward J. Major
Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0237	J. Martin Smith
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	S. Spector E. J. Goodman
Rolfe C. Spinning Inc.	Detroit	Macabees Bldg. Columbus 0531	Paul H. Bruske
Spot Broadcasting Inc.	New York	303 W. 42d St. Circle 6-9375	Miss H. A. Thomas
W. E. Sproat & Co.	Chicago	664 N. Michigan Ave. Superior 4846	R. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Nat'l Bank Bldg. 3-1403	Urban H. Moss
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble H. L. Hulsebus E. A. Goble
	San Francisco	Monadnock Bldg. Yukon 2486	James Houlihan
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter
Standish Inc.	Providence, R. I.	Unlon Trust Bldg. Gaspee 4505	Granville S. Standish
Staples & Staples	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
Barton A. Stebbins, Adv.	Los Angeles	811 W. Seventh St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman
Steele Adv. Agency	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele Martha F. Hill
Frank R. Steele & Associates	Chicago	360 N. Michigan Ave. State 3188	Bernard E. Steinman
Steller-Millar Agency	Los Angeles	112 W. Ninth St. Mutual 4308	Otto A. Steller Helen V. Millar
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman
Lou Sterling & Associates	N. Hollywood	N. Hollywood, Cal. Sunset 23877	Lou Sterling Lou Sterling, Jr.
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfield-Godley	New York	280 Broadway Barclay 7-3030	S. I. Godley Philip Schelt
Steuerman Adv. Agency	New York	205 E. 42d St. Caledonia 5-4334	Mrs. L. Steuerman
Fred D. Stevens Adv.	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Wilson Brown
Stevens & Wallis	Salt Lake City	36 Richards St. Wasatch 1636	David W. Evans Stringham A. Stevens
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	.....
Stewart, Hanford & Casler	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
	New York	509 Fifth Ave. Murray Hill 2-7213	O. G. Carpenter
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman J. Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton, West, Burkhart	Cincinnati	1st Natl. Bank Bldg. Cherry 8517	W. Z. Burkhart R. S. West Eric W. Stockton
Stodel Adv. Co.	Los Angeles	219 W. Seventh St. Trinity 8677	Edward C. Stodel

**S—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Stone-Stevens-Howcott- Halsey, Inc.	New Orleans	Whitney Bldg. Magnolia 1684	J. B. Simpson
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	C. E. Stevens
Street & Finney	New York	830 W. 42d St. Bryant 9-2400	Walter Craig
Charles R. Stuart	San Francisco	625 Market St. Douglas 2438	Georgia Friedmann Charles P. Johnson
	Los Angeles	412 W. Sixth St. Tucker 2822	Charles Levitt
Culbreth Sudler Co.	Los Angeles	412 W. Sixth St. Trinity 2128	Culbreth Sudler R. F. McKee
Suedhoff & Co.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff Oswald Ferber
Charles F. Sullivan & Associates	Detroit	Leland Hotel Bldg. Randolph 2300	Charles F. Sullivan
G. Lynn Sumner Co.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner E. R. Wood
Swafford & Koehl	New York	341 Madison Ave. Murray Hill 6-8860	Joseph Lalap
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank G. James W. B. Watterson
	Los Angeles	2525 Firestone Blvd. Jefferson 4019	C. B. Ryan
Hilmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	H. V. Swenson
Howard Swink Adv. Agency	Marion, O.	336 E. Church St. 2492	Howard Swink
Syverson-Kelley	Spokane	Mohawk Bldg. Main 4311	A. H. Syverson H. A. Brassard Raymond F. Kelley

**T**

J. D. Tarcher & Co.	New York	630 Fifth Ave. Circle 6-2626	William E. Larcombe
Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 4440	Henry H. Teplitz

**3 QUOTATIONS FROM SATISFIED  
WFMD SPONSORS**

**BIG  
BUSINESS\***

**1.**

"Ever since we have started on a farm radio program, WFMD at Frederick has been on our list, and in my opinion it has done the most outstanding job for us of any radio station that we have used."—(FEEDS)

**MEDIUM  
BUSINESS\***

**2.**

"Outstanding were successful sales, which came from mid-west Pennsylvania, near the towns of Schellsburg, New Paris and Alum Bank. This is an even greater distance than we had believed it possible for your station to carry, and the fact that we closed sales make your service of even greater value."—(FARM IMPLEMENTS)

**SMALL  
BUSINESS\***

**3.**

"This year I am putting all my promotional eggs in one basket. If WFMD does for me again what it has done in the past, I can't miss. Your sympathetic understanding of my problems and your wholehearted cooperation helped make 1939 the biggest year in our 46 year history."—(JEWELRY)

\*Names on request

*SELLING Apples to Zinnias, WFMD's RESULTS have amazed sales managers who never knew 500 watts could pack such a punch.*

**WFMD**  
**Frederick, Maryland**  
**500 watts**                      **900 kilocycles**

# DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

## T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reher Linnea Nelson Thomas D. Lucken- bill A. K. Spencer
	Chicago	410 N. Michigan Ave. Superior 0808	B. W. Gunn Margaret Wiley
	Hollywood	1549 N. Vine St. Hillside 7241	Dan Danker
	San Francisco	Shell Bldg. Garfield 3510	Miss Anne Director
Thompson Adv. Agency	Youngstown	721 Wick Ave. 6-6159	Ray M. Thompson Sara Spinks
Thompson-Koch Co.	Cincinnati	32 W. Sixth St. Cherry 5221	W. S. Groom
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle
Tomaschke-Elliott	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	J. Walter McLean Wm. T. Ogle
Topping & Lloyd	New York	485 Madison Ave. Wickersham 2-0842	Frank J. Leiss
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Ralph Timmons
Townsend Adv. Service	Burlington, Vt.	203 College St. 4880	Charles E. Townsend
W. I. Tracy Inc.	New York	515 Madison Ave. Murray Hill 4-2580	Douglas Foedick
Tracy-Locke-Dawson	Dallas	1807 Pacific St. 7-8655	Raymond P. Locke James J. Jefferies E. J. Worthington
	New York	22 E. 40th St. Ashland 4-1690	Mario Messina

1310  
ON THE DIAL

# KGFW BULLETIN

PHONE  
31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY  
CENTRAL NEBRASKA BROADCASTING CORPORATION  
KEARNEY, NEBRASKA

### BROADCASTING MAGAZINE, WASHINGTON:

57,900 FARM HOMES AND 18,430 CITY HOMES WITH RADIO SETS IN KGFW PRIMARY AREA ARE REJOICING OVER HEAVY WINTER SNOWS THAT INSURE MILLIONS OF DOLLARS IN 1940 CROPS. KGFW IS ONLY FULL TIME STATION SERVING THIS RICH AGRICULTURAL AREA, WITH 386,402 POPULATION. WILL GLADLY SUPPLY NATIONAL AND REGIONAL ADVERTISERS AND THEIR AGENCIES WITH FULL INFORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS  
GENERAL MANAGER KGFW

KEARNEY, NEBRASKA  
JANUARY 5, 1940

## T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. Walter Lindsey
Fletcher B. Trunk & Co.	Denver	Gas & Elec. Bldg. Tabor 3434	Fletcher B. Trunk Jerry C. Downer Ruth Knudson
James H. Turner Co.	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner
O. S. Tyson and Co.	New York	280 Park Ave. Murray Hill 9-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes

## U

Fletcher S. Udall & Associates	San Francisco	111 Sutter St. Douglas 3161	Fletcher S. Udall
R. G. E. Ullman Organization	Philadelphia	1520 Locust St. Pennypacker 4521	Nan M. Collins
United Broadcasting Co.	Chicago	201 N. Wells St. Andover 1685	Egmont Sonderling W. L. Klein
	New York	19 W. 44th St. Vanderbilt 6-3816	Joseph Bloom
United States Adv. Corp.	Toldeo	240 Huron St. Main 8205	Carl U. Fauster Harold V. Barrett
	Chicago	612 N. Michigan Ave. Delaware 4466	A. J. Engelhardt
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Wotnen
Universal Radio Features	San Francisco	200 Bush St. Sutter 6780	Richard Guggenheim
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin

## V

Van Auken-Ragland	Chicago	20 N. Wacker Drive Franklin 2910	K. L. Van Auken Chester A. Ragland
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van De Mark
	Minneapolis	Lumber Exchange Bldg. Main 7471	Claude Elnor
Vanden Co.	Chicago	620 N. Michigan Ave. Superior 9608	G. W. Vanden
Vanderbie & Rubens	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
	New York	542 Fifth Ave. Vanderbilt 6-2734	Louis J. F. Moore
Van Hecker-MacLeod	Chicago	75 E. Wacker Drive State 5615	C. E. Van Hecker
Van Sant, Dugdale & Co.	Baltimore	Court Square Bldg. Plaza 5280	Robert A. McKericher
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock G. P. Swift K. S. Duffes
Charles E. Vautrain Associates	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain
Gordon Vichek Adv. Agency	Cleveland	Rockefeller Bldg. Cherry 6540	Duke Lidyard
Vredenburgh & Kennedy	New York	515 Madison Ave. Plaza 3-2510	Harold Slater

## W

Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker
Hugo Wagenseil & Associates	Dayton	Talbot Realty Bldg. Hemlock 1151	Hugo Wagenseil Charles Fleming
Carl C. Wakefield Adv. Agency	San Francisco	406 Montgomery St. Douglas 5407	Carl C. Wakefield
L. H. Waldron Adv. Agency	San Francisco	447 Sansome St. Garfield 5477	L. H. Waldron
Wales Adv. Co.	New York	230 Park Ave. Murray Hill 6-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Grant 1900	William W. Rose
Wallace-Lindeman	Grand Rapids, Mich.	Assn. of Commerce Bldg. 9-7214	Oliver A. Wallace

**W—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ivar F. Wallin, Jr. & Staff	Los Angeles	3806 Beverly Blvd. Federal 1118	I. F. Wallin, Jr.
Nellie Walsh Adv. Service	Los Angeles	617 S. Olive St. Vandike 9853	Nellie Walsh
Wank & Wank	San Francisco	580 Market St. Garfield 2921	M. E. Wank
Mason Warner Co.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
W. S. Warner Co.	Sar Francisco	369 Pine St. Yukon 0143	W. S. Warner
Warwick & Legler	New York	230 Park Ave. Murray Hill 2-7890	Preston H. Pumphrey
Watts, Payne Adv. Inc.	Tulsa, Okla.	205 S. Cheyenne Ave. 4-9027	Oscar Payne Don Watts
Waxelbaum & Co.	New York	110 W. 40th St. Pennsylvania 6-0043	B. Waxelbaum
Tucker Wayne & Co.	Atlanta	10 Pryor St. Walnut 6305	Douglas Connah
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Elizabeth A. Watkins
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Mary Jane Durnham
Webber Adv. Agency	Grand Rapids, Mich.	200 Division Ave. N. 8-1537	C. Reid Webber Russell Eavey Jean Andress
Charles A. Weeks Co.	New York	122 E. 42d St. Lexington 2-2408	Charles A. Weeks
John P. Weidenhamer & Associates	Harrisburg	26 N. 18th St. 4-1808	John P. Weiden- hamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	Sam Taubman Mabel Peoples
Armand S. Weill Co.	Buffalo	170 Franklin St. Washington 6250	Robert K. Weill
Milton Weinberg Adv. Co.	Los Angeles	325 W. Eighth St. Tucker 4111	Bernard Weinberg
Weller Service	Seattle	Vance Bldg. Elliott 0240	William Cartwright Max Lund
Jack Wemple Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Wesley Associates	New York	347 Madison Ave. Murray Hill 6-7077	H. Weiner
E. A. Wesley Agency	Los Angeles	418 W. Eighth St. Michigan 8631	E. A. Wesley
West & Associates	Glendale, Cal.	102 N. Brand Blvd. Chapman 5-2442	Paul R. Jordan
Westamerica Co.	Los Angeles	412 W. Sixth St. Vandike 9772	George W. S. Reed
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	R. W. Stafford
Western Adv. Agency	Racine, Wis.	214 Fifth St. Jackson 974	T. J. Brokaw
	Chicago	85 E. Wacker Drive Central 7565	J. R. McCue
Western Adv. Co.	San Diego, Cal.	Kettner Bldg. Main 9545	Royal B. Lee
	Los Angeles	650 S. Grand Ave. Vandike 0016	Harriet W. Kelly
Westheimer & Co.	St. Louis	315 N. Seventh St. Garfield 4080	Jerome J. Schweitzer
Weston-Barnett	Waterloo, Ia.	217 1/2 W. Fifth St. 766	Phillips Taylor Wells H. Barnett A. C. Barnett
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
Frank E. Whalen Adv. Co.	Kansas City	Insurance Exch. Bldg. Victor 7200	Frank E. Whalen
Ward Wheelock Co.	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 7500	.....
	New York	420 Lexington Ave. Lexington 2-4926	Diana Bourbon
	Hollywood	Equitable Bldg. Hillside 0191	Mary Garvin
White-Lowell Co.	New York	595 Madison Ave. Plaza 8-2400	Allen A. Funt
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	W. S. Clapp
Alvin Wilder Adv.	Los Angeles	617 S. Olive St. Vandike 9853	Alvin Wilder
Mac Wilkins & Cole	Seattle, Wash.	Republic Bldg. Elliott 0855	Showalter Lynch

**W—(Continued)**

Agency	City	Address Telephone Number	Executives In Charge of Radio
Otis Carl Williams Inc.	Worcester, Mass	201 Commercial St. 3-4789	C. Jerry Spaulding
Edward Bird Wilson Inc.	New York	120 Wall St. Whitehall 4-4170	Frank A. Arnold
Wilson & Haight, Inc.	Hartford, Conn.	410 Asylum St. 2-3200	Howard C. Wilson Jesse J. Haight
C. C. Winningham Inc.	Detroit	1917 First St. Randolph 8970	C. C. Winningham
N. A. Winter Adv. Agency	Des Moines	Paramount Bldg. 4-0601	N. A. Winter R. L. Headen
Ed Wolf & Associates	Rochester	Taylor Bldg. Stone 191	Ed Wolf Alfred Scheible
Wood, Brown & Wood	Boston	209 Washington St. Capitol 1850	Allen H. Wood, Jr. Arthur A. Sisson Martha L. Ayers
Hugh Woods Adv. Agency	Los Angeles	643 S. Olive St. Trinity 1726	Hugh Woods
Woolley & Hunter	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 W. 42d St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
Wortman, Barton & Co.	New York	381 Fourth Ave. Murray Hill 4-2757	E. B. M. Wortman
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Burton E. Wyatt & Co.	Atlanta	Rhodes Bldg. Main 1121	Burton E. Wyatt
Wyatt, Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9148	Orrin C. Auld
C. Ellsworth Wylie	Los Angeles	608 S. Hill St. Trinity 6184	C. Ellsworth Wylie

**Y**

Jack Yarmov & Co.	New York	247 Park Ave. Plaza 8-1171	Jack Yarmov
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiplin
John Orr Young Inc.	New York	610 Fifth Ave. Columbus 5-5613	Edmund Miller
Young & Rubicam	New York	285 Madison Ave. Ashland 4-8400	T. F. Harrington Carlos Franco Thomas Lewis
	Chicago	383 N. Michigan Ave. Central 9889	A. E. Tatham
	Detroit	7430 Second Blvd. Madison 4300	Joseph R. Holmes
	San Francisco	2810 Russ Bldg. Exbrook 3647	Bryan Houston
	Hollywood	6253 Hollywood Blvd. Hollywood 2734	Joseph R. Stauffer
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

**Z**

Edward W. Zabel Co.	Chicago	230 E. Ohio St. Superior 3574	Edward W. Zabel
Alfred P. Zabin Adv. Agency	New York	56 W. 45th St. Murray Hill 2-8797	Alfred P. Zabin
Zimmer-Keller	Detroit	1803 Stroh Bldg. Cadillac 9151	H. R. Klein
Zinn & Meyer	New York	342 Madison Ave. Vanderbilt 6-1422	Richard A. Zinn
Frederic W. Ziv Inc.	Cincinnati	2436 Reading Road University 6124	John L. Sinn George B. Hart

**NOW 5000 WATTS FULL TIME!**

**KLO "THE VOICE OF UTAH"**

Leads again in Utah with 5000 watts full time operation. Directionalized transmission eliminates waste coverage of desert and mountain areas and insures primary service to a half million inter-mountain listeners.

*No Increase in Rates*

Ogden, Utah **KLO** NBC Blue Network

*Representatives—Bryant, Griffith & Brunson*

# Directory of Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio	Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardel Adv. Agency	Toronto 2, Ont.	137 Wellington St. W. Adelaide 4994	Clark Wright	General Broadcasting Co.	Montreal, Que.	1425 Dorchester St. W. Plateau 3858	
	Oakville, Ont.	.....	W. A. Chant	J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	J. N. McConnell J. J. Gibbons
	Hamilton, Ont.	Bank of Toronto Chambers 2-8524	S. P. Westaway		Montreal, Que.	Dominion Square Bldg. Harbour 6027	H. M. Reid
Benwell Atkins Ltd.	Vancouver, B. C.	418 Granville St. Seymour 2361	.....		Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley
N. W. Ayer & Son of Canada	Toronto, Ont.	Victory Bldg. Adelaide 6156	T. J. Henry		Edmonton, Alb.	Agency Bldg. 27-512	J. H. Fulton
	Montreal, Que.	Sun Life Bldg. Plateau 6886	Arthur G. White		Calgary, Alb.	Lancaster Bldg. M 5437	R. G. Smith
Baker Adv. Agency	Toronto, Ont.	199 Bay St. Adelaide 2171	W. Nicholas		Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Winnipeg, Man.	600 Great West Per- manent Bldg. 92-626	J. Hurler		Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter
Benison Adv. Agency	Montreal, Que.	Canada Cement Bldg. Plateau 6666	.....		Berks, England	Beechwoods, Quarry Woods, Cookham Dean	Lt.-Col. H. A. Moore
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond	F. H. Hayhurst Co.	Toronto, Ont.	38 King St. W. Adelaide 7418	W. P. Hayhurst
	Vancouver, B. C.	317 Royal Bank Bldg. Trinity 0906	V. Irons		Montreal, Que.	1405 Peel St. Belair 3666	E. A. Goodeve
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie	L. J. Heagerty & Assoc.	Toronto 2, Ont.	McKinnon Bldg. Adelaide 0366	L. J. Heagerty
Broadcast Programs	Calgary, Alberta	2nd Ave. at 6th St. W. M 7373	.....	C. A. Allen Heeney Ltd.	Vancouver, B. C.	789 W. Pender Seymour 1788	.....
W. J. Brown & Associated	Edmonton, Alta.	111 Revillon Bldg. 22522	.....	Archie Hunter	Victoria, B. C.	1216 Government Empire 2011	.....
Canadian Adv. Agency	Montreal, Que.	1050 Beaver Hall Hill Plateau 8046	L. E. Schofield	Roy A. Hunter	Vancouver, B. C.	710 Seymour Trinity 4508	.....
	Toronto, Ont.	100 Adelaide St. W. Waverley 3261	L. D. Jamieson	J. E. Huot	Montreal, Que.	353 St. Nicholas Plateau 9539	J. E. Huot
	Paris, France	13 de Marivaux St. .....	.....	Hutchins Adv. Co. of Canada	Toronto, Ont.	330 Bay St. Waverley 5311	John Bennett
Canadian Broadcast Service	Vancouver, B. C.	207 W. Hastings Trinity 1815	.....	Industrial Adv. Agency	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Canadian National Broad- casting Reg'd	Montreal, Que.	1410 Stanley St. Lancaster 2269	.....	Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
Clarke Adv. Service	Victoria, B. C.	625 Fort Empire 9613	.....	Kenyon & Eckhardt	Montreal	Sun Life Bldg. Plateau 9939	Dexter Schnebly
Cockfield-Brown & Co.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway	Clark Locke Ltd.	Toronto	Harbour Commission Bldg. Elgin 6271	Crawford U. Hall
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin	Lord & Thomas of Canada	Toronto 2, Ont.	19 Richmond St. W. Waverley 1151	Grant Adams
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	J. V. Brock		Montreal, Que.	Dominion Square Bldg. Plateau 7924	C. D. Dennis
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender	Harold C. Lowrey	Toronto 2, Ont.	Confederation Life Bldg. Waverley 4050	Harold C. Lowrey
Dairy Products Advertising	Toronto, Ont.	45 Front St. E. Adelaide 2955	Miss Florence Fowler	McConnell, Eastman & Co.	London, Ont.	Huron & Erie Bldg. Metcalfe 544	T. H. Yull
D'Arcy Adv. Co.	Toronto, Ont.	90 Broadview Gladstone 4651	G. P. Altenbernd		Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
A. J. Denne & Co.	Toronto 2, Ont.	90-92 King St. W. Elgin 3444	Miss F. M. Wright		Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	Keith Crombie
Desbarats Adv. Agency Ltd.	Montreal, Que.	480 LaGauchetiere W. Plateau 5025	.....		Vancouver	789 W. Pender Seymour 1788	Ivan Denton
Dickson & Ford	Toronto 5, Ont.	37 Bloor St. W. Randolph 1488	Roy Ward Dickson		Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
Ellis Advertising Co.	Toronto 2, Ont.	465 Bay St. Adelaide 6101	J. W. Culliner A. A. Muter		New York, N. Y.	98 Nassau St. Worth 2-4375	S. K. Arnott
Sherman K. Ellis & Co.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft	MacKay & Savary Adv. Service	Calgary, Alta.	Union Bldg. M 4560	.....
Ferres Adv. Service	Hamilton, Ont.	16 James St. S. 7-1884	.....	MacLaren Adv. Co.	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
Financial Adv. Co. of Canada	Montreal, Que.	651 Craig St. W. Lancaster 2188	Sam Ghent		Calgary, Alb.	221a 8th Ave. W. M 5424	Thos. Meade
	Toronto 2, Ont.	226 Bay St. Elgin 7204	Chas. R. McCarthy		Montreal, Que.	Dominion Square Bldg. Plateau 9556	E. H. H. Smith
James Fisher Co.	Toronto, Ont.	204 Richmond St. W. Waverley 8091	W. R. Johnston		Vancouver, B. C.	198 W. Hastings Trinity 0843	G. W. Stevens
	Montreal, Que.	Confederation Bldg. Lancaster 1205	H. V. Petersen		Winnipeg, Man.	Lindsay Bldg. 26-622	Walter Henderson
Harry E. Foster Agencies	Toronto, Ont.	210 Dundas St. W. Elgin 2134	Harry E. Foster		Regina, Sask.	200 Leader Bldg. 6-886	R. Wilson
Frontenac Broadcasting Co.	Toronto 2, Ont.	394 Bay St. Elgin 4558	G. J. Carter				

RADIO STATION

# CHNC

Entering its 7th Year of  
Broadcasting

announces

increased coverage, more  
consistent signal, as a re-  
sult of the following sig-  
nificant improvements:

1. 404 - Foot Blaw - Knox  
Vertical Radiator
2. 450 - Foot Gas - Filled  
Transmission Line
3. 1000 - Watt Northern  
Electric High Fidelity  
Transmitter
4. Backed-up by a LOW  
FREQUENCY — 610  
Kc.

## CHNC's audience

- ★ Is larger than ever
- ★ Enjoys well - planned  
programmes
- ★ Listens, approves, and  
buys

LET CHNC INCREASE  
YOUR SALES!

# CHNC

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

## CANADIAN ADVERTISING AGENCIES

Agency	City	Address Telephone Number	Executives In Charge of Radio
A. McKimm Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	W. T. Brace
	Toronto, Ont.	870 Bay St. Elgin 5351	Don Henshaw
	Winnipeg, Man.	Royal Bank Bldg. 97-627	A. A. Brown
	Vancouver, B. C.	Province Bldg. Seymour 3435	F. S. Auger
	Halifax, N. S.	Dennis Bldg. B-6917	W. J. McKay
	London, W.C.2, England	376 Strand Temple Bar 5875	E. W. Brodie
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	21 Dundas Square Adelaide 0181	Ken Soble
Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	A. Jarvis
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. 2-0997	M. Graham
	Edmonton, Alb.	Richardson Bldg. 25-326	E. H. Stutchbury
	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Trinity 0931	W. D. M. Patterson
	Winnipeg, Man.	Curry Bldg. 96-321	H. C. Skinner
Margaret Pennell	Toronto 2, Ont.	Harbour Commission Bldg. Elgin 2079	Miss Margaret Pennell
Price-Gourlay Adv. Agency	Vancouver, B. C.	207 W. Hastings Trinity 3855	
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	231 St. James St. W. Plateau 8616	W. T. Purkis
Edward W. Reynolds & Co.	Toronto 2, Ont.	Yardley House Waverley 5137	Ed. W. Reynolds
Richardson & McDonald Adv. Agency	Toronto 2, Ont.	71 Richmond St. W. Adelaide 8218	Frank Dennis
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
Ronalds Adv. Agency	Montreal, Que.	Keefe Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery T. Russell
R. C. Smith & Son	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Pharo
Stevenson & Scott	Montreal, Que.	660 St. Catherine's St. W. Harbour 4131	F. E. Scott B. A. Burns
	Toronto, Ont.	100 Adelaide St. W. Adelaide 1166	D. L. Reburn
Stewart-McIntosh	Vancouver, B. C.	198 W. Hastings Trinity 5437	
Stutchbury Adv.	Edmonton, Alta.	Richardson Bldg 25-326	
Tandy Adv. Agency	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. J. Murray
J. Walter Thompson Co.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	E. E. C. Jackson
	Toronto 2, Ont.	80 Richmond St. W. Waverley 2648	A. F. Head H. Lindsay Miss N. Gibb
United Radio Adv. Agency	Toronto, Ont.	14 McCaul St. Adelaide 2772	John Part
Vickers & Benson	Montreal, Que.	Keefe Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverley 1603	D. F. Benson
Wallace Adv.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
	St. John, N. B.	147 Prince William 3-2355	
Walsh Adv. Co.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	W. G. Akins
Whitehall Broadcasting Ltd.	Montreal, Que.	Dominion Square Bldg. Lancaster 6500	W. Vic George
Young & Rubicam	Montreal, Que.	702 University Tower Plateau 4691	
	Toronto 2, Ont.	80 King St. W. Elgin 6848	C. F. Goodman



New proof of listener interest has been provided by the "Lost Dogs" programme on Station CKCW at Moncton. The average time required to return a dog to its owner, through descriptions broadcast over this station, is only five minutes. CKCW finds dogs because people are listening to its programmes. For the same reason, it can find customers for you. Many proofs of results will be furnished, gladly, on request.

Plan to broadcast to the profitable Moncton market over CKCW. Consult your advertising agency, or write to

STATION  
**CKCW**  
MONCTON  
New Brunswick, Canada

Representatives:  
JOSEPH HERSHEY McGILLVRA  
Chicago New York  
Montreal Toronto

# Program Ideas and Titles

A Summary-Index of Successful Programs Reported in *BROADCASTING* Magazine During 1939

## Advertising & Promotion

- Parade of Business:* Remote pickups of descriptions of Western Montana industries, on KGVO, Missoula. 3-15-39, p. 66.
- Washington at Work:* Radio tours of large local industries, on KJR, Seattle, Wash. 2-15-39, p. 69.
- Civic Salute:* Weekly salute series for local business firms, on WPTF, Raleigh. 2-1-39, p. 44.
- Smile-a-While:* Early morning salutes to counties of four Midwest states, on WLS, Chicago. 9-1-39, p. 68.
- Anniversary Salute:* Histories of local business concerns against a musical background, on WCKY, Cincinnati. 3-15-39, p. 66.
- What Am I Bid?* Postcard-auction sale feature, on WEW, St. Louis. 4-1-39, p. 48.
- Welcome, Listeners:* Salute series directed at new radio purchasers, sponsored by radio repair shop, on KWLK, Longview, Wash. 2-15-39, p. 69.
- Good Neighbor Hour:* Mexican goodwill program, on a three-station Mexican hookup. 6-1-39, p. 36.
- Tell Tale Mike:* Behind-the-scenes description of different local businesses each week, on WHK, Cleveland. 1-15-39, p. 82.
- In the Manager's Office:* Explaining-radio series, built around working of a station manager's mind, on KTUL, Tulsa, Okla. 5-1-39, p. 54.
- How to Get on the Radio:* Hints on how to plan a radio career, on WHN, New York. 3-1-39, p. 60.
- Parade of Business:* Review of highlights of national and local business week, along with hints for the future, on KVOE, Santa Ana, Cal. 2-1-39, p. 44.

- Lucky Doorbell:* Prizes to listeners who show station checker sponsor's product on pantry shelves, program built around these personal calls, on KPAC, Port Arthur, Tex. 11-15-39, p. 69.
- The Voice of Radio:* Weekly quarter-hour discussions of the radio industry by station manager, on KTUL, Tulsa. 2-15-39, p. 70.
- Talking Shop:* Weekly 5-minute commentaries by the station sales manager designed to explain radio advertising and stir up new prospects, on KGVO, Missoula, Mont. 2-1-39, p. 44.
- House Ad:* Promotional feature, with interviews of personnel and visits to different station departments, on WJSV, Washington. 9-15-39, p. 70.
- An Open Letter:* Five dollar prizes offered weekly for best constructive criticism of programs, on WTAG, Worcester, Mass. 10-1-39, p. 60.
- Nundination:* Seasonal promotion of WHB, Kansas City. 1-1-39, p. 26.
- On to Nicollet Park:* Community participation series promoting Minneapolis Millers baseball games, on WCCO, Minneapolis. 9-1-39, p. 44.
- At Your Service:* Discussions of problems of professional, retail and service organizations to explain their work and correct mistaken impressions, carried as public service feature on WIRE, Indianapolis. 7-1-39, p. 80.
- Radio Christmas:* NAB-RMA promotion for increased listening and set rehabilitation, 11-15-39, p. 36.
- ABC of Radio:* Radio-explanation dramatizations, based on material in NAB's radio primer, on WTMJ, Milwaukee. 1-15-39, p. 33.
- Magic Waves:* Technical discussions, in layman's language, of the mechanics of radio and television, on NBC-Red. 10-1-39, p. 60.
- \* Institute for Education by Radio's program awards. 5-15-39, p. 30.

## Civics & Government

- The City on Parade:* Dramatized highlights in Chicago's growth, under auspices of the Chicago Historical Society, on WMAQ, Chicago. 10-15-39, p. 66.
- American Citizenship Court:* Answers to queries about citizenship requirements and problems, thrice-weekly on WHOM, Jersey City, and WEVD, New York. 4-15-39, p. 72.
- Now You Decide:* Dramatized legal cases, with audience explaining how they would reach decisions on the problems involved, on WHN, New York. 7-1-39, p. 81.
- The Phoenix Forum:* Discussions of civic matters with community leaders, on KOY, Phoenix, Ariz. 8-15-39, p. 44.
- There's a Law Against It:* Humorous dramatizations of fantastic but actual legal situations taken from law books and case histories, on MBS. 2-1-39, p. 44.
- G-Men in Action:* Dramatized tales of the activities of U. S. agents, on Yankee Network. 8-15-39, p. 40.
- Builders of El Paso:* Dramatizations of lives of city pioneers, on KTSM, El Paso. 3-1-39, p. 60.
- Municipal Court at Work:* Judicial officers discuss operation of the local municipal court, on WPEN, Philadelphia. 4-15-39, p. 40.
- Night Extra:* Three-minute transcribed commentaries by Congressmen, grouped in a weekly feature, on KSTP, St. Paul. 3-15-39, p. 66.
- Laws & Lawyers:* Jurists discuss legal matters in layman's language, on KHJ, Los Angeles. 12-1-39, p. 63.
- Wildlife:* Dramatizations dealing with conservation and restoration of wildlife and natural resources in 13-week promotion for National Wildlife Restoration Week, growing out of a similar series originated by WOL, Washington, for MBS. 12-15-39, p. 72.
- Capitol Conferences:* Weekly "fireside chats" by Gov. Stassen of Minnesota, on KSTP, St. Paul, and Minnesota Radio Network. 4-1-39, p. 48.
- This is the Law:* Points of law dramatized and translated into human experience, on KGVO, Missoula, Mont. 11-1-39, p. 61.
- We Are All Americans:* Citizenship feature, directed at Italian population, on WOV, New York. 5-15-39, p. 32.
- The City Speaks:* Booster feature with accounts of new business enterprises and local business conditions on WGAR, Cleveland. 6-1-39, p. 36.
- Meanwhileings:* Scenes and sights in Los Angeles community, on KECA, Los Angeles. 11-15-39, p. 69.
- Forward Florida:* Florida-boosting series, on WFLA, Tampa. 4-15-39, p. 72.
- Dear Mr. President:* Broadcast of Interior Department's annual report to Congress, on MBS. 1-15-39, p. 32.
- Jack Densham's Column:* Stories of the Frisco waterfront, on KYA, San Francisco. 3-15-39, p. 66.
- The Eyes of the Eagle:* Public protection dramatizations, based on activities of Federal law enforcement agencies, on WHN, New York. 3-1-39, p. 60.
- U. S. Government Reports:* Interviews with government officials on their work within the state, on KOY, Phoenix, Ariz. 10-15-39, p. 67.
- Builders of Clovis:* Community booster, sponsored by bank, on KICA, Clovis, N. M. 9-1-39, p. 57.
- In the Classroom:* School kids enact original scripts on municipal government, on WFBL, Syracuse. 2-15-39, p. 67.
- Police Blotter:* Daily broadcasts from police headquarters describing operation of a police department, on KOH, Reno, Nev. 8-15-39, p. 44.
- Sunrise in Hawaii:* Early morning salute program from Hawaii, broadcast internationally, on KGMB, Honolulu. 1-1-39, p. 33.
- Don't Cheat Uncle Sam:* Crime-angle series illustrating how "respectable" people unwittingly became lawbreakers, on KTBS, Shreveport. 3-1-39, p. 60.

- Flowers to the Living:* Salutes to community leaders on KGRV, Weslaco, Tex. 8-1-39, p. 84.
- Facing the Facts:* Boost-the-South series, built around southern personalities, on WBIG, Greensboro, N. C. 2-15-39, p. 68.
- Salutes to the Cities:* Newspaper-station salutes to neighboring communities, on WHMA, Anniston, Ala. 9-1-39, p. 68.
- Little Known Facts About Detroit:* Informative excursions into local achievements and propensities, on WWJ, Detroit. 6-15-39, p. 69.
- There is a Law Against It:* Peculiar twists in the law explained. 9-1-39, p. 68.
- Money at Stake:* Drama and discussions on taxes and governmental expenditures, under auspices of local Citizens' Tax League, on WBNS, Columbus, O. 10-15-39, p. 66.
- Bureau of Civic Betterment:* Radio forum for constructive criticism on local and neighborhood improvements, on KYA, San Francisco. 2-15-39, p. 69.
- Greater Louisville:* Bank-sponsored community-boosting series, on WAVE and WHAS, Louisville. 1-15-39, p. 24.
- Tales o' Troublesome:* Explanations of how odd-named Kentucky towns got their monickers, on WHAS, Louisville. 9-1-39, p. 69.

## Contests

- Do You Read the News?* Cash prizes for answers to questions based on news in sponsoring paper, on WIOD, Miami. 11-15-39, p. 69.
- Call of the North:* Prize-winning slogan contest program, sponsored by Minnesota Federal Savings & Loan Assn., on WTCN, Minneapolis. 11-15-39, p. 75.
- Tie the Titles:* Contest series on making verses or stories out of song titles, on KGVO, Missoula, Mont. 4-15-39, p. 62.
- You Say It Now, but Who Said It First?* Competition, based on origination of familiar sayings, on KDKA, Pittsburgh. 10-1-39, p. 60.
- Zingo:* Sound effects recognition competition, on WOL, Washington. 10-15-39, p. 67.
- Musical Memories:* Music-spelling bee feature, on KEHE, Los Angeles. 6-15-39, p. 32.
- Do You Know Your Radio?* Listeners try to recognize recorded snatches taken from programs carried previous week, on WDAY, Fargo, N. D. 5-1-39, p. 56.
- Musical Grab Bag:* Listeners identify musical selections and win products advertised on station, on WHAI, Greenfield, Mass. 11-15-39, p. 68.
- Tongue Twister Tournament:* Pronunciation contest, on KDKA, Pittsburgh. 1-1-39, p. 32.
- I Wish I Were:* Amateur mimics' feature, on WWL, New Orleans. 8-15-39, p. 44.
- You Explain It:* True mystery stories, with audience participation in supplying solutions, on KECA, Los Angeles. 9-15-39, p. 71.
- Synonym Derby:* Spelling-bee feature, with contestants spelling synonyms of words offered, on WSYR, Syracuse. 5-1-39, p. 56.
- Hidden City:* Word-game contest series, on CFRB, Toronto. 5-1-39, p. 65.
- World's Worst Program:* Prizes for ideas to make program cornier than ever, on WIBG, Glenside, Pa. 5-1-39, p. 55; 11-15-39, p. 69.
- Marathon Melodies:* Musical recognition-association contest, on NBC-Blue. 9-1-39, p. 68.
- Borrowing Neighbor:* Recipe-completion contest, reported an effective mail puller for home economics program, on WJSV, Washington. 10-15-39, p. 66.
- Add 'Em & Win:* Listeners add all numbers mentioned on show and win prizes for correct totals, on WDAY, Fargo. 11-15-39, p. 68.
- Guess the Place:* Given three clues, listeners try to identify local buildings, on WHBF, Rock Island, Ill. 5-1-39, p. 56.
- Don't Forget:* Thought association contest series, on WBAL, Baltimore. 5-1-39, p. 55.

## FULL AGENCY COOPERATION; NEVER A COMPETITOR FOR YOUR ACCOUNT

Mertens and Price, Inc., with a background of 15 years' national and regional advertising agency service, always work with and never against the agency. To agencies without production facilities in Hollywood, this organization offers an experienced, efficient and economical agency production service. "HAVE YOU HEARD," produced for Stockton-West-Burkhart, Inc., Cincinnati, as a Red Cross Shoe medium, ran on 156 stations. If you have a program problem, we may be able to help.

**MERTENS AND PRICE, INC.**  
Los Angeles, California  
3923 W. Sixth St. • Phone DRexel 1118

**Walter's Whoppers:** Tall-tale contest series, on KLZ, Denver. 5-1-39, p. 54.

**Quotation Marks:** Quotation-recognition contest series, on British Broadcasting Corp. 2-15-39, p. 69.

**Songo:** Musical lotto contest, on WIP, Philadelphia. 12-15-39, p. 72.

**Crazy Auction:** Cash offers for satisfaction of unpredictable demands made of members of studio audience, on WTMV, East St. Louis. 12-15-39, p. 72.

**A Bouquet to You:** Woman commentator program featuring bouquet gift to some lady customer of sponsoring store each broadcast, on WJLS, Beckley, W. Va. 12-15-39, p. 72.

**Homemaker's Quiz:** Home economics queries answered by studio expert, with prizes delivered to listeners submitting winning questions as program is on the air, sponsored by gas company on WWJ, Detroit. 12-1-39, p. 62.

### Drama

**Summer Theatre of the Air:** Straw hat dramas, on WWL, New Orleans. 8-1-39, p. 54.

**Postal Oddities:** Dramatizations of odd incidents in the postal systems of the world, on WAAF, Chicago. 5-1-39, p. 56.

**Horror Hits the Airwaves:** Weekly whodunit series, on CKGB, Timmins, Ont. 3-1-39, p. 59.

**The Lost Star:** Juvenile drama series produced by the New York Junior League, on WMCA, New York. 2-1-39, p. 44.

**America's Lost Plays:** Revivals of faded American dramatic classics, on NBC-Red. 7-1-39, p. 80.

**My Lucky Break:** Dramatized human interest stories from music and theatrical world and competition for unknown composers, on MBS. 1-15-39, p. 32.

**Adventure Ahead:** Dramatization-narration in sound and music, on Don Lec. 11-15-39, p. 68.

**Meditation of Melody:** Dramatizations of lives of famous musicians and scientists, on MBS. 12-15-39, p. 44.

**The Pay Envelope:** Dramatizations of problems of modern American wage-earner family, on MBS. 12-1-39, p. 62.

**Pioneers of Science:** Dramatized highlights of the lives of famous scientists, on WFIL, Philadelphia. 4-1-39, p. 74.

**Theatre Review:** Critical valuations of local movie and drama attractions, on CFCF, Montreal. 6-1-39, p. 36.

### Education

**Airing the Air Corps:** Discussions of the operations of the Army Air Corps by an Army officer, on KYA, San Francisco. 9-15-39, p. 71.

**The Fact Finder:** Answers to unusual questions from correspondents, on CBS thru WJSV, Washington. 1-1-39, p. 32.

**Adventures in Ideas:** Lecture series on educational problems and progress of the sciences, on WQXR, New York. 11-1-39, p. 60.

**Mah Jong:** Instruction in Mah Jong playing, on WEN, New York. 11-15-39, p. 69.

**Your Neighborhood Druggist Calling:** Educational-merchandising feature, sponsored by Boston Assn. of Retail Druggists, on WEEI, Boston. 10-15-39, p. 30.

**What You Don't See:** Visits to little-known places in New York, on WCNW, Brooklyn. 9-1-39, p. 69.

**What Can I Do:** Little things city dwellers want to know and never find out—like apartment "gardening" and such—on WBBM, Chicago. 12-1-39, p. 63.

**Art for Your Sake:** Discussions and dramatizations based on art and artists, on NBC-Blue. 10-1-39, p. 60.

**New Baby of 1939:** How-to-do-it demonstrations on baby care, built around the progress of a real baby from the time of its birth, sponsored on WTMJ, Milwaukee. 2-15-39, p. 68.

**Artists in Miniature:** Dramatized highlights of the careers of famous personages of the arts, on KSTP, St. Paul. 6-1-39, p. 36.

**Your Handwriting Reveals:** Handwriting analyses by a graphologist, on WLAW, Lawrence, Mass. 5-1-39, p. 55.

**Ask the Scientists:** Weekly educational quarter-hour, with Syracuse U scientists answering queries, on WSyr, Syracuse. 2-15-39, p. 68.

**Jack in the Box:** Dramatized fairy tales, by elementary school pupils, on KLZ, Denver. 2-15-39, p. 67.

**Famous Stories:** Dramatizations of famous stories, directed at school children, on KMPC, Beverly Hills, Cal. 2-15-39, p. 67.

**Singing School of the Air:** Broadcast vocal lessons, on WCOP, Boston. 1-15-39, p. 33.

### Employment

**Help My Boy:** Interviews with youths seeking jobs, on WBBM, Chicago. 4-1-39, p. 48.

**The Other Fellow's Job:** Jobholders describe their professions, on WAPI, Birmingham, Ala. 1-15-39, p. 33.

**Create Your Job:** Vocational guidance series, on WMCA, New York. 2-15-39, p. 67.

**Are We Through at 40?** Job finding series concerned with older unemployed persons, on KEHE, Los Angeles. 2-15-39, p. 69.

### Farm

**War & Indiana:** Discussions on possible effects of European war on farmers and industrial workers in the state, on WIRE, Indianapolis. 9-15-39, p. 71.

**Rural Roundup:** Daily quarter-hour of news and entertainment of special appeal to farm population, on WCLO, Janesville, Wis. 7-1-39, p. 80.

**Farmer's Question Box:** Answers to farmers' queries, on WNAX, Yankton, S. D. 6-1-39, p. 36.

**Farm Facts and Fun:** Agricultural data and music, on WOW, Omaha. 9-15-39, p. 71.

**Peril of Peasantry:** Weekly public service feature discussing agricultural problems, on WIRE, Indianapolis. 6-1-39, p. 37.

**Columbia's Country Journal:** Farm discussion feature, on CBS. 8-1-39, p. 54.

**Sunrise Roundup:** Farm news and information, on WHP, Harrisburg, Pa. 12-15-39, p. 73.

**Farm Credit Round Tables:** Discussions of farm credit problems, cooperating with Farm Credit Administration office, on WLW, Cincinnati. 2-15-39, p. 68.

**The Farmers Digest:** Agricultural information, against a musical background, on WOR, Newark. 2-1-39, p. 44.

### Fashions & Shopping

**Wedding Dress Revue:** Fashion show of old and new matrimonial garbs, on KCRC, Enid, Okla. 3-15-39, p. 66.

**Consumer Values:** Consumer talks prepared by the N. Y. State Department of Agriculture & Markets, on WNEW, New York. 3-15-39, p. 66.

**White Collar Bandits:** Exposures of merchandising frauds, on KGKO, Fort Worth. 5-1-39, p. 56.

**For Women Only:** Morning women's program breaking up daily serial parade monotony, on KOMA, Oklahoma City. 8-1-39, p. 54.

**Your Neighbor Speaks:** Fashion quiz, sponsored by ladies' ready-to-wear store, on KARK, Little Rock, Ark. 11-1-39, p. 61.

**Charm School:** Advice to women on practical methods of developing charm, conducted by a psychologist, on KOY, Phoenix. 9-1-39, p. 68.

**Lady, Lend an Ear:** Feminine angle morning series, on KLZ, Denver. 2-15-39, p. 69.

**Talk of the Town:** Woman's-angle entertainment and comments, sponsored by dairy, on WCCO, Minneapolis. 11-1-39, p. 50.

**Guest of Honor:** Local woman's name selected at random from phone book to receive awards given by sponsor, on KRNT, Des Moines. 8-1-39, p. 54.

**A Letter to a Lady:** Weekly letter to an unknown lady correspondent, on WBT, Charlotte. 6-1-39, p. 36.

**Alma Kitchell's Brief Case:** Woman's angle chats on this and that, on NBC. 4-1-39, p. 86.

**The Old Curiosity Shop:** Collectors-item feature built around antiques and curios, on WFAA, Dallas. 3-1-39, p. 60.



**SERVING AGENCIES—  
RADIO STATIONS—and  
ADVERTISERS—Coast-to-Coast!**

**With the BEST in  
DRAMATIZED  
SPOT TRANSCRIPTIONS**

★

**CUSTOM-BUILT PRODUCTIONS**

★

**SYNDICATED TESTED  
TRANSCRIBED SHOWS FOR  
EVERY TYPE OF BUSINESS**

★

**AIR CHECKS  
QUALITY RECORDINGS**

Our transcribed custom-built MINUT-DRAMAS **SELL!** Repeat orders from agencies and advertisers prove that statement. Try us on your next 30-word, 50-word, 100-word, 30-second and 1-minute transcribed spots! One series will convince you . . . of **QUALITY** and **ECONOMY**. No matter where you are—**SPEEDY, EFFICIENT SERVICE.**

### NOTE

Our modern recording studios are organ-equipped for incidental music!



Write for information and audition samples of new and current releases of syndicated transcribed TESTED programs for local, regional or national use—shows with adult, juvenile and family appeals. Some cartoon strips.

**KASPER-GORDON  
INCORPORATED**

140 Boylston Street

Boston, Mass.

One Of The Country's Leading Program Producers

AFFILIATES IN PRINCIPAL CITIES

# SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

## Food

**Food For Life:** Listeners asked to name new restaurant, with best name winning free monthly dinners for two for life of winner, on WNEW, New York. 8-15-39, p. 44.

**Breathtaking Special:** Supermarket's food merchandising feature, highlighting a daily "breathtaking" special on KPRC, Houston. 3-15-39, p. 55.

**Good Things to Eat:** Food tips and buying hints, sponsored by quality grocery firm, on WKY, Oklahoma City. 11-15-39, p. 68.

**America Works:** Dramatized histories of nationally known food products, with patriotic motif, on WHK, Cleveland. 10-15-39, p. 68.

**Eat-itorially Speaking:** How, what, why and where to eat advice, on WIBC, Indianapolis. 12-1-39, p. 63.

**Sugarbowl Quiz:** Free meals to patrons of a local cafe, interviewed while they eat, for answers to questions drawn from a sugar bowl, on KBTM, Jonesboro, Ark. 9-15-39, p. 70.

**Grocery Basket of the Air:** Sustaining feature promoting "buy from an independent grocer" with grocery prizes for best letters on why listeners "buy independent", on WEW, St. Louis. 7-1-39, p. 80.

**Quiz Kitchen:** Home economics feature, on KSTP, St. Paul. 10-1-39, p. 80.

**Features Foods:** Participating domestic feature, slanted at women listeners, with extensive merchandising tie-ins, on WLS, Chicago. 8-15-39, p. 56.

## Health

**Your Health:** Dramatized school for expectant fathers, with instruction in prenatal care for young parents, on WENR, Chicago. 5-15-39, p. 32.

**All About Health:** Daily health and food pointers, on WMCA, New York. 9-15-39, p. 70.

**Strength & Health Forum:** Weekly chats with physical culture personages, on WELI, New Haven, Conn. 8-1-39, p. 54.

## History

**Gems of American Eloquence:** Dramatizations of famous speeches in American history, on WGN, Chicago. 6-15-39, p. 40.

**Romance of the Railroads:** Historical dramatizations of development of U. S. railroads, on NBC-Blue. 8-1-39, p. 54.

**If Money Talked:** Dramatizations of lives of American big businessmen, on NBC-Blue. 10-1-39, p. 61.

**It Was Yesterday:** Historical Chicago series, on WJJD, Chicago. 3-15-39, p. 66.

**Franciscan Missions:** History and descriptions of old California missions, on KYA, San Francisco. 3-15-39, p. 66.

**Unsung Americans:** Twice-weekly series built around lives of types of Americans who have helped build the nation without winning wide acclaim, on MBS. 12-15-39, p. 73.

**Echoes of History:** Original scenes of famous orations, on NBC-Blue. 12-15-39, p. 73.

**Virginia's Art:** Dramatic sketches based on lives of Virginia artists, on WRD, Richmond. 12-1-39, p. 63.

**Military Digest:** Summaries of current history, supplying historical background for present conditions, on WMEX, Boston. 11-15-39, p. 69.

**Massachusetts on the March:** Dramatizations of lives of famous Bay Staters and important historical events of the commonwealth, on WBZ-WBZA, Boston-Springfield. 11-15-39, p. 69.

## Homes & Gardens

**The Newlyweds:** Tracing a couple through courtship and marriage to building of their first home, with station actually building model home as vehicle for program, on WLVA, Lynchburg, Va. 11-15-39, p. 69.

**Ann Sterling's Home:** Listeners send in building suggestions and station constructs a model home incorporating such tips, with program chronicling progress, on KJR, Seattle. 11-15-39, p. 68.

**Cellar to Roof:** How-to-care-for-your-property program, on WMCA, New York. 4-15-39, p. 82.

**Sunday Parlor:** Informal family-circle get-together, on KUOA, Siloam Springs, Ark. 4-1-39, p. 48.

**Building Developments:** Interviews with carpenters and contractors as real estate promotion, on KOY, Phoenix. 9-1-39, p. 69.

**Affiliated Wives, Incorporated:** Studio party for married women, on WMAL, Washington. 12-15-39, p. 72.

**Henry's Exchange:** Household hints for males, on WLS, Chicago. 1-15-39, p. 33.

**Dream House:** Homebuilding promotion, on WTMJ, Milwaukee. 1-1-39, p. 19.

**Housing & Loans:** Prominent Bronx citizens speak twice weekly under auspices of the Bronx Board of Trade and Federal Housing Administration, on WBNX, New York. 7-15-39, p. 76.

**Let's Keep the Family at Home:** Discussions for home entertainment, on Texas State Network. 10-1-39, p. 60.

**Home Finders Bureau:** Rental listings, under participating sponsorship of realty firms, on KGMB, Honolulu. 11-15-39, p. 69.

## Human Relations

**Nobody's Children:** Case histories of orphans, designed to encourage adoption, on KHJ, Los Angeles, and MBS. 8-15-39, p. 44.

**The First Offender:** Dramatizations designed to prevent development of juvenile "first offenders", on WICC, Bridgeport, Conn., and MBS. 10-15-39, p. 66.

**You & Your Family:** Sunday afternoon parent-child counsel series, on WBBM, Chicago. 3-15-39, p. 66.

**Pop the Question:** Propose-by-air feature, on WGAR, Cleveland. 4-1-39, p. 62.

**Voice of Friendship:** Discussions of true life problems, with listeners asked to send in verdicts or advice, on CKCL, Toronto. 2-1-39, p. 44.

**Here Comes Youth:** Adolescents outline their hopes, aims and ambitions, on KFAC, Los Angeles, 12-15-39, p. 72.

**What Would You Do?** Discussions of problems of child welfare, on KSTP, St. Paul. 12-15-39, p. 44.

**Human Needs Clinic:** Five-weekly five-minute spot for collecting and distributing wheel chairs, crutches and braces for needy persons, on KGKO, Fort Worth. 12-1-39, p. 62.

**Personal Column:** Fictional human interest stories behind the "personal" classified items in newspapers, on KSL, Salt Lake City. 2-1-39, p. 44.

**We the Wives:** Dramatizations of first meetings and marriage proposals by middle-aged couples, on WGN, Chicago. 1-1-39, p. 33.

**Dear Editor:** Dramatized human relations problems to be solved by listeners, on WMCA, New York. 1-1-39, p. 33.

## Interviews & Forums

**At the Rostrum:** Unrehearsed discussion of current political and economic problems by Illinois U. faculty members, on WDWS, Champaign, Ill. 4-1-39, p. 80.

**The Faculty Club:** Sunday afternoon forum discussions of scientific subjects by Armour Institute of Technology faculty members, on WCFL, Chicago. 4-1-39, p. 80.

**World's Fairs of Yesterday:** Interviews with people who have attended fairs of the past and dramatizations of former historical expositions, on WBBM, Chicago. 8-1-39, p. 37.

**Gunter Goings On:** Remoted interviews with hotel guests and employees, on K TSA, San Antonio. 5-1-39, p. 55.

**Food for Thought:** Eat-and-chat feature, with luncheon guests invited twice-weekly, on WCSC, Charleston, S. C. 2-15-39, p. 70.

**Nation's Crossroads:** Short transcribed interviews with visiting personages, combined in a Saturday night show, on KSTP, St. Paul. 4-1-39, p. 49.

**Youth Questions the Headlines:** Informal discussions of questions of the day by young persons of various social and economic backgrounds, on NBC-Blue. 11-1-39, p. 61.

**Dinner With the Stars:** Dinner table interviews with visiting stage celebrities, on KXOK, St. Louis. 11-15-39, p. 72.

**Your Servant—the Hotel:** Local hotel managers explain the functions of their inns, on KXOK, St. Louis. 5-1-39, p. 56.

**The Other Side:** Discussions of state questions by legislators, on WBAP, Fort Worth. 10-1-39, p. 60.

**Cupid's Court:** Interviews with couples who have just secured marriage licenses, on KXOK, St. Louis. 6-1-39, p. 36.

**Clash of Opinion:** Forum program featuring verbatim remarks of world leaders on controversial international issues, on WOV, New York. 6-15-39, p. 40.

**Personality Parade:** Speeches by civic leaders and personalities, on KTUL, Tulsa. 1-1-39, p. 33.

**Matrimonial Market Basket:** Interviews with new brides, on WQAM, Miami. 9-1-39, p. 68.

**Man on Ice:** Ice rink interviews while skating, on WIBC, Indianapolis. 12-1-39, p. 62.

**lobbying in the Nicollet:** Interviews with hotel guests, on WGDY, Minneapolis. 12-1-39, p. 62.

**Canada's Youth:** Extemporaneous discussions by young Canadians of their thoughts on current conditions, on CBC network. 12-1-39, p. 62.

**Poll of the People:** Listeners vote on questions of the day, on WFAA, Dallas. 12-15-39, p. 73.

**Newcomers' Club:** Interviews with newly-arrived local citizens, on WOPI, Bristol, Tenn. 3-15-39, p. 66.

**We Cover New York:** Interviews with big-town celebrities in hot spots all over Gotham, on WHN, New York. 3-1-39, p. 59.

**Lobby Loungers:** Interviews with state legislators in the lobby of a local hotel, sponsored on KIDO, Boise, Idaho. 2-1-39, p. 44.

**Listen To Yourself:** Recorded interviews with shoppers, on KTSM, El Paso, Tex. 4-1-39, p. 49.

**Sidewalk Interview:** Man-on-street-telephone number contest, on WLAW, Lawrence, Mass. 5-15-39, p. 82.

**Movie Tattler:** Local movie gossip show, with interviews of visiting stars and such, on WBBM, Chicago. 5-15-39, p. 32.

**Uncle Sam's Family:** Interviews with foreign-born American citizens, on WBNX, New York. 8-15-39, p. 44.

**Inquiring Reporter:** Interview reporter, with interviewees given soft drinks to put them at ease, on KOY, Phoenix. 9-1-39, p. 68.

**Naturally Artificial:** Special events pick-up from artificial limb factory, on KSTP, St. Paul. 1-1-39, p. 32.

**What Do You Think?** Discussions of current problems with public reactions of students, businessmen and housewives, on WMCA, New York. 6-15-39, p. 32.

**The Milwaukee Public Speaks:** Sunday half-hour for five-minute speeches of five local citizens, on WTMJ, Milwaukee. 10-1-39, p. 61.

**Know Your Government:** Informal interviews with city officials, on KVOA, Tucson, Ariz. 9-1-39, p. 69.

**I'll Tell the World:** Two-minute talks on self-chosen subjects by amateur speakers, sponsored for O'Gard of Canada, on CFRB, Toronto. 9-15-39, p. 70.

**You Might Be Right:** Public forum series with a collegiate slant, on WFAA, Dallas. 9-15-39, p. 63.

**Sunday Forum:** Informal audience participation discussion series, on KMTR, Hollywood. 2-1-39, p. 44.

**General Delivery:** Clearing house for ideas and opinions of listeners, on CJCA, Edmonton, Alta. 1-15-39, p. 33.

**Catalina Fun Quiz:** Interviews with visitors from boat landings on Catalina Island, on CBS-Pacific. 6-15-39, p. 40.

**Girl on the Street:** Interviews with girls and young ladies only, on WSSH, Charleston, W. Va. 10-15-39, p. 66.

**Suburban Editor:** Guest appearances of neighboring small-town editors, on KGKO, Fort Worth. 11-1-39, p. 28.

**Know Your Symphony:** Interviews with well-known concert musicians, on KPO, San Francisco. 11-15-39, p. 69.

**Tall Tales of Texas:** Whoopsters and wild yarns by local personalities and businessmen, on KGKO, Ft. Worth. 4-1-39, p. 48.

**Honeymoon Cottage:** Interviews with newlyweds in new homes, on WTMJ, Milwaukee. 9-15-39, p. 71.

**WENR's Town Meeting:** Weekly discussion hour on matters of local interest, on WENR, Chicago. 1-15-39, p. 32.

**Young America Speaks:** Interviews with children, on WJZ, New York. 9-15-39, p. 70.

**Magic City:** Discussions by foreign-born residents of the city, on WAPI, Birmingham, Ala. 1-1-39, p. 33.

**Chicago at Work:** Thrice-weekly interviews with workers in local factories, on WIND, Gary, Ind. 10-15-39, p. 67.

**Your Young Neighbors:** Interviews with newlywed couples, on KWTO-KGBX, Springfield, Mo. 2-15-39, p. 68.

**I'd Like to Know:** Interview feature, conducted by a woman and slanted to feminine listeners, on WIL, St. Louis. 7-1-39, p. 81.

**Everybody's Ideas:** Radio exchange for ideas on this and that from listeners, on KGIR, Butte, Mont. 1-15-39, p. 33.

**Vine Street Varieties:** Interview program, on WHB, Kansas City. 1-1-39, p. 32.

## Juvenile

**Comic Caravan:** Sunday reading-the-comics feature, on WTMJ, Milwaukee. 3-15-39, p. 66.

**Happy Hal:** Entertainment and behavior lessons for children, on WLW, Cincinnati. 9-1-39, p. 68.

**The Traveling Trotters:** Travelogue-adventure series, slanted to juveniles, on WTMJ, Milwaukee. 3-15-39, p. 66.

**Calling the North Poles:** Juveniles' Christmas feature, on KTKC, Visalia, Cal. 12-15-39, p. 73.

**Uncle Don Reads the Funnies:** Sunday morning feature, with kiddies actually playing the comic strip characters, on WLS, Chicago. 5-1-39, p. 54.

**Ancient Order of Bookworms:** Dramatizations of children's books, along with Juvenile literary club, on WTMJ, Milwaukee. 7-1-39, p. 80.

**Kiddie Kollege:** Juvenile quiz program, using questions based on the State course of study for their respective school grades, on KGVO, Missoula, Mont. 10-1-39, p. 61.

**Youth Looks at Youth:** Informal discussions of youth's problems with kids from studio audience, on WPTF, Raleigh, N. C. 2-15-39, p. 70.

**Music Plays:** Irene Wicker's dramatized folk and fairy tales, on NBC. 1-15-39, p. 15.

## Light Music

**Radio Awards:** Free radio receivers to listeners, chosen from phone directory, as part of recorded music program, on WFIL, Philadelphia. 11-1-39, p. 61.

**Dishpan Parade:** Combination of transcribed music and original poetry sent in by listeners. 7-15-39, p. 76.

**Thirty Years on Broadway:** Hit tunes and personality sketches from Broadway shows of the last three decades, on WAAF, Chicago. 2-15-39, p. 69.

**Your Song:** Musical requests based on listeners' letters giving best personal experiences in connection with particular songs, on WLW, Cincinnati. 10-15-39, p. 66.

**Electronic Orchestra:** Music of 12-piece orchestra composed entirely of instruments using electrical amplification, on NBC-Red. 9-1-39, p. 69.

**Piano Quiz:** Quiz program based on recognition of tunes and association of song titles, on KOY, Phoenix, Ariz. 11-1-39, p. 61.



*For You Only:* Music played especially for members of different professions and trades, on WIBC, Indianapolis. 9-1-39, p. 68.

*When I Played Organ in the Theatre:* Musical narrations of experiences of an old-time movie palace piano thumper, on KOY, Phoenix, and Arizona Network. 9-15-39, p. 70.

*Rambles in Rhythm:* Recorded music program featuring "most popular" pieces, based on record sales in sponsor's stores, on WTMJ, Milwaukee. 9-15-39, p. 70.

*Modern Music Masters:* Transcribed music, with orchestra leaders as guest stars in person, on WMCA, New York. 11-15-39, p. 68.

*Scandinavian Airs:* Recorded and live Swedish, Danish and Norwegian music, on KOWH, Omaha. 8-15-39, p. 44.

*Artists in Exile:* Refugee artists' recitals, on WEVD, New York. 1-15-39, p. 32.

*Music With a Smile:* Musical series in which all announcements, introductions and titles are sung, on KPYO, Lubbock, and Texas State Network. 7-1-39, p. 81.

*Daveau Music Hour:* Transcribed concerts by school bands and orchestras of neighboring towns, on WDAY, Fargo, N. D. 12-15-39, p. 73.

*The Sun Dodgers:* Daily 11-midnight transcribed music show, on WFAA, Dallas. 12-1-39, p. 62.

*Edna Mae Variety Hour:* Unrehearsed variety-music show, with commercials ad-libbed, on WMRO, Aurora, Ill. 12-1-39, p. 83.

*Let's Write Songs:* Music analysis feature, with Dr. Sigmund Spaeth, well-known "tune detective", on WNYC, New York. 10-1-39, p. 60.

*The Song Doctor:* Musical answers to listeners' queries, on WTMJ, Milwaukee. 4-15-39, p. 63.

*Melody Master Mind:* Stump the Master Mind with the name of a song he can't play and win a prize, on WTMJ, Milwaukee. 5-1-39, p. 56.

*KMOX Keyboard Choir:* Musical series featuring the five keyboard instruments of the station, from organ to piano, on KMOX, St. Louis. 7-1-39, p. 81.

*Recorded Comparisons:* Same tunes by different recording bands, on WBG, Glenside, Pa. 8-1-39, p. 55.

*Tenth Row Center:* Weekly original musical comedy, on Pacific Coast NBC-Blue. 10-15-39, p. 67.

*Hour of Cheer:* Music and inspirational messages for the bed-ridden, on WATR, Waterbury, Conn. 2-15-39, p. 69.

*Song Search:* Amateur composers' program, on CKWX, Vancouver, B. C. 3-1-39, p. 59.

*Ohio Composers:* Interviews with and music of unsung Ohio composers, on WTAM, Cleveland. 2-15-39, p. 69.

*Gotham Nights:* Musical variety series featuring stars from New York spots, on WHN, New York. 1-15-39, p. 33.

*Billboard of the Air:* Daily half-hour of transcriptions, under participating sponsorship, for studio audience, on WOWO, Fort Wayne, Ind. 1-15-39, p. 22.

*All-Night Party:* All-night dance music, sponsored on WHN, New York. 1-1-39, p. 58.

*Tea in Studio One:* Tea party-musical program on KSFO, San Francisco. 1-15-39, p. 32.

## Literature

*World's Greatest Short Stories:* Original translations of well-known foreign stories, on WBAP, Fort Worth. 6-1-39, p. 86.

*Fables in Verse:* Alfred Kreyembourg's verse plays depicting human characteristics through actions of animals, on NBC-Red. 1-1-39, p. 33.

*Magazine Digest:* Previews of current and coming magazine features, on KRNT-KSO, Des Moines. 1-1-39, p. 33.

*Local Poets:* Local poets with their poetry, on KETM, Jonesboro, Ark. 11-1-39, p. 61.

*Yesterday's Children:* Dramatizations of favorite childhood books of famous Americans, on NBC-Blue. 12-1-39, p. 63.

*The Yarnspinner:* Folkay one-man straight narrative programs, on WFVA, Fredericksburg, Va. 12-1-39, p. 63.

*Poetic Justice:* Poetic drama series, on WQXR, New York. 3-1-39, p. 58.

*Book Theatre:* Weekly quarter-hour dramatic condensation of a new book, on MBS. 3-1-39, p. 60.

*Meet Mr. Weeks:* Human side of literature, as expressed in letters, diaries and original manuscripts, on NBC-Blue. 10-15-39, p. 67.

*Author! Author!* Weekly interviews with well-known writers, on WOR-Mutual. 4-1-39, p. 48.

*Library Hour:* Book and reading hint feature, on KWOS, Jefferson City, Mo. 5-15-39, p. 32.

*Masterpieces of Charles Dickens:* Radio versions of Dickens' greatest novels, on WOV, New York. 2-15-39, p. 69.

## News

*News Comes to Light:* Sunday non-commercial series in interview-discussion form, on WKY, Oklahoma City. 1-15-39, p. 60.

*A Year Ago Today:* Recapitulation of year-old news, daily on KWOS, Jefferson City, Mo. 5-1-39, p. 55.

*Sound Track:* Stage and screen gossip feature, thrice-weekly on WNEW, New York. 1-15-39, p. 32.

*Beach Reporter:* Time, temperature, tide and weather reports for Southern Connecticut beaches, sponsored by suntan lotion manufacturer, on WICC, Bridgeport. 7-1-39, p. 81.

*County Fair Reporter:* Reports on winners and fair news of various county fairs in coverage area, on WLS, Chicago. 9-1-39, p. 68.

*Six Speaking Editors:* Six announcers each handle a different department in the news on a single program, on WCCO, Minneapolis. 11-1-39, p. 61.

*Community Corner:* Gratis civic announcements twice-weekly, on WIBC, Indianapolis. 12-15-39, p. 72.

*Airplane Movements:* Morning and evening plane schedule broadcasts, cooperatively sponsored by airplane companies, on KFAR, Fairbanks, Alaska. 12-1-39, p. 62.

*Letter From Home:* Late night broadcasts of Detroit and Michigan news designed for natives living outside the state, on WJR, Detroit. 12-1-39, p. 63.

*Names Make News:* Word picture of personalities in the news by George Hicks, NBC commentator, thrice-weekly on WEAF, New York. 3-1-39, p. 58.

*Read Your Paper:* Journalistic-slanted weekly series, under auspices of University Broadcasting Council, on WIND, Gary, Ind. 8-15-39, p. 44.

*The Oklahoma Slant:* Recorded commentaries by newspaper correspondent in Washington, on WKY, Oklahoma City. 4-1-39, p. 49.

*Cold Facts:* Climatic information designed for sponsorship by either refrigeration or heating industries, on WEW, St. Louis. 8-15-39, p. 44.

*Los Banos Daily News:* Daily news-commercial pickup direct from various towns in listening area, on KYOS, Merced, Cal. 1-15-39, p. 32.

*Siren:* Sound of a siren announces local fire alarms, on WLAW, Lawrence, Mass. 5-1-39, p. 54.

*Today's Fires:* Daily reports of fires in preceding 24 hours in local community, used as special promotion of National Fire Prevention Week, on WBZ-WBZA, Boston-Springfield. 10-15-39, p. 66.

*True Adventures of Gary & Jill:* Radio serial based on up-to-the-minute war news in Europe, on Texas State Network. 11-15-39, p. 69.

*Social Register:* Daily birth, marriage and engagement announcements, on WJJD, Chicago. 10-1-39, p. 60.

*Headlines of the Past:* Simulated bulletins of old news events, on WBT, Charlotte. 3-1-39, p. 59.

*What's Happening Under the Capitol Dome:* Legislative news commentary series, on KGIR-KPFA, Helena-Butte, Mont. 2-1-39, p. 39.

*Front Line Background:* Military analysis and background of the action of European armies, by a retired Army officer, on MBS. 11-15-39, p. 68.

*News & Interviews:* News reports and chats with passengers on sponsor's buses, on KGKO, Fort Worth. 3-15-39, p. 66.

*This Moving World:* Six-weekly quarter-hour news commentary, on NBC-Pacific Blue. 7-15-39, p. 76.

*Strictly Old-fashioned:* Costume show built around news and song numbers of the 90's, on KOY, Phoenix. 7-15-39, p. 78.

## Patriotic

*The Battlefront of Democracy:* Analyses of Nazi and Fascist technique and psychology as practiced by propaganda agents in U. S., on WQXR, New York. 6-15-39, p. 40.

*Let Us Forget:* Patriotic-historical dramatic series, on WORL, Boston. 9-15-39, p. 71.

*America Marches On:* "Democracy propaganda" series, on WMCA, New York. 3-1-39, p. 58.

*Proudly We Hail:* Dramatizations of patriotic deeds of history, on WSM, Nashville. 3-1-39, p. 58.

*Better Americans:* Bi-lingual dramatizations of the Americanization of a foreign-born family, on WGES, Chicago. 2-1-39, p. 44.

*What Price America?* Weekly dramatizations of the United States' battle to regain its natural resources, on CBS in collaboration with Interior Dept. 1-15-39, p. 32.

*Road to Freedom:* "Democracy" series, sponsored by Washington Star on WMAL, Washington. 1-15-39, p. 32.

*America Marches On:* Weekly half-hour patriotic program, on KFWB, Hollywood. 1-1-39, p. 32.

## Pets & Hobbies

*A Dog's Best Friend:* Free lost-dog announcements, on WICC, Bridgeport, Conn. 7-1-39, p. 81.

*Let's Visit Ivis Stein:* Unrehearsed visits with the proprietor-sponsor of a local stationery store, who is also a camera expert, on KVOE, Santa Ana, Cal. 7-1-39, p. 80.

*What Can I Do?* Hobby slants and hints on how to spend leisure time, on WBBM, Chicago. 11-15-39, p. 68.

*Pat Pending:* Discussions of inventions and the interests of guest inventors, on WMCA, New York. 2-1-39, p. 44.

*Detroit News Radio Extra:* Weekly dramatized news program, using studio-news-paper talent, on WWJ, Detroit. 1-1-39, p. 32.

*Your Home Town Editor:* Editorials from Midwest newspapers, covering local and regional problems, on WNAX, Yankton, S. D. 9-1-39, p. 68.

*Let's Sit Down and Talk Over the News:* Informal bi-lateral discussion of current events, on KMTR, Hollywood. 9-1-39, p. 68.

*That's What They Said:* Direct quotation from persons in the news of the day, on KALE, Portland, Ore. 2-15-39, p. 70.

*Mr. Dodd Looks at the News:* News interpretations with an average-man slant, on NBC-Red. 1-15-39, p. 32.

*This Mad World:* Satires on news of the week, on WMCA, New York. 4-1-39, p. 49.

*Minnesota Today:* Dramatizations of opinions of persons in all walks of life concerning contemporary problems and events, on KSTP, St. Paul. 10-15-39, p. 66.

*Hold the Press:* Narrations of headline news stories, on WHN, New York. 4-1-39, p. 48.

*Club House Politics:* News of local political situation, on WCNW, Brooklyn. 4-1-39, p. 48.

*Hay-Fever News:* Daily announcements on sneeze-inducing properties of prevailing weather conditions, on WHB, Kansas City. 9-1-39, p. 69.

*Weekly Clippings:* Local news and editorials gleaned weekly from community newspapers, on KGVO, Missoula, Mont. 1-15-39, p. 32.

*Radiotorials:* Weekly news feature with four state editors on each program giving their views on one subject of state or national interest, transcribed in the individual editor's offices, on WIRE, Indianapolis. 7-1-39, p. 80.

*State Capital News:* Weekly review of legislative news, on WFAA, Dallas. 1-15-39, p. 33.

*News in Review:* Six-voice Sunday newscast, on WHP, Harrisburg, Pa. 1-15-39, p. 32.

*Spectator Air Edition:* High school news quarter-hour, on KDAL, Duluth. 1-1-39, p. 32.

# READY-TO-AIR SERVICE

## Outstanding Radio Scripts

P. O. Box 1057, New London, Connecticut

### Offering:

Man-in-the-Street quiz interviews, 6 complete 15 minute shows every week, ready for instant use. (Over 50 stations have been using this service for more than 6 months. Never a cancellation because of dissatisfaction.) Priced amazingly low.

Half-hour weekly quiz programs for stage or studio production. New—syndicated—priced low.

### Ready for immediate release—

Half-hour quiz programs available to one buyer only. Brand new quiz ideas—sure fire—very interesting. Fully protected.

Agencies and stations invited to write for complete details and samples. Writers are invited to submit ideas and scripts.

Send us your problems. Our service is made to your measure—and Ready-to-Air.

Under management of Bob Howell.

New programs — quizzes — merchandising angles

# SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

**Airways:** News appealing to aviation enthusiasts and model plane builders, on WCOP, Boston. 1-15-39, p. 33.

**Boggs on Dogs:** Answers to pet-owners' queries by a canine expert, on WEEI, Boston. 1-15-39, p. 32.

## Program Announcements

**Invitation to Listen:** Weekly quarter-hour promoting sponsored broadcasts on the station, produced like a movie trailer, on WLW, Cincinnati. 5-1-39, p. 44.

**Invitation to Listen:** Preview promotion of coming broadcasts, designed to stimulate listener interest, on WLW, Cincinnati. 5-1-39, p. 44; 8-15-39, p. 64.

**The Old Eavesdropper:** Radio gossip show, on KGVO, Missoula. 3-1-39, p. 60.

**Encore Theatre:** Repeat performances of two most popular shows each week, on KECA, Los Angeles. 8-15-39, p. 44.

## Quiz

**Knowledge Pays:** Quiz feature, on KIRO, Seattle. 1-15-39, p. 82.

**What's on My Mind?** Quiz contest, sponsored by dairy, on CJCA, Edmonton, Alta. 1-1-39, p. 32.

**Civic Forum Quiz:** Question-answer series, with expert answering queries on government matters of studio audience, on WLS, Chicago. 1-15-39, p. 82.

**The Picture Frame:** True-false questionnaire series revolving around a discussion of a painting reproduced each Sunday in the *Worcester Telegram*, on WTAG, Worcester, Mass. 2-15-39, p. 68.

**DYKTA:** Do-you-know-the-answer quiz series, sponsored by a bank, on WOWO-WGL, Fort Wayne, Ind. 8-1-39, p. 76.

**Wife's Night Out:** Interviews and quiz fest featuring married women and their activities, on WBBM, Chicago. 3-1-39, p. 60.

**Double or Nothing:** Quiz show with varying cash awards leading up to a "double or nothing" query, on WOL, Washington. 12-15-39, p. 73.

**Batter-Up:** Quiz show, with scores counted in baseball fashion, on WHAS, Louisville. 12-1-39, p. 63.

**Sportswriters Quiz:** Sports quiz, with listeners and fans submitting queries to slump board of experts made up of sportswriters of local papers and visiting sports figures, on Colonial Network. 12-1-39, p. 62.

**It's On the Tip of My Tongue:** Yiddish-English quiz series, on WBNX, New York. 3-1-39, p. 58.

**Oh, Teacher:** Teachers answer questions thought up by their pupils, with apples as prizes, on KPO, San Francisco. 3-1-39, p. 58.

**School for Spellers:** Staff announcers quizzed on pronunciation and general knowledge, on KFRU, Columbia, Mo. 8-1-39, p. 64.

**The Quiz Lab:** Question-answer show built around aviation motif, on KOWH, Omaha. 9-1-39, p. 69.

**Quiz Kollege:** Quiz program, with contestants participating via telephone in their own homes rather than in person at studio, on KJW, Walla Walla, Wash. 10-1-39, p. 61.

**Bizz-Quiz:** Quiz show built around recognition of manufacturers' products, trademarks and labels, on KJR, Seattle. 7-1-39, p. 81.

**Radio's Voice:** Man-on-street quiz program, with questions selected by whirling wheel-of-chance, on WGN, Chicago. 10-1-39, p. 61.

**Rooftop Vox Pop:** Teams composed of patrons of two downtown roof gardens compete in quiz contest, on WGAR, Cleveland. 7-15-39, p. 76.

**College of Fun:** Quiz program, with listeners using forms to jot down answers and phoning them in, on WIP, Philadelphia. 6-15-39, p. 40.

**Education Please:** Quiz program covering Georgia resources, schools and people, on WSB, Atlanta. 6-15-39, p. 55.

**What's the Answer?** Quiz program, part of a local federal savings & loan association's successful radio promotion, on WGAR, Cleveland. 6-15-39, p. 15.

**Don't Forget:** Quiz show incorporating special prizes for marathon undefeated winners, on NBC-Blue. 10-15-39, p. 67.

**Word Learners:** Word-meaning quiz for staff announcers, on WELI, New Haven. 5-15-39, p. 32.

**PDQ Quiz Court:** Quiz program with silver dollar prizes, on KFI, Los Angeles. 10-15-39, p. 67.

**Cosmetics Quiz:** Cosmetic samples go to question-answer participants, on WRC, Washington. 5-1-39, p. 55.

**Voice & Occasion:** Quiz program on which contestants try to recognize recorded sounds and descriptions, on BBC. 4-15-39, p. 63.

**What & Where:** Quiz show, with questions based on travel and geography, on WWJ, Detroit. 5-15-39, p. 32.

**Mister Find-Out:** Question-answer series, with expert answering all questions whose answers cannot be found in usual sources, on KECA, Los Angeles. 4-1-39, p. 48.

**Everybody Wins:** Car-selling quiz program, on KOIN, Portland, Ore. 11-15-39, p. 32.

**Know New Orleans:** Local-angle quiz series for high school contestants, on WWL, New Orleans. 6-15-39, p. 40.

**Bargain Hunter:** Merchandising quiz, sponsored by supermarket chain on KDYL, Salt Lake City. 3-1-39, p. 74.

**Spell It, Please:** Stump-the-expert audience participation quiz series, on KELO, Sioux Falls, S. D. 6-15-39, p. 40.

\* Quiz programs with cash prizes on NBC, CBS and MBS. 12-15-39, p. 90.

## Religious

**Passion Play:** Eight-week series dramatizing the story from the New Testament, under auspices of religious organization, on WMCA, New York. 3-15-39, p. 66.

**Church of All Creeds:** Sunday religious half-hour open to all churches and faiths, in order of receipt of applications, on KGDE, Fergus Falls, Minn. 2-15-39, p. 68.

**Bible Narratives:** Broadcast-day opener, with local ministers each day telling the story of a Bible character of whom he has made a particular study, on WTAG, Worcester, Mass. 6-1-39, p. 37.

**Religious News Reporter:** Sunday afternoon review of religious activities of all denominations in the city, on WMCA, New York. 7-15-39, p. 77.

**Family Prayer:** Devotional series designed to allow alternate participation by various community churches, on KOY, Phoenix. 10-15-39, p. 76.

**Church Billboard:** Thrice-weekly news and notices of church activities, on WELI, New Haven, Conn. 12-15-39, p. 73.

**Religion Looks at Life:** Informal discussion of a current topic each week by a priest-minister-rabbi trio, with different group each week, on KSTP, St. Paul. 12-15-39, p. 72.

**Bible Question Box:** Quiz based on Biblical excerpts, with Bibles as prizes, on WIRE, Indianapolis. 12-15-39, p. 73.

**Let's Try Religion:** Sunday morning discussions of religion's place in the present world, on WMCA, New York. 2-15-39, p. 70.

**Youth's Hymns:** Boy hymn singer, sponsored by mortuary, on WHBL, Sheboygan, Wis. 8-1-39, p. 55.

## Schools & Colleges

**Holy Cross College Forum:** Lecture debate and panel discussion program conducted by college debating society, on WORC, Worcester, Mass. 4-15-39, p. 40.

**Bull Session:** Student discussions of current events picked up by a hidden mike, conducted by Chicago U Broadcasting Council, on CBS. 5-15-39, p. 82.

**Parade of Junior Colleges:** Students acquaint listeners with activities of Southern California junior colleges, on KEHE, Los Angeles. 5-15-39, p. 58.

**High School Studio Party:** School participation series, on WMAQ, Chicago. 1-15-39, p. 33.

**University Life:** Discussions of collegiate life, on MBS. 1-1-39, p. 32.

**Highschool Highspots:** Weekly salute to local high school achievements, on WSAI, Cincinnati. 1-1-39, p. 32.

## Sports & Outdoor Life

**Where to Go Fishing:** State-wide angling news, on KGKO, Fort Worth. 5-1-39, p. 55.

**Hole-in-One Tournament:** Periodic pickups from a hole-in-one golfing contest, sponsored on KMO, Tacoma, Wash. 5-15-39, p. 32.

**Your Softball Reporter:** Twice-weekly quarter-hour of softball scores, on KVOE, Santa Ana, Cal. 7-1-39, p. 80.

**Adventures in Photography:** Combination program slanted to camera fans, on NBC-Blue. 11-15-39, p. 63.

**Bicycle Court:** Class in bicycle operation and bicycling rules as part of public safety campaign, on WSAI, Cincinnati. 3-1-39, p. 58.

**Quarterback's Quiz:** Football quiz conducted between halves by announcer strolling among spectators in stadium, on KVOO, Tulsa, Okla. 11-15-39, p. 68.

**Challenging the Experts:** Sports quiz confined to participation of guest experts, on WJJD, Chicago. 2-1-39, p. 44.

**Diamond Dust:** Dramatized incidents in lives of baseball heroes, on WWJ, Detroit. 8-1-39, p. 55.

**Basketball Express:** One of several program units included in a "basketball package" sponsored on WIRE, Indianapolis. 12-15-39, p. 72.

**From the Locker Room:** Pre-game broadcasts of locker room chatter and coach's instructions preceding pro grid broadcasts, on WJJD, Chicago. 12-1-39, p. 62.

**Keeping Fit:** Sports facts and health comments, on WCNW, Brooklyn. 3-1-39, p. 54.

**Ski Tips:** Weather reports and such, along with helpful hints for skiers, on KVI, Tacoma. 2-1-39, p. 44.

**The Fishcaster:** Fishermen's feature, on WNEW, New York. 4-1-39, p. 48.

**Hit That Ball:** Baseball quiz series, on MBS. 5-15-39, p. 32.

**Women in Golf:** Feminine angle golf chats and interviews, on WTAM, Cleveland. 6-15-39, p. 40.

**Victory Rally:** Football news, famous plays and forecasts, on WEN, New York. 10-1-39, p. 61.

**What Can I do?** Winter exercise suggestions for city dwellers, on WBBM, Chicago. 10-15-39, p. 66.

**Following the Ball:** Arguments about sportmen and sports events by two commentators, on WAAF, Chicago. 1-15-39, p. 32.

**Junior Hobbies on Parade:** Interviews with boys and girls about their pet hobbies, on KFYR, Bismarck, N. D. 6-1-39, p. 36.

**Sports Queries:** Veteran umpire-referee answers sports questions and problems from arbiter's viewpoint, on WIBW, Topeka, Kan. 11-15-39, p. 68.

**Ski Express:** Interviews with ski experts and flashes on snow conditions in Northeast and New England, on WNEW, New York. 1-1-39, p. 67.

**Sports-I-View:** Sports-interview feature, on WKRC, Cincinnati. 11-1-39, p. 82.

**We Want a Touchdown:** Football quiz featuring former grid stars, on MBS. 9-15-39, p. 71.

**Hot Stove League:** Weekly baseball roundtable, on WSYR, Syracuse. N. Y. 2-1-39, p. 44.

## Swaps

**White Elephant Club:** Swap service feature, on KSTP, St. Paul. 11-1-39, p. 61.

**Best Buys:** Swap-or-sell feature, on KSFO, San Francisco. 5-1-39, p. 54.

## The House of Promotion

WHETHER your Promotion problem is a Local and/or National one, you will find that our IDEAS can be of incalculable aid to you as it has been for the prominent concerns listed below. Truly may it be said that we are THE HOUSE OF PROMOTION offering a diversified quality service to broadcasting interests throughout the United States and Canada.

WOV, New York  
WNOX, Knoxville  
WCOP, Boston  
KSOO, Sioux Falls, S. D.  
WPEN, Philadelphia  
WRBL, Columbus, Ga.  
WNBC, New Britain  
WOPI, Bristol, Tenn.  
CKAC, Montreal  
CKCO, Ottawa  
CJCB, Sydney, N. S.

WSYR, Syracuse  
WMPS, Memphis  
WATL, Atlanta  
WCAO, Baltimore  
WMBS, Uniontown  
WJBC, Bloomington  
KRGV, Weslaco, Tex.  
WBNS, Columbus, O.  
WIL, St. Louis  
WPTF, Raleigh  
KOMA, Oklahoma City

Associated Music Publishers • The Gould-Moody Company (Recording) • International News Service • Georgia Broadcasting System • Joseph Hershey McGillvra • Radio Attractions • Scripps-Howard Radio • Transamerican • World Broadcasting System • Weed & Company



Adrian James Flanter  
and Associates

132 West 43rd Street - New York

**Traffic & Motoring**

**What's the Law?** Informal vox pop quiz on auto-pedestrian safety rules, on WGAR, Cleveland. 6-1-39, p. 62.

**Let's Take a Trip:** Tips about where to go on week-end trips around Chicago, on WCFL, Chicago. 6-15-39, p. 40.

**Crank Handle Knights:** Dramatized incidents in which cab drivers perform deeds of heroism or honesty, on WRC, Washington. 6-1-39, p. 37.

**Your Automotive Reporter:** Inside dope on automotive developments, on KWK, St. Louis, 2-15-39, p. 70.

**Demonstration Drive:** Broadcast of imaginary ride of salesman and prospective purchaser in one of sponsor's cars, with full conversations and sales talk against a musical background. 2-1-39, p. 44.

**Transportation Emergencies:** Emergency announcements about local street car or bus service, carried as a public service, on WCKY, Cincinnati. 1-1-39, p. 32.

**The Man in the Car:** Highway Safety series, on KWOS, Jefferson City, Mo. 6-15-39, p. 40.

**Harmony Highway:** Transcribed music, along with motoring information, directed at week-end travelers, on CJRC, Winnipeg. 7-1-39, p. 80.

**Traffic Tribunal:** Traffic violators invited to send in their "beefs" when they feel their fines are unjustified, and a traffic official explains justification of the fines, on KECA, Los Angeles. 8-15-39, p. 44.

**The Automobile Shopper:** Tips on the local used car market, on KSAN, San Francisco. 9-15-39, p. 71.

**Texas Parks:** Descriptions of major state parks of Texas, on Texas State Network. 6-15-39, p. 40.

**Florida on Parade:** Guide-to-Florida series for winter vacationers, with cooperative radio-newspaper setup, on WORL, Boston. 1-1-39, p. 32.

**Miscellaneous**

**Live & Learn:** Old people's feature, on MBS. 5-1-39, p. 66.

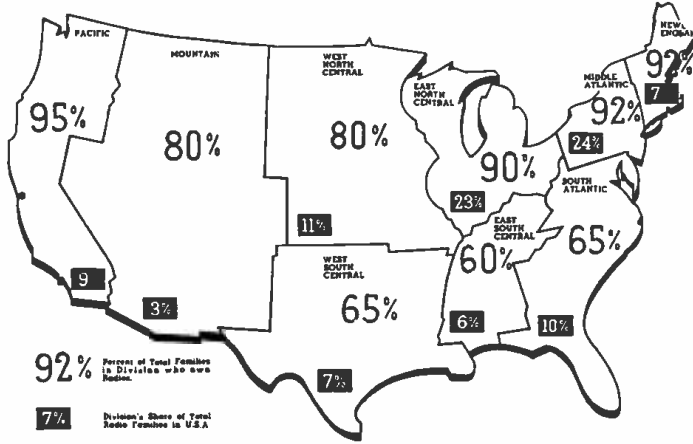
**Smart Set:** Entertainment by New York social registerites, on WHN, New York. 2-15-39, p. 69.

**Yawn Patrol:** Early morning general information and entertainment feature, on CJRC, Winnipeg, Man. 2-15-39, p. 68.

**Breakfast in Bedlam:** Anything-goes week-day morning show, on WBZ-WBZA, Boston-Springfield. 10-15-39, p. 67.

**Dunkers Club Inc.:** Screwball breakfast program, on WMMN, Fairmont, W. Va. 4-15-39, p. 62.

**Radio Ownership by Geographic Divisions**



Map by NBC

NBC herewith illustrates how radio homes have increased from 12,048,762 shown in the 1930 official census to 26,666,500 shown in the Joint Committee's count as of Jan. 1, 1938. In addition, NBC shows that 51% of the total number of radio families is located in the Eastern Time Zone, 37% in the Central Zone, 9% in the Pacific Zone. Other NBC breakdowns show:

**Radio Families By Geographic Divisions**

	Total Families	Percentage Owning Radios	Total Radio Families	Percentage Total Radio Families
New Eng.	2,166,000	92	1,990,900	7
Mid. Atl.	6,922,000	92	6,361,200	24
E. N. Cen.	6,729,000	90	6,050,300	23
W. N. Cen.	3,580,000	80	2,861,900	11
S. Atlantic	3,977,000	65	2,598,700	10
E. S. Cen.	2,561,000	60	1,537,000	6
W. S. Cen.	3,146,000	65	2,040,000	7
Mountain	975,000	80	778,000	3
Pacific	2,585,000	95	2,448,500	9
<b>U.S. Total</b>	<b>32,641,000</b>	<b>82</b>	<b>26,666,500</b>	<b>100</b>

**Radio Families by Income Groups**

Income	Percentage Total Families Owning Radios	Total Radio Families
Over \$10,000	99.9	400,000
\$5,000 to \$10,000	99.7	1,495,000
\$3,000 to \$5,000	98.2	3,730,000
\$2,000 to \$3,000	95.6	4,780,000
\$1,000 to \$2,000	88.3	10,600,000
Under \$1,000	57.0	5,662,000

**Radio Families by City Size**

Population	Percentage Total Families Owning Radios	Total Radio Families
Over 500,000	88.5	5,000,000
100,000 to 500,000	93.4	4,030,000
25,000 to 100,000	95.0	3,380,000
10,000 to 25,000	91.3	2,215,000
2,500 to 10,000	86.4	2,571,000
Rural—Non-Farm	80.3	5,210,000
Rural—Farm	58.9	4,261,000

**STATEMENT OF BUSINESS  
1939**

GUIDING LIGHT  
WOMAN IN WHITE  
ROAD OF LIFE  
SPRINGTIME & HARVEST  
RIGHT TO HAPPINESS

Procter & Gamble Co.  
Pillsbury Flour Mills Co.  
Procter & Gamble Co.  
Standard Brands, Inc.  
Procter & Gamble Co.

Compton Advertising, Inc.  
Hutchinson Advertising Co.  
Pedlar & Ryan, Inc.  
J. Walter Thompson Co.  
Compton Advertising, Inc.

**IRNA PHILLIPS**

Writer and Script Supervisor

**SCRIPTS**

Howard Keegan  
Pauline Hopkins  
Gertrude Prys

**PRODUCTION**

Howard Keegan, Manager  
Owen Vinson  
Arthur Berg

**CARL WESTER & CO.**

360 N. Michigan  
CHICAGO

**41 Years  
Publishing**

**FACTS!**

*marshalled to do  
Your bidding—*

Modern business and Sales Management depends for its vigor upon accurately marshalled FACTS—conclusive Facts—ready for instant reference.

There are approximately 12,000 complete business data items in the MCKITTRICK DIRECTORY OF ADVERTISERS—Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers—their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

Sales problems are always changing and maximum Spot-Sales can be obtained through

- \* FACTS that help increase the time spent with prospects.
- \* FACTS that help make calls more profitable.
- \* FACTS that reveal additional opportunities in the territory.

Why not plan your Sales and Promotional campaigns on the basis of these determinable FACTS?

Why not send for further information as to the cost and other essential details concerning this directory and Service?

**GEORGE MCKITTRICK & COMPANY**

108 Fulton Street  
New York, N. Y.  
185 N. Wabash Ave.  
Chicago, Ill.

# News and Sports Commentators and Home Economics Specialists Available for Sponsorship

## NETWORKS

(See also listings for their owned and managed stations)

City	News Commentators	Sports Commentators	Home Economics Specialists
<b>New York</b>			
<b>CBS</b> .....	H. V. Kaltenborn Elmer Davis Bob Trout Edwin C. Hill Paul Sullivan Albert L. Warner	Ted Husing (all) Bryan Field (racing) Mel Allen (all) Arch MacDonald (baseball) Bob Edge (outdoor) Harry Nash (golf) France Laux (baseball)	Mary Lee Taylor Ida Bailey Allen Irene Beasley Gordon White
<b>NBC</b> .....	Hilmar R. Baukhage John B. Kennedy Earl Godwin Luwell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heatter	Bill Stern (all) Clem McCarthy (racing) Jack Miley (all)	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
<b>MBS</b> .....	Fulton Lewis, Jr. Raymond Gram Swing Drew Pearson & Robert Allen Dave Driscoll Maj. Leonard H. Nason Gabriel Heatter Paul Schubert	Ed Thorgersen Red Barber Stan Lorrax Sam Belter	Pegeen Fitzgerald (WOR) Frances McDonald (WAAB)

## INDEPENDENT

Boake Carter, Radio News Column Service (transcriptions), 1622 Chestnut St., Philadelphia

## ALABAMA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Anniston</b> WHMA.....		Ed Mullinax	Laura Boswell
<b>Birmingham</b> WAPI.....	Lionel Baxter Fred Dalger Maury Farrell	Maury Farrell	Delmar Bradley
<b>WBR</b> .....	Bill McCain	John Connolly Leland Childs	
<b>WSGN</b> .....	Bill Terry	Bill Terry Jud Collins	Ruth Bomford
<b>Decatur</b> WMSL.....	John Boggees Kenneth Vance Ted Woodward	Kenneth Vance Ted Woodward	Carolyn Jones Bertha Timberlake
<b>Gadsden</b> WJBY.....		Malcom Street	Nancy Nash
<b>Huntsville</b> WBHP.....	Lee Baggett	Lee Baggett	
<b>Mobile</b> WALA.....	Tony Barrett Jack Bridges	Jack Bridges	
<b>Montgomery</b> WCOV.....		Jim Ryba Ed Bates	Juanita Tobin
<b>WSFA</b> .....	Bill Verner Dr. S. J. Hocking	Irv Rapp	
<b>Muscle Shoals City</b> WMSD.....	Don Campbell	Don Campbell	Buelah Sutton
<b>Scimita</b> WHBB.....			Jean Cadden
<b>Tuscaloosa</b> WJRD.....	Frank W. Bruce Francis Dunn	Frank W. Bruce	Mrs. Dorothy Reynolds

## ARIZONA

<b>Globe</b> KWJB.....	J. Lewis Monical James Benjamin	Jimmy Benjamin	Rose Jean
<b>Jerome</b> KCRJ.....			Mrs. Marian Kuhn
<b>Lowell</b> KSUN.....	John Pintek Jack Copeland	Eddie Miller	Mary Ellen Bergman
<b>Phoenix</b> KOY.....	Jack Copeland	Lou Kroeck	Beth Barton
<b>Safford</b> KGLU.....	John Merino Paul Merrill	Lester McBride	Beatrice Merino
<b>Tucson</b> KTUC.....			Gertrude Dossenbach
<b>KVOA</b> .....	Andrew White	Maj. M. A. Strange	

## ARKANSAS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Blytheville</b> KLCN.....	Harold Sudbury Denton M. Neal		Cleo Garner
<b>El Dorado</b> KELD.....	Roger Laux	Roger Laux	Dawne Tucker
<b>Fort Smith</b> KFPW.....	J. E. Garner	Bill Slates	
<b>Hot Springs</b> KTHS.....	Jerry Bernstein Kent Rush	Kent Rush Walter M. Ebel	Frances Hoffman
<b>Jonesboro</b> KBTM.....	Ottis Roush	Elton Dickson	
<b>Little Rock</b> KGHL.....		Jimmy Woodward	Dorothy Weise
<b>KLRA</b> .....	Ray Lang	David Banks Ben Epstein	Theda Mae Drennan
<b>Pine Bluff</b> KOTN.....		George Curliin	
<b>Siloam Springs</b> KVOA.....	Bill Fairley Luke Tanner		

## CALIFORNIA

<b>Bakersfield</b> KERN.....			Carolyn Kern
<b>KPMC</b> .....	P. D. McHugh	P. D. McHugh	
<b>Berkeley</b> KRE.....			Emily West
<b>Chico</b> KHSL.....	Oral Phillips	Frank Coffin	Marie McClean
<b>Eureka</b> KIEM.....		Scoop Beal	
<b>Fresno</b> KARM.....	Bob Davies Fred Becker	Fred Becker Bob Davies	
<b>KMJ</b> .....	Don Davis Frank Wilbur Harold Brown	Dick Vail Frank Wilbur	Erma Giffen Gregory
<b>Los Angeles</b> KECA.....	Pat Bishop Tom Frandsen	John Canady Pat Bishop Herb Allen	Agnes White
<b>KFAC</b> .....	Ted Meyers	Mike Frankovich R. Van Des Autels	
<b>KFI</b> .....	Pat Bishop Tom Frandsen	John Canady Pat Bishop Herb Allen	Agnes White Ann Warner
<b>KFVD</b> .....	Howard Gray	Bill Kelso	
<b>KFWB</b> .....	John Colbert David Starling Ken Barton	Hank Weaver Harry LeRoy Frank Goss Ken Barton	
<b>KGFJ</b> .....		Al Weinert	
<b>KHJ</b> .....	Robert Young Norman Nesbitt		Norma V. Young
<b>KMPC</b> .....	Fleetwood Lawton	John Canady	Violet Schramm
<b>KMTR</b> .....	Ken Barton	Jimmy Mack Ira Cook Ken Barton	Patricia Fair
<b>KNX</b> .....	Bob Garred Knox Manning Dick Joy	Tom Hanlon Gary Beckner	Fletcher Wiley
<b>KRKD</b> .....		Joe Micciche	
<b>Merced</b> KYOS.....	Charlie Kinaley		Jane Cullen
<b>Modesto</b> KTRB.....	Douglas McCreary	Leonard Bartlett	
<b>Monterey</b> KDON.....	Reed Pollock William O'Donnell	Windsor Joaslyn	Mrs. Ruth Fisher
<b>Oakland</b> KLS.....		Bryon Reilly	
<b>KLX</b> .....			Rose Patterson
<b>KROW</b> .....	Don Hettrick		Emma Lotta Hackett
<b>Redding</b> KVCV.....		E. P. Milburn	
<b>Sacramento</b> KFBK.....	Vern Partlow	Steve George	Katherine Kitchen
<b>KROY</b> .....		Tony Koester	Martha Morton
<b>San Diego</b> KFSD.....	Paul Jones Richard Cutting Morrison Parker	Paul Jones Morrison Parker	
<b>KGB</b> .....		Dan Bowers	Marion Randall

**CALIFORNIA—(Continued)**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>San Francisco</b> KFRC.....	John B. Hughes Mel Venter Tobe Reed	David Scofield Ernie Smith	Emily Barton Bess Bye
KGQ.....	Robert Ackerly Bob Andersen	Ira Blue Hal Wolf	Gladys Cronkhite Ann Holden Janet Baird
KJBS.....	Jim O'Neill	.....	Ruth Thompson
KPO.....	Robert Ackerly Bob Andersen	Ira Blue Hal Wolf	Gladys Cronkhite Ann Holden Janet Baird
KSAN.....	.....	Frank Arthur	.....
KSFO.....	Tro Harper	Jack Gregson	Jack Gregson
KYA.....	Darrell Donnell Clarence Myers Dick Eilers	Ernie Smith	Jean Fay
<b>San Jose</b> KQW.....	Jim O'Neill	Ray Lewis	.....
<b>Santa Ana</b> KVOE.....	J. B. Hughes	Bill Hynds	Vicki Renee
<b>Santa Barbara</b> KDB.....	.....	.....	Stella Hollowell
KTMS.....	William Sanford Kenneth Peters	Kenneth Peters	Mary Hagan
<b>Santa Rosa</b> KSRO.....	.....	Ralph Stone	Betty Colgan
<b>Stockton</b> KGD.....	.....	George Foster	.....
KWG.....	Howard Thurston	George Ross	Nelda Ormiston
<b>Visalia</b> KTKC.....	Art Primm	Stan Simpson	.....
<b>Watsonville</b> KHUB.....	.....	Gordon Roth	.....
<b>COLORADO</b>			
<b>Colorado Springs</b> KVOR.....	John Dillon Henry Joslyn	Henry Joslyn	Mary Ann Russell
<b>Denver</b> KFEL.....	Bill Welsh Henry Orbach Stuart Heinemann	Bill Welsh Joe Myers	Mary McCord Brown
KLZ.....	Jack Fitzpatrick Bob Harris Betty Lou Bemis	Jack Fitzpatrick	Margaret Moore Patricia Burns Kldder
KOA.....	.....	Joe Myers	.....

**COLORADO—(Continued)**

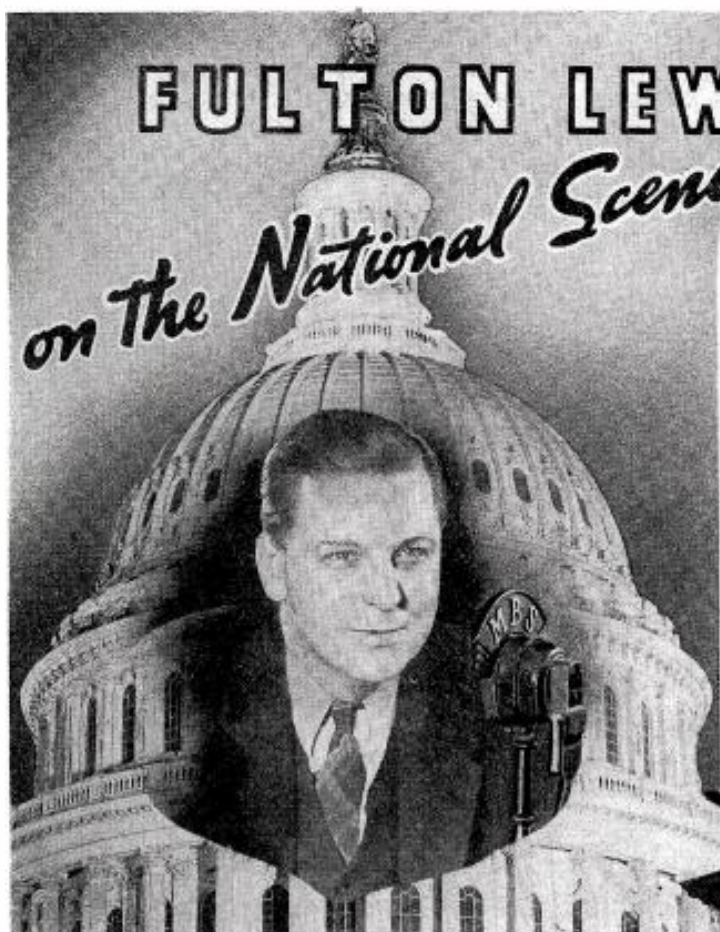
City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Grand Junction</b> KFXJ.....	.....	Marv Mulvihill	.....
<b>Greeley</b> KFKA.....	Willard Simms Warren S. Williamson	Warren S. Williamson	Grace B. Green
<b>Pueblo</b> KGHF.....	.....	.....	Jane Marshall
<b>CONNECTICUT</b>			
<b>Hartford</b> WDR.....	.....	Jack Zaiman	.....
WTH.....	.....	Harold Ogden	.....
WTIC.....	Prof. Andre Schenker	Robert Steele	.....
<b>New Britain</b> WNBC.....	Milton Berkowitz Jack Sullivan	Leo B. Keegan Harry Ginsburg	Edna May Parsons
<b>New Haven</b> WEL.....	Michael J. Goode Maj. Ranulf Compton	Phillip L. Buxbaum, Jr.	Thelma Shif
<b>New London</b> WNLC.....	.....	Gort Wilbur	.....
<b>Waterbury</b> WATR.....	.....	William Derwin	Fay Clark
WBRY.....	E. Christy Erk	Chick Kelley	.....

**DELAWARE**

<b>Wilmington</b> WDEL.....	J. Gorman Walsh	Herman Reitzes	Mary McCauley
WILM.....	Harvey Smith	Herman Reitzes	Mary McCauley

**DISTRICT OF COLUMBIA**

<b>Washington</b> WJSV.....	Albert L. Warner Hugh Conover	Walter Johnson Harry McTigue	Elinor Lee
WMAL.....	Earl Godwin H. R. Baukhage	Bill Coyle Bill Crago George Gunn	Mary Mason
WOL.....	Walter Compton	Tony Wakeman	Frances Troy Northcross
WRC.....	Earl Godwin H. R. Baukhage	Bill Coyle Bill Crago George Gunn	Mary Mason



**FULTON LEWIS JR.**

*on the National Scene*

**1939 SPONSORS**

- |  |  |
|--|--|
| WNBF • Binghamton, N. Y.<br>Hamlin Red Cross Drug Stores | WLAP • Lexington, Ky.<br>Falls City Brewing Company  |
| WGRC • Louisville, Ky.<br>Lincoln Bank & Trust Company   | WMT • Cedar Rapids, Iowa<br>Oelwein Chemical Company |
| KFEL • Denver, Colo.<br>American National Bank of Denver | KOME • Tulsa, Okla.<br>Barnsdall Oil Company         |

**DETROLA CORPORATION**

Detroit, Mich.

- |                            |                         |
|----------------------------|-------------------------|
| WAAB • Boston, Mass.       | CKLW • Detroit, Mich.   |
| WOL • Washington, D. C.    | WOR • New York, N. Y.   |
| KQV • Pittsburgh, Pa.      | WRR • Dallas, Texas     |
| KFRC • San Francisco, Cal. | KWK • St. Louis, Mo.    |
| WHK • Cleveland, Ohio      | WGN • Chicago, Ill.     |
| WKRC • Cincinnati, Ohio    | KHJ • Los Angeles, Cal. |
| WDGY • Minneapolis, Minn.  |                         |

*Fulton Lewis Jr. is available in individual markets over all Mutual Network stations. Write or wire Wm. B. Dolph, Station WOL, Washington*

# News-Sports Commentators and Home Economics Specialists

## Available for Sponsorship

### FLORIDA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Jacksonville WJAX..... WMBR.....		George Weeks Jack Rathborn	Tracy L'Engle
Lakeland WLAK.....	Ronnie Rodgers	Bud Farnum	Mrs. Whipple
Miami WIOD.....  WQAM.....	Francis P. Locke Francis P. Malone	Jack Bell Luther Voltz Harrison Fisher Dinty Dennis	Jane Butler Ruth Richardson
Miami Beach WKAT.....	Pete White Orville Revel		
Ocala WTMC.....	Bob McConnell	Frank Nicholson	
Pensacola WCOA.....		Virgil G. Evans	Dorothy Eastman
St. Augustine WFOY.....	R. M. Tigert John Cummins		
St. Petersburg WSUN.....	Rod Arkell Maj. Robinson Bob Wilbur	Jeff Moshier Dan Hall Lou McMasters Rube Allyn	Sally U. Nelson
Tampa WDAE.....  WFLA.....		Sol Fleischman Ed Ray Bud Farnum	Allie Lee Ruah Patsy Kent
West Palm Beach WNO.....	Ben Decker Gordon Eaton	Ben Decker	Betty Keene Louise De Lea

### GEORGIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albany WGFC.....	Hubert Batey Bill Poole Martha Percilla	Hubert Batey Bill Poole	Martha Percilla
Atlanta WAGA.....  WATL.....  WSB.....	Dick Pyron  Barney Oakes Julian Flint	Joe Hill Lee Bennett Barney Oakes  Marcus Bartlett	Martha Hale Sally Dawn  Mrs. Winifred S. Bell
Augusta WRDW.....	James A. Davenport Jo Clark	Thurston Bennett Bernard Levy	Melba Sparks
Columbus WRBL.....	Jack Gibney Johnnie Clark	Jack Gibney	Louise Heely
Macon WMAZ.....		Ben Chatfield	
Rome WRGA.....	Maj. Will A. Patten	Price Selby Mather Payne	Kitty Alford
Savannah WTOC.....	Bob Crawford Benjamin B. Williams	Weldon Herrin	
Thomasville WPAX.....		Heath Varnedoe, Jr.	
Waycross WAYX.....	Ken White	Liston Elkins	Annie May Goss

### IDAHO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Boise KIDO.....	Dooley Riddle	Roy Civile	
Idaho Falls KID.....			Maxine A. Chaffin
Nampa KFXD.....		Doyle Cain	

### ILLINOIS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Bloomington WJBC.....	Stretch Miller	Stretch Miller	Louise Bosworth
Carthage WCAZ.....			Ann Wyman
Champaign WDWS.....	Marc Howard	Jack Beynon	Betty Schroeder

### ILLINOIS—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Chicago WAAF.....  WBBM.....  WCBD..... WCFL..... WEDC..... WENR.....  WGES.....  WGN.....  WJJD..... WLS.....  WLW..... WMAQ.....		Harry Creighton  Pat Flanagan John Harrington Charlie Grimm  Dick Kross Hal Totten James R. Dudley    Dick Nesbitt Fort Pearson Hal Totten  Bob Elson Quin Ryan Guy Savage  Jack Drees Fred Lindstrom  Julian Bentley Ervin Lewis  Fort Pearson Durward Perry Norman Barry	Helen Stevens Fisher Grace Viall Grey             Dick Nesbitt Hal Totten  Eleanor Howe
Danville WDAN.....	Gleason Kistler Francis Higgins William Adams	Gleason Kistler Francis Higgins	Emily Lantz Cody Noble
Decatur WSOY.....		John Bernard	
East St. Louis WTMV.....	Leslie Crow	Lee George	Jane Foster
Galesburg WGIL.....	Bill Traylor	Howard A. Miller	Betty Burton
Harrisburg WEBQ.....	Bovard Clayton Lindle Moore	Bovard Clayton Lindle Moore	Mary Osborne
Joliet WCLS.....	Elizabeth Burke	Harry Caray	Edna Werber
Peoria WMBD.....	Brooks Watson	Jack Brickhouse	Jessica McFarland
Quincy WTAD.....	Will Sohm Gene Terry C. Arthur Fifer	Bob Lee	Gene Terry
Rockford WROK.....	Allen O. Brophy	Morey Owens	Efay Beynon
Rock Island WHBF.....	J. Woodrow Magnuson	Maurice Corken Charles Volger	Millicent Polley
Springfield WCBS..... WTAX.....		Bob Gregory Sam Molen	Clara Bell Graves June Janess
Tuscola WDZ.....	Fran Booth	Hank Fisher	Martha Hull

### INDIANA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Anderson WHBU.....		Wayne Reeves	
Elkhart WTRC.....		Eldon Lundquist	Dorothy Teeters
Evansville WEOA..... WGBF.....	Wally Wood Walter Leich	Paul Clark Paul Clark	Grace Field Grace Field
Fort Wayne WGL.....  WOWO.....	Bob Wilson Ralph Knox Vicki Harris  Bob Wilson Ralph Knox Vicki Harris	John Hackett Neil Searles  John Hackett Neil Searles	Jane Weston  Jane Weston
Gary WIND.....		Jack Drees	
Hammond WHIP..... WWAE.....	Ralph Eddy Ralph Eddy	Robert Bryar Robert Bryar	Melva Turbin Melva Turbin
Indianapolis WFBM.....  WIBC.....  WIRE.....	Gilbert Forbes Roy Brandt George Palmer Dick Noble Dick Read Albert J. Beveridge, Jr.	Len Riley  Luke Walton George Palmer Vic Lund Morris Hicks	Alice Abbott  Jane Day Mary Carleton Mrs. Rosalie Farrell
Muncie WLBC.....		D. A. Burton Gordon Graham	

**INDIANA—(Continued)**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
New Albany WGRC.....	Jack Donnell	Jack Robertson	Harriet Pripps
South Bend WFAM.....	Mitchell Morris	Joe Boland Jack Ledden	.....
.....	Mitchell Morris	Joe Boland Jack Ledden	.....
Terre Haute WBOW.....	Walter Burns	Luke Walton	Ruthmary Morton
Vincennes WAOV.....	Ross Garrigus	George Byers	.....

**IOWA**

Cedar Rapids WMT.....	Douglas B. Grant	Bert Puckett	Libbie Vaughn Ann Hart
Davenport WOC.....	R. Frank G. W. Voss	J. Nel Reagan	Mary Louise Marshall
Des Moines KRNT.....	Glen Law Wayne Ackley	Gene Shumate Paul Miner	Gwen McCleary
KSO.....	Glen Law Wayne Ackley	Gene Shumate Paul Miner	Gwen McCleary
WHO.....	Jack Shelby Robert Burlingame Leonard Howe	Bill Brown	Helen Watts Schriber
Dubuque WKBB.....	L. Vaugh Gayman	James D. Carpenter	Sister Mary St. Clara, B.V.M.
Mason City KGLO.....	Henry B. Hook James W. Wood Wade Patterson	James W. Woods	.....
Shenandoah KFNF.....	Howard Carlson William E. MacDonald	Pate Simmons	.....
KMA.....	Frank Jaffee Ralph Childs	Bill Warner	Jessie Young Leanna Driftmier
Sioux City KSCJ.....	Merrill Mulready Ron W. Rawson	Walin Hatter	.....
KTRI.....	Rudy Topinka	Gordon Horner	Maxine Dierking

**KANSAS**

Atchison KVAK.....	.....	Paul Roscoe	Kathreen McKee
Coffeyville KGGF.....	.....	Dick Campbell	Mrs. William A. Gold- smith
Dodge City KGNQ.....	J. A. Allen	J. A. Allen	.....
Great Bend KVGB.....	Dave Wilson Bob Wells Roy Fruit	Dave Wilson	L. Sherwood
Kansas City KCKN.....	Olaf Soward	Ralph Nelson	Florence Bahr
Lawrence WREN.....	Millard Ireland Edwin Browne	.....	.....
Pittsburg KOAM.....	Bruce Robertson Lew Martin	Bob Gadberry Bruce Robertson	.....
Salina KSAL.....	Sidney B. Tremble Don Brice Luther Broiles	Stuart Dunbar	Virginia Trice
Topeka WIBW.....	Joe Nickell Hilton Hodges Elmer Curtis	Hilton Hodges E. C. Quigley	.....
Wichita KPFH.....	Graeme Fletcher	Larry Stanley	Elinore Wiley

**KENTUCKY**

Ashland WCMI.....	Russell Hirsch Dick Westerkamp	Jean Gentry	Louise Baird
Lexington WLAP.....	Tom Downing Ed Willis	Ed Ashford	Lora Standish Crandall
Louisville WAVE.....	Harry Lukins H. B. Blackwell	Don Hill	.....
WHAS.....	Dick Fischer William P. Bryan Howard Dorsey	George Walsh	.....
Owensboro WOMI.....	Bob Hobgood Malcom Greep Lee Meredith	LeRoy Woodward	Mrs. Thomas Sanders
Paducah WPAD.....	.....	Pierce E. Lackey	.....

**LOUISIANA**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Baton Rouge WJBO.....	.....	Robert Seacore	Mary de Vane Whately
Lafayette KVOL.....	.....	Robert A. Escudier	.....
Monroe KMLB.....	.....	Don Breitenmoser	Melba Henry
New Orleans WDSU.....	Walter Williams	John Bartlett	.....
WNOE.....	.....	Hubert Grant	.....
WSMB.....	Harry Arthur Bill Brengel	Bill Brengel	.....
WWL.....	Henry Dupre Cleveland Kirby Al Godwin	Henry Dupre Al Godwin	Mrs. Clarke Salmen
Shreveport KRMD.....	Van Patrick	Van Patrick	Elizabeth Alford
KTBS.....	.....	Jerry Bozeman	.....
KWKH.....	.....	Jerry Bozeman	.....

**MAINE**

Augusta WRDO.....	.....	.....	Sandra Lee
Bangor WABI.....	John Moran B. M. Harvey Maurice Dolbier	John Moran J. Brooks Powers	Evelyn Eaton Margaret Matson
Portland WCSH.....	.....	Milan O. Welch	.....
WGAN.....	.....	Worthen Cornish Austin Goodwin	.....
Presque Isle WAGM.....	Irving Gammon R. T. Patten	Sidney Cook	Helen B. Dillon

**MARYLAND**

Baltimore WBAL.....	Alexander Gifford Tom Dane Paul Girard	Walter Linthicum Bill Herson	Mary Landis
WBCM.....	.....	Lee Davis	.....
WCAO.....	.....	Don Riley	Betty McCall
WFBR.....	Robert S. Hurleigh Raymond Tompkins	C. Nelson Baker	Martha Ross Temple
Cumberland WTBO.....	.....	Sam Cozad	.....
Frederick WFMD.....	Ian MacFarlane	Robert L. Longstreet	Robert L. Longstreet
Hagerstown WJEJ.....	.....	William Paulsgrove	Mary Jane Kline Beatrice Phillips
Salisbury WSAL.....	Wm. Frazier Russell, Jr.	Deane S. Long	Jane Allen

**MASSACHUSETTS**

Boston WAAB.....	Nelson Churchill	Frank Ryan	.....
WBZ.....	Harry D. Goodwin Charles J. Gilchrist Robert B. Evans	Robert B. Evans	Mildred W. Carlson Mary Ellen Brown
WCOP.....	.....	.....	Inez Kenney
WEEI.....	W. Howell Cullinan Neil A. Wallace Lewis Sargent	Jay Wesley	O. P. Stearns
WNAC.....	Fred Lang	Jack Stevens Eddie Casey	Gretchen McMullen Majorie Mills
Fall River WSAR.....	Jack Fitzgibbons	.....	.....
Greenfield WHAI.....	John W. Haigis, Jr.	Ken Houseman	.....
Lowell WLLH.....	.....	Ernie Le Branche	.....
New Bedford WNBH.....	Nathan Malchman	.....	Ada Mabel Garvin
Springfield WBZA.....	Harry D. Goodwin Charles J. Gilchrist Robert B. Evans	Robert B. Evans	Mildred W. Carlson Mary Ellen Brown
WMAS.....	.....	Bob Jones Bob Feldman	Victoria Holmes
WSPR.....	.....	Edward M. Kennedy	Mildred Brunelle Joan Carroll
Worcester WORC.....	.....	George Cairns	Russell Brooks
WTAG.....	.....	Hollis Wright	Jane Woodhouse

**MICHIGAN**

Bay City WBCM.....	Russ Lyon	Jack Parker	Lou Sherry
Calumet WHDF.....	Merrill F. Trapp Albert W. Payne Earl Nordine	Merrill F. Trapp	Lucille Dimmer

# News-Sports Commentators and Home Economics Specialists

## Available for Sponsorship

### MICHIGAN—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Detroit</b>			
WJBK.....	W. J. Jory Charles Sterritt	Al Nagler	Betty Roberts
WMBC.....	Hal Repaid John Marshall Jim Irwin	Jack Kelley Tod Rockwell	.....
WWJ.....	Austin Grant	Paul Williams Ty Tyson	Dorothy Spicer
WXYZ.....	Harold True Harry Golder	Harry Hellman Bud Shaver Carl Gensel	.....
<b>Flint</b>			
WFDF.....	.....	Irving Chandler	.....
<b>Grand Rapids</b>			
WOOD-WASH...	Robert E. Tillmanns Myron Wallace	Robert H. Smith	.....
<b>Ironwood</b>			
WJMS.....	Dick Hasbrook	Dick Hasbrook	Rose Isaac
<b>Kalamazoo</b>			
WKZO.....	.....	Herbert Lascelles	Patty Criswell
<b>Lansing</b>			
WJIM.....	Howard K. Finch	Howard K. Finch	Judith Holiday
<b>Muskegon</b>			
WKBX.....	.....	Hilliard Gudelsky	Elsie Buttrick
<b>Royal Oak</b>			
WEXL.....	.....	Porter L. Bourne	.....

### MINNESOTA

<b>Albert Lea</b>			
KATE.....	.....	Sherman Booen	Arabella B. Cotton
<b>Duluth</b>			
KDAL.....	Ellis Harris Myron J. Bennett	Ellis Harris	.....
WEBC.....	Hal Byers Ben Leighton	George Flowers Greg O'Brien	Bettina Hirschboeck
<b>Fergus Falls</b>			
KGDE.....	Harry Sedgwick	.....	Sally Mitchell
<b>Mankato</b>			
KYSM.....	Eugene T. Newhall	.....	.....
<b>Minneapolis-St. Paul</b>			
KSTP.....	Val Bjornson	Halsey Hall	Bee Baxter
WCCO.....	Cedric Adams Ed Abbott Bob Campbell	Rollie Johnson Eddie Gallaher	Florence Lehmann
WDGY.....	.....	.....	Jeanne Kimball
WMIN.....	Dick Enroth	Dick Enroth	Jean Craswell
WTCN.....	Bennett Orfield	George Higgins	Ann Ginn Arleath Haerble
<b>Moorhead</b>			
KVOX.....	Manny Marget	Manny Marget	.....
<b>Rochester</b>			
KROC.....	.....	Walter Bruzek Butch Morgenson Allen Embury	Majorie Hope
<b>St. Cloud</b>			
KFAM.....	Gilbert Schoener Carl Henneman Clifford Sakry	Pat Halloran Chester Wright	Wilhemina Schindler
<b>Virginia</b>			
WHLB.....	Hale Byers Ben Leighton	Wayne Byers	Betty Adams
<b>Winona</b>			
KWNO.....	.....	Ryan Halloran	Ruth Heggin

### MISSISSIPPI

<b>Greenwood</b>			
WGRM.....	.....	Bob Upshur	Mrs. Emma Alexandera
<b>Greenville</b>			
WJPR.....	.....	Bert Ferguson	.....
<b>Gulfport</b>			
WGCM.....	.....	Charles Saunders	.....
<b>Hattiesburg</b>			
WFOR.....	Cecil Rogers	Les Carmichael	Betty Bayne
<b>Jackson</b>			
WJDX.....	.....	Joe Paget	.....
WSLI.....	.....	H. W. Sparks	.....
<b>McComb</b>			
WSKB.....	Rodney Kelley	Jack Sanders	Virginia Bunch
<b>Vicksburg</b>			
WQBC.....	.....	Jeff Heater	.....

### MISSOURI

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Columbia</b>			
KFRU.....	Guy W. Lowe	George Guyan	Frances Wayne Allen Betty Ann Brang
<b>Joplin</b>			
WMBH.....	Robert Grey	J. Charles McIntire	Ann Carroll
<b>Kansas City</b>			
KCMO.....	John Cameron Swayze Lowell Laurence Wess Carr	Parke Carroll	Anne Hayes
KITE.....	Frank Dent	Gene Wyatt	Betty Paige
KMBC.....	Erie Smith John Farmer	Walt Lochman	Beulah Karney
WDAF.....	.....	Fred Weinrath C. E. McBride	.....
WHB.....	Bob Caldwell Gene Crum	Ernest Whitney	.....
<b>Poplar Bluff</b>			
KWOC.....	Bill Bates Bob Mabrey	Bill Bates Bob Mabrey	Lola Sechrest
<b>St. Louis</b>			
KMOX.....	Harry W. Flannery Josephine Halpin	France Laux Cy Casper Charlie Grimm	Catherine Snodgrass
KSD.....	.....	Frank Eschen J. Roy Stockton	.....
KWK.....	Ray E. Dady	.....	Helen Adams
KXOK.....	Bruce Barrington	Alex Buchan Bob Lyle	Rose Claire
WEW.....	Arthur Jones	Herbert MacCreedy	Marion Reynolds
WIL.....	.....	Neil Norman Bill Durney	Thelma Crosnoe
<b>Springfield</b>			
KGBX.....	Lane Davis Fred McGhee Jack Wann Tom Kelly	Tom Kelly Bill Ring	.....
KWTO.....	Lane Davis Fred McGhee Jack Wann Tom Kelly	Tom Kelly Bill Ring	.....

### MONTANA

<b>Billings</b>			
KGHL.....	.....	Ed Cooney Bob Kunkel	Maureen Muldowney
<b>Great Falls</b>			
KFBB.....	Phil Allen Rolf Erickson John Alexander	Bill Tredway Ed Wilson	.....
<b>Kalispell</b>			
KGEZ.....	Don Treloar	Don Treloar	Grace Tubbs
<b>Missoula</b>			
KGVO.....	Glenn Marston	Nick Mariana	Dagmar Ann Weston
<b>Wolf Point</b>			
KGCC.....	.....	Bob Lowrie	Isabel Tilton

### NEBRASKA

<b>Grand Island</b>			
KMMJ.....	George Kister	.....	.....
<b>Kearney</b>			
KGFW.....	.....	Howard Baxter	June Lee
<b>Lincoln</b>			
KFAB.....	Ed Letson	.....	Jane Tucker
KFOR.....	Ed Letson	.....	Jane Tucker
<b>Norfolk</b>			
WJAG.....	Art Thomas	Gene Carrigan	.....
<b>Omaha</b>			
KOIL.....	Bud Thorpe	Harry Johnson	Belle West
KOWH.....	Orville Weimer Bert Smith	Ronnie Ashburn	.....
WOW.....	Foster May	Ralph Wagner	.....

### NEVADA

<b>Reno</b>			
KOH.....	Wallie Warren Merrill Inch	Merrill Inch	.....

### NEW HAMPSHIRE

<b>Keene</b>			
WKNE.....	Ozzie Wade Nick Carter	Ozzie Wade	Harriet Lyke
<b>Manchester</b>			
WFEA.....	Stephen J. Burke	.....	.....
<b>Portsmouth</b>			
WHEB.....	Agnes Ryan Chester E. Meroow Frederick Olsen	Jack Hanton Bill Stearns	Arbie Coty



**NEW JERSEY**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Asbury Park WCAP.....	A. Douglas Bedell David Morrow George Levy	Herbert Kamm Rupert Hill	Carolyn Warden
Bridgeton WSNJ.....	Vernon Pepper	Jerry Alden Mac McGuire	Mary Brown
Camden WCAM.....		Bud Sparks Wm. Markward	
Jersey City WAAT..... WHOM.....	Val Frank I. Lutsky Peter Yolles	Jackie Farrell	Mary Mitchell
Red Bank WBRB.....		Joe Bennett Bill Bowes William Lybarger	Mrs. K. Diets Louise Powers
Trenton WTNJ.....		Lou Lautner Joe Kovacs	Marion Marshall

**NEW MEXICO**

Albuquerque KGGM..... KOB.....	J. C. MacGregor	Ed Janney Joe Wynn	Mary McConnell
Clovis KICA.....	Paul Cochran	Langdon Skarda Charles C. Alsop	

**NEW YORK**

Albany WABY..... WOKO.....	Forrest L. Willis	Gren Radn Sherb Herrick Gren Radn Sherb Herrick	Betty Adams Eleanor Walter
Auburn WMBO.....		Winifred Buack	Dorothy Bolin
Brooklyn WARD..... WCNW.....	Maurice Dricer	Frank Small Chris St. James Gene O'Callahan	
WLTH..... WVFW.....		Jocko Maxwell Bernie Bloom	

**NEW YORK—(Continued)**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Buffalo WBEN..... WEBR..... WBNY.....	Cy King	Jim Britt Jim Wells Bob Kliment Floyd Keesee	Sally Work Cosette Merrill Ruth Paige
Elmira WENY..... WESG.....	Ward Fenton Glenn Williams	Bill Pope Bill Pope Woodrow Ott	
Freeport WGBB.....	J. E. Frogge E. Adamson	Bob Smith	
Jamestown WJTN.....	Thomas McKee	George Callison	Marianne Jones
Kingston WKNY.....	Ezra McIntosh		
Newbury WGNV.....	William Snow William Jenkins	William Snow	Alma Forrest
New York WEAF.....	H. R. Baukhage John B. Kennedy Earl Godwin Lowell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heater	Bill Stern Clem McCarthy Jack Miley	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
WEVD.....	Bryce Oliver Charles Yale Harrison		
WHN.....	George Hamilton Col. bs, Jr.	Dick Fishell Bert Lee	C. Houston Goudles Polly Martin
WINS.....	B. S. Bercovicl Albert Grobe	Don Dunphy Bill Harding	
WJZ.....	H. R. Baukhage John B. Kennedy Earl Godwin Lowell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heater	Bill Stern Clem McCarthy Jack Miley	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
WMCA.....	Johannes Steel Eugene Lyons	Bob Carter	Allie Lowe Mills
WNEW.....	Richard Brooks		
WOR.....	Helen Bond	Al Helfert Stan Lomax	Martha Deane
WOV.....		Tom Spadaro	
WQXR.....	Quincy Howe		

George  
Hamilton  
Combs, Jr.

**COMMENTATOR**

Now in third year of regular schedule—  
7:30-7:45 P. M. nightly—following his own  
brilliant career in Congress and in law.  
Always a commercial success.

Call or write for 1940 sponsorship

**WHN**

**BRyant 9-7800 1540 Broadway**

in New York it's  
**DICK FISHELL**

— 1939 SCHEDULE —

Pro Football Play-by-Play  
for General Mills  
New York Hockey Games  
for Gillette Safety Razor Co.  
Daily Sports Resume  
for Doelger Brewing Co.  
All-America Football Parade  
College Basketball Play-by-Play  
Track and Field Events  
Football Predictions in "Variety"

Call or write for 1940 sponsorship

**WHN**

**FIRST IN SPORTS IN NEW YORK**

## News-Sports Commentators and Home Economics Specialists Available for Sponsorship

### NEW YORK—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Ogdensburg WSLB.....		Joseph R. Brandy	
Olean WHDL.....		Joseph M. Cleary	
Plattsburg WMFF.....		Martin Traynor, Jr.	
Rochester WHAM.....	Allen Sisson Jack Ross Tom Murray	Bill Rogers Don Kearney	Hazel Cowles Ruth Berensten
WHEC.....	Frank Silva	Marion Karasick	Charlotte Edwards
WSAY.....			
Saranac Lake WNBZ.....	L. H. Roberts	W. H. Carpenter	Ruth E. O'Connell
Schenectady WGY.....	James T. Healey Gene O'Haire		Martha Brooks Betty Lenox Irma Lemke
Syracuse WSYR.....	E. R. Vadeboncoeur Wm. V. Rothrum	E. N. Stemmler William V. Rothrum	Ruth Chilton Mary Merriman
White Plains WFAS.....		John Dillon	Betty Patterson

### NORTH CAROLINA

Asheville WWNC.....		Bob Bingham Steve Douglas	Norine Lowe
Charlotte WBT.....	William Winter	Russell Hodges Lee Kirby	Mary Devant
WSOC.....	George Brengel	Bomar Lawrence Paul Norris	
Durham WDNC.....	C. J. Woodhouse Clay Daniel	C. J. Woodhouse Robert Estes	Sarah Underwood Barbara Brantley

### NORTH CAROLINA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Elizabeth City WCNC.....		Paul Moyle	
Goldsboro WGRC.....		Joe Brown Ted Horton	
Greensboro WBIG.....	Dr. D. D. Kendrick	Frank Harden Wiley Sholar	Bess N. Rosa
Raleigh WRAL.....		J. B. Clark	
Salisbury WSTP.....		Bones Hamilton	Isabel de Arman
Wilson WGTM.....	Henry Sullivan	Henry Sullivan	Alberta Carr
Winston-Salem WAIR.....		Joe Novenson John Miller	Lynn Davies Frances Marcum Mrs. Browning
WSJS.....	John Ravenel		

### NORTH DAKOTA

Bismark KFYR.....		Fay Brown	
Devils Lake KDLR.....	Bert Wick	Donald Donahue	Hildur Marie Wick
Fargo WDAY.....		Don Elder	Margaret Foss
Jamestown KRMC.....		Tom Farley	Mrs. Anderson
Minot KLPM.....		Floyd L. Wynne	Mary Ross
Valley City KOVV.....		Bob Ingstad William L. Wallace	Virginia Martin

### OHIO

Akron WADC.....	R. B. Wilson	Ray Spencer	
Ashtabula WICA.....	Thurse S. Sigman Walter W. Walrath	Walter W. Walrath	Pauline Hopkins
Cincinnati WCKY.....	Rex Davis Jack Foster	Rex Davis Doc Martz	
WCPO.....	Tom McCarthy Tim Elliot	Harry Hartman Red Thornburgh	Jane Ellen Eastey
WKRC.....	Charles V. Lutz William Welch	Allen Stout Robert Nash	Virginia List
WSAI.....		Roger Baker Dick Bray	Martha Wheeler
Cleveland WCLE.....	Lee Otis	Jack Graney Pinkey Hunter Guy Wallace	Eleanor Hanson Florence La Ganke
WGAR.....	Carl George Maurice Condon Wayne Mack	Bob Kelley Ellis Vander Pyle	Ruth Merriam Wells
WHK.....	Lee Otis	Jack Graney Pinkey Hunter Guy Wallace	Florence La Ganke
WTAM.....	Bob Dailey Albert Orrick	Tom Manning	Jane Weaver
Columbus WBNS.....		Johnnie Neblett Charles Warren	Fern Sharp
WCOL.....	David Penn William Wallace		
WHKC.....	Robert S. French	Budd Sweeney	Mildred Warner
Dayton WHIO.....	Richard Rol' Richard Cul	Si Burick	
WING.....	John Sarber	William Hamilton	Mary Lou Case
Lima WLOK.....	Harry Jay	Ralph Elvin	Helen Noonan
Mansfield WMAN.....	Chester Cook	Howard Pierce	Ellen Drew
Portsmouth WPAY.....	Robert Horn	Paul Wagner Lloyd Henderson	Ann Smith
Toledo WSPD.....	James Uebelhart Edward C. Ames	Connie Desmond Bob Evans	Mary Lucille Roth
WTOL.....	Ralph Sisson	Robert Ingham	Ruth Landwehr Betty Morgan
Youngstown WKBN.....	Anthony Ross J. L. Bowden	Don Gardner	G. Davidson
WFMJ.....		Frank B. Ward	
Zanesville WHIZ.....			Mary Branas

**NEW YORK WOMEN BUY IT  
WHEN THEY HEAR ABOUT IT  
FROM**

**POLLY the SHOPPER**

**VARIETY:** "Whatever it is, Polly has what it takes."

**BROADCASTING:** "Polly's enthusiasm is boundless, and she's always sincere."

**BILLBOARD:** "A voice that's a joy to listen to."

Some swell case histories on request. What Polly has done for Kem, Forhans, Nestles, Rubelle's and others, she will do for you—  
at a cost within your budget.

Call or write for 1940 sponsorship

**WHN**

**BRyant 9-7800 1540 Broadway**

**OKLAHOMA**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Ada</b> KADA			Ellen Trotman
<b>Elk City</b> KASA	Johnny Carman	Tiny Mayhew	Betty Adams
<b>Enid</b> KCRC		Dale Simpson	
<b>Oklahoma City</b> KOCY KOMA KTOK WKY	Ted Andrews Stuart Dean Ben Bezoff	Bob Duren Dick Johnson John C. Shafer	Catherine Cunningham Flora Luper Mrs. Mari Adams
<b>Okmulgee</b> KHBG		Fred Gaye	
<b>Ponca City</b> WBBZ	Carl Mack	Carl Mack	
<b>Shawnee</b> KGFF	Weldon Stamps Frank Jackson	Charles Cassidy Wilson Parker	
<b>Tulsa</b> KOME KTUL KVOO	Bob Long Victor Rugh Catherine Carlyle Ken Miller	Bob Long Eddie Lyon Tom Dailey	Dorothy McCune

**OREGON**

<b>Astoria</b> KAST	James C. Wallace Frank E. Marrison		
<b>Bend</b> KBND	Chet Wheeler	Hal Byers	
<b>Eugene</b> KORE	Jack McCarty Bob Henderson	Jack McCarty	Ann Chaney
<b>Marshfield</b> KOOS	A. Thomas Morris	A. Thomas Morris	
<b>Medford</b> KMED		Dave Rees	
<b>Portland</b> KALE	Duncan MacLeod Robert Harris Robert Colvig George McGowan	Stanley Church	
<b>KEX</b>		Rollie Truitt Bill Adams Bill Mock	Nancy Morris
<b>KGX</b>		Rollie Truitt Bill Adams Bill Mock	Nancy Morris
<b>KOIN</b>	James T. Wyatt	Art Kirkham Stanley Church	Margaret Allyn
<b>KWJJ</b>	George Wilhelm Art Morey Eddie McElroy	Art Morey Sammy Taylor	Harriet Krause
<b>Roseburg</b> KRRR	Bill Thomas	Marshall Pengra	

**PENNSYLVANIA**

<b>Altoona</b> WFBG	W. W. Fraker	Ed Contour	Gertrude Green
<b>Easton</b> WEST	Wilbur Markle	Ted Pierce	Pauline Davis
<b>Erie</b> WLEU	James Hamilton Edward Bryant	Arthur Ingram	
<b>Greensburg</b> WHJB	J. Herbert Angell	Joe Jackson	
<b>Harrisburg</b> WHP	George Cahan A. K. Redmond John Van Cronkhite	Nobe Frank Ed Gundaker	
<b>WKBQ</b>	C. G. Moss	Dave Bennett	
<b>Hazleton</b> WAZL	James Pieser	Vic Diehm Don Murray	Kathryn Kohler
<b>Johnstown</b> WJAC	George O. Simon Ben Coll	Ray Scott	Millicent Clarke
<b>Lancaster</b> WGAL	John Greenburger	Dave Brandt John Metzger	Ruth Hergenrother
<b>Philadelphia</b> KYW	Kerby Cushing William Lang	Kerby Cushing	Betty Parker
<b>WCAU</b>			Laura May Stewart
<b>WDAS</b>	M. Leonard Matt Nathan B. Fleisher	Buzz Davis Lanse McCurley	Phyllis Foster
<b>WIBG</b>		Hal Tunis	Zella Drake Harper
<b>WIP</b>		Stoney McLinn	
<b>WPEN</b>	John Corcoran Sanford Guyer Thomas B. Smith	Red Walsh Sandy Guyer	Mabel Love
<b>WTEL</b>		Doug Hibbs Dick Cauffman	

**PENNSYLVANIA—(Continued)**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Pittsburgh</b> KDKA	Don Hirsch	Jack Hollister Chet Smith Johnny Boyer	Evelyn Gardner Janet Ross Carolyn Curtis
<b>KQV</b>	Lee Sellars Louis L. Kaufman		
<b>WCAB</b>	Norman Twigger Bob McKee	James F. Murray	Lillian Malone
<b>WWSW</b>	Raymond Schneider John Davis Ollie O'Toole	Joe Tucker	
<b>Scranton</b> WGBL		Dave Griffiths	
<b>Sharon</b> WPIC	John MacDonald	Tommy Gibbons Elliott Jones Johnny Pepe	Margaret James Ruth Jones
<b>Sunbury</b> WKOK	Reg Merridew	George Stahl	
<b>Uniontown</b> WMBS	William Fields	Arnold Goldberg	Shirley Leiser
<b>Wilkes-Barre</b> WBAX		Harry Thomas	Suzanne Rankin
<b>Williamsport</b> WRAC		Sol Wolf Bill Bell Irving Berndt	
<b>York</b> WORK	Wilbur Groff	Harold Miller	Wilhelmina Hollinger

**RHODE ISLAND**

<b>Providence</b> WEAN	Mowry Lowe	Denny Myers Mowry Lowe	
<b>WJAR</b>		Arthur Markey	Mrs. Howard P. Wood
<b>WPRO</b>		Joe Fay	

**SOUTH CAROLINA**

<b>Anderson</b> WAIM	James Waldrop	Jimmie Bulleit	
<b>Charleston</b> WCSC WTMA		Phil Sutterfield	Meredith Smith
<b>Columbia</b> WIS	Floyd D. Rogers, Jr. John Cauthen	Jim Young	
<b>Florence</b> WOLS	Melvin Purvis R. O. Dorsey	R. O. Dorsey	Louise Outlaw
<b>Greenville</b> WFBC	Dan Croiland Charles Batson James Reid	Jimmie Thompson James Reid	Alice Wyman

**SOUTH DAKOTA**

<b>Aberdeen</b> KABR		Elmer A. Clark Ed Falk	Evelyn Hurlbert
<b>Pierre</b> KGFY	Ida A. McNeil James B. Hipple	James B. Hipple Lynn E. Oldaker	
<b>Rapid City</b> KOBH		Al Arnold	
<b>Sioux Falls</b> KELO KSOO		George Rohn George Rohn	
<b>Yankton</b> WNAX	Ray Clark	Jack Chase	

**TENNESSEE**

<b>Bristol</b> WOPI	Stuart O'dell Harry S. Hudson Fey Rogers	Harry S. Hudson	Mary Abell
<b>Chattanooga</b> WDOD		Chuck Simpson	
<b>Jackson</b> WTJS	Horace Coyne Bill Winsett	Jack Denman Horace Coyne	Mrs. L. C. Merwin
<b>Knoxville</b> WNOX	Tys Terwey Mason Dixon	Joe Epstein Lowell Blanchard Mason Dixon Tys Terwey	Frances George
<b>Memphis</b> WHBQ WMC		Bob Alburty Bill Terry, Jr. Bob Pigue Walter Stewart	Majorie Carr Olivia Browne Julia Ries
<b>WMPS</b>	Lawrence Trexler	Fred Vosse	
<b>Nashville</b> WLAC	Russ Huddleston	Herman Grizzard	Mary Lyles Wilson

# News and Sports Commentators and Home Economics Specialists

Available for Sponsorship

## TEXAS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Abilene</b> KRBC	Paul Southern	A. D. Whisenant	
<b>Amarillo</b> KFDA KGNC	Carter Reynolds Wesley Izsard Dick Martin	Billy Budd	Luis Fay
<b>Austin</b> KNOW	Roger W. Busfield	Lester Scott	
<b>Beaumont</b> KFDM KRIC	Leon Taylor	Len Finger Tiny Scurlock	Ruth Garrison
<b>Brady</b> KNEL	J. C. Rothwell	Pearly Samuelson	Frances Roberts
<b>Brownsville</b> KGFI	Jack McLaughan	Leo T. Albritton	Mrs. E. J. Otin
<b>Dallas</b> KRLD	Meador Lowry Royce Colon Fritz Kuler		
WFAA	Dan Riss	Hal Thompson Bill Karn Dan Riss	Barbara Brent
WRR	Hal Smith	Hal Smith	
<b>Dublin</b> KFBL	Mike Gallagher Mickey Murphy	David Tipton	Erma Carr
<b>El Paso</b> KTSM		Frank Junell	
<b>Fort Worth</b> KFJZ	Russ Lamb Zack Hurt		
KGKO	Porter Randall Thaine Engle	Scotter Tonahill	Helen Warren
WBAP	Pressley Bryant	W. C. Sherman	
<b>Houston</b> KPRC	Jack McGrew Brice Dickson	Roland Schweer	
KTRH	Harry V. Grier	R. S. Freeman	
<b>Kilgore</b> KOCA	Fred Kincaid Orvin Franklin	Orvin Franklin Fred Kincaid	
<b>Laredo</b> KPAB	Fred Hammond Joe Koegler	Willie Vela Joe Koegler	Jean Adams
<b>Lubbock</b> KFYO		R. B. McAllister DeWitt Landis Wesley Youngblood	Ruby Lea Leary
<b>Midland</b> KRLH		Ernest Helm	
<b>Palestine</b> KNET		John Sullivan	
<b>Paris</b> KPLT		Henry Moore	Mrs. Albert Wilson
<b>Pampa</b> KPDN	Tex Deweese		
<b>Pecos</b> KIUN		Jack Hawkins	Josephine Bryan
<b>Port Arthur</b> KPAC	Ed Ranqueta	Gabbert Stephens C. H. Rhodes	
<b>San Angelo</b> KGKL		Blondy Cross	
<b>San Antonio</b> KABC		Dave Young	Gail Northe
KTSA	Charles C. Shaw	Pat Flaherty	Leona Bender
WOAL	Corwin Riddell Layman Cameron		
<b>Sweetwater</b> KXOX	Russell Bennitt	Bill Hilburn	
<b>Temple</b> KTEM		Burton Bishop	
<b>Texarkana</b> KCMC	John H. Trigg James McClain	Zack Hurt Thomas Dillahunt	
<b>Tyler</b> KGKB		Jack Kretsinger M. E. Danhom	
<b>Vernon</b> KVWC	R. H. Nichols W. D. Dixon		
<b>Victoria</b> KVIC		Richard Harn	
<b>Waco</b> WACO	Jack Thomas	Jinks Tucker	
<b>Wealaco</b> KRGV	Brad Smith Tom Browne Ty Cobb	Knapper Davis	Marian Dancy
<b>Wichita</b> KWFT	Edward Evans Dr. A. F. Edwards	Bill Thompson	Mary Ann Bacus

## UTAH

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Ogden</b> KLO	Stuart Daniels	Merrill J. Bunnell	
<b>Salt Lake City</b> KDYL KSL		David N. Simmons Thomas A. Axelsen Avrom Sandack Bill Sears Bob Hanson	Jerry Lane  Bunty Fabian
KUTA			

## VERMONT

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Burlington</b> WCAX	H. B. Wight	Lawrence Killick Holland Smith	Harriet Sale Helen Albion
<b>Rutland</b> WSYB	Thomas K. Salmon	S. Voungs B. Pillon J. Quigley	
<b>St. Albans</b> WQDM		Ed Anderson Carl Kettles	Ann Parker
<b>Waterbury</b> WDEV	Bill Ricker	Jake Deal	Mrs. Minott Miss Gilbert

## VIRGINIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Charlottesville</b> WCHV	George B. Russell Alden Aaroe Joe Handlan	Joe Handlan Charlie Piedra	Jane Brooks
<b>Danville</b> WBTM		Sam Lawder	
<b>Fredericksburg</b> WFVA	Dr. Robert F. Caverlee	Dr. Robert F. Caverlee	Mrs. Eleanor Benson
<b>Lynchburg</b> WLVA	Eric F. Lund	Samuel W. Lawder Glenn E. Jackson	
<b>Newport News</b> WGH	G. Edward Travis Kenneth Wiggs	Stan Kennon	Ann Cavanaugh
<b>Norfolk</b> WTAR	Winder R. Harris	Blair Eubanks	Mrs. Delavan Cowles
<b>Richmond</b> WMBG WRNL	Joe Strauss	Jack Hooper Joe Strauss Meb Davis Dick Whitney Hugh Carlisle	
WRTD	Robert Ehrman		
<b>Roanoke</b> WDBJ		Bob Youse	

## WASHINGTON

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Aberdeen</b> KXRO	Ben K. Weatherwax A. W. Lindsay	Ben K. Weatherwax W. M. McGoffin	Gladys Bailey
<b>Centralia</b> KELA	C. Paul Corbin	C. Paul Corbin	Kay Baker
<b>Everett</b> KRKO	B. M. Patten		P. A. Mudgett
<b>Longview</b> KWLK		Lyle D. Stillwell	
<b>Olympia</b> KGY		Don White	
<b>Seattle</b> KIRO	Peter Mertens Carroll Foster	Maury Rider	Helen Malloy
KOL KRSC		Bob Odman Ted Bell	Mary Dickinson
<b>Spokane</b> KFIO KFPY	Dick Ross		Ruby Rand Joan Schafer Margurite Hood
KGA KHQ	Kenneth Hutcheson Kenneth Hutcheson	Pat Hayes Pat Hayes	Thelma Halling Thelma Halling
<b>Tacoma</b> KMO	Larry Museby Max Bice	Jerry Geehan Larry Huseby	Mary Terry
<b>Vancouver</b> KVAN	Marion Sexton	Dale Denny	Mrs. Ethel Bennett DeBoo
<b>Walla Walla</b> KUJ		Richard Clodius	Mrs. Esther Carter

## WEST VIRGINIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
<b>Beckley</b> WJLS	George Dale	Barnes H. Nash	Kathryn Riddick
<b>Bluefield</b> WHIS	Louis Dnuthat	J. Lindsey Alley J. V. Pryor	
<b>Charleston</b> WCHS	Marvin Cade Flem Evans George Gow	Joe Hergel Leon May	Maude Ryan
WGKY		Carl Kent	

**WEST VIRGINIA—(Continued)**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Clarksburg WBLK		Charles T. Snowden	
Fairmont WMMN	Fred Shaflmaster Joe Glenn	Foxy Wolfe Bill Edwards	Ernestine Slater
Huntington WSAZ	Don Lyons Jack Sheldon Robert Drexler	Fred Burns	Shirley Martin
Wheeling WVVA	Ed A. Sprague Cliff Allen	Ed A. Sprague Paul J. Miller	Hazel Hanley
Williamson WBTH		C. E. Whitehart	Alice Shein

**WISCONSIN**

Fond du Lac KFIZ	Claude Pray Bill Hyde	Wally Konze	Cile Fairbanks
Green Bay WTAQ	Emlyn Owen	A. W. Michel B. E. Darling	
Janesville WCLO	Paul Rühle L. Ludwig	L. Ludwig James F. Kyler	Dorothy Alan
La Crosse WKBH		Jack Martin	
Madison WIBA	Don Stanley Bill Walker Al Gilbert	Bill Walker Arthur Lentz Ed Fleming	Dorothy Potter
Manitowac WOMT		Fred Hessler	Miss Marguerit Meyer
Milwaukee WEMP	Carl Zimmerman Bert Mulroy Charles La Force	Mickey Heath Neil Searles	
WISN	Phil Grau Alan Hale James Conway	Alan Hale Hal Walker	Mary Ann Le May
Rice Lake WJMC	Conrad Rice	Conrad Rice	Mrs. L. P. Sherman
Wausau WSAU		J. W. Killeen	Lenore De Vries

**ALASKA**

Alaska KFQD	Keith Swanson		
Fairbanks KFAR	Georg Nelsson Myers	W. K. Foster	

**HAWAII**

Honolulu KGMB	Bob Stanley	Webley Edwards Bob Stanley	
KGU			Jane Allen

**PUERTO RICO**

Mayaguez WPRV	Patrio R. Fermainit	Patrio R. Fermainit	
San Juan WNEL	Juan C. Vergne	Pedro Martino Bernabe Cabrera	Bianca A. de Rivera

**ALBERTA**

Calgary CFAC CJCL		Gail Egan Don MacKay	
Edmonton CFRN CJCA	D. Hill	G. Williamson Bob Fritz	Winnifred Sutton

**BRITISH COLUMBIA**

Chilliwack CHWK	Jack Bartindale	W. Theal	Evelyn Kipp
Kamloops CFJC	D. Homersham		
Trail CJAT	Jack Wells	Jack Wells	Margaret G. Jentley
Vancouver CJOR CKMO CKWX	Dick Diespecker Dorwin Baird R. H. Wright	Len Nicholson Jack Short Hugh Wallace Ann Stott Reed Chapman	Gladys Hodge Betty Lee Betty Wallace
Victoria CFCT	Clarence Carville	Duke McLeod Ed Farcy	Margaret Shaw

**MANITOBA**

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Winnipeg CJRC	Everall Dutton Jack Thompson Fred Heywood	Rusty Young Arthur R. Morrison Ken Murray	Elizabeth Holman
CKY	Carlyle Allison	Ed Armstrong Clem Shields	Mrs. Wilton Quinn

**NEW BRUNSWICK**

Fredericton CFNB		Trafora Donovan	
St. John CHSJ			Maude Crisp Esrey

**NOVA SCOTIA**

Nova Scotia CHNS		Earl Morton	
Sydney CJCB		Clyde Nunn	Betty Brown
Yarmouth CJLS		Joe Leblanc	

**ONTARIO**

Brantford CKPC		Don Buchanan Hugh Bremner	
Chatham CFCO	Major Devlin	Len Wilson	Margaret G. Weaver
Port William-Port Arthur CKPR	Tom Hughes	Jack Hughes	Margaret Leslie
Hamilton CHML	A. Smith J. Northgrave	N. Basto	
CKOC		Pere Le Sueur	
Kirkland Lake CJKL		Bill Brennan	
Kitchener CKCR	Jack Russell	W. C. Mitchell Jack Russell	Gordon Schaus
North Bay CFCH		Bruce McLeod	
London CFPL		Dave Price	
Ottawa CKCO	Larry Martin Cliff Hopkins A. W. Ryan	Dave Sprague	Irene Becksted
Prescott CFCL	Jimmie Martin		
Sault Ste. Marie CJIC			Beatrice Martin
St. Catharines CKTB		Rex Stimers	
Stratford CJCS		L. W. Appel	
Timmins CKGB		Eddie Cupps	Leone Noble
Toronto CBL CKCL		Harry Foster Al Leary	Monica Mugan
Windsor CKLW	Val Clare	Joe Gentile	Myrtle Labhitt
Wingham CKNX	Harry J. Boyle Howard Bedford	John Cruickshank	

**PRINCE EDWARD ISLAND**

Charlottetown CFCV	A. Stuart Dickson S. R. Kennedy	Wm. J. Brown, Jr.	Marianne Rogers Mrs. Flo Fitzgerald
-----------------------	------------------------------------	-------------------	--

**QUEBEC**

Hull CKCH	Lud Hawkins		
Montreal CFCE		Gordon Young Frank Starr Les Rowntree	Mrs. W. Reid Phyllis Carter
CHLP	George Galipeau	O. O. Martin	
Quebec CHRC	Bob Boudreau Maurice Descaerroux	Maurice Descaerroux	Bertha Garneau
CKCV		Chas. Miville Deschenes	Jeanne Lamy
Ste-Anne de la Pocatiere CHGB	Jacques Raymond	Laval Raymond	
Sherbrooke CHLT		Roland Bayeur Henry Delorme	
Three Rivers CHLN		Leo Pinsonnault	

**SASKATCHEWAN**

Moose Jaw CHAB		J. S. Boyling	Barbara Wells
Regina CJRM		Al Ritchie R. Grant Carson Johnny Nelson	
Saskatoon CFQC		G. A. Jordan	
Yorkton CJGX	W. G. Woodfield	Bob Priestly	

# EDUCATIONAL DIRECTORS OF STATIONS AND NETWORKS

(Stations not listed reported no educational director)

## NETWORKS

CBS—Sterling Fisher, director of talks and education, New York; William Winter, Southern regional education director, WBT, Charlotte; Lloyd de Castillo, New England regional education director, WEEI, Boston; Mrs. Lavina Schwartz, Midwest regional education director, WBBM, Chicago; Mrs. Frances Farmer Wilder, Pacific Coast regional education director, KNX, Hollywood.  
MBS—Adolph Opfinger, program manager, New York; Madeline Ensign, WOL, Washington.  
NBC—Walter G. Preston Jr., assistant to Vice-President John F. Royal in charge of education; Dr. Franklin Dunham, educational director; Judith Waller, Central division educational director, Chicago; E. Jennings Pierce, Western division educational director, San Francisco.

## ALABAMA

WAPI, Birmingham—Dr. W. C. Biasingame.  
WSFA, Montgomery—E. C. Stewart.

## ARIZONA

KOY, Phoenix—Mavis Green.  
KTAR, Phoenix—J. Howard Pyle.  
KTUC, Tucson—David Scott Henderson.

## ARKANSAS

KELD, El Dorado—Rodney Smith.  
KLRA, Little Rock—Theda Mae Drennan.

## CALIFORNIA

KERN, Bakersfield—Prof. Allen B. Parker.  
KIEM, Eureka—Earl Roberts.  
KARM, Fresno—Dick Wegener.  
KMJ, Fresno—Frank Wilbur.  
KGER, Long Beach—Evalyn E. Dobyns.  
KECA, Los Angeles—Jose Rodriguez.  
KFWB, Los Angeles—Carlton Katz.  
KFI, Los Angeles—Jose Rodriguez.  
KMPC, Los Angeles—Thorburn Cowan.  
KNX, Los Angeles—Mrs. Francis Farmer Wilder.  
KROW, Oakland—Andrew Potter.  
KROY, Sacramento—Garland Schuler.  
KGO, San Francisco—Arthur Garbett.  
KPO, San Francisco—Arthur Garbett.  
KSAN, San Francisco—J. Lester Malloy.  
KSFO, San Francisco—Arthur Stowe.  
KYA, San Francisco—Relland Quinn.  
KYOE, Santa Ana—Walter S. Wiggins.  
KWG, Stockton—Dr. Rully C. Knoles.

## COLORADO

KVOR, Colorado Springs—Edith L. Ramsell.  
KLZ, Denver—Arthur P. Wuth.

## CONNECTICUT

WDR, Hartford—Ralph A. J. dell Selva.  
WELL, New Haven—Marion Reynolds.  
WNBC, New Britain—Jack Lacey.  
WNLC, New London—Edwin J. Morey.

## DELAWARE

WDEL, Wilmington—Edward Browning.  
WILM, Wilmington—Charles Collins.

## DISTRICT OF COLUMBIA

WJSV, Washington—Lloyd Dennis.  
WOL, Washington—Madeline Ensign.

## FLORIDA

WDBO, Orlando—William G. McBride.  
WSUN, St. Petersburg—Nina Harris.  
WDAE, Tampa—J. F. Smiley.  
WFLA, Tampa—Paul Jones.

## GEORGIA

WATL, Atlanta—P. L. Brock.  
WGST, Atlanta—John Fulton.  
WSB, Atlanta—Lambdin Kay.  
WRDW, Augusta—James A. Davenport.  
WRBL, Columbus—Jack Gibson.  
WMAZ, Macon—Allie V. Williams.  
WTOC, Savannah—Grace Schley Knight.

## IDAHO

KIDO, Boise—Vern Moore.

## ILLINOIS

WDWS, Champaign—Mrs. C. C. Wiley.  
WAAF, Chicago—Bradley R. Eidemann.  
WBBM, Chicago—Mrs. Lavina S. Schwartz.  
WCBD, Chicago—Richard Harding Kross.  
WCFL, Chicago—Miles Reed.  
WEDC, Chicago—Rev. Ernest Ziska.  
WENR, Chicago—Judith Waller.  
WGES, Chicago—Richard Kross.  
WGN, Chicago—Myrtle E. Stahl.  
WJJD, Chicago—Al Hollender.  
WLS, Chicago—Harriet Hester.  
WMAQ, Chicago—Judith Waller.  
WDAN, Danville—Lew Romack.  
WSOY, Decatur—J. W. McElvain.  
WMBD, Peoria—Gomer Bath.  
WILL, Urbana—Frank E. Schooley.

## INDIANA

WEOA, Evansville—Clarence Leich.  
WGL, Fort Wayne—W. Charles Roe.  
WOWO, Fort Wayne—Franklin Tooke.  
WIND, Gary—Al Hollender.  
WHIP, Hammond—Doris Keane.  
WWAE, Hammond—Doris Keane.  
WFBM, Indianapolis—Lotus Benning.  
WFAM, South Bend—R. J. Drain.  
WSBT, South Bend—R. J. Drain.  
WBOW, Terre Haute—Dr. Clarence Morgan.

## IOWA

WOC, Davenport—J. Neil Rengan.  
KWLC, Decatur—F. C. Gamelin.  
KRNT, Des Moines—Edmund Linehan.  
KSO, Des Moines—Edmund Linehan.  
WHO, Des Moines—Woody Woods.  
WKBB, Dubuque—L. Vaughn Gayman.  
KGLO, Mason City—Henry B. Hook.  
KMA, Shenandoah—Owen Saddler.

## KANSAS

KCKN, Kansas City—John Drake.  
KSAL, Salina—Alfred Thompson.  
KPH, Wichita—Vernon E. Reed.

## KENTUCKY

WCMI, Ashland—Mark Williams.  
WAVE, Louisville—George C. Patterson.  
WHAS, Louisville—Robert L. Kennett.

## LOUISIANA

WJBO, Baton Rouge—Ralph Steele.  
WJBW, New Orleans—G. W. Oxford.  
WNOE, New Orleans—Benet F. Cain.  
WWL, New Orleans—James V. Willson.  
KWKH, Shreveport—Fred Ohl.

## MAINE

WRDW, Augusta—James A. Davenport.  
WABI, Bangor—Maurice Dolbier.  
WCOU, Lewiston—Varner Paulsen.

## MARYLAND

WBAL, Baltimore—Evelyn Casey.  
WCAO, Baltimore—L. Waters Milbourne.

## MASSACHUSETTS

WAAB, Boston—Roy Harlow.  
WCOP, Boston—Katherine F. Batchelder.  
WEEI, Boston—Lloyd G. del Castillo.  
WNAO, Boston—Roy Harlow.  
WHAJ, Greenfield—Warren M. Greenwood.  
WESX, Salem—Marjorie Leadbetter.  
WMAZ, Springfield—Albert W. Marlin.  
WORC, Worcester—George Cairns.

## MICHIGAN

WJR, Detroit—Waldo Abbot.  
WWJ, Detroit—Myron Golden.  
WXYZ, Detroit—Fletcher Hull.  
WFDF, Flint—A. R. Cooper.  
WKZO, Kalamazoo—Patty Criswell.  
WJIM, Lansing—J. W. Sexton.

## MINNESOTA

KATE, Albert Lea—L. H. Steele.  
KDAL, Duluth—Gilbert Fawcett.  
KSTP, St. Paul—Thomas D. Rishworth.  
WCCO, Minneapolis—Max Karl.  
WLB, Minneapolis—Burton Paulu.  
WMIN, St. Paul—Marilyn Powell.  
WCAL, Northfield—Dr. Martin Hegland.

## MISSISSIPPI

WCOO, Meridian—Mrs. D. W. Gavin.

## MISSOURI

KFRU, Columbia—George Guyan.  
KMBC, Kansas City—Kenneth Graham.  
WDAF, Kansas City—Harry J. Kaufmann.  
KMOX, St. Louis—Harriet V. Edwards.

## MONTANA

KGHL, Billings—D. H. Morris.  
KFBB, Great Falls—John Alexander.  
KGVO, Missoula—King Harmon.

## NEBRASKA

KGNF, North Platte—V. J. LeBaron.  
KOIL, Omaha—R. Bruce Wallace.

## NEVADA

KOH, Reno—Howard Altic.

## NEW HAMPSHIRE

WKNE, Keene—Wilson A. Hamford.  
WHEB, Portsmouth—John Neville.

## NEW MEXICO

KGGM, Albuquerque—Mel Marshall.

## NEW YORK

WABY, Albany—Grenfell N. Rand.  
WOKO, Albany—Grenfell N. Rand.  
WNBF, Binghamton—Cecil D. Mastin.  
WCNW, Brooklyn—Maurice Drier.  
WLTH, Brooklyn—Norman H. Warembud.  
WBEN, Buffalo—Ben H. Darrow.  
WBRU, Buffalo—Ben H. Darrow.  
WKBW, Buffalo—Malcolm Barney.  
WCAD, Canton—Richard C. Ellisworth.  
WESG, Elmira—Harold M. Wagner.  
WGNV, Newburgh—Janet Lumb.  
WABC, New York—Sterling Fisher.  
WHDL, Olean—Rev. Claude Kean.  
WMFF, Plattsburgh—Arthur Redwood.  
WHAM, Rochester—Homer Bias.  
WHCC, Rochester—E. Gledhill.  
WSAY, Rochester—Elizabeth Brown.  
WFBL, Syracuse—Harvey Sanderson.  
WSYR, Syracuse—L. B. Lindquist.  
WHAZ, Troy—H. H. Nugent.  
WIBX, Utica—Michael R. Hanna.

## NORTH CAROLINA

WWNC, Asheville—Robert B. Bingham.  
WBT, Charlotte—William Winter.  
WDNC, Durham—R. J. Stratton.  
WBG, Greensboro—Dave Taylor.  
WRAL, Raleigh—Fred Fletcher.  
WSJS, Winston-Salem—John Miller.

## NORTH DAKOTA

KFYR, Bismarck—F. E. Fitzsimonds.  
WDAY, Fargo—Howard Nelson.  
KLPN, Minot—John B. Cooley.

## OHIO

WADC, Akron—R. B. Wilson.  
WICA, Ashtabula—Frederick Reiter Jr.  
WCKY, Cincinnati—Mendel Jones.  
WCPO, Cincinnati—Andre Carlson.

## RADIO EDUCATIONAL GROUPS

COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 E 42nd St., New York City. Telephone: Murray Hill 2-8352. Director: Dr. Irvin Stewart.

EDUCATIONAL RADIO DIVISION—Office of Education, Federal Security Agency, Washington, D. C. Telephone: Republic 1820, Extension 2247. Executives: William Dow Boutwell, director, Division of Publications, Radio & Exhibits; Gordon Studebaker, director, Script Exchange; Philip Herget, business manager; J. Morris Jones, acting script editor; B. P. Brodinsky, audience preparation director. Branch: 20 Washington Square, New York City; manager, Philip H. Cohen.

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Federal Security Agency, Washington, D. C. Telephone: Republic 1820, Extension 2280. Officials: Dr. John W. Studebaker, Commissioner of Education, chairman; C. F. Klinefelter, assistant to Commissioner of Education, vice-chairman; Leonard Power, coordinator of research; Mrs. Gertrude G. Broderick, secretary.

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-3420. Secretary: Levering Tyson, president, Muehlenberg College, Altoona, Pa.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS—Officers: H. G. Ingham, KFKU, University of Kansas, Lawrence, Kan.,

president; M. Reid White, KWSC, Washington State College, Pullman, Wash., vice-president; W. I. Griffith, WOI, Iowa State College, Ames, Ia., treasurer; Frank E. Schooley, WILL, University of Illinois, Urbana, Ill., executive secretary.

NATIONAL COMMITTEE ON EDUCATION BY RADIO—1 Madison Ave., New York City. Telephone: Lexington 2-7142. Chairman: Dr. Arthur G. Crane, president, University of Wyoming. Secretary: S. Howard Evans.

ROCKY MOUNTAIN RADIO COUNCIL—509 Seventeenth St. NW, Denver. Telephone: Keystone 5306. Officers: Arthur G. Crane, University of Wyoming, chairman; C. B. Hershney, Colorado Council, vice-chairman; Harry E. Howe, Colorado Library Assn., secretary; J. E. Hutchingson, Colorado Women's College, treasurer; Robert B. Hudson, director; Ruth L. Goodnohugh, assistant to director.

UNIVERSITY BROADCASTING COUNCIL—230 N. Michigan Ave., Chicago, Ill. Telephone: Central 2015. Director: Allen Miller. (Affiliated with De Paul and Northwestern Universities, Field Museum of Natural History and Art Institute of Chicago.)

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York City. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Merion. Secretary: Helen Havener. Treasurer: Mrs. D. Leigh Colvin. Executive Secretary: Ruth Rich.

WKRC, Cincinnati—Lin Mason.  
WLW, Cincinnati—Joseph Rice.  
WSAL, Cincinnati—Joseph Rice.  
WCLF, Cleveland—Larry Roller.  
WGAR, Cleveland—Wayne Mack.  
WHK, Cleveland—Larry Roller.  
WBNS, Columbus—Irwin A. Johnson.  
WOSU, Columbus—R. C. Higgy.  
WHIO, Dayton—Richard Belt.  
WLOK, Lima—Howard Donahoe.  
WTOL, Toledo—Larry Payne.  
WKBN, Youngstown—J. L. Bowden.

## OKLAHOMA

WNAD, Norman—Harold H. Leake.  
KOMA, Oklahoma City—Catherine Cunningham.  
KTUL, Tulsa—John Esau.

## OREGON

KALE, Portland—H. M. Swartwood Jr.  
KBPS, Portland—Hazel Kenyon.  
KOIN, Portland—H. M. Swartwood Jr.

## PENNSYLVANIA

WEST, Easton—Gene Bethman.  
WSAJ, Grove City—R. G. Walters.  
WHP, Harrisburg—E. K. Smith.  
WKBO, Harrisburg—Ralph Miller.  
WAZL, Hazleton—D. J. Lewis.  
WGAL, Lancaster—Richard Bauman.  
WCAU, Philadelphia—Harry Marble.  
WIP, Philadelphia—Edward Wallis.  
WPEN, Philadelphia—T. B. Smith.  
KDKA, Pittsburgh—G. Dare Fleck.  
WCAE, Pittsburgh—Clifton Daniel.  
WJAS, Pittsburgh—James Hunter Logan.  
WORK, York—Leslie Holliday.

## RHODE ISLAND

WPRO, Providence—Albert C. Rider.

## SOUTH CAROLINA

WAIM, Anderson—James A. Bulleit.  
WOLS, Florence—R. O. Dorsey.  
WFBC, Greenville—Joel Lawhon.

## SOUTH DAKOTA

KUSD, Vermillion—R. E. Rawlins Jr.  
WNAX, Yankton—Arthur T. Smith.

## TENNESSEE

WDDO, Chattanooga—Dorothy W. McCurdy.  
WTJS, Jackson—Harris Brown.  
WNOX, Knoxville—Walter Corning.  
WROL, Knoxville—Dr. Harry Clarke.  
WMC, Memphis—John Clason.  
WREC, Memphis—Roy Wooten.  
WLAC, Nashville—Paul Oliphant.

## TEXAS

KFDA, Amarillo—David Clark.  
KGNC, Amarillo—John Ballard.  
KFDM, Beaumont—Ruth Guinn.  
KGFJ, Brownsville—Frank Holloway.  
KRLD, Dallas—Roy George.  
KFJZ, Fort Worth—Forrest Clough.  
KCKO, Ft. Worth—Howard Carraway.  
KTRH, Houston—Harry Grier.  
KTSJ, San Antonio—Frances Scarborough.  
KRGV, Westaco—Bill Watson.  
KWFT, Wichita Falls—J. G. Baldwin.

## UTAH

KOVO, Provo—Dr. T. Earl Pardoe.  
KBYL, Salt Lake City—David N. Simons.  
KSL, Salt Lake City—Irma Felt Bitner.  
KUTA, Salt Lake City—William B. Sears.

## VERMONT

WCAX, Burlington—William Currie.  
WDEV, Waterbury—Mal Weaver.

## VIRGINIA

WGH, Newport News—Joel F. Wahlberg.  
WTR, Norfolk—Vaughn Bradshaw.  
WRNL, Richmond—G. Mallory Freeman.  
WRVA, Richmond—W. R. Bishop.  
WDBJ, Roanoke—Jack Weldon.

## WASHINGTON

KXRO, Aberdeen—Ben K. Weatherwax.  
KRKO, Everett—B. M. Patten.  
KWSC, Pullman—M. Reid White.  
KEEN, Seattle—Rose Marie Dailey.  
KIRO, Seattle—Tommy Thomas.  
KFPY, Spokane—Stuart L. Hannon.  
KMO, Tacoma—Dick Ross.  
KVI, Tacoma—Dorothy Doernbecher.

## WEST VIRGINIA

WCBS, Charleston—Melva Graham Chernoff.  
WMMN, Fairmont—Howard Wolfe.

## WISCONSIN

WTAQ, Green Bay—Emlyn Owen.  
WCLO, Janesville—Hester Kyler.  
WKBH, LaCrosse—Lloyd W. Schlabach.  
WHA, Madison—H. B. McCarty.  
WISN, Milwaukee—Woods Dreyfus.

## HAWAII

KHBC, Hilo—Webley Edwards.  
KGMB, Honolulu—Webley Edwards.  
KGU, Honolulu—Frank J. Mettler.

# Farm Editors and Farm Program Directors of Stations and Networks

(Stations not listed reported no farm editor or director)

NETWORKS	ILLINOIS (continued)	MONTANA	SOUTH DAKOTA
CBS—Charles Stookey, Columbia Farm Reporter, KMOX, St. Louis. NBC—William E. Drips, Agricultural Director, Merchandise Mart, Chicago.	WRCK, Rockford—Morey Owens. WCBS, Springfield—George Tushorn. WTAX, Springfield—Spizz Singer. WDZ, Tuscola—Gene Rhein. WILL, Urbana—Ted Mangner.	KGHL, Billings—Franz Robischon. KGIR, Butte—Jacob Jorgerson. KFBI, Great Falls—Dan Thurber. KGVO, Missoula—M. M. Oliphant.	KFDY, Brookings—John M. Ryan. KOBH, Rapid City—Fred Farnum. KUSD, Vermillion—Hagen Kelsey. WNAX, Yankton—Charles Worcester.
ALABAMA	INDIANA	NEBRASKA	TENNESSEE
WHMA, Anniston—W. G. Hood. WAPI, Birmingham—Harwood Hull Jr. WMSL, Decatur—John Bogges B. G. Hall. WSPA, Montgomery—Lem Edmonson. WJRD, Tuscaloosa—Beverly Holston.	WGL, Fort Wayne—Ralph Knox. WOWO, Fort Wayne—Ralph Knox. WHIP, Hammond—Howard Dunavan. WWAE, Hammond—Howard Dunavan. WFBI, Indianapolis—Henry S. Wood. WIRE, Indianapolis—Wally Nehrling. WLCB, Muncie—John Hefner. WBOW, Terre Haute—O. C. Redenbacher. WBAA, West Lafayette—Glenn W. Sample.	KGFV, Kearney—Fred Christenson.	WTJS, Jackson—Harris Brown. WMC, Memphis—Earl Moreland. WSM, Nashville—William A. Burnett.
ARIZONA	IOWA	NEW HAMPSHIRE	TEXAS
KOY, Phoenix—Grady Rapier. KTAR, Phoenix—Hal Roach. KGLU, Safford—S. L. Owens.	WOI, Ames—Samuel H. Reck, Jr. WMT, Cedar Rapids—Bob Leefers. KRNT, Des Moines—Glen Law. KSO, Des Moines—Glen Law. WHO, Des Moines—Herb Plambeck. WKB, Dubuque—Robert Kunkel. KGLO, Mason City—Henry B. Hook. KFNF, Shenandoah—William E. MacDonald. KMA, Shenandoah—Frank Jaffe.	WHEB, Portsmouth—John Neville.	KFDA, Amarillo—Winifred Wileman. KGFJ, Brownsville—Wimar Simpson. KFFL, Dublin—Cecil Martin. WBAP, Fort Worth—Upshur Vincent. WACO, Waco—J. C. Patterson. KRGV, Wealaco—Ty Cobb. KWFT, Wichita Falls—Bedford Furr.
ARKANSAS	KANSAS	NEW JERSEY	UTAH
KTHS, Hot Springs—V. H. Wohlford. KLRA, Little Rock—P. E. Denton.	KGFF, Coffeyville—Bert Powell. KSAL, Salina—Sidney B. Tremble. KFH, Wichita—Bruce Behymer.	WCAM, Camden—Robert Horn.	KVNU, Logan—H. P. Anderson. KOVU, Provo—David Walker. KDYL, Salt Lake City—Emerson Smith. KUTA, Salt Lake City—Victor Bell.
CALIFORNIA	KENTUCKY	NEW YORK	VERMONT
KIEM, Eureka—Aaron Funk. KARM, Fresno—Milton Cook. KGO, San Francisco—Jennings Pierce. KPO, San Francisco—Jennings Pierce. KQW, San Jose—Jim O'Neill. KVOE, Santa Ana—Willis W. L. Caldwell. KSRO, Santa Rosa—Sheridan Baker. KHUB, Watsonville—A. L. Cottrell.	WPAD, Paducah—Zack Hill.	WGNV, Newburgh—Richard Crans. WOR, New York—Joe Bier. WHD, Olean—Charles Taylor. WHAM, Rochester—Tom Murray. WGY, Schenectady—G. Emerson Markham. WFBI, Syracuse—Fred Demong. WSYR, Syracuse—H. W. Costley.	WCAX, Burlington—Raymond Dorey. WQDM, St. Albans—Jim Platt. WDEV, Waterbury—Mal Weaver.
COLORADO	LOUISIANA	NORTH CAROLINA	VIRGINIA
KLZ, Denver—Howard R. Chamberlain. KFJ, Grand Junction—Tom Mackay. KFKA, Greeley—Willard Simms. KOKO, La Junta—C. A. Heslett.	KALB, Alexandria—Gordon Loudon. WJBO, Baton Rouge—Paul Nielson. WJBW, New Orleans—G. W. Oxford. WWL, New Orleans—Woodrow W. Hattie.	WWNC, Asheville—Mardi Liles. WDNC, Durham—Robert Estes. WGNC, Gastonia—Grady Newman. WBG, Greensboro—Frank Harden. WRAI, Raleigh—Fred Fletcher.	WCHV, Charlottesville—Pat Padgett. WVA, Harrisonburg—P. M. Carper. WLVA, Lynchburg—Eric F. Lund. WTAR, Norfolk—Bailey Barco. WRNL, Richmond—William Stell. WRVA, Richmond—E. D. Naff.
CONNECTICUT	MAINE	NORTH DAKOTA	WASHINGTON
WBRY, Waterbury—Jack Henry.	WABI, Bangor—Robert F. Smith.	WDAY, Fargo—Robert Dobbin. KLPM, Minot—Ethel H. Cooley.	KELA, Centralia—Vincent Voegelé. KWSC, Pullman—Glenn Lorange. KIRO, Seattle—William Mosher. KVAN, Vancouver—G. C. Durdie.
DELAWARE	MARYLAND	OHIO	WEST VIRGINIA
WDEL, Wilmington—Sidney Hartman. WILM, Wilmington—Eugene Plumstead.	WFMD, Frederick—Robert L. Longstreet. WJEJ, Hagerstown—Bill Parker.	WICA, Ashtabula—Alfred B. Newkirk. WCPO, Cincinnati—Tom McCarthy. WCLE, Cleveland—Lew Henry. WGAR, Cleveland—Ralph Worden. WHK, Cleveland—Lew Henry. WBNS, Columbus—I. A. Johnson. WOSU, Columbus—G. E. Ferris. WHIO, Dayton—Daniel Webster. WINC, Dayton—Ranny Daly. WLOK, Lima—Ralph Elvin.	WHIS, Bluefield—Melvin Barnett. WCHS, Charleston—James Cox. WMMN, Fairmont—Joe Glenn. WSAZ, Huntington—F. Glick. WWVA, Wheeling—Frank J. Sanders.
FLORIDA	MASSACHUSETTS	OKLAHOMA	WISCONSIN
WLAK, Lakeland—J. H. Jones. WCOA, Pensacola—Virgil G. Evans. WSUN, St. Petersburg—John Logan.	WBZ, Boston—Charles Eskbeck. WESX, Salem—Al Chambers. WBEA, Springfield—Charles Eskbeck.	KRIX, Muskogee—E. Lemons. KOMA, Oklahoma City—William Salathe.	WCLO, Janesville—Paul Ruhle. WHA, Madison—A. W. Hopkins. WBA, Madison—Archie Stockwell. WOMT, Manitowac—William Coats.
GEORGIA	MICHIGAN	OREGON	MANITOBA
WGST, Atlanta—Dan Hornaby. WSB, Atlanta—Charles A. Smithgall. WRDW, Augusta—Bright McConnell. WRBL, Columbus—Henry East. WMAZ, Macon—D. F. Bruce. WGA, Rome—Maj. Will A. Patten. WPAX, Thomasville—E. C. Mann. WAYX, Waycross—M. Gordon Nessmith.	WHDF, Calumet—Earl Roberts. WXYZ, Detroit—Felix Holt. WHLS, Port Huron—Edward Dougherty.	KALE, Portland—Ted W. Cooke. KEX, Portland—Loren Milliman. KGX, Portland—Loren Milliman. KOIN, Portland—A. R. Kirkham.	CJRC, Winnipeg—John McCormick.
IDAHO	MINNESOTA	PENNSYLVANIA	ONTARIO
KIDO, Boise—Roy Civile.	KATE, Albert Lea—Willis Lawson. WCCO, Minneapolis—St. Paul—Al Smeby. WDGY, Minneapolis—St. Paul—Jack Melrose. WLB, Minneapolis—St. Paul—Dick Hull. KROC, Rochester—Gregory Gentling.	WEST, Easton—Richard Mawson. WHP, Harrisburg—Russ Brinkley. WKBO, Harrisburg—Clyde Moser. WAZL, Hazleton—James Pieser. WGAL, Lancaster—Ruth Hergenrother. KYW, Philadelphia—John Thorpe. WCAU, Philadelphia—Charles P. Shoffner. KDKA, Pittsburgh—R. P. Griffith. WJAS, Pittsburgh—Beckley Smith. WRMS, Uniontown—Rex Carter. WRAC, Williamsport—Robert Rumler. WORK, York—John Neff.	CFCO, Chatham—Ross Wright. CBL, Toronto—O. Shugg. CBY, Toronto—O. Shugg. CKNX, Wingham—Harry J. Boyle.
ILLINOIS	MISSOURI	SOUTH CAROLINA	PRINCE EDWARD ISLAND
WJBC, Bloomington—Charles Law. WCAZ, Carthage—Larry Sanford. WDWS, Champaign—Francis McTaggart. WENR, Chicago—William E. Drips. WGN, Chicago—Noel Gerson. WLS, Chicago—Arthur C. Page. WMAQ, Chicago—William E. Drips. WDAN, Danville—Lew Romack. WSOY, Decatur—Allen Bell. WBMD, Peoria—Emil Bill.	KFRU, Columbia—Harry Campbell. KITE, Kansas City—Bill Davis. KMBC, Kansas City—Phil Evans. WDAF, Kansas City—W. A. Cochel. KMOX, St. Louis—Charley Stookey. KWK, St. Louis—Martin W. Bowin.	WOLS, Florence—Raymond Caddell. WFBC, Greenville—Judson W. Chapman.	CFCY, Charlottetown—A. Keith Morrow.

## WHO IS TOPS IN FARM SERVICE, TOO!

Yes, WHO has a full-time farm editor. In fact, the farm-service angle is one of the most important and far-reaching phases of WHO planning and programming. As Farm Editor, Mr. Herbert Plambeck works hand-in-glove with almost every farm organization in the Mid-West—last year traveled nearly 20,000 miles, attended 283 meetings, made 89 talks and lectures, interviewed 2023 people, received 1321 personal calls from farmers and farm leaders!

And of course this emphasis on farm activities is fully warranted. The State of

Iowa contains 25% of all the No. 1 farm land in America—produces one-tenth of the entire food supply of the U. S. . . . More than that, the people of "Iowa Plus" depend on radio for most of their news, their weather information, their entertain-

ment—85% of all farm homes in Iowa have radio sets . . . and WHO is their favorite station.

Let us tell you *all* about the farm service facilities at WHO. You'll be impressed at their extent, and at their *value to you*.

# STATION WHO DES MOINES

J. O. Maland, Manager  
Free & Peters, Inc., National Representatives







# Directory of STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

(Continued from page 305)

NEW BRUNSWICK			PRINCE EDWARD ISLAND			LW LIBRARY, FOREIGN			NBC THESAURUS, FOREIGN		
City	Station	Service	City	Station	Service	City	Station	Service	City	Station	Service
Fredericton	CFNB	MG, NBC	Charlottetown	CFCY	LW, MG, SR	NEAW	Reynosa, Mexico		KZEG	Manila, Philippine Islands	
Moncton	CKCW	WBS				NEPN	Piedras Negras, Mexico		KZRM	Manila, Philippine Islands	
Sackville	CBA	LW	QUEBEC			NERA	Villa Acuna, Mexico		HP5K	Colon, Panama	
Saint John	CHSJ	MG, WBS	Hull	CKCH	NBC	KZIB	Manila, P. I.		HP5O	Colon, Panama	
NOVA SCOTIA			Montreal	CFCF	NBC	KZHE	Manila, P. I.		NEW	Mexico City, Mexico	
Halifax	CHNS DS	MG, NBC	"	CHLP	SR	PRE4	Sao Paulo, Brazil		TGW	Guatemala City, Guatemala	
Sydney	CJCB	MG, NBC	"	CKAC	LW, WBS	LRS	Buenos Aires, Argentina		PRG3	Rio de Janeiro, Brazil	
Yarmouth	CJLS	LW	New Carlisle	CHNC	MG	LT8	Rosario, Argentina		VP3BG	Georgetown, British Guiana	
ONTARIO			Quebec	CHRC	LW	HJ1ABP	Cartagena, Colombia		HJ3ABF	Bogota, Colombia	
Brantford	CKPC	WBS	Sherbrooke	CHLT	SR	HJ6ABC	Manizales, Colombia		YV5RS	Caracas, Venezuela	
Chatham	CFCO	MG	Three Rivers	CHLN	WBS	TXG	Ibaque, Colombia		OAX41-J	Lima, Peru	
Fort William	CKPR	MG, NBC	Val d'Or	CKVD	NBC	HP5J	Guatemala City, Guatemala		Radio Normandie	Paris, France	
Hamilton	CHML	SR	SASKATCHEWAN			HP5A	Panama City, Panama		Radio Suisse	Berne, Switzerland	
Kenora	CKCA	WBS	Moose Jaw	CHAB	LW	YV5RB	Panama City, Panama		South African Broadcasting Corp.		
Kingston	CFRC	MG, SR	Prince Albert	CKBI	MG, WBS	OAX4C	Caracas, Venezuela		Amalgamated Wireless	Australia	
Kirkland Lake	CJKL	MG, NBC	Regina	CJRM	LW, SR, WBS	12B	Lima, Peru		Feature	New Zealand	
London	CFPL	NBC	"	CKCK	MG, NBC	13B	Auckland, New Zealand		3UZ	Melbourne, Australia	
North Bay	CFCH	MG, NBC	Saskatoon	CFQC	MG, NBC, SR	32B	Christchurch, New Zealand		NEW	Mexico City, Mexico	
Ottawa	CBO	MG, SR, WBS	Yorkton	CJGX	WBS	42B	Dunedin, New Zealand		KRZM	Manila, Philippine Islands	
"	CKCO	LW	NEWFOUNDLAND			4YZ	Invercargill, New Zealand		South African Broadcasting Corp.		
Prescott	CFLC	LW	St. John's	VONF	LW, NBC, SR	2YH	Napier, New Zealand		WBS LIBRARY, FOREIGN		
Sault Ste. Marie	CJIC	MG	AMP LIBRARY, FOREIGN			2YN	Nelson, New Zealand		5DN	Adelaide, Australia	
Stratford	CJCS	MG	Caracas, Venezuela	YV5RP		22B	Wellington, New Zealand		4BC	Brisbane, Australia	
Sudbury	CKSO	MG, NBC, WBS	Caracas, Venezuela	YV5RQ		Radio	Wellington, New Zealand		3KZ	Melbourne, Australia	
Timmins	CKGB	MG, NBC	Brisbane, Australia	4BK		5AD	Adelaide, Australia		2GB	Sydney, Australia	
Toronto	CBL	NBC	Melbourne, Australia	3AW		4BK	Brisbane, Australia		1ZB	Auckland, New Zealand	
"	CFRB	LW, SR				5PI	Christchurch, New Zealand		2ZB	Wellington, New Zealand	
"	CKCL	MG, WBS				5MU	Murray Bridge, Australia		3ZB	Christchurch, New Zealand	
Windsor	CKLW	WBS				5SE	Mount Gambier, Australia		4ZB	Dunedin, New Zealand	
Wingham	CKNX	MG				7EX	Launceston, Australia		XEW	Mexico City, Mexico	
						7HT	Hobart, Australia		YV5RA-C	Caracas, Venezuela	
						8LK	Lubeck, Australia		South African Broadcasting Corp.		

## C. P. Mac GREGOR

### Electrical Transcriptions

729 South Western Ave.  
Hollywood, California

Largest Transcribed Dramatic Library in the World

# BROADCAST STATIONS ACCEPTING FOREIGN LANGUAGE PROGRAMS

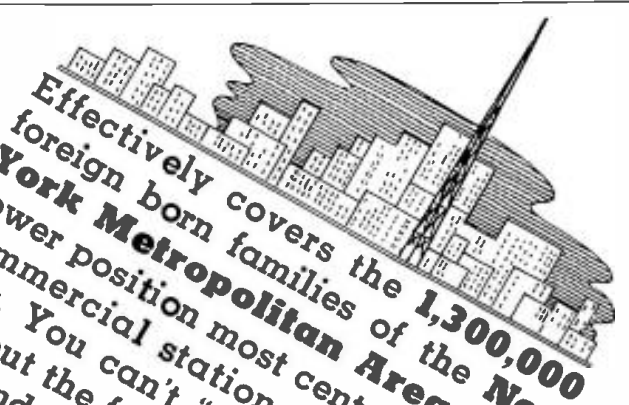
(All others either reject announcements or speeches in foreign tongues, or else failed to reply to questionnaire)

ALABAMA		IDAHO		MASSACHUSETTS (Con'd.)		NEW JERSEY		OHIO (Con'd.)		TEXAS (Con'd.)	
City	Station	City	Station	City	Station	City	Station	City	Station	City	Station
Birmingham	WSGN	Boise	KIDO	Lowell	WLIH	Asbury Park	WCAP	Toledo	WTOL	Laredo	KPAR
Montgomery	WCOV	Idaho Falls	KID	New Bedford	WNRH	Atlantic City	WBAB	Youngstown	WKBN	Pecos	KIUN
ARIZONA		Nampa	KFXD	Salem	WESX	Bridgeton	WSNJ	OKLAHOMA		Port Arthur	KPAC
Globe	KWJB	Pocatello	KSEI	Springfield	WMAS	Camden	WCAM	Enid	KCRC	San Antonio	KABC
Jerome	KCRJ	ILLINOIS		MICHIGAN		Jersey City	WHOM	Oklahoma City	WKY	" "	KONO
Lowell	KSUN	Carthage	WCAZ	Bay City	WBCM	Red Bank	WRRB	Ponca City	WBHZ	Temple	KTEM
Phoenix	KOY	Chicago	WCBD	Calumet	WEDC	Trenton	WTNJ	Shawnee	KGFF	Victoria	KVIC
Tucson	KTAZ	"	WGES	Detroit	WJBC	NEW MEXICO		Tulsa	KOME	Weslaco	KRGV
Yuma	KVOA	"	WSBC	Ironwood	WMBC	Carlsbad	KLAH	OREGON		Price	KEUB
"	KUMA	Cicero	WCAZ	Jackson	WJMS	Clovis	KWIC	Astoria	KAST	Salt Lake City	KUTA
"	KYUM	Danville	WDBD	Lapeer	WIBM	Gallup	KWEC	Marshfield	KOOS	VERMONT	
ARKANSAS		East St. Louis	WDMV	Marquette	WMPC	Hobbs	KGFL	Portland	KWVJ	Burlington	WCAX
Blytheville	KLCN	Harrisburg	WEBQ	Muskegon	WDMJ	Roswell	KVVF	PENNSYLVANIA		Rutland	WSYB
Hot Springs	KARK	Joliet	WCLS	Royal Oak	WKBZ	Santa Fe	KVVF	Altoona	WFBG	St. Albans	WSDM
CALIFORNIA		Peoria	WMBD	MINNESOTA		NEW YORK		Tulsa	WFBG	Waterbury	WDEV
Bakersfield	KPMC	Rockford	WROK	Albert Lea	KATE	Albany	WABY	Easton	WLEU	VIRGINIA	
Berkeley	KRE	Rock Island	WHBF	Duluth	WEBC	Auburn	WOKO	Erie	WLEU	Newport News	WGH
Chico	KHSL	Springfield	WTAX	Fergus Falls	KGDE	Binghamton	WMBO	Greensburg	WHLB	Norfolk	WTAR
Long Beach	KGER	INDIANA		Hibbing	WMFC	Brooklyn	WARD	Harrisburg	WSAJ	WASHINGTON	
Los Angeles	KGFJ	Elkhart	WTRC	Northfield	WCAL	"	WBBC	Hazleton	WKBO	Aberdeen	KXRO
"	KYOS	Gary	WHIP	Minneapolis—St. Paul	WLB	"	WCNW	Johnstown	WJAC	Bellingham	KVOS
Merced	KYOS	Hammond	WVAE	"	WMIN	Buffalo	WLTH	Lancaster	WKST	Centralia	KELA
Oakland	KLS	Richmond	WKBY	"	WTCN	"	WFW	New Castle	WVAS	Everett	KRKO
"	KROW	South Bend	WFAM	Moorhead	KVOC	Elmira	WBNY	Philadelphia	WPHL	Longview	KWLK
San Bernardino	KFXM	"	WSBT	Rochester	KROC	"	WENY	"	WENM	Olympia	KGY
Santa Barbara	KDB	IOWA		St. Cloud	KFAM	Freeport	WESG	"	WTEL	Seattle	KEEN
Santa Rosa	KSRO	Cedar Rapids	WMT	Virginia	WHLB	Jamestown	WJTN	Pittsburgh	KQV	"	KIRO
Stockton	KGDM	Decorah	KWLC	MISSISSIPPI		New York	WBIL	"	WWSW	"	KJR
Visalia	KTKC	Shenandoah	KMA	Greenwood	WGRM	"	WBNX	Reading	WEEU	Spokane	KFA
COLORADO		KANSAS		Hattiesburg	WFOR	"	WEVD	Scranton	WGBI	"	KXA
Denver	KFEL	Kansas City	KCKN	McCumb	WSKB	Rochester	WVOV	Sharon	WPIC	Tacoma	KMO
"	KPOF	Wichita	KFBI	MISSOURI		Saranac Lake	WSAY	Uniontown	WMB	Vancouver	KVAN
CONNECTICUT		KENTUCKY		Columbia	KFRU	Syracuse	WNBZ	Wilkes-Barre	WMB	WEST VIRGINIA	
Bridgeport	WICC	Ashland	WCMI	Jefferson City	KWOS	Utica	WFB	Williamsport	WRAC	Bekley	WJLS
New Britain	WNHC	LOUISIANA		Joplin	WMBH	NORTH CAROLINA		York	WORK	Bluefield	WHIS
New Haven	WELI	Lafayette	KVOL	Kansas City	KFUO	Goldsboro	WGRC	RHODE ISLAND		Fairmont	WMMN
New London	WNLG	Monroe	KMLB	St. Louis	KXOK	High Point	WMFR	Providence	WEAN	Huntington	WSAZ
Waterbury	WATR	New Orleans	WDSU	"	WEW	Raleigh	WRAL	SOUTH CAROLINA		Williamson	WBTH
"	WBRY	MAINE		MONTANA		NORTH DAKOTA		Anderson	WAIM	WISCONSIN	
DELAWARE		Bangor	WABI	Bozeman	KRBM	Devils Lake	KDLR	Brookings	KFDY	Ashland	WATW
Wilmington	WILM	Lewiston	WCOW	Butte	KGIR	Fargo	WDAY	Vermillion	KUSD	Fond du Lac	KFIZ
FLORIDA		Presque Isle	WAGM	Helena	KPFA	Grand Forks	KFTM	SOUTH DAKOTA		Green Bay	WTAQ
Fort Lauderdale	WFTL	MARYLAND		Kalispell	KGEZ	Jamestown	KRMC	Memphis	WHBQ	Janeville	WLO
Miami	WIOD	Baltimore	WCBM	Wolf Point	KGCX	Mandan	KGCU	TENNESSEE		Madison	WHA
Miami Beach	WKAT	MASSACHUSETTS		NEBRASKA		Minot	KLPM	Abilene	KRBC	Milwaukee	WEMP
Ocala	WTMC	Boston	WAAB	Kearney	KGFW	Valley City	KOVC	Beaumont	KRIC	Racine	WRFN
Tampa	WDAE	"	WCOP	Norfolk	WJAG	OHIO		Big Spring	KBST	Sheboygan	WHBL
West Palm Beach	WJNO	"	WEX	North Platte	KGNF	Akron	WADC	Brownsville	KGFI	Stevens Point	WBLU
GEORGIA		"	WORL	NEW HAMPSHIRE		Ashtabula	WICA	Corpus Christi	KRIS	Wausau	WSAU
Atlanta	WATL	Fall River	WSAR	Keene	WKNE	Cincinnati	WSAI	Dallas	WRR	WYOMING	
"	WSB	Greenfield	WHAJ	Manchester	WFEA	Cleveland	WGAR	Denton	KDNT	Sheridan	KWYO
Macon	WMAZ	Lawrence	WLAW	Portsmouth	WHEB	Columbus	WOSU	Houston	KXYZ	Hilo	KHBC
Savannah	WTOC					Mansfield	WMAN			Honolulu	KGMB
Waycross	WAYX					Portsmouth	WPAY			Lihue	KTOH

# WLTH

Popular Programs in

J E W I S H  
S P A N I S H  
H U N G A R I A N  
P O L I S H  
S C A N D I N A V I A N



Effectively covers the 1,300,000 foreign born families of the New York Metropolitan Area. New York tower position most central of any City. You can't "cover" New York without the foreign language market—and you can't "cover" the foreign language market without WLTH.

WLTH • 105 2nd Ave. • New York City  
Samuel J. Gallard, President

# National Association of Broadcasters: 1939-40 Officers and Committees

Headquarters Office: 1626 K St. N. W., Washington, D. C. Phone: NATIONAL 2080

## \*Board of Directors

- Paul W. Morency, WTIC, Hartford, Conn.  
(District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island)
- \*Harry C. Wilder, WSYR, Syracuse, N. Y.  
(District 2: New York)
- Clifford M. Chafey, WEEU-WRAW, Reading, Pa.  
(District 3: Delaware, New Jersey, Pennsylvania)
- \*John A. Kennedy, WCHS, Charleston, W. Va.  
(District 4: D. C., Maryland, North Carolina, South Carolina, Virginia, West Virginia)
- W. Walter Tison, WFLA, Tampa, Fla.  
(District 5: Alabama, Florida, Georgia, Puerto Rico)
- \*Edwin W. Crnig, WSM, Nashville  
(District 6: Arkansas, Louisiana, Mississippi, Tennessee)
- J. H. Ryan, WSPD, Toledo, O.  
(District 7: Kentucky, Ohio)
- \*John E. Fetzer, WKZO, Kalamazoo, Mich.  
(District 8: Indiana, Michigan)
- William H. West, WTMV, E. St. Louis, Ill.  
(District 9: Illinois, Wisconsin)
- \*John J. Gillin, Jr., WOW, Omaha  
(District 10: Iowa, Missouri, Nebraska)
- Earl H. Gammons, WCCO, Minneapolis  
(District 11: Minnesota, North Dakota, South Dakota)
- \*Herbert Hollister, KANS, Wichita, Kan.  
(District 12: Kansas, Oklahoma)
- O. L. Taylor, KGNC, Amarillo, Tex.  
(District 13: Texas)
- \*Eugene O'Fallon, KFEL, Denver  
(District 14: Colorado, Idaho, Utah, Wyoming, Montana)
- Howard Lane, KFBK, Sacramento, Cal.  
(District 15: California, excluding San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial counties; Nevada, Hawaii)
- \*Donald W. Thornburgh, KNX, Hollywood  
(District 16: Arizona, New Mexico, California, including counties excepted in District 15)
- C. W. Myers, KOIN-KALE, Portland, Ore.  
(District 17: Alaska, Oregon, Washington)

## Directors at Large

### Large Stations

- Harold Hough, WBAP, Fort Worth  
Frank M. Russell, WRC-NBC, Washington

### Medium Stations

- George Norton Jr., WAVE, Louisville, Ky.  
Don S. Elias, WWNC, Asheville, N. C.

### Small Stations

- John Elmer, WCBM, Baltimore, Md.  
Harry R. Spence, KXRO, Aberdeen, Wash.

\*Term expires in 1940.

## Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliot (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	1938-

\* Deceased.

## HEADQUARTERS STAFF

- Neville Miller, *President*  
Edwin M. Spence, *Secretary-Treasurer*  
Russell P. Place, *General Counsel*  
Paul F. Peter, *Director of Research*  
Edward M. Kirby, *Director of Public Relations and Education*  
Joseph L. Miller, *Director of Labor Relations*  
Lynn C. Smeby, *Director of Engineering*  
Andrew W. Bennett, *Special Copyright Counsel*  
S. J. Henry, Jr., *Bureau of Radio Advertising*  
Arthur Springer, *Promotion*  
I. Robert Myers, *Research Assistant*  
Everett Revercomb, *Auditor*

## BROADCAST MUSIC, INC.

(In process of formation)

### Officers

- Neville Miller, *President*  
Everett Revercomb, *Secretary-Treasurer*

### Directors

- Neville Miller  
Walter J. Damm, WTMJ, Milwaukee  
John Elmer, WCBM, Baltimore  
Edward Klauber, CBS  
Leoux R. Lohr, NBC  
S. R. Rosenbaum, WFIL, Philadelphia  
John Shepard 3rd, Yankee Network

## COMMITTEES

**EXECUTIVE COMMITTEE**—Neville Miller, NAB, chairman; Edwin W. Craig, WSM, Nashville; John Elmer, WCBM, Baltimore; Herbert Hollister, KANS, Wichita, Kan.; John A. Kennedy, WCHS, Charleston, W. Va.; Paul W. Morency, WTIC, Hartford; Harry C. Wilder, WSYR, Syracuse.

**CODE COMPLIANCE COMMITTEE**—Edgar I. Bill, WMBD, Peoria, Ill., chairman; Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon, Ga.; Earl J. Glade, KSL, Salt Lake City; Edward Klauber, CBS, New York; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore Streibert, WOR-MBS, New York; Niles Trammell, NBC, New York; E. M. Kirby, NAB, secretary.

**ACCOUNTING COMMITTEE**—C. T. Lucy, WRVA, Richmond, chairman; H. W. Batchelder, WFBR, Baltimore; S. R. Dean, CBS, New York; E. J. Gluck, WSOC, Charlotte, N. C.; N. L. Kidd, WSYR, Syracuse; Harry F. McKeon, NBC, New York.

**COMMITTEE TO STUDY QUESTION OF ASSOCIATE MEMBERSHIPS IN NAB**—John J. Gillin, Jr., WOW, Omaha, chairman; Earl H. Gammons, WCCO, Minneapolis; Eugene P. O'Fallon, KFEL, Denver.

**LABOR COMMITTEE**—Samuel R. Rosenbaum, WFIL, Philadelphia, chairman; Ralph R. Brunton, KJBS, San Francisco; Don S. Elias, WWNC, Asheville, N. C.; Earl J. Glade, KSL, Salt Lake City; George W. Norton, Jr., WAVE, Louisville; J. H. Ryan, WSPD, Toledo; Lloyd C. Thomas, WROC, Rockford, Ill.

**LEGISLATIVE COMMITTEE**—John A. Kennedy, WBLK, Clarksburg, W. Va., chairman; Harry C. Butcher, WJSV, Washington; Edwin W. Craig, WSM, Nashville; E. B. Craney, KGIR, Butte, Mont.; William B. Dolph, WOL, Washington; John Elmer, WCBM, Baltimore; Luther L. Hill, KRNT, Des Moines; Frank M. Russell, WRC, Washington; Theodore C. Streibert, WOR, New York.

**WAGE AND HOUR ACT COMMITTEE**—Joseph L. Miller, NAB, Washington, acting chairman; H. W. Batchelder, WFBR, Baltimore; William B. Dolph, WOL, Washington; John V. L. Hogan, WQXR, New York; C. T. Lucy, WRVA, Richmond.

**NAB-RMA COMMITTEE**—For NAB: Neville Miller, NAB, Washington, D. C., chairman; Edward Klauber, CBS; I. R. Lounsbury, WGR-WKRW, Buffalo; Theodore Streibert, MBS, For RMA: James M. Skinner, Philadelphia Storage Battery Co., Philadelphia, chairman; Henry C. Bonfig, RCA Manufacturing Co. Inc., Camden, N. J.; Powel Crosley, The Crosley Corp., Cincinnati; Comdr. E. F. McDonald Jr., Zenith Radio Corp., Chicago; A. S. Wells, Wells-Gardner Co., Chicago (ex-officio member).

Endorsed  
by the

NAB

Lang-Worth is the largest TAX-FREE music library in the world. Lang-Worth is the ONLY tax-free library guaranteed and insured in its entirety for the Broadcasters' protection.

LANG-WORTH, INC., NEW YORK, N.Y.

# Text of NAB Code of Self Regulation

(Adopted by Atlantic City Convention, July 11, 1939; Ordered Effective October 1, 1939)

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters now have had sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

## Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitions or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

## Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others

to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when

such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

## Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

## News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others en-

gaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

## Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

## Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirement, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

	Daytime
Fifteen-minute programs	— 3:15
Thirty-minute programs	— 4:30
Sixty-minute programs	— 9:00
	Nighttime
Fifteen-minute programs	— 2:30
Thirty-minute programs	— 3:00
Sixty-minute programs	— 6:00

### Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

## Types of Unacceptable Advertising

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester", tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellingly, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

## Interpretations of Code Provisions by NAB Code Compliance Committee

(For membership of committee, see opposite page)

October 3, 1939

While the Committee realizes that the American people, through the delegation of the radio franchise, have placed upon the broadcaster final responsibility to accept or to reject program matter in "the public interest, convenience and necessity," it nevertheless recognizes that NAB member stations in the 17th annual convention, July last, shared their program and operating experiences in the adoption of a new Code so that a more uniform and higher level of public service might result throughout the length and breadth of American radio.

The Committee has taken these into consideration in its deliberations, which have chiefly centered around problems involving the Religious and

Public Controversial sections of the new Code.

In approaching the Public Controversial section of the Code, which bars the sale of time for such discussions, but which provides that such discussions be placed on the air without cost, the Committee emphasizes the underlying principles involved.

There is a limitation to the number of radio channels now available for broadcasting in this country.

There is also a limit as to the number of hours available per day for broadcasting. Newspapers may add any number of extra pages to accommodate their overflow news and advertising columns. No comparable opportunity exists in the daily schedule of a radio station, which must adhere to the hands of the clock.

In the absence of any self-imposed policy to the contrary, it is conceivable that some individuals or groups with financial means to do so could buy all the available time necessary to monopolize, dominate or control the discussion of public issues through the radio medium, precluding a fair opportunity for an opposition without financial resources to present its case to the radio audience.

Such a situation would pervert the function of American radio as a forum of democracy, and would irreparably shatter the confidence of the public in the American system of broadcasting.

In order to assure the American people for all time that such an intolerable misuse of radio facilities cannot happen, the Code states that

"Time for the presentation of controversial issues shall not be sold."

The Code does not bar anyone or any group from using radio. It simply denies the right to buy time, for the reasons stated. [Political broadcasts as defined, are excepted because "at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."]

Representative spokesmen of groups in the field of public controversial issues have a perfect right to request time on the air, from a network or station, in accord with the public interest therein as outlined in the Code. "Broadcasters shall use their best efforts to allot such time free of charge,

(Continued on Page 311)

# Policies and Standards of National Broadcasting Co.

[Promulgated May, 1939]

## 1. POLICIES APPLICABLE TO ALL PROGRAMS

THE PROGRAM policies of the National Broadcasting Co. were first published in January, 1934. As the experience of the company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonies are absolutely essential to the plot may they be used.

One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the company to broadcast drama plots free of morbidity.

That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or antisocial practices must be minimized.

This company, in rejecting, insofar as possible, dramatic action, that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentations of locale of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that NBC has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this company.

## 2. COMMERCIAL STANDARDS

### A—PROCEDURE

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the company at least 48 hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The 48 hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the company.

The company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the company deems inconsistent with its standards.

The company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

3. The company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to NBC at least one week before the broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.

6. NBC wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.

7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.

The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be

returned to the agency for its files after a copy has been made by NBC.

9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the company reserves the right to reject such plans if found to be impossible or impracticable of execution.

### B—PROGRAM CONTENTS

1. Announcement of sponsorship must be made on all commercial programs.

2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.

3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.

4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.

5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.

7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.

8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.

9. The advertiser must clear with the company before entering into agreements to publicize appeals for funds through his radio program.

10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is actually part of the formula of the program and is altogether understandable to the general public.

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.

12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.

13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.

14. NBC announcers or other representatives of the company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by company members.

15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a 15-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than 15% of the period of a quarter-hour program, and less than ten per cent of longer program periods.

### C—MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the company.

2. Due to the personal nature of the broadcast message, the company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.

3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.

5. The company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.

6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.

7. The company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.

8. Claims to cure are unacceptable.

### D—OFFERS

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.

2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.

3. It is desirable that announcement of the termination of an offer be

made as far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free."

5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."

### E—CONTESTS

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.

3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.

4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.

5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.

6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.

7. Contest decision should be made

promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

### 3. POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

Because of the obligation of the NBC to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.

2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

3. Adventure stories may be accepted subject to the following prohibitions:

No torture or suggestion of torture. No horror—present or impending. No use of the supernatural or of superstition likely to arouse fear. No profanity or vulgarity.

No kidnapping or threats of kidnapping.

In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.

Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.

5. The child is more credulous, as a general thing, than the adult. There-

fore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.

6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.

7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.

8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.

9. NBC must be given assurance that no premium offered over its facilities is harmful to person or property.

10. The forming of clubs is often introduced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to NBC at least ten business days before its introduction on the air.

### 4. POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.

2. News shall be treated factually and analytically, never sensationally.

3. News announcements involving crime or sex shall be avoided unless of national importance.

4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.

5. No suicide shall be reported, except in the case of a nationally known figure.

6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.

7. No libelous or slanderous news is permitted.

8. The news announcer shall not deliberately distort the news by any inflection of the voice.

9. Fictional events shall not be presented in the form of authentic news announcements.

10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

### 5. UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

Of course, many accounts offered the company may not fall into any of the classifications that are listed below. In such instances the company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.

2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.

3. "Cures" and products claiming to cure.

4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.

5. Personal hygiene products, including body deodorants or products advertised for that purpose.

6. Reducing agents as well as foods and beverages designed solely to perform that function.

7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.

8. All forms of fortune-telling and any services which may be construed to belong in this general field.

9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.

10. Alcoholic beverages may not be advertised on any network program.

11. Firearms and fireworks.

## Code Interpretations

(Continued from page 309)

with fairness to all elements in a given controversy."

The handling of public controversial issues by radio stations is a matter of principle and not one of personalities.

**Determination of a Public Controversial Issue**—The Code Compliance Committee realizes that whether a matter is a public controversial subject or not is one sometimes difficult to determine, particularly in national and statewide affairs.

The Committee feels, therefore, that its duty and function is that of rendering advisory opinions, and of recommending procedures through which a sincere and uniform understanding of, and compliance with the Code, may be achieved.

Toward such ends, the Committee holds as self-evident that no determination as to the character or classification of a proposed program or radio address can be established until an advance script has been examined by the station management.

The Committee recommends, therefore, that

(a) Since discussions of controversial public issues have been eliminated from paid commercial broadcasts, adequate time for the presentation of controversial public issues shall con-

time to be provided free of charge by each station or network, in accordance with the public interest therein.

(b) All such scripts shall be required in advance, for examination in light of the Code.

(c) Under no circumstances will compensation be accepted by the station or network for time consumed by the spokesman of a controversial public issue, unless.

(d) The spokesmen appear on a public forum type of broadcast regularly presented, in conformity with the Code, as "a series of unbiased discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network."

Without an advance script, no one can determine the complexion of any proposed broadcast.

This does not mean, of course, that those who wish to discuss matters of public controversy are barred from the air.

Far from it!

Through the new Code, representative spokesmen of groups will be given free time to present their viewpoints, in accord with the public interest, program balance and availability of time.

The Committee recognizes that all such representative spokesmen of public opinion groupings may broadcast their opinions during time provided free for this purpose, or may take

a political position on paid radio time during a political campaign, or may espouse or oppose a "public proposal subject to ballot." The Code adequately covers these provisions.

**Neutrality—Method of Maintaining of Which is a "Public Controversial Issue"**—Within the Meaning of the Code—The question of America's neutrality has raised an interesting point in which the Committee and the individual broadcasters are concerned in the application of the Code.

Following careful survey of the members of the Committee drawn from different sections of the country, and of the issue itself as resolved yesterday in Congress, the Committee feels that while all Americans desire to stay out of war and to preserve neutrality, the methods of achieving and maintaining same are matters automatically falling within the sphere of "public controversial issues," and as such should be presented on free time and not sold.

**Definition of a Public Proposal Subject to Ballot**—In response to inquiries from member stations, the Committee defines a "public proposal subject to ballot" as one where the proposal itself appears on the ballot to be cast by the individual citizen.

Matters pending before a legislative body are not regarded as "public proposals subject to ballot."

*The NAB Religious Code*—The

Committee calls attention to the religious section of the Code which reads: "Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community."

November 28, 1939

In view of the fact that different laws or practices govern the conduct of elections in the different states and local communities, it is the recommendation of the Code Compliance Committee that the broadcasting stations in the different states should be called into meeting by state chairmen or through the efforts of District Directors, where no state organization exists, and request them, after a study of their respective state and local laws, to determine;

(a) When does an individual become a legally qualified candidate for public office and qualify for the sale of time under the Code, or,

(b) Determine the date for the opening of a campaign for election of public officials, or for the discussion of public proposals which are subject to ballot.

# Program Policies of Columbia Broadcasting System

[Revised to January 1, 1940]

**A**S RADIO broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

## CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words.

Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect: it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

## ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

## COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skilful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

## EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P. M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed one minute will be made.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P. M.:

Full-hour programs:	
All commercial announcements not to total more than	6 minutes
Three-quarter hour programs:	
All commercial announcements not to total more than	4 minutes 30 seconds
Half-hour programs:	
All commercial announcements not to total more than	3 minutes
Quarter-hour programs:	
All commercial announcements not to total more than	2 minutes 30 seconds
Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.	

## DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional minute on the quarter-hour program.

## PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

## BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No use of broadcasting time except for direct or indirect advertising of goods or services.



# Radio, Advertising and Trade Associations and Committees

## RADIO ASSOCIATIONS AND COMMITTEES

**AMERICAN ASSN. OF BASEBALL BROADCASTERS**—George Higgins, WTCN, Minneapolis, president; Johnny Noblett, WBNS, Columbus, O., secretary. Members: Connie Desmond, Louisville; Vic Lund, WIRE, Indianapolis; Walt Lochman, KITE, Kansas City; Eddie Gallagher, WCCO, Minneapolis; Allen Hale, WISN, Milwaukee.

**AMERICAN BAR ASSOCIATION**—Chairman of Committee on Communications: Robert N. Miller, Southern Bldg., Washington, D. C. Members: Prof. Edwin M. Borchard, Yale University, New Haven, Conn.; Bethuel M. Webster, 15 Broad St., New York; Whitney North Seymour, 120 Broadway, New York; Charles E. Kenworthy, Land Title Bldg., Philadelphia.

**AMERICAN RADIO ASSOCIATION**—500 No. Dearborn St., Chicago. Telephone: Superior 2971. Officers: Tom Hogan, president; Felix Sutkin, vice-president; Marcus W. Hinson, secretary; Joe Fritzel, treasurer. (Trade association for radio service men.)

**AMERICAN RADIO RELAY LEAGUE**—38 LaSalle Road, West Hartford, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, secretary and general manager; E. C. Woodruff, president; G. W. Bailey, vice-president; F. E. Handy, communications manager; A. A. Hebert, treasurer; A. L. Budlong, assistant secretary; Clark C. Rodinun, managing editor of QST; F. C. Beekley, advertising manager of QST; David H. Houghton, circulation manager of QST. Headquarters of Station W1AW: 225 Main St., Newington, Conn. Telephone: 9-2140. Manager, Harold A. Bubb.

**ASSOCIATION OF RADIO TRANSCRIPTION PRODUCERS OF HOLLYWOOD**—Officers: Gerald King, Standard Radio, 6404 Hollywood Blvd., president; C. P. McGregor, C. P. McGregor Co., vice-president; R. E. Messer, Raymond R. Morgan Co., treasurer; R. U. McIntosh, R. U. McIntosh & Associates, secretary.

**CANADIAN ASSOCIATION OF BROADCASTERS**—Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Harry Sedgewick, CFRB, Toronto, president; H. Gordon Love, CFCN, Calgary, vice-president; T. Arthur Evans, secretary-treasurer. Directors: F. H. Elphicke, CJCA, Edmonton; Harry McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; Henry Gooderham, CKCL, Toronto; Maj. William C. Borrett, CHNS, Halifax.

**CLEAR CHANNEL GROUP**—Chairman: E. W. Craig, WSM, Nashville, Tenn. Counsel: Louis G. Caldwell, National Press Bldg., Washington, D. C.

**FEDERAL COMMUNICATIONS BAR ASSN.**—Washington, D. C. Officers: Philip J. Hennessey Jr., president; Horace L. Lohnes, first vice-president; Philip G. Loucks, second vice-president; Herbert M. Bingham, secretary; Paul A. Porter, treasurer. Executive Committee: Lewis G. Caldwell, Ralph M. Kimball (terms expire 1940), Duke M. Patrick, Swager Shelby (1941), E. O. Sykes, Frank W. Wozencraft (1942), and officers. (For addresses, see list of members on page 432.)

**INDEPENDENT RADIO NETWORK AFFILIATES** (A Section of NAB)—Officials: Samuel R. Rosenbaum, WFIL, Philadelphia, chairman; Paul W. Moreney, WTIC, Hartford, vice-chairman. Executive Committee: Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3rd, WAAB, Boston. Board of Directors: Edgar L. Bill, WMBD, Peoria; H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; E. B. Craney, KGIR, Butte; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsbury, WGR, Buffalo; Charles W. Myers, KOIN, Portland, Ore.; Eugene P. O'Fallon, KFEL, Denver, and members of executive committee.

**INSTITUTE OF RADIO ENGINEERS**—330 W. 42nd St., New York City. Telephone: Medallion 3-5661. Secretary: Harold P. Westman. Officers: L. C. F. Hoyle, consultant, New York, president; F. E. Terman, Stanford University, Palo Alto, Cal., vice-president; Melville Eastham, General Radio Co., Cambridge, Mass., treasurer; Alfred N. Goldsmith, consultant, chairman, board of editors. Directors: Austin Bailey, AT&T Co., New York; F. W. Cunningham, Bell Laboratories, New York; Virgil M. Graham, Hygrade Sylvania Corp., Emporium, Pa.; O. B. Hanson, NBC, New York; C. M. Jansky Jr., Jansky & Bailey, Washington, R. A. Heising, Bell Laboratories, New York; F. B. Llewellyn, Bell Laboratories, New York; Haraden Pratt, Mackay Radio & Telegraph Co., New York; B. J. Thompson, RCA Mfg. Co., Harrison, N. J.; H. M. Turner, Yale University, New Haven, Conn.; E. A. Wheeler, Hazeltine Service Corp., New York. Note: five additional directors to be appointed by annual meeting in January, 1940.

**INTERNATIONAL COMMITTEE ON RADIO**—(American Section). Secretary: Fred P. Guthrie, 1112 Connecticut Ave., N. W., Washington, D. C. Telephone: National 2600.

**NATIONAL ASSOCIATION OF BROADCASTERS**—1626 K St., N. W., Washington, D. C. Telephone: National 2080. Staff: Neville Miller, president; Edwin M. Spence, secretary-treasurer; Edward M. Kirby, director of public relations; Joseph L. Miller, director of labor relations; Paul F. Peter, director of research; Lynde C. Smeby, director of engineering; Russell P. Place, general counsel; Andrew W. Bennett, special copyright counsel; Everett E. Revercomb, auditor.

**NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS**—President: John Shepard, 3rd. Yankee Network, Boston. Counsel: Paul D. P. Spearman, National Press Bldg., Washington, D. C. Secretary-Treasurer: Grace C. Ingels. Directors: E. B. Craney, KGIR, Butte; Hoyt B. Wooten, WREC, Memphis; Edgar H. Twanley, WREN, Buffalo; Campbell Arnoux, WTAR, Norfolk, Va.; Lewis Allen Weiss, KHJ, Los Angeles; Edgar L. Bill, WMBD, Peoria; Mr. Shepard.

**RADIO MANUFACTURERS ASSOCIATION**—1317 F St., N. W., Washington, D. C. Telephone: National 4901. Officials: Bond Geddes, executive vice-president and general manager; A. S. Wells, Wells-Gardner & Co., Chicago, president; James S. Knowlton, Stewart-Warner Corp., Chicago, vice-president; R. G. Eskine, Hygrade Sylvania Corp., Emporium, Pa., vice-president; H. E. Osnum, Centraloh, Milwaukee, vice-president; J. McWilliams Stone, Operadio Mfg. Co., St. Charles, Ill., vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel.

**RADIO SERVICEMEN OF AMERICA Inc.**—304 So. Dearborn St., Chicago, Ill. Telephone: Wabash 6495. Officials: Joe Marty Jr., executive secretary; George Duvall, New York, president; Ken Vaughn, Johnstown, Pa., vice-president; Donald H. Stover, Freeport, Ill., secretary.

**RADIO MANUFACTURERS ASSN. OF CANADA**—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: K. H. Smith.

**VETERAN WIRELESS OPERATORS ASSOCIATION Inc.**—RCA Bldg., New York City. Officers: Dr. Lee DeForest, Los Angeles, honorary president; William J. McGonigle, New York Telephone Co., president; A. J. Costigan, Radiomarine Corp. of America, vice-president; H. H. Parker, Westchester Lighting Co., secretary; William C. Simon, Tropical Radio Tel. Co., treasurer. Directors: George H. Clark, RCA; A. A. Isbell, RCA Communications Inc.; Fred Muller, Collins Radio Co., Jack Popple, WOR, Newark; A. F. Wallis, Mackay Radio & Telegraph Co.; Mr. McGonigle, Mr. Costigan, Mr. Parker. Resident agency: Willard S. Wilson, 405 Delaware Ave., Wilmington, Del.

**WESTERN ASSOCIATION OF BROADCASTERS**—Toronto General Trust Bldg., Calgary, Alberta. Telephone: M-1161. President: H. G. Lovem CFCN, Calgary, Alta. Directors: George C. Clumder, CJOR, Vancouver, B. C.; G. S. Henry, CFAC, Calgary; Fred Scanlan, CJRM, Regina, Sask.; William H. Backhouse, CKY, Winnipeg, Man. Representatives to Canadian Association of Broadcasters: G. H. Love, CFCN, Calgary; A. A. Murphy, CFQC, Saskatoon, Sask.; H. R. Carson, All-Canada Radio Facilities Ltd., Calgary.

## ADVERTISING AND TRADE ASSOCIATIONS

**ADVERTISING FEDERATION OF AMERICA**—330 W. 42nd St., New York City. Telephone: Bryant 9-0430. Headquarters Staff: Earle Pearson, general manager; Alfred T. Falk, director, Bureau of Research & Education; Helen A. Holby, director, Club Contact Dept. Officers: Norman S. Rose, Christian Science Monitor, Boston, president; Philip J. McAteer, New England Electrotyping Co., Boston, vice-president; Don E. Gilman, National Broadcasting Co., Hollywood, vice-president; L. LeRoy Swartzkopf, D. & M. Advertising Co., San Antonio, vice-president; Aubyn Chinn, The Borden Co., Chicago, vice-president; May O. Vander Pyl, Advertising Letter Service, Detroit, secretary; James A. Welch, Crowell-Collier Publishing Co., New York, treasurer.

**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**—420 Lexington Ave., New York City. Telephone: Mohawk 4-7982. Officials: John A. Benson, president; Frederic R. Gamble, executive secretary. Committee on Radio Broadcasting: L. T. Bush, Compton Advertising, New York, chairman; A. K. Spencer, J. Walter Thompson Co., vice-chairman; Chester J. LaRoche, Young & Rubicam, New York; R. W. Metzger, Ruthrauff & Ryan, Chicago; John U. Reher, J. Walter Thompson Co., New York; Mae Wilkins, Mae Wilkins & Cole, Portland, Ore.; C. Lawton Campbell, Ruthrauff & Ryan, New York; Charles F. Gannon, Arthur Kudner Inc., New York; Edward Lasker, Lord & Thomas, New York; Arthur Pryor Jr., BBDO, New York.

**AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION**—370 Lexington Ave., New York City. Telephone: Caledonia 5-2000. General Manager: Cranston Williams.

**ASSOCIATION OF CANADIAN ADVERTISERS Inc.**—85 Richmond St., W., Toronto, Ont. Telephone: Adelaide 9774. President: Glenn Bamberman, Hudson Motors of Canada, Secretary: Florence E. Clowworthy.

**ASSOCIATION OF NATIONAL ADVERTISERS**—330 W. 42nd St., New York City. Telephone: Bryant 9-6330. Officers: Paul B. West, president; Allen T. Preyer, Vick Chemical Co., chairman of board; A. G. Buckingham, Chueti, Peabody & Co., vice-chairman; Leo Nejselski, Swift & Co., vice-chairman; D. P. Smelser, Procter & Gamble Co., vice-chairman; H. W. Roden, Johnson & Johnson, treasurer; G. S. McMillan, secretary; I. W. Digges, counsel.

**CANADIAN ASSOCIATION OF ADVERTISING AGENCIES**—Yardley House, Toronto, Ont. Telephone: Waverly 6157. Officers: E. W. Reynolds, president; J. A. MacLaren, past-president; J. W. Thain, vice-president; A. J. Deime, treasurer; T. L. Anderson, Morgan Eastman, Adrian Head, R. C. Ronalds, Adam F. Smith, H. M. Tedman, T. J. Walsh, directors.

**CANADIAN ASSOCIATION OF BROADCASTERS**—Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Secretary: T. Arthur Evans, 1930. Officers: Harry Sedgewick, CFRB, Toronto, president; Gordon Love, CFCN, Calgary, vice-president. Directors: F. H. Elphicke, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; H. Gooderham, CKCL, Toronto; William C. Borrett, CHNS, Halifax.

**DIRECT MAIL ADVERTISING ASSN. Inc.**—17 E. 42nd St., New York City. Telephone: Vanderbilt 6-1479. Officials: L. Robe Walter, Plinkote Co., New York, president; Richard Messner, Brogle & Co., New York, vice-president; George E. Lohr, National Process Co., New York, treasurer; June L. Bell, managing secretary.

**FINANCIAL ADVERTISERS ASSOCIATION**—231 South LaSalle St., Chicago, Ill. Telephone: State 5347. Executive Vice-President: Preston E. Reed.

**NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION**—100 East Ohio St., Chicago, Ill. Telephone: Superior 8140. President: Charles McDonough, Combustion Engineering Co., 200 Madison Ave., New York City, Headquarters Secretary: Miss M. R. Webster.

**OUTDOOR ADVERTISING ASSOCIATION OF AMERICA**—165 West Wacker Drive, Chicago, Ill. Telephone: Randolph 1692. General Manager: H. E. Fisk.

**PACIFIC ADVERTISING CLUBS ASSOCIATION**—1629 Telegraph Ave., Oakland, Cal. Telephone: Twin-oaks 2778. Secretary: Mrs. Lela Huey.

**PREMIUM ADVERTISING ASSOCIATION OF AMERICA**—500 Fifth Ave., New York City. Telephone: Bryant 9-6990. Secretary: Howard W. Dunk, General Counsel: Charles Wesley Quinn.

**THE PROPRIETARY ASSOCIATION**—810 18th St., N. W., Washington, D. C. Telephone: National 1914. Officials: Dr. F. J. Cullen, Washington, executive vice-president; Charles Beardsley, Miles Laboratories Inc., Elkhart, Ind., president; Charles P. Tyrrell, 558 E. Genessee St., Syracuse, N. Y., secretary-treasurer.

# Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y. Cleveland, O.	Cuba, N. Y. 1440 Hamilton Ave.	Cuba 4 Main 6500	C. H. Bunch J. A. Comstock	Voltage regulators, transformers, signaling transformers
Aerovox Corp.	New Bedford, Mass.	New Bedford, Mass.	1281	S. I. Cole	Oil-filled paper condensers, mica capacitors, paper condensers, electrolytic condensers
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Recording blanks, electrical reproducers
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	Julius McBarron	Recorders, disc, needles, turntables, amplifiers, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, transcription reproducers
Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	I. H. Goldman	Recording machines, recording blanks, recording amplifiers, accessories
Allied Research Labs.	New York	260 E. 161st St.	Melrose 5-0021	Herbert L. Wilson	Antenna couplers, directional antenna phasing equipment
American Bridge Co.	Pittsburgh	Frick Bldg.	Atlantic 4300	Anthony Wagner	Radio towers
American Microphone Co. Inc.	Los Angeles	1915 So. Western Ave.	Parkway 0778	F. A. Yarbrough	Microphones, microphone repairs, microphone stands and accessories
American Transformer Corp.	Newark, N. J.	178 Emmet St.	Biglow 3-4444	Thos. M. Hunter	Transformers, rectifiers, reactors, voltage regulators, equalizers
Amperex Electronic Products Inc.	Brooklyn, N. Y. Los Angeles, Cal. Seattle, Wash. Chicago, Ill.	79 Washington St. 1623 S. Hill St. 3218 Western Ave. 9 So. Clinton St.	Cumberland 6-4430 Richmond 8902 Georgia 7722 Central 1894	S. Norris C. E. Strassner R. C. James Wm. H. Ellinger	Transmitting tubes
Amperite Company	New York	561 Broadway	Canal 6-1446	S. Ruttenburg	Microphones, boom & floor stands, preamplifiers, contact units
Amplifier Co. of America	New York	17 W. 20th St.	Watkins 9-0954	N. M. Haynes	Power amplifiers, audition amplifiers, program amplifiers, pre-amplifiers, automatic voltage regulators, power and audio transformers of all types, special electronic equipment modulators, automatic voltage control, peak limiting devices
Victor J. Andrew	Chicago, Ill.	6429 S. Lavergne Ave.	Portsmouth 7810	Victor J. Andrew	Coaxial cable antenna coupling units, directional antenna phasing units, remote antenna ammeters, antenna lighting filters and transformers, phase monitors, high frequency antennas
Ansley Radio Corp.	New York	4377 Bronx Blvd.	Fairbanks 4-4110	Arthur C. Ansley	Portable playback equipment
Armstrong Cork Co.	Lancaster, Pa.	.....	Lancaster 5151	.....	Linoleum, cork tile, cork walls, interior finishes, acoustical material, rubber tile
Astatic Microphone Lab. Inc.	Youngstown, O.	830 Market St.	3-2115	R. T. Schottenberg	Crystal microphones, dynamic microphones, crystal phonograph pickups, crystal recording heads, accessories
Atlas Resistor Co.	New York	423 Broome St.	Canal 6-1054	William A. Merrill	Resistance units
Atlas Sound Corp.	Brooklyn, N. Y.	1447 39th St.	Ambassador 2-5500	R. C. Reinhardt	Microphone floor stands, boom stands, special microphone mountings, monitor speakers, speaker enclosures, all types of public address equipment and accessories
Audak Co.	New York	500 5th Ave.	Lackawana 4-3723	George V. Sullivan	Pickups, cutting heads
Audio Devices, Inc.	New York	1600 Broadway	Circle 5-5696	A. C. Travis	Instantaneous recording blanks
Audio Products Co.	Burbank, Cal.	2101 S. Olive St.	Charleston 6-6030	A. J. Edgecomb	Potentiometers, "T" mixer control, master gain controls, equalizer pots, grid pots, gain sets, matching pads, branching networks, fixed pads, fixed resistors, steel cabinets, relay racks, standard panels, dust covers, depress chassis, metal finishing, machine engraving, precision machine work
John F. Beasley Construction Co.	Muskogee, Okla.	P. O. Box 1624	4762	J. F. Beasley	Steel erection
Bell Sound Systems Inc.	Columbus, O.	1183 Essex Ave.	University 5121	F. W. Bell	Speech amplifiers, playback equipment, turntables, recorders, inter-communicating systems
Bendix Radio Corp.	Baltimore, Md.	920 E. Fort	South 1821	H. P. Hilliard	Transmitters, receivers, frequency monitors, frequency measuring equipment, telegraph keys, crystals
Blaw-Knox Co.	Pittsburgh, Pa.	Farmers Bank Bldg.	Sterling 2700	E. J. Staubitz	Radio towers, vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	22-116	G. E. Wright	Quartz crystals for transmitter frequency control, filters, ultrasonics, holders and ovens
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	A, B and C batteries
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 890	Boonton 8-0795	W. D. Loughlin	Beat frequency generators, Q-meters
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	.....	A, B and C batteries
Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	Victor B. Phillips	Microphones, headphones, phonograph pickup, record cutters
Burgess Battery Co.	Freeport, Ill.	Freeport, Ill.	Main 3300	E. C. Nickerson	A, B and C batteries
Bud Radio Inc.	Cleveland, O.	5205 Cedar Ave.	Henderson 7166	Max L. Haas	Variable condensers, transmitter coils, cabinets, relay racks, panels, chassis, dials, knobs, name plates, stands, sockets, switches, plugs, insulators
Wm. W. L. Burnett—Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Jackson 9234	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment frequency measuring devices
Canadian Marconi Co.	Montreal, Quebec Toronto, Ontario Halifax, Nova Scotia Winnipeg, Man. Vancouver, B. C. St. John's, Nfld.	211 St. Sacrement St. 32 Adelaide St., West 47 Argyle Street 356 Main St. 500 Beatty Street Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 Bishop 6712 9-7255 Seymour 9281 881	M. M. Elliott G. F. Eaton F. T. Winter W. F. Souch L. S. Hawkins J. J. Collins	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, accessories
Carrier Microphone Co.	Inglewood, Cal.	439 So. La Brea Ave.	Inglewood 596	O. B. Carrier	Microphones
Celotex Corp.	Chicago, Ill.	919 No. Michigan Ave.	Whitehall 7010	.....	Acoustical materials, interior finish, insulation

[Continued on Page 316]

# AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

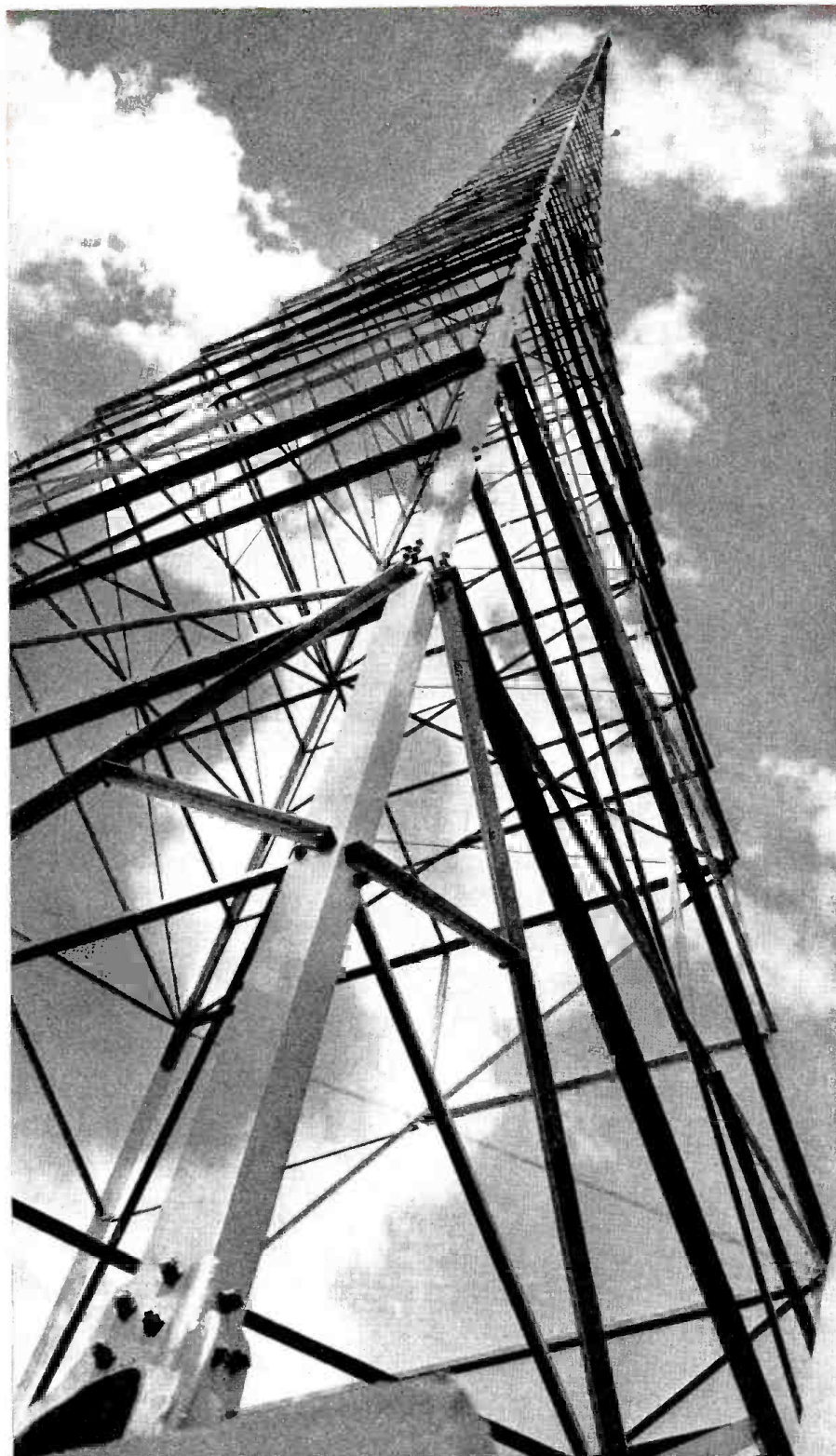
The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

## **BLAW-KNOX DIVISION** OF BLAW-KNOX COMPANY

2038 Farmers Bank Bldg. • PITTSBURGH, PA.

*... Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?*



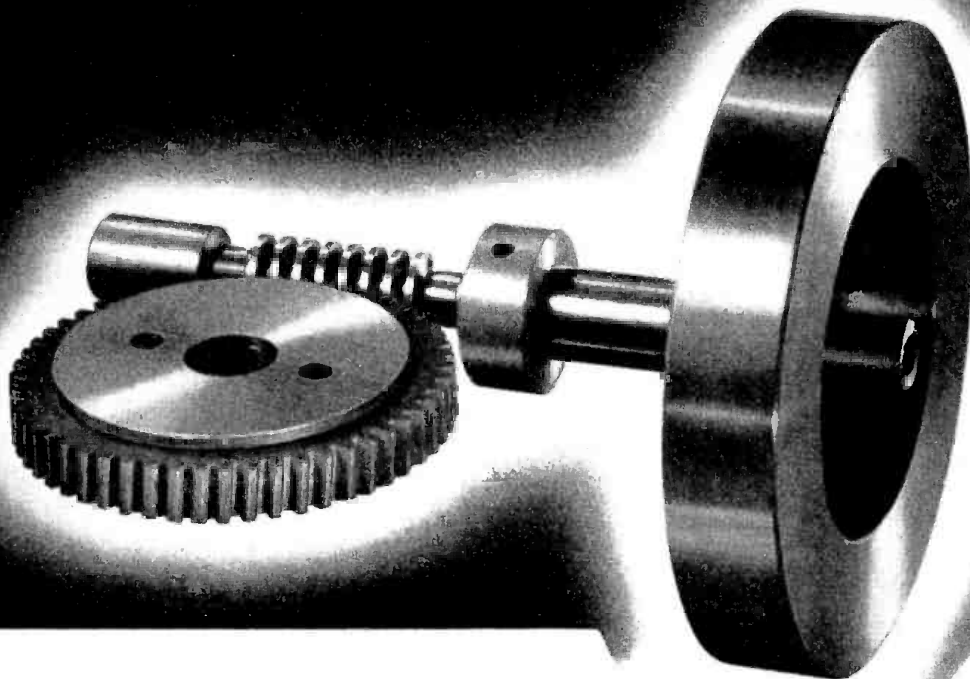
**BLAW-KNOX**  
VERTICAL  
**RADIATORS**

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 314)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Centralab (Division of Globe Union Inc.)	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Fixed and variable resistors, "L" and "T" pads, selector and transmitter switches
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 No. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" and "T" pads, resistors
Clough-Brengle Co.	Chicago, Ill.	5501 N. Broadway	Longbeach 5616	Kendall Clough	RF signal generators, vacuum tube voltmeters, audio oscillators, decibel meters, frequency modulators, microvolts, oscillographs, meters, laboratory racks, AC bridges, set analysers tube testers
Collins Radio Co.	Cedar Rapids, Ia. New York	2920 1st Ave. 11 W. 42nd Street	8197 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, pre-amplifiers, remote pick-up amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control console, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles, cutting styli, motors
Cornell-Dublier Corp.	South Plainfield, N. J.	1000 S. Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Paper, mica, dykanol, wet and dry electrolytic capacitors
Corning Glass Works	Corning, N. Y.	Corning, N. Y.	.....	C. J. Phillips T. J. Thompson	Insulators, piping for cooling systems
Cornish Wire Co.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468 Market 2-2335	Lewis Newman	Transmission measuring sets, power output meters, VU meters, power supply, single and dual potentiometers, special rotary switches, filament rheostats, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, super davohms, laboratory equipment, speech input control apparatus, decade resistances, resistances, davohms, decade resistance boxes
Tobe Deutschman Corp.	Canton, Mass.	Canton, Mass.	Canton 0650	Arnold Deutchmann	Electrolytic and paper dielectric capacitors, A.C. bridge and condenser analyzer, radio noise meter, radio noise eliminating filterettes, automatic recorder for audio frequency characteristics of speech channels and components
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2809	E. M. Doolittle	Frequency monitors, broadcast and relay broadcast transmitters, field strength meters, antenna coupling units, speech input equipment, directional antenna phasing and coupling units, concentric transmission line, high frequency monitors
Allen B. Du Mont Laboratories, Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	G. Robert Mezger	Television transmitting equipment
Duplex Recording Devices Co.	New York	514 West 36th St.	Bryant 9-0308	Benjamin Rose	Recording equipment
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands, shock absorbers, flexible goose necks, special stands
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, transformers, radio tube machinery
Eitel-McCullough, Inc.	San Bruno, Cal.	.....	San Bruno 117	J. A. McCollough W. W. Eitel	Transmitting tubes
Electrical Research Products, Inc.	New York	195 Broadway	Courtlandt 7-1707	F. C. Biabee, Mgt. Bestg Dept.	Turntable reproducing systems (licensors)
	Atlanta, Ga. Boston, Mass. Chicago, Ill. Cincinnati, O. Dallas, Texas Kansas City, Mo. Philadelphia, Pa. Washington, D. C.	87 Walton St. 20 Providence St. 624 S. Michigan Ave. 617 Vine St. 2011-A Jackson St. 1717 Wyandotte St. 219 North Broad St. 1435 G St., N. W.	Jackson 4000 Hubbard 4710 Wabash 6644 Parkway 6720 Dallas 7-1361 Harrison 7330 Locust 7110 Metropolitan 0784	A. Fiore A. F. Lyman W. W. Simons F. W. Johnson O. Hunt J. A. Cameron E. O. Wilschke D. L. Turner	
Electrical Sound Engineering Co.	Baltimore, Md.	904 E. 41st St.	University 7513	.....	Recording equipment, discs, needles, special audio and control equipment
Electro-Voice Mfg. Co., Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	A. R. Kahn	Microphones and stands
Epiphone, Inc.	New York	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	W. W. Lloyd	Sound-proof doors
Fairchild Aerial Camera Corp.	Jamaica, L. I., N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	R. H. Lasche	Recording equipment, pickups, transcription turntables, amplifiers
Federal Recorder Co.	New York	50 W. 57th St.	Circle 5-8497	M. M. Pochapin	Recorders and accessories, blank discs, recording and playback needles
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric, Inc.	New York	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers, power transformers, plate and filament transformers for transmitting purposes, modulation sets for broadcast transmitters, special transformers, high Q reactors, filters, equalizers
The Frahen Co.	New York	152 W. 42nd St.	Chickering 4-3254	George H. Field	Portable audition transcription machines, equipment and transformers
Ferris Instrument Corp.	Boonton, N. J.	Boonton, N. J.	Boonton 8-0781	John H. Redington	Noise and field strength meters, signal generators, microvolts, frequency calibrators
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Record changers, transcription motors, pickups, cases
Gates American Corp.	Quincy, Ill. Hollywood, Cal.	Quincy, Ill. 5334 Hollywood Blvd.	Main 785 Hillside 9133	P. S. Gates Norman D. Neely	Transmitters, frequency control equipment, police communication and airport transmitting equipment, amplifiers
Gates Radio & Supply Co.	Quincy, Ill. Hollywood, Cal.	Quincy, Ill. 5334 Hollywood Blvd.	Main 785 Hillside 9133	P. S. Gates Norman D. Neely	Speech input equipment, remote control apparatus, transcription equipment, microphones, sound effects tables, peak limiting amplifiers, line amplifiers, mixers, equalizers, pre-amplifiers, low and high voltage power supplies

(Continued on Page 320)



## THE WORM TURNS

**WITH 99<sup>98</sup>/<sub>100</sub>% ACCURACY . . .**

It is not a small matter to you that Fairchild, in the manufacture of its turntable drive, grinds the worm and gear to an accuracy of less than two parts in ten thousandths of an inch. This example of painstaking attention to detail characterizes all Fairchild products and has created a respect for the famous flying horse trade mark throughout the world. The entire Fairchild organization—from research to installation—has been taught to anticipate the needs of those it serves, to conceive and to build to a standard even higher than the industry considers acceptable. Unflinchingly devoted to this ideal for twenty years, Fairchild has perfected recording and reproduction equipment superb in quality and matchless in performance. And, what is just as important to you, has instilled in its organization a greater esteem for customer satisfaction than for profit.

**FAIRCHILD MAKES THE FINER RECORDERS • AMPLIFIERS • TRANSCRIPTION  
TURNABLES • CUTTERHEADS • PICKUPS • CUTTING STYLI • NEEDLES • DISCS**

"... it had to satisfy Fairchild  first"

**FAIRCHILD**

Sound Equipment Division

**AERIAL CAMERA CORPORATION**  
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

---

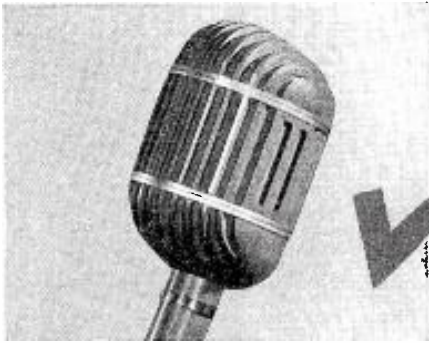
58 YEARS OF SOUND-TRANSMISSION  
LEADERSHIP STAND BACK OF THE PHRASE:

*Western Electric*

**EQUIPPED FOR  
BETTER BROADCASTING**

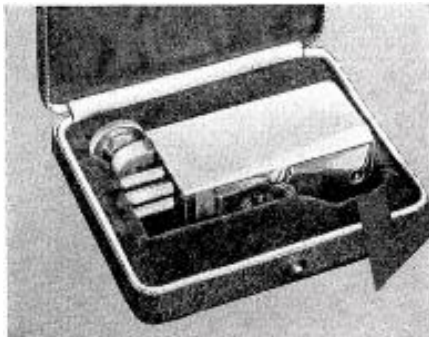


**DISTRIBUTORS:** *In U. S. A.:* Graybar Electric Company, New York. *In Canada and Newfoundland:* Northern Electric Company, Ltd. *In other countries:* International Standard Electric Corporation.

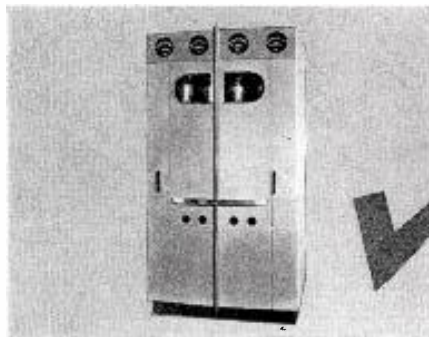


*YOUR ENGINEER will okay these 5 recent proofs of Western Electric's continuing leadership!*

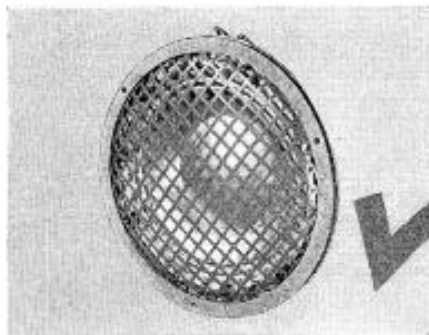
**THE CARDIOID MIKE:** The revolutionary 3-in-1 mike that handles *any situation*—that gives you pick-up control never approached by even the best dynamic or ribbon mikes!



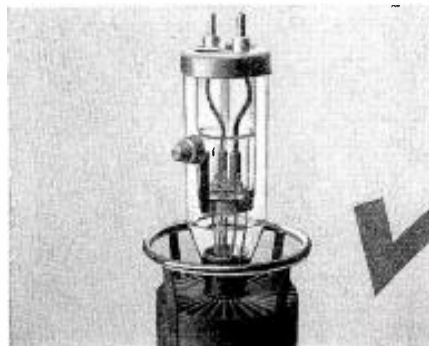
**THE TWO-IN-ONE PICK-UP:** The sensational new 9A that plays both lateral and vertical recordings—that meets the most exacting quality standards of transcription broadcasting!



**THE NEW 1KW TRANSMITTER:** Radically new in appearance, construction and performance—bringing to 1KW stations for the first time the great economy and efficiency of the Doherty circuit!



**THE 750A LOUD SPEAKER:** The new type that gave new meaning to the term "presence"—enabling monitor operators and production men to achieve better program balance!



**THE AIR-COOLED 5KW TUBE:** The 343AA which, through modern aerodynamic and thermal engineering, sets a new standard of tube performance for operation in 5KW transmitters.

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

Continued from Page 316!

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Electric Co.	Schenectady, N. Y.	1 River Road	4-2211		Television transmitters and studio equipment (lights, cameras, monitors, etc.), frequency-modulation transmitters and studio equipment; transmitting tubes, receiver-type tubes; oscillographs for television; supplies, transformers, relays, instruments, transmitting capacitors, mycalex, fused quartz, quartz crystals, wire and cable, studio equipment, ultra-high-frequency antenna equipment
General Radio Co.	Cambridge, Mass. New York Los Angeles, Cal.	30 State St. 90 West St. 1000 N. Seward St.	Trowbridge 4400 Cortlandt 7-0850 Hollywood 6321	A. E. Thiessen Fred Ireland M. T. Smith	Frequency monitors and modulation monitors, distortion measuring equipment, audio-frequency oscillators, wave analyzers, antenna resistance measuring equipment, mixer controls, meters, audio transformers
Gould-Moody Co.	New York	395 Broadway	Canal 6-3446	Sidney Gould Wm. Moody	Recording blanks
Gray Mfg. Co.	Hartford, Conn.	Hartford, Conn.	Hartford 3-5258	L. H. Lancaster	Combination home and office recorder, phonograph and radio
Graybar Electric Co., Inc.	New York New York Boston Philadelphia Richmond Atlanta Jacksonville, Fla. 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. 12th & Main Sts. 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. 201 Santa Fe Ave. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 5-6786 Cherry 1360 Court 4000 Columbia 5500 Main 0900 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves G. L. Donnett F. J. Stahl J. W. LaMarque J. P. Lynch W. W. Ponsford A. S. Wise L. E. Walker F. L. Allman D. B. McKay H. F. Bethea L. B. Hathaway W. A. Wayman K. S. Deichman A. W. Hallett H. S. Taylor G. E. Brown C. B. Reis R. G. McCurdy J. A. Costelow Cecil Ross W. H. Johnson F. H. McIntosh J. H. Ganzenhuber C. A. Marten	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers motor generators, and associated apparatus; antenna control equipment, phase monitors, police radio equipment
Hammarlund Mfg. Co., Inc.	New York	424 W. 33rd St.	Lackawanna 4-3023	Lloyd A. Hammarlund	Diversity and short wave receivers, transmitter parts
George H. Hardner Corp.	Allentown, Pa.	602 Hamilton St.	Allentown 5849	T. E. Spicknall	Studio and transmitter buildings, towers, underground radial systems, underground power service, renovation service
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, rheostats
D. H. Harrell	Chicago, Ill.	1527 E. 74th Place	Dorchester 4949	D. H. Harrell	Tubular vertical radiators, masts for mounting U.H.F. systems, directive U.H.F. arrays
Hartenstine-Zane Co., Inc.	New York	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Radiator sales and installation, including counterpoise, ground systems, piers, painting and lighting, inspection, servicing
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.		So. San Francisco 1515	W. Noel Eldred	Transmitting tubes, compressed nitrogen condenser, concentric transmission line
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	F. Lazarick R. W. Groth	Crystal units for transmitters, monitors, pack transmitters, mobile broadcast purposes
Hollister Crystal Co.	Wichita, Kansas	c/o Station KANS	4-2387	Herb Hollister	"A" cut crystals
Ideal Commutator Dresser Co.	Sycamore, Ill.	1629 Park Ave.	Sycamore 77	B. E. Holub	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precision grinders
Insuline Corp. of America	Long Island City, N. Y.	30-30 Northern Blvd.	Stillwell 4-6890	S. J. Spector	Racks, panels, chokes, coils, condensers, dials, plugs, switches, cabinets, accessories
Insulite Co.	Minneapolis	Builders Exchange Bldg.	Atlantic 4551	E. W. Morrill	Acoustical control and sound quieting materials
International Business Machine Co.	New York	95 Madison Ave.	Plaza 3-1900	Walter Lemon	Radio type
International-Stacy Corp.	Columbus, O.	875 Michigan Ave.	University 2123	J. Roger Hayden	Radio towers, ground screens, tower lighting
Isolantite, Inc.	New York	233 Broadway	Rector 2-9274	H. G. Beebe	Coaxial transmission lines, portable antennae, ultra high frequency equipment, standoff insulators, inductance supports, strain insulators, bushings, lead ins, chemical tower packing, electrode assemblies
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders and adjustable separators
Johns-Manville Co.	New York	22 E. 40th St.	Lexington 2-7600	P. G. Washburn	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
E. F. Johnson Co.	Waseca, Minn.	Waseca, Minn.	Waseca 432	E. F. Johnson	Antenna phasing and coupling equipment, coaxial lines, pressure condensers, tower lighting chokes, fixed and variable air condensers, tank inductors, tube sockets, insulators
J. Nat Johnson & Co.	Chicago, Ill.	4744 W. Rice St.	Mansfield 1437	J. Nat Johnson	Tower erectors
Kenyon Transformer Co., Inc.	New York	840 Barry St.	Dayton 9-0100	Gene Turney	All types transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	1446 Calumet Ave.	Tucker 5442	Myron E. Kluge	Broadcast transmitters
Lansing Mfg. Co.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	L. B. Brittain	Single and two way monitor speakers, lateral reproducer
Lapp Insulator Co.	Le Roy, N. Y.	Gilbert St.	Le Roy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils, pipe entrance insulators, stand-off and transmission line insulators, special radio insulators, Condensers-high pressure gas filled from 100 mmf, 7.5 kv. carrier RMS to 2000 mmf, 15 kv.
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lifetime Corp.	Toledo, O.	1825 Adams St.	Main 5643	Wm. H. Manoff	Velocity, dynamic microphones

(Continued on Page 322)





# "They Satisfy"

FRED WARING

ALLIED RECORDERS

DISCS

*Prominent orchestra conductor whose popular Chesterfield Cigarette program is heard over the NBC Red Network twice daily, five days each week. Mr. Waring's choice is an Allied Recorder.*

are designed to meet the specialized requirements and high standards that are so essential to modern broadcasting. Many of the country's leading entertainers, broadcast stations, recording studios and advertising agencies know us for "work-well-done". Thorough investigation will reveal the ALLIED advantages.

*Recordings made on Allied discs offer a quality of reproduction that is far beyond their modest cost. We are proud of the recognition they have received.*

## ALLIED RECORDING PRODUCTS CO.

21-09 43rd AVENUE • LONG ISLAND CITY • NEW YORK

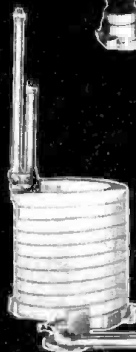
# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 320)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
John E. Lingo & Son, Inc.	Camden, N. J.	28th & Buren Ave.	Camden 487	J. E. Lingo	Tubular steel vertical radiators, tubular dural vertical radiators for portable or mobile transmitters, turntable antennas, U.H.F. antennas, tubular steel poles for supporting antennas
Locke Insulator Corp.	Baltimore, Md.	P. O. Box 57	South 2620	R. G. Bellezza	Tower base, guy, antenna, lead-in and stand-off insulators
Littelfuse Laboratories	Chicago, Ill.	4238 N. Lincoln Ave.	Longbeach 7778	E. V. Sundt	High voltage fuses, and fuse mountings, neon indicators, pilot lights
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Maxwell-Smith Co.	Hollywood, Cal.	1027 N. Highland	Hillside 7866	Leo Petroff	Speech input equipment, remote amplifiers, transmitters, transcription equipment
McDonald Engineering Co.	Los Angeles, Cal.	934 N. Western Ave.	Hollywood 1679	Clifford C. McDonald	Custom built reproducing equipment, custom built amplifiers and equalizers
Miles Reproducer Co.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film recording machines
Miller Broadcasting System, Inc.	New York	113 W. 57th St.	Circle 6-0141	Dave Chrisman	Miller Iron man for station announcements
Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles
Musicraft Records, Inc.	New York	10 W. 47th St.	Bryant 9-6564	Duane N. Davis	Instantaneous recording blanks
Nash Radio Products Co., Inc.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	R. S. Nash	Playback equipment, remote and program amplifiers, speakers, baffles, cabinets, transcription permatizer, master disc cutting lubricant, record cleaner, turntable oils and greases, switch and contact cleaner, recording discs, accessories
National Battery Co.	St. Paul, Minn.	1728 Roblyn Ave.	Nestor 6371	F. K. Bauer	Batteries, lead and acid
National Carbon Co., Inc.	New York	30 E. 42nd St.	Murrayhill 2-6800	John M. Spankler	Air cell batteries, A, B and C dry batteries, mini-max batteries
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. Halifax, N. S. Ottawa, Ont.	1261 Shearer St. 131 Simcoe St. 65 Rennie St. 150 Robson St. 86 Hollis St. 302 Sparks St.	Wilbank 3131 Adelaide 0651 97-531 Seymour 1511 Bishop 8128 2-1144	A. B. Hunt W. R. Ostrom W. T. Hunt T. C. Clarke F. W. Johnson W. R. Sandison	Complete broadcasting systems
Ohmite Manufacturing Co.	Chicago, Ill.	4835 Flournoy St.	Austin 1070	Ralph M. Hill	Rheostats, resistors, dummy antenna resistors, R.F. plate and power line chokes, power tap switches
Pacent Engineering Corp.	New York	79 Madison Ave.	Ashland 4-1586	Robert L. Lewis	Amplifiers
Pacific Sound Equipment Co.	Hollywood, Cal.	180 N. Poinsettia Place	Wyoming 6987	Robert G. Metzner	Recording equipment; phonograph and transcription playing-backs; public address systems
Pan American Record Co.	Louisville, Ky.	705 S. 1st St.	Wabash 3773	.....	Record factory equipment and supplies
Par-Metal Products Corp.	Long Island City, N. Y.	3525 41st St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis, and accessories for transmitters and audio equipment
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-2376R	Chas. Ligh	Crystals, ovens, frequency monitors, transmitters, amplifiers, recording equipment, acetate coated records, antenna phasing and coupling units, stabilized feedback units
Poinsettia, Inc.	Pitman, N. J.	Pitman, N. J.	Pitman 511	E. Poinsett	Sound recording equipment, record processing equipment, record factory equipment
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, holders, ovens
Premier Crystal Laboratories, Inc.	New York	63 Park Row	Beekman 3-8119	Arthur A. Glass	Crystals, crystal holders, dials, pilot lights, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
Presto Recording Corp.	New York Chicago, Ill. Hollywood, Cal.	242 W. 55th St. 540 N. Michigan Ave. 5334 Hollywood Blvd.	Columbus 5-7760 Superior 7047 Hillside 9133	Ralph C. Powell R. F. Broek N. B. Neely	Instantaneous recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories
B. A. Proctor Co., Inc.	New York	230 Park Ave.	Murray Hill 6-7542	F. C. W. Thiede	Pickups, recording machines, sound effects, reproducing units
Radio Receptor Co., Inc.	New York	251 W. 19th St.	Chelsea 3-1882	Ludwig Arnsen	Transmitters, antenna tuning and phasing equipment, power supply units, audio equipment, remote units
Radiad Service	Chicago, Ill.	612 N. Michigan Ave.	Superior 1275	Edw. L. Foertsch	Turntables, record cabinets and albums
RCA Manufacturing Co.	Camden, N. J. New York Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Dallas, Tex. Atlanta, Ga.	Front & Cooper St. 1270 Sixth Ave. 589 E. Illinois St. 170 Ninth St. 1016 N. Sycamore Ave. Santa Fe Bldg. Citizens & Southern Bank Bldg.	Camden 8000 Circle 7-2293 Delaware 4800 Hemlock 8300 Hillside 5171 Dallas 7-1371 Walnut 5946	I. R. Baker B. Adler A. R. Hopkins E. Frost W. H. Beltz W. M. Witly D. A. Reszor	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oecilograps, mica condensers, transcription turntables, laboratory and test equipment, television and facsimile equipment
RCA Victor Co., Ltd.	Montreal, Quebec, Can. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	976 La Casse St. 1206 Homer St. 537 Eighth Ave. 168 Market St. 36 Breadalbane St. 99 Brunswick St.	Wellington 3671 ..... Main 4476 97-201 Midway 8454 Bishop 6187	J. L. McMurray F. A. Boyle F. T. Myles E. P. Burns N. J. Sims C. C. Bowers	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones
Radio City Products Co., Inc.	New York	88 Park Place	Cortlandt 7-5654	M. Reiner	Tube testers, D.C. vacuum tube voltmeter, ohm-meters, oscillators, combination volt-ohm-milliameters
Radio Engineering Labs., Inc.	Long Island City, N. Y.	35-54 86th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation transmitter, frequency modulation receivers and air column loud speakers, components
Radio Engineering & Mfg. Co.	New York	60 W. 25th St.	Chickering 3-2222	Paul A. Girard	Portable transcription reproducers, and turntables
Radio Pictures, Inc.	New York	730 5th Ave.	Columbus 5-5536	John V. L. Hogan	Facsimile equipment
Radio Specialties Co.	Los Angeles, Cal.	1956 S. Figueroa St.	Prospect 7271	Pat Marinack	Wholesale radio parts and equipment, recording discs
Radiotone, Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording instruments, playback systems, acetate recording discs and accessories

(Continued on Page 330)

LAPP GAS-FILLED  
CONDENSERS  
LAPP TOWER FOOTING  
INSULATORS  
LAPP GUY STRAIN  
INSULATORS  
LAPP PORCELAIN  
WATER COILS



# CHECK LIST

## FOR RADIO ENGINEERS

### CONTEMPLATING PURCHASE OF NEW TRANSMITTER EQUIPMENT

Dedicated to the cause of more efficient, trouble-free radio transmission, these Lapp specialties should be on the check list of every engineer contemplating installation of new transmitter equipment or modernization of present equipment. "Insulated by Lapp" is a phrase synonymous with operating security in radio transmission and in electrical power transmission the world over.

#### LAPP GAS-FILLED CONDENSERS

New, superior design and rigid mechanical construction in the Lapp Condenser results in genuinely trouble-free service. Maximum capacity for given external dimensions. Practically zero loss. No change in capacitance with change in temperature. Puncture-proof. Wide range of sizes for practically every transmission requirement.

#### LAPP TOWER FOOTING INSULATORS

Sectionalizing types for insulation of existing structures. Push-pull types for self-supporting radiators. Base insulators for guyed radiators up to 1000-foot height. All these base insulators utilize the Lapp patented curved-side compression cone for maximum mechanical strength.

#### LAPP GUY INSULATORS

Mast guy insulators are available in a range of sizes suitable for supporting structures up to and including 1000 feet high and 500 KW duty, for break-up duty and primary installation. Construction with the Lapp compression cone assures that porcelain be loaded only in compression.

#### LAPP PORCELAIN WATER COILS

The famous Lapp Water Coil for transmitter tube cooling, the coil that eliminated sludging in the water system. Because water used with the Lapp coil remains pure and at high resistance, tube life is increased and expense and inconvenience of changing water and replacing hose and fittings is eliminated. Alternate cooling system can be worked out with Lapp porcelain pipe, pieces and fittings of which are available for practically any requirement.

Complete descriptive literature is available on all these Lapp specialties for radio transmission. Write today.

# LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.



*Offers a complete line*

**FOR COMPLETE**

**RCA Transmitters from  
100 watts to 50,000 watts**



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters . . . a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase

power by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost. They are thoroughly dependable and are built to the highest standards.

The many stations it is the privilege of RCA to serve are active examples of how it pays to go "RCA All the Way."

Use RCA Tubes In Your Station—for quiet, reliable performance

**BROADCASTING • Broadcast Advertising**

# *of Broadcasting Equipment* **BROADCASTING SERVICE**

## **RCA Speech Input Equipment** **From Single Studio to Multiple Studio Installations!**

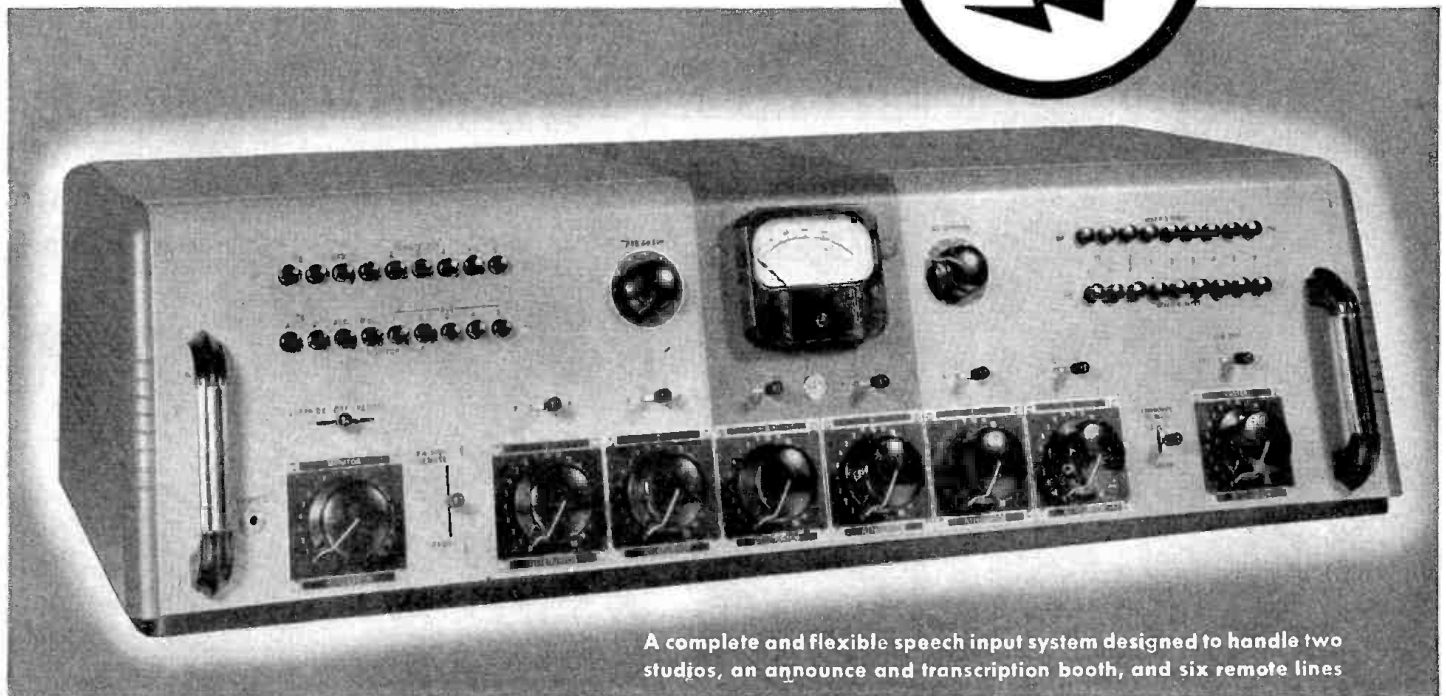
RCA builds Speech Input Equipment to meet the needs of every station . . . large or small. Some systems are "custom built" for special requirements. Others are standard combinations of RCA speech units which have been assembled and tested in the factory and which are carried in stock complete and ready for shipment.

There are de luxe units which are the finest equipment yet devised. They guarantee maximum performance, reliability and convenience under all conditions.

And, there is the RCA Economy Speech Input line

designed to enable stations to achieve high-fidelity transmission within limited budgets.

All offer fine performance, modern styling, typical RCA reliability, convenience of operation, and reasonable cost.



A complete and flexible speech input system designed to handle two studios, an announce and transcription booth, and six remote lines

... And **RCA** offers you  
for Complete Television Service...



RCA  
Television  
Camera

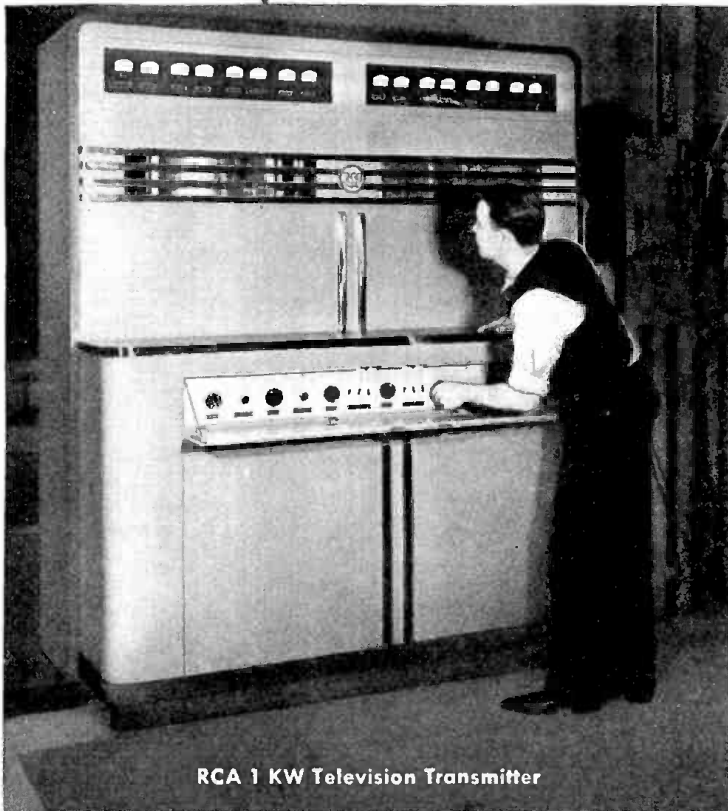


RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment. The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

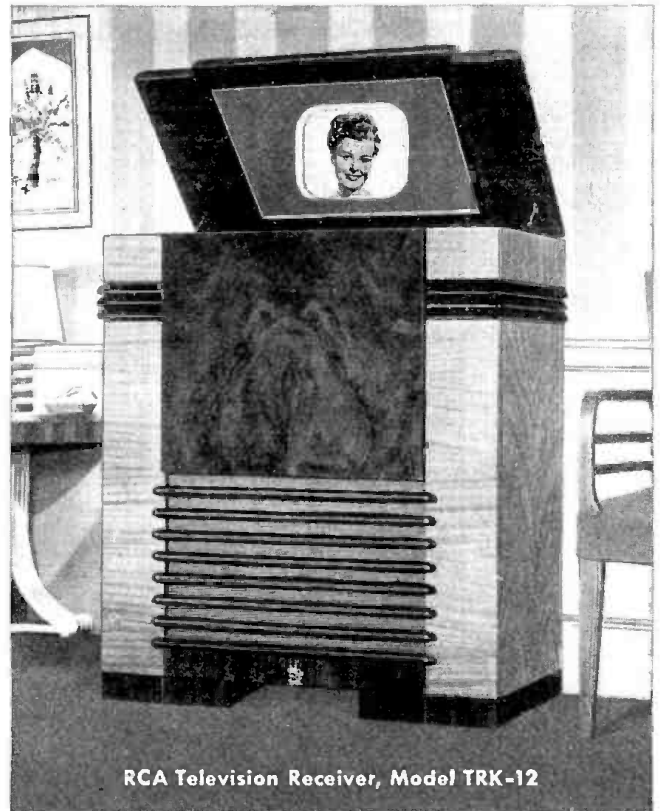
RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of sev-

eral different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pickup units.

We are ready to equip your station with complete apparatus for complete television broadcasting service. You can buy with assurance that RCA design methods in television are the same as those which have made RCA Broadcasting Equipment so reliable and so outstanding in its field. We will gladly furnish you with complete information upon request.



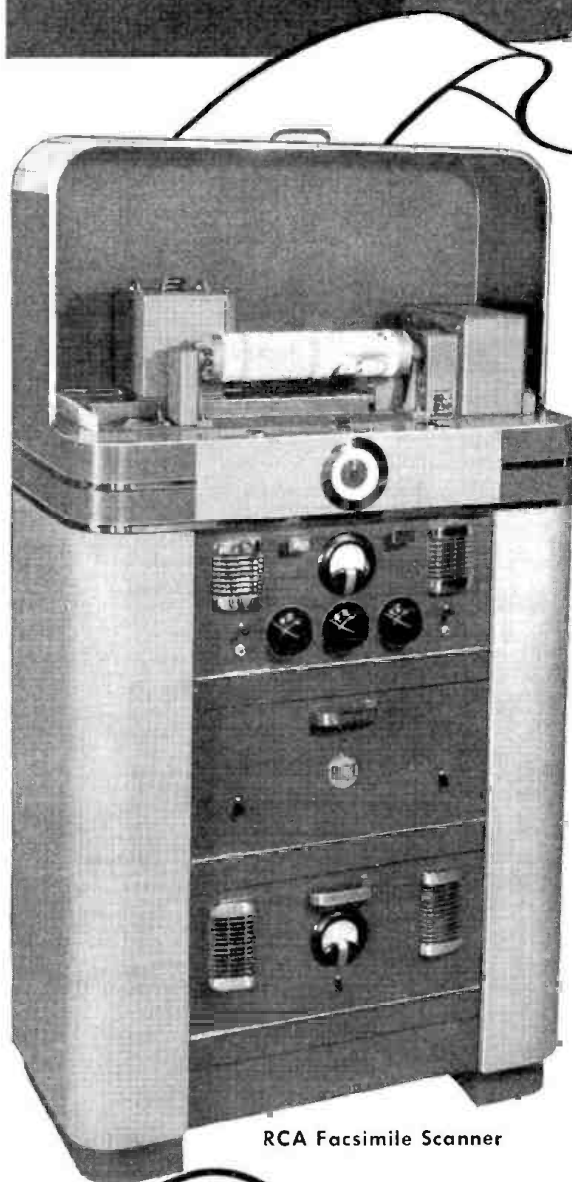
RCA 1 KW Television Transmitter



RCA Television Receiver, Model TRK-12

# High Quality Equipment and Complete Facsimile Service

**RCA FACSIMILE . . . a field of increasing opportunities for newspapers and broadcasters**



RCA Facsimile Scanner

Facsimile is now passing from the experimental stage into the field of everyday use . . . Facsimile is ripe for exploitation. Enterprising radio stations and newspapers are installing RCA Facsimile Equipment and devising program services of real interest to the public.

RCA Facsimile is designed for use with either ultra high frequency or conventional broadcast transmitters . . . it may be added at the station in place of

an audio channel. It offers the advantages of excellent detail, simplicity of operation, low cost of paper, convenient business letter sized sheets and black and white copy.

We feel it is to your advantage to learn all the facts about Facsimile now. It is on the verge of expansion. And a rounded plan for the future of your enterprises calls for RCA Facsimile. We will be glad to supply you with complete information concerning our plans.

## What RCA Facsimile Offers You

1. Superior quality reproduction through unique RCA process.
2. Black on white reproduction on *ordinary* paper.
3. Reproduction of 7-point type with excellent detail.
4. Half-tone reproduction of photographs.
5. Synchronization developed during 1939.
6. Low paper costs.
7. Highly improved transmission circuits.
8. Maximum dependability—minimum maintenance.
9. Backing of the foremost radio-and-communications organization in the world.

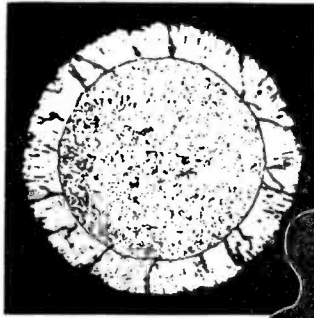


# Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

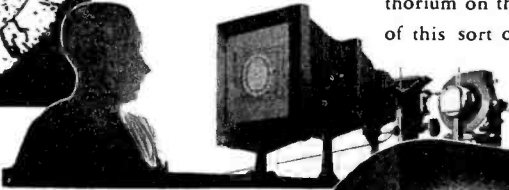
# PROVED DEPENDABILITY.



No guesswork here! Photomicrographs of tungsten filament cross-sections *prove* the uniformity of the outer carbide layer required by RCA standards.

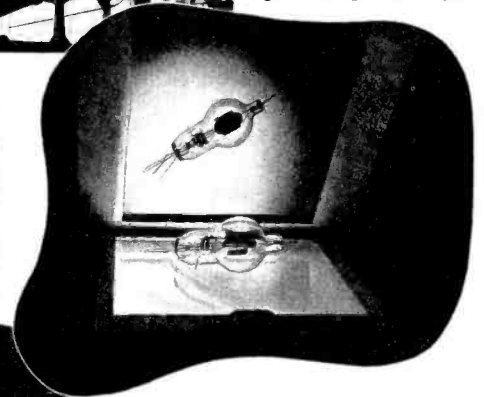
## ● 250-DIAMETER ENLARGEMENTS

By means of the microscope, cross-sections of thoriated-tungsten filaments are tremendously enlarged and checked to eliminate all chance for inaccuracies in application of the carbide filament layer so essential in maintaining a uniform layer of thorium on the surface. It is because of this sort of engineering care that RCA filaments are noted for longer life, greater dependability.



## ● POLARISCOPE . . .

The tube structure has passed all the exacting RCA tests, but what of its glass envelope? This polariscope tells the story. Even the slightest stress or strain in the glass becomes evident and engineering corrections can then be made to eliminate any danger of leakage or breakage. As always, the aim is to supply you with tubes of unquestioned dependability in every physical as well as every electrical characteristic.



## ● HOT STUFF . . .

Here, an RCA engineer is using a portable pyrometer to determine the exact degree of heat applied to the anode of a Transmitting Tube during the exhaust process. The elimination of guesswork in this important operation means that every tube receives the same thorough exhaust.



Depicted here are but a few of the many unusual RCA processes and painstaking engineering tests that make RCA Transmitting Tubes unexcelled for long, trouble-free performance plus real tube economy.



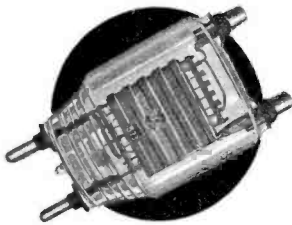
# Radio Tubes

FIRST IN METAL—FOREMOST IN GLASS—FINEST IN PERFORMANCE



# Less Cost Per Hour of Service

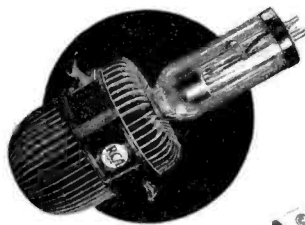
## RCA PACE-SETTERS for MODERN BROADCAST ENGINEERING



**RCA-833**

Heavy-Duty, Tantalum-Plate H-F Triode\*

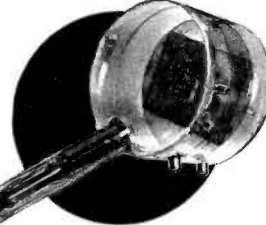
D-c plate voltage.....3000 max. volts  
D-c plate current.....500 max. ma.  
D-c plate input.....1250 max. watts  
Plate dissipation.....300 max. watts  
Power output (approx.).....1000 watts



**RCA-891-R**

Water-Cooled Low-Mu Triode R-F Amplifier, Modulator\*

D-c plate voltage.....12000 max. volts  
D-c plate current.....2 max. amps.  
D-c plate input.....18 max. kw.  
Plate dissipation.....6 max. kw.  
Power output (approx.).....12 kw.



**RCA-1850**

High-Sensitivity Iconoscope

Designed Primarily for Direct Pick-Up of Scenes to be Televised.

**RCA-813**

High-Power, Carbon-Plate R-F Beam Tetrode\*

D-c plate voltage.....2000 max. volts  
D-c screen voltage.....400 max. volts  
D-c plate current.....180 max. ma.  
D-c plate input.....360 max. watts  
Plate dissipation.....100 max. watts  
Power output (approx.).....260 watts

**RCA-892**

Water-Cooled High-Mu Triode R-F Amplifier, Modulator\*

D-c plate voltage.....15000 max. volts  
D-c plate current.....2 max. amps.  
D-c plate input.....30 max. kw.  
Plate dissipation.....19 max. kw.  
Power output (approx.).....20 kw.

**RCA-1849**

Iconoscope Made Especially for Televising Movie Films. Designed so that a sudden change in average illumination does not cause a spurious signal.

**RCA-810**

High-Perveance, Carbon-Plate R-F Triode\*

D-c plate voltage.....2000 max. volts  
D-c plate current.....250 max. ma.  
D-c plate input.....500 max. watts  
Plate dissipation.....125 max. watts  
Power output (approx.).....375 watts

**RCA-6AB7/1853**

High-Transconductance Television R-F Amplifier Pentode, Remote Cut-Off Type. Transconductance.....5000 micromhos

**RCA-6AC7/1852** High Transconductance Television R-F Amplifier Pentode, Semi-Remote Cut-Off Type. Transconductance.....9000 micromhos

**RCA-1899**

Five-Inch Electromagnetic Monoscope for Testing 441-Line Television Equipment. Pattern calibration up to 500 lines.

**RCA-12AP4/1803-P4**  
12-Inch Electromagnetic Kinescope, White Phosphor

Anode No. 2 voltage.....7000 max. volts  
Anode No. 1 voltage.....1900 max. volts  
Grid No. 2 voltage.....250 max. volts  
Color of fluorescence.....White  
Maximum overall length.....25±3/4 inches  
Picture size.....7 1/2 x 9 3/4 inches

THE 192-page RCA Technical Manual TT-3 contains full details on RCA Air-Cooled Transmitting Tubes, plus a wealth of tube application information. 25c net through RCA jobbers, or direct from RCA Commercial Engineering Section, Harrison, N. J. Transmitting Tube Folder TT-100 (16 pages) is available free.

\*Values are CCS Class C Telegraphy ratings.

### ICAS RATINGS Announced!

If you are interested in services where tubes are used intermittently, write for free bulletin describing the new ICAS (Intermittent Commercial and Amateur) Ratings for many of the most popular RCA Air-cooled Transmitting-Tube types. Pioneered and developed by RCA, these new ratings pave the way for the highest power at the lowest price, wherever the call is for intermittent service as compared to the 18-hour-a-day-or-better service on which RCA CCS (Continuous Commercial Service) Ratings are based.

FOR EVERY *Broadcasting* APPLICATION

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of The Radio Corporation of America

# DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 322]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 115th St.	Virginia 7-6428	Frank Jacobs	Portable and pack transmitters
Ralston Record Co.	Pitman, N. J.	Pitman, N. J.	Pitman 511	F. L. Pedrick	Recording equipment
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	W. A. Brannon	A, B and C batteries
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	R. H. Ranger	Recording needles, signature chimes, recording blanks
Raytheon Mfg. Co.	Waltham, Mass.	190 Willow St.	Waltham 4610	.....	A-C voltage stabilizers, constant voltage transformers, rectifiers, rectified A-C power supplies, amplifiers
Recoton Corp.	New York	178 Prince St.	Walker 5-6151	F. Behrendt	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles
Rek-O-Kut Corp.	New York	254 Canal St.	Canal 6-3835	George Silber	Recording overhead feed mechanism, all types feed-screws, custom built turntables and equipment for recorders
Remler Co., Ltd.	San Francisco, Cal.	2101 Bryant St.	Valencia 3485	P. S. Lucas	Attenuators
Charles E. Schuler Engineering Co.	Newark, Ohio	Williams & Cambria Sts.	4319	Charles E. Schuler	Vertical radiators
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8883	J. A. Berman	Microphones, microphone stands, accessories, pickups
Scientific Radio Service	University Park, Md.	124 Jackson Ave.	Hyattsville 535	H. D. Eisenhauer	Piezo electric crystals and holders
Seattle Radio Supply	Seattle, Wash.	2117 Second Ave.	Seneca 2345	Marshall James	Tubes, microphones, studio accessories, reproducers, turntables, recorders
Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Recording machines, recording blanks, needles, filters, equalizers, recording heads, pickups, recording amplifiers and chassis, recording and playback motors
Speak-O-Phone Recording and Equipment Co.	New York	23 West 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment, acetate discs
Spokane Radio Co., Inc.	Spokane, Wash.	611 W. First Ave.	Main 3213	M. H. Willis	Recording equipment and supplies, remote amplifiers, audio and studio speakers, parts, tubes, custom building
Standard Transformer Corp.	Chicago, Ill.	1500 N. Halsted St.	Lincoln 5600	C. L. Pugh	High-fidelity, plates, filament, modulation, tranceiver and isolating transformers; chokes, voltage regulators, drivers, line matching units, power packs
George A. Starbird	Hollywood, Cal.	1746 Mariposa Ave.	Morningside 1-1463	George A. Starbird	Microphone booms, cable hooks
Stromberg-Carlson Telephone Mfg. Co.	Rochester, N. Y.	100 Carlson Rd.	Culver 260	L. A. Randal	Relays, keys, patch cords, console type monitor speakers, amplifiers and microphones, F-M apparatus
Stuyvesant Electrical Co., Inc.	New York City	140 Washington St.	Cortland 7-4410	H. Guttman	Microphones, amplifiers, recording equipment
Sundt Engineering Co.	Chicago, Ill.	4757 Ravenwood Ave.	Longbeach 7778	E. V. Sundt	Neon tubes, neon pocket testers, tuning wands, neobeam oscilloscope, special amplifiers
Swan Engineering Co.	Newark, N. J.	410 Freyhlinghuysen Ave.	Bigelow 8-2020	George Swan	Studio chairs, tube bending
Taylor Tubes, Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Webster 4-1005	Magnus Bjorndal	Attenuators, volume indicators, controls, faders, gain sets, tap switches, mixing and switching panels
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	W. S. Hartford	Transformers, filter reactors, automatic voltage regulators
Transducer Corp.	New York	42 W. 48th St.	Bryant 9-7179	G. M. Giannini	Microphones, inter-communicating systems
Triplett Electrical Instrument Co.	Bluffton, Ohio	Harmond Road	323-W Bluffton	N. A. Triplett	Milliameters, ammeters, voltmeters, decibel meters, testing and measuring equipment
Truscon Steel Co.	Youngstown, O.	Youngstown, O.	3-2171	A. C. Wallen	Self supporting vertical radiators, uniform cross-section guyed masts
Turner Co.	Cedar Rapids, Ia.	909 17th St., N. E.	2-3527	H. W. Johnson	Crystal, dynamic microphones, microphone equipment
United Electronics Co.	Newark, N. J.	42 Spring St.	Humbolt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulative and sound absorptive construction
United Transformer Corp.	New York	150 Varick St.	Canal 6-1080	I. A. Mitchell	Transformers, reactors, voltage regulators, filters, varitans, rectifiers, control equipment
Universal Battery Co.	Chicago, Ill.	3410 So. La Salle St.	Boulevard 6065	Robert D. Mowry	Storage batteries
Universal Microphone Co., Ltd.	Inglewood, Cal. Los Angeles	424 Warren Lane	Orchard 7-4216 Oregon 8-1030	J. R. Fouch	Recording machines, cutting styli, cutting heads, recording blanks, recording amplifiers, microphones, stands, cables and accessory equipment
Utah Radio Products Co.	Chicago, Ill.	812 N. Orleans	Superior 8388	G. Hamilton Beasley	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs, vibrators
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	A. A. Berard	Rheostats, relays, resistors
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	Charles Cushway	Microphones, amplifiers, turntables, record changers, phonomotors, pickups
Webster Electric Co.	Racine, Wis.	Clark & De Koven Aves.	Jackson 5776	.....	Recording heads, power amplifiers, intercommunicating systems
W. S. E. Co.	Lancaster, Pa.	310 W. Orange St.	3-2622	Warner & Schrite	Tower painting
Western Electric Co.	(See Graybar Electric Co.)				
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Gilmore 7320	E. T. Morris	Broadcast transmitters and accessories built to customer's specifications
Weston Electrical Instrument Corp.	Newark, N. J.	614 Freyhlinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	A-C, D-C thermo panel instruments, power level indicators, electrical testing equipment
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenville 2600	E. N. Sutherland	Dry batteries
Wincharger Corp.	Sioux City, Iowa Winnipeg, Man.	E. 7th and Division Market St.	8-6513 9-2933	M. M. Lasensky Jack Cooper I. L. Peterman	Antenna towers, vertical and supporting towers, base insulators, strain insulators, cable, turnbuckles
Wright's Electrical Instrument Laboratory	Portland, Ore.	Reed College	Sunset 1112	John Wright	Custom built electrical instruments, repair service



# LOWER COST

## WINCHARGER

REG. U.S. PAT. OFF.

NEW GUYED

# VERTICAL RADIATOR

A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout, for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.



### APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

<b>200 FT. TOWER</b>	<b>*\$675<sup>00</sup></b>
<b>240 FT. TOWER</b>	<b>*\$1525<sup>00</sup></b>
<b>300 FT. TOWER</b>	<b>*\$2100<sup>00</sup></b>

(Experienced erection engineers available to handle complete installation of tower.)

\*F. O. B. Sioux City, Iowa less lighting and erection costs.

**WINCHARGER CORPORATION**  
SIOUX CITY IOWA

**WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS**

# MANUFACTURERS OF RECORDING AND ASSOCIATED EQUIPMENT

**ALLIED PHONOGRAPH & RECORD MFG. Co.**—1041 N. Las Palmas Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Manufactures: recording blanks, electrical reproducers.

**ALLIED RADIO Corp.**—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: Julius McBarron. Manufactures: recorders, discs, needles, turntables, reproducers.

**ALLIED RECORDING PRODUCTS Co.**—126 W. 46th St., New York City. Telephone: Bryant 9-1435. Manager: I. H. Goldman. Manufactures: recording machines, recording blanks, recording amplifiers, accessories.

**ANSLEY RADIO Corp.**—4377 Bronx Blvd., New York City. Telephone: Fairbanks 4-4110. Manager: A. C. Ansley. Manufactures: portable playback equipment.

**ASTATIC MICROPHONE LAB.**—830 Market St., Youngstown, O. Telephone: 3-2115. Manager: R. T. Schottenberg. Manufactures: crystal pickups, crystal recording heads, accessories.

**AUDAK Co.**—500 Fifth Ave., New York City. Telephone: Lackawanna 4-3723. Manager: George V. Sullivan. Manufactures: pickups, cutting heads.

**AUDIO DEVICES, Inc.**—1600 Broadway, New York City. Telephone: Circle 5-5696. Manager: A. C. Travis. Manufactures: instantaneous recording blanks.

**BELL SOUND SYSTEMS**—1183 Essex Ave., Columbus, O. Telephone: University 5121. Manager: F. W. Bell. Manufactures: playback equipment, turntables, recorders.

**BRUSH DEVELOPMENT Co.**—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: Victor B. Phillips. Manufactures: pickups, record cutters.

**COLLINS RADIO Co.**—2920 1st Ave., Cedar Rapids, Ia. Telephone: 8197. Manager: M. H. Collins. Manufactures: recording amplifiers.

**F. L. COOK**—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: recording discs, needles, cutting styli, motors.

**DUPLEX RECORDING DEVICES Co.**—514 W. 36th St., New York. Telephone: Bryant 9-0308. Manager: Benjamin Rose. Manufactures: recording equipment.

**ELECTRICAL SOUND ENGINEERING Co.**—904 E. 41st St., Baltimore, Md. Telephone: University 7513. Manufactures: recorders, discs, needles, audio and control equipment.

**FAIRCHILD AERIAL CAMERA Corp.**—88-06 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: R. H. Lasche. Manufactures: recording equipment, pickups, transcription turntables.

**FEDERAL RECORDER Co.**—50 W. 57th St., New York. Telephone: Circle 5-8497. Manager: M. M. Pochapin. Manufactures: recorders, accessories, blank discs, recording and playback needles.

**GARRARD SALES Corp.**—206 Broadway, New York. Telephone: Recor 2-1423. Manager: Wm. Carduner. Manufactures: record changers, transcription motors, pickups, cases.

**GATES RADIO & SUPPLY Co.**—Quincy, Ill. Telephone: Main 735. Manager: P. S. Gates. Manufactures: transcription equipment, sound effects tables.

**GOULD-MOODY Co.**—395 Broadway, New York City. Telephone: Canal 6-3446. Managers: Sidney S. Gould, William Moody. Manufactures: recording blanks.

**LANSING MFG. Co.**—6900 McKinley Ave., Los Angeles, Cal. Telephone: Thornwall 4175. Manager: L. B. Brittain. Manufactures: lateral recording equipment.

**MAXWELL-SMITH Co.**—1027 N. Highland, Hollywood, Cal. Telephone: Hillside 7868. Manager: Leo Petroff. Manufactures: transcription equipment.

**MCDONALD ENGINEERING Co.**—934 N. Western Ave., Los Angeles, Cal. Telephone: Hollywood 1679. Manager: Clifford C. McDonald. Manufactures: custom built reproducing equipment.

**MILES REPRODUCER Co.**—812 Broadway, New York City. Telephone: Gramercy 5-9468. Manager: J. M. Kublick. Manufactures: sound or film recording machines.

**MIRROR RECORD Corp.**—58 W. 25th St., New York City. Telephone: Chelsea 3-2222. Manager: Paul K. Trautwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles.

**MUSICRAFT RECORDS, Inc.**—10 W. 47th St., New York City. Telephone: Bryant 9-6564. Manager: Duane N. Davis. Manufactures: instantaneous recording blanks.

**NASH RADIO PRODUCTS Co.**—5437 Lisette Ave., St. Louis, Mo. Telephone: Flanders 4758. Manager: R. S. Nash. Manufactures: Playback equipment, transcription permatizer, master disc cutting lubricant, record cleaner, turntable oils and greases, recording discs, accessories.

**PACIFIC SOUND EQUIPMENT Co.**—180 N. Poinsettia Pl., Holly-

wood, Cal. Telephone: Wyoming 6937. Manager: Robt. G. Metzner. Manufactures: recording equipment, phonograph and transcription playbacks, P. A. systems.

**PAN AMERICAN RECORD Co.**—705 S. 1st St., Louisville, Ky. Telephone: Wabash 3773. Manufactures: record factory equipment and supplies.

**PIEZOELECTRIC LABS.**—New York Corp., N. Y. Telephone: Dongan Hill 6-2376-R. Manager: Chas. G. Ligh. Manufactures: recording equipment, acetate coated records.

**POINSETTIA, Inc.**—Pitman, N. J., Telephone: Pitman 511. Manager: E. Poinsett. Manufactures: sound recording equipment, record processing equipment, record factory equipment.

**PRESTO RECORDING Corp.**—242 W. 55th St., New York City. Telephone: Columbus 5-7760. Manager: R. C. Powell. Manufactures: instantaneous recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories.

**B. A. PROCTOR CO, Inc.**—230 Park Ave., New York City. Telephone: Murryhill 6-7542. Manager: F. C. W. Thiede. Manufactures: pickups, recording machines, sound effects, reproducing units.

**RADIAD SERVICE**—612 N. Michigan Ave., Chicago, Ill. Telephone: Superior 1275. Manager: Edward L. Foertsch. Manufactures: turntables, record cabinets, albums.

**RADIO ENGINEERING & MFG. Co.**—60 W. 25th St. Telephone: Chelsea 3-2222. Manager: Paul A. Girard. Manufactures: portable transcription reproducers and turntables.

**RADIO SPECIALTIES Co.**—1956 S. Figueroa St., Los Angeles, Cal. Telephone: Prospect 7271. Manager: Pat Marinack. Manufactures: recording discs.

**RADIOTONE Inc.**—7356 Melrose Ave., Hollywood, Cal. Telephone: York 7204. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs and accessories.

**RALSTON RECORD Co.**—Pitman, N. J. Telephone: Pitman 511. Manager: F. L. Pedrick. Manufactures: recording equipment.

**RANGERTONE Inc.**—201 Verona Ave., Newark, N. J. Telephone: Humboldt 2-0123. Manager: Major R. H. Ranger. Manufactures: recording needles, recording blanks.

**RCA MANUFACTURING Co.**—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

**RECOTON Corp.**—178 Prince St., New York City. Telephone: Walker 5-6151. Manager: F. Behrendt. Manufactures: sapphire and steel cutting needles, sapphire transcription needles, sapphire playback needles.

**REK-O-KUT Corp.**—254 Canal St., New York City. Telephone: Canal 6-3835. Manager: George Silber. Manufactures: recording overhead feed mechanism, all types feedscrews, custom built turntables and equipment for recorders.

**SEATTLE RADIO SUPPLY**—2117 Second Ave., Seattle, Wash. Telephone: Seneca 2345. Manager: Marshall Jones. Manufactures: reproducers, turntables, recorders.

**SHURE BROS.**—225 W. Huron St., Chicago. Telephone: Delaware 8383. Manager: J. A. Berman. Manufactures: pickups.

**SOUND APPARATUS Co.**—150 W. 46th St., New York City. Telephone: Bryant 9-8776. Manager: A. W. Niemann. Manufactures: recording machines, blanks, needles, recording heads, pickups, recording amplifiers.

**SOUND PROJECTS Co.**—3140 Walton St., Chicago, Ill. Telephone: Nevada 6262. Manager: Edw. L. Foertsch. Manufactures: turntables, playbacks.

**SPEAK-O-PHONE RECORDING & EQUIPMENT Co.**—23 W. 60th St., New York City. Telephone: Columbus 5-1860. Manager: C. A. Austin. Manufactures: recording equipment, acetate discs.

**SPOKANE RADIO Co.**—611 W. First Ave., Spokane, Wash. Telephone: Main 3213. Manager: M. H. Willis. Manufactures: recording equipment and supplies.

**STUYVESANT ELECTRICAL Co.**—140 Washington St., New York City. Telephone: Courtland 7-4410. Manager: H. Guttman. Manufactures: recording equipment.

**UNIVERSAL MICROPHONE Co. Ltd.**—424 Warren Lane, Inglewood, Cal. Telephone: Orchard 7-4216, Los Angeles. Telephone: Oregon 8-1030. Manager: J. R. Fouch. Manufactures: recording machines, cutting styli, cutting heads, blanks, recording amplifiers.

**WEBSTER Co.**—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: Chas. Cushway. Manufactures: turntables, record changers, pickups.

**WEBSTER ELECTRIC Co.**—Clark and De Koven Aves., Racine, Wis. Telephone: Jackson 6776. Manufactures: recording heads.

**MIRROR RECORD Corporation**

MIRROR RECORD CORPORATION • 58 WEST 25th STREET • NEW YORK, N. Y.  
 CHelsea 3-2222 & 2223 • P. K. TRAUTWEIN, Pres.

*Perfect Reflection calls for  
 A Flawless Original—  
 'Mirror Records' are  
 Consistently so!*

**Blank Discs  
 AND ACCESSORIES for Recording**

**WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS  
SOUND RECORDING EQUIPMENT AND DISCS**



**PRESTO**

RECORDING CORPORATION, 242 WEST 55th ST., NEW YORK, N. Y.

# Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles  
(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
10	30,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.80
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.76
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.45	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.72
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.69
50	6,000	1,050	285.7	2,050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6,050	49.59	7,050	42.55	8,050	37.27	9,050	33.65
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.61
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.58
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.54
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.50
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	33.47
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	33.43
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	33.39
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4,130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	33.35
140	2,143	1,140	263.2	2,140	140.2	3,140	95.5	4,140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	33.31
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6,150	48.78	7,150	41.96	8,150	36.81	9,150	33.27
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	33.23
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	33.19
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	33.15
190	1,579	1,190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	33.11
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4,200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8,200	36.59	9,200	33.07
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	33.03
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	33.00
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.96
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.92
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36.36	9,250	32.88
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.84
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.80
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.76
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.72
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4,300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.68
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.64
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.60
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.01	9,330	32.56
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.52
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.49
360	833	1,360	220.6	2,360	127.1	3,360	89.3	4,360	68.81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.45
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.41
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	32.37
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4,390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	32.33
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	32.29
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	32.25
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	32.21
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	32.17
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	32.13
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	32.09
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	32.05
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	32.01
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.97
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.93
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4,500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.89
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.85
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.81
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.77
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.73
550	545	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.69
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.65
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.61
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.57
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.53
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4,600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600	34.88	9,600	31.49



# Frequency Measuring Service



## Why You Should Subscribe to This RCA Service

Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable, and skillfully operated is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value, but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

RCA's laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years of experience in systematic, precise, measurements of the frequencies of RCA and foreign commercial radio stations, operating on frequencies ranging from 15 KC to 100 Megacycles.

Numerous Broadcasting, Police, Aviation, and Commercial stations throughout the United States, and in Canada, Mexico, and the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to the Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than one part in a million which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA Laboratories are acceptable to the FCC.

For Routine Service Apply at the Nearer Office

For Emergency Service Phone or Wire the Nearer Laboratory (Always Open)

Commercial Department  
New York, N. Y.  
66 Broad Street  
Phone: HAnover 2-1811

Commercial Department  
San Francisco, Calif.  
28 Geary Street  
Phone: Garfield 4200

Riverhead, N. Y.  
Phone: Riverhead 2230  
or Telegraph via Western Union  
Riverhead, New York

Point Reyes, Calif.  
Phone: Inverness 9-W  
or telegraph via Western Union  
Point Reyes Station  
Marin Co., Calif.

### R. C. A. COMMUNICATIONS, Inc.

A RADIO CORPORATION OF AMERICA SERVICE

United States

ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. President: Allen B. Du Mont. Branch: 515 Madison Ave., New York City; Telephone: Plaza 5-6071; manager, M. B. Lajoie. (Experimental station and manufacture of television apparatus.)

AMERICAN TELEVISION Corp.—130 W. 56th St., New York City. Telephone: Columbus 5-7144. Officials: Samuel M. Saltzman, president; Dewey Bullock, vice-president; Edward C. Santilli, secretary-treasurer; A. H. Pogson, assistant treasurer; Louis W. Parker, chief engineer; Marshall P. Wilder, consultant; Miss Patsy Burke Green, program director. (Manufacturer of receivers.)

BAIRD TELEVISION Corp.—New York Office, 1600 Broadway. Telephone: Circle 6-4848. Representative: Ian C. Javal. (Also see Baird Television Ltd., London.)

BELL TELEPHONE LABORATORIES—463 West St., New York City. (Visual transmission and coaxial cable experimentation.)

CHICAGO TELEVISION & RESEARCH LABORATORIES, Inc.—64 E. Lake St., Chicago, Ill. Telephone: Ravenswood 9841. Officials: Wilfred G. MacCurthy, president and director of research; George Taylor and L. N. Dezoffel, engineers. (Television research laboratory.)

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Television executives: Adrian Murphy, executive director of television; Leonard H. Hale, manager of television operations; Dr. Peter C. Goldmark, chief television engineer; Gilbert Seldes, director of television programs; John N. Dyer, assistant chief television engineer. (Experimental station and research.)

CROSLEY RADIO CORP.—Carew Tower Bldg., Cincinnati, O. Director: R. J. Rockwell. (Experimental laboratory.)

LEE DeFOREST LABORATORIES—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288. (Television apparatus experiments.)

DON LEE BROADCASTING SYSTEM—Television division, 7th & Bixel St., Los Angeles, Cal. Telephone: Van-dike 7111. Officials: Lewis Allen Weiss, vice-president and general manager; Harry R. Lubcke, director of television; Wilbur E. Thorp, assistant director of television; Thomas C. Sawyer, television producer; W. Klein, II, Jury and R. Pitzer, television engineers. (Experimental station and research.)

FARNSWORTH TELEVISION & RADIO CORP.—Fort Wayne, Ind. Director: Philo T. Farnsworth. (Television experiments and equipment.)

FIRST NATIONAL TELEVISION CORP.—Fidelity Bldg., Kansas City, Mo. Telephone: Harrison 5818. Executives: D. E. Kendrick, executive vice president; C. V. Peterson, treasurer and general manager. (Experimental station and school.)

GENERAL ELECTRIC Co.—Schenectady, N. Y. Telephone: Schenectady 4-2211. Officials: C. E. Wilson, president; H. L. Andrews, vice-president; W. R. G. Baker, manager. Radio & Television Depts.; Perry Hadlock, manager, radio receiver sales; H. A. Crossland, manager, television sales; George Henyan, manager, transmitter sales. (Experimental stations; manufacture of apparatus.)

INTERNATIONAL TELEVISION RADIO CORP.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

U. S. and Foreign Television Laboratories and Experimental Services

KALORAMA LABORATORY—168 Coit St., Irvington, N. J. Telephone: Essex 3-2211. Executive Vice-President: Emil A. Kern. (Experimental television and equipment.)

KANSAS STATE COLLEGE OF AGRICULTURE—Manhattan, Kan. Director: R. G. Kloeffer. (Experimental station.)

MIDLAND TELEVISION, Inc.—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. South-er, vice-president; T. M. Gluyas, chief

NATIONAL BROADCASTING Co.—RCA Bldg., New York City. Telephone: Circle 7-8300. Officials Assigned to Television: Alfred H. Morton, vice-president in charge of television coordinator; N. E. Kersta, assistant to coordinator; O. B. Hanson, vice-president and chief engineer; Thomas H. Hutchinson, television program manager; Robert M. Morris, development engineer. (Experimental station.)

NATIONAL TELEVISION & MANUFACTURING CORP.—480 Lexington Ave., New York City. Telephone: Plaza 3-0515. President: William B. Campbell. (Television research and development.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer: A. F. Murray. (Experimental station.)

PURDUE UNIVERSITY—West Lafayette, Ind. Telephone: Lafayette 3001. Directors: Dr. C. F. Harding, Prof. R. H. George, Prof. H. J. Heim. (Experimental station.)

RCA MANUFACTURING Co. Inc.—Front and Cooper Sts., Camden, N. J. Telephone: Camden 8000. Officials: Lewis M. Clement, vice-president in charge of research and engineering; E. W. Engstrom, general research; F. N. Rettenmeyer, receiver product design; J. B. Coleman, transmitter design; Dr. Vladimir Zworykin, director of electronic research. (Manufacturer of transmitting, receiving and field servicing equipment; associated with NBC.)

UNIVERSAL TELEVISION SYSTEM—Candler Bldg., Kansas City, Mo. Telephone: Victor 6423. Executives: S. Q. Noel, president; C. E. Salzer, vice-president and chief engineer. (Technical training school and laboratory.)

UNIVERSITY OF IOWA—Iowa City, Ia. Directors of Television: Prof. E. B. Kurtz, W. C. Morrison. (Experimental station.)

WALD RADIO & TELEVISION LABORATORIES, Inc.—1501 Broadway, New York City. Telephone: Luckawanna 4-0655. Officials: George Wald, president; Ralph Varner, vice-president and general counsel; Robert Robins, secretary-treasurer. (Patent holding, research, experimentation.)

Experimental

Television Stations Authorized in U.S.

January 15, 1940

Licensee and Location	Call Letters	Frequency Bands in Kc.	Power in Watts Visual	Power in Watts Aural
Columbia Broadcasting System <sup>1</sup> New York City	W2XAB	42,000-56,000 60,000-86,000	7,500	7,500
Don Lee Broadcasting System <sup>2</sup> Los Angeles	W6XAO	42,000-56,000 60,000-86,000 CP44,000-50,000	1,000	150
Don Lee Broadcasting System <sup>2</sup> Los Angeles	(Portable-Mobile) W6XDU	318,000-330,000	6.5	---
Allen B. DuMont Laboratories Passaic, N. J.	W2XVT	42,000-56,000	50	50
Allen B. DuMont Laboratories Passaic, N. J.	(Portable-Mobile) W10XKT (CP)	156,000-162,000	50	50
First National Television Inc. <sup>3</sup> Kansas City, Mo.	W9XAL	42,000-56,000 60,000-86,000	300	150
General Electric Co. <sup>4</sup> Schenectady, N. Y.	W2XVH	288,000-294,000	40	---
Albany, N. Y.	W2XB (CP)	60,000-86,000	10,000	3,000
Bridgeport, Conn.	W1XA (CP)	60,000-86,000	10,000	3,000
General Television Corp. Boston	W1XG	42,000-56,000 60,000-86,000	500	---
National Broadcasting Co. <sup>5</sup> New York City	W2XBS	42,000-56,000 60,000-86,000	12,000	15,000
National Broadcasting Co. <sup>5</sup> (portable)	W2XBT	156,000-162,000	400	100
Philco Radio & Television Corp. Philadelphia	W3XE	42,000-56,000 60,000-86,000	10,000	10,000
Philco Radio & Television Corp. Philadelphia	W3XP	204,000-210,000	15	..
Purdue University <sup>6</sup> West Lafayette, Ind.	W9XG	2,000-2,100	1,500	---
Radio Pictures Inc. <sup>7</sup> Long Island City, N. Y.	W2XDR	42,000-56,000 60,000-86,000	1,000	500
RCA Manufacturing Co. (Portable) Camden, N. J.	W3XAD	321,000-327,000	500	500
RCA Manufacturing Co. Camden, N. J.	W3XEP	42,000-56,000 60,000-86,000	30,000	30,000
University of Iowa <sup>8</sup> Iowa City, Ia.	W9XK	2,000-2,100	100	---
University of Iowa <sup>8</sup> Iowa City, Ia.	W9XUI	42,000-56,000 60,000-86,000	100	---
Zenith Radio Corp. Chicago	W9XZV	42,000-56,000 60,000-86,000	1,000	1,000

CP—Construction permit.

<sup>1</sup> Licensee of WABC, New York City. <sup>2</sup> Licensee of WFAF and WJZ, New York City.

<sup>3</sup> Licensee of KHJ, Los Angeles. <sup>4</sup> Licensee of WBAA, W. Lafayette, Ind.

<sup>5</sup> Licensee of KITE, Kansas City. <sup>6</sup> Affiliated with WQXR, New York City.

<sup>7</sup> Licensee of KSAC, Manhattan, Kan. <sup>8</sup> Licensee of WSUI, Iowa City, Ia.

<sup>9</sup> Licensee of WGY, Schenectady, N. Y.

Foreign

(Accuracy of data not guaranteed due to incomplete information on account of war censorship.)

BRITISH BROADCASTING Corp.—Broadcasting House, London W-1, England. Telephone: Welbeck 4468. Director of Television: Gerald Cock. Assistant Director of Television: R. A. Rendall. Television Executive: L. Schuster. (Operates television broadcasting service, all others either producing, transmitting or receiving equipment, or both.)

ELECTRIC & MUSICAL INDUSTRIES, Ltd. (EMI)—Blythe Road, Hayes, Middlesex, England. Telephone: Southall 2468. Technical Director: I. Schoenberg. Affiliated with Marconi-E.M.I. Television Co. Ltd., the Marconiophone Co., and H.M.V. (the Gramophone Co.).

BAIRD TELEVISION Ltd.—66 Haymarket, London, England. Telephone: Whitehall 5454. Chairman: Sir Harry Greer. Joint Managing Directors: John Logie Baird, H. Clayton. (Associated with Gaumont British Films, which also owns Bush Radio Ltd.)

MARCONIPHONE Co. Ltd.—210 Tottenham Court Road, London, England. Telephone: Museum 4144. Managing Director: J. H. Williams.

THE GRAMOPHONE Co. Ltd.—Blythe Road, Middlesex, England. Telephone: Southall 2468. (Manufacturers HMV receivers.)

MURPHY RADIO LTD.—Welwyn Garden City, Hertfordshire, England. Telephone: Welwyn Garden 800. Managing Director: E. J. Power.

EDISON SWAN ELECTRIC Co. Ltd.—155 Charing Cross Road, London WC-2, England. Telephone: Gerard 8660. Manager of Radio Division: W. W. Burnham.

SCOPHONY Ltd.—Thornwood Lodge, Campden Hill, London W-8, England. Telephone: Park 8181. Director: Solomon Sagall. (Television transmitting and receiving apparatus.)

BUSH RADIO Ltd., Power Road, Chiswick, London, England. Telephone: Chiswick 6491. (Manufacturers Baird receivers.)

GENERAL ELECTRIC Co. Ltd.—Magnet House, Kingsway, London, England. Telephone: Temple Bar 8000. Director of Research: C. C. Paterson.

FERRANTI Ltd.—Radio Works, Moston, Manchester 10, England. Telephone: Fallsworth 2271. Manager of Television Department: M. K. Taylor.

PYE Ltd.—Radio Works, Cambridge, England. Telephone: Cambridge 3434. General Manager: W. L. Tregoning.

A. C. COSSOR Ltd.—Cossor Works, Highbury Grove, London, England. Telephone: Canonbury 1234. Chief of Television Department: L. H. Bedford.

ULTRA ELECTRIC Ltd.—Ultra Works, Western Ave., Acton, London, W-3, England. Telephone: Acton 3434.

PHILIPS LAMPS Ltd.—145, Charing Cross Road, London, W.C.2, England. Telephone: Gerrard 7777.

MULLARD WIRELESS SERVICE Co., Ltd.—Cleveland, Cleve Road, Goring, Reading Berks, England. Telephone: Goring 283.

INVICTA RADIO LTD.—Radio Works, Parkhurst Road, London N.7, England. Telephone: North 3883.

E. K. COLE LTD.—Elko Works, Southend-on-Sea, Essex, England. Telephone: Southend 49491.

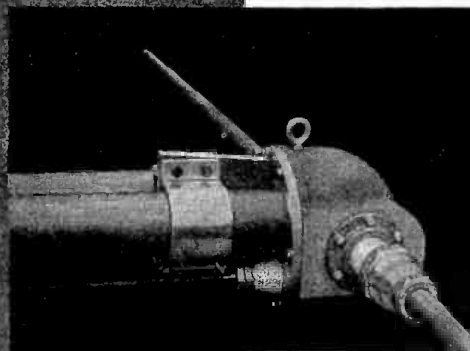
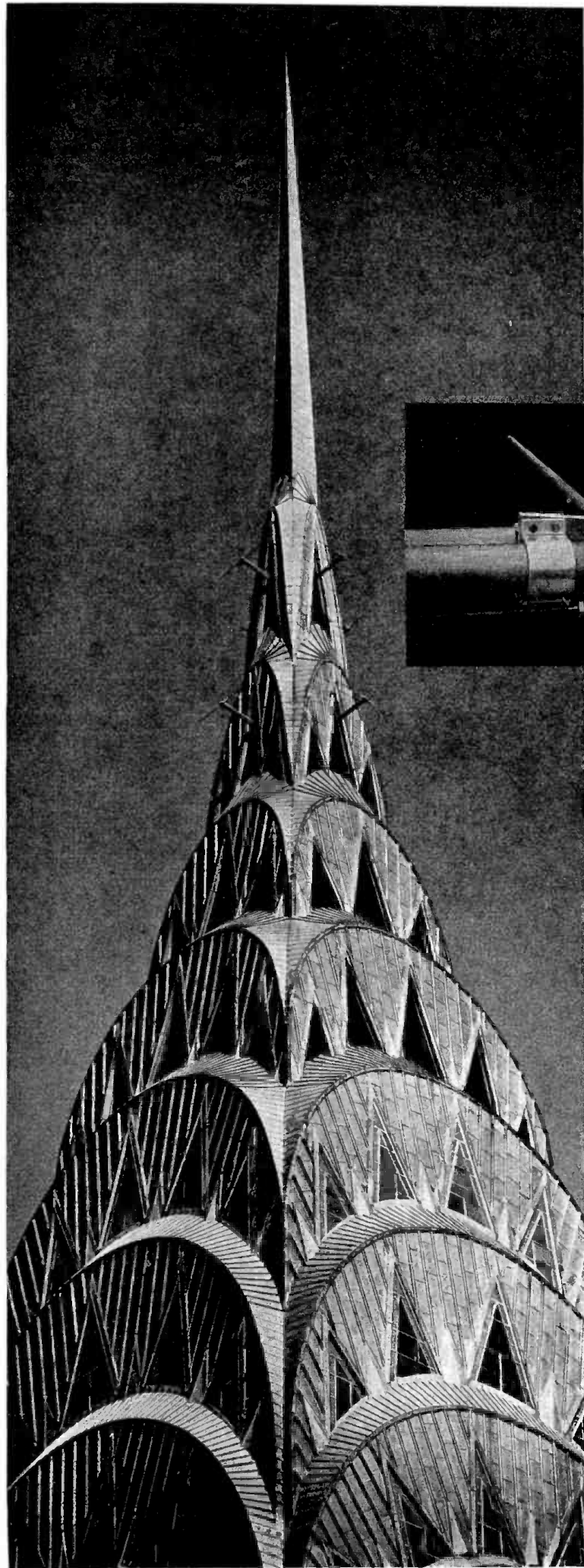
(Continued on page 340)



# CHRYSLER TOWER

## CBS TELEVISION ANTENNA

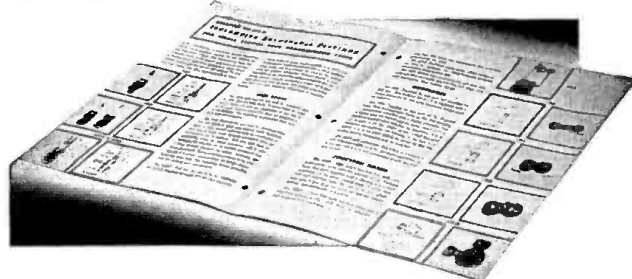
Another Achievement  
of Isolantite's Cooperative Design Service



**A**N OUTSTANDING example of Isolantite's service and cooperation with other organizations is the Antenna System at Columbia Broadcasting's television station in the Chrysler Tower. Through close collaboration with the engineers of CBS and RCA, this unique television antenna system

was produced. Starting with the fundamental electrical and physical requirements laid down by these engineers, Isolantite developed the mechanical design of the antenna in cooperation with CBS, and manufactured the entire system — dipole antennae, transmission lines, junction boxes, and matching equipment.

Service of this kind is typical of Isolantite's ability to offer consulting, design, and manufacturing assistance in insulation problems. Let Isolantite's specialized knowledge help you with your own requirements.



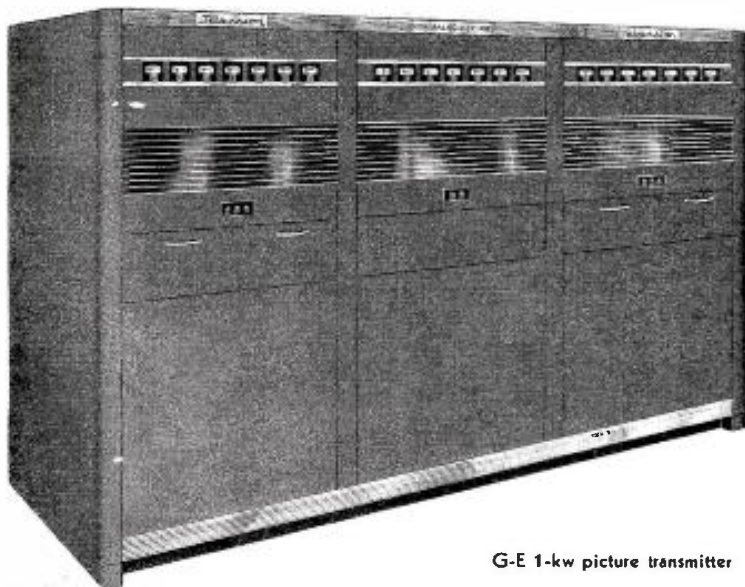
Solderless fittings for small copper tube transmission lines, employing the Raybould patented coupling, are preventing much of the trouble occurring with soldered fittings. For detailed information on these fittings, write for Bulletin No. 101-D.

# ISOLANTITE INC.

**CERAMIC INSULATORS**  
Factory: Belleville, N. J. • Sales Office: 233 Broadway, New York, N. Y.

# Look to General

## for Television Transmitters



G-E 1-kw picture transmitter

**S**UPERIOR, dependable, economical performance—that's what General Electric's new television transmitters are built to deliver. They meet all FCC regulations, NEMA and RMA standards—and in addition give you the benefit of G-E quality—famous for 60 years.

Consider these *exclusive* advantages of G-E picture transmitters:

- Low-level modulation on a sub-carrier
- Use of the superheterodyne principle
- Vestigial sideband filtering at low level in receiver-type tubes
- Easy adaptability to signal relaying
- Wide-band, class B linear amplifiers
- New, specially designed G-E tubes

Those are just a few high spots of the new G-E designs—features that painstaking G-E research has indicated to be necessary to give you the best performance, the most economical operation.

These new G-E television transmitters are available in 1-kw and 10-kw ratings for both picture and sound channels.

General Electric supplies complete studio equipment, too—lights, cameras, controls, monitors. Investigate G-E Television for *your* service area.

## for Frequency-Modulation Transmitters

**I**N frequency-modulation broadcasting—as in television—General Electric transmitters offer not only all the inherent advantages of the system, but also exclusive features for better operation.

### Frequency-modulation gives you:

Almost complete freedom from interference

Better coverage of your primary service area

High fidelity that's amazing

Improved economy of operation

Five ratings of G-E transmitters are now available—250 watts, 1, 3, 10, and 50 kw. Look into the *new* method of sound broadcasting without delay.

### General Electric transmitters add:

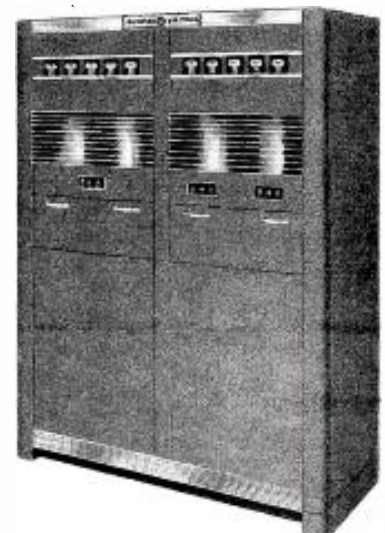
Simplified circuit designs

Reduced tube requirements

Lower power consumption

Accessibility to all parts without disassembly

Distortions less than  $1\frac{1}{2}\%$  from 30 to 7500 cycles; less than 3% to 15,000 cycles



G-E 1-kw frequency-modulation transmitter

# Electric

## for Transmitting Tubes

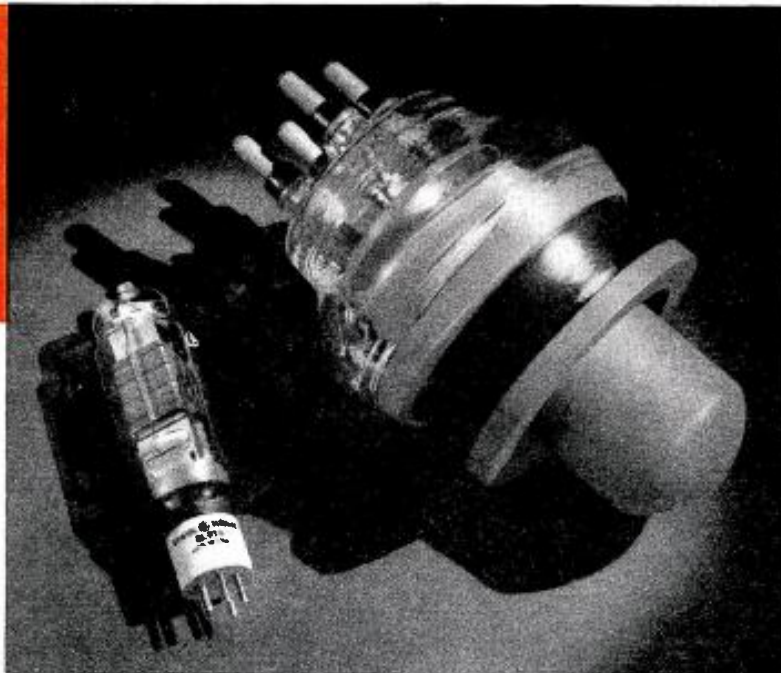
SINCE 1913, General Electric research scientists and engineers have established G-E leadership in tube design and manufacture. Latest of G-E developments are two new water-cooled transmitting tubes—the GL-880 and the GL-889—for high-power ultra-high-frequency service. And down through the years, G-E tube research has brought such major advancements as:

- thoriated tungsten filaments
- high-power water-cooled tubes
- the screen grid tube
- mercury-vapor rectifiers
- metal tubes

Tubes built by General Electric have for years given outstanding performance in every kind of application, including broadcast service. G-E tubes are built by highly skilled workmen, with modern machinery and the latest manufacturing methods. They are of uniformly high quality—built to give you the most for your tube dollar—in dependability, in service life, and in over-all economy of operation.

G-E warehouses are conveniently located to render prompt service in any part of the country.

Bulletin GEA-3315 lists the complete line, including technical information and prices. Write for a copy, or get one through your dealer.



### Air-cooled Types

GL-146	GL-801	GL-812	GL-849
GL-152	GL-802	GL-813	GL-851
GL-159	GL-803	GL-814	GL-860
GL-169	GL-805	GL-833	GL-861
GL-203A	GL-806	GL-835	GL-865
GL-204A	GL-807	GL-837	GL-1613
GL-211	GL-809	GL-838	GL-1614
GL-217C	GL-810	GL-843	GL-1619
GL-800	GL-811	GL-845	GL-1623

### Water-cooled Types

GL-207	GL-862	GL-891	GL-892R
GL-846	GL-880	GL-891R	GL-893
GL-858	GL-889	GL-892	GL-898

### Mercury-vapor Rectifiers

GL-857B  
GL-866  
GL-866A  
GL-869A  
GL-872  
GL-872A

For further information on G-E radio, television, frequency-modulation, and transmitting tubes call the nearest G-E sales office, or write direct to General Electric, Radio and Television Department, Schenectady, N. Y.

LOOK TO G.E. IN RADIO, TELEVISION, AND FREQUENCY MODULATION

# GENERAL ELECTRIC

# BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY 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 matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

**AMERICAN PIEZO SUPPLY CO.**—246 N. Wilson St., Vinita, Okla.  
Type No. C-X-7-C: Automatic Frequency Control Unit.

**BLILEY ELECTRIC CO.**—203 Union Station Bldg., Erie, Pa.  
Type No. BC 46T: Automatic Temperature Control Unit.

**COLLINS RADIO CO.**—Cedar Rapids, Ia.  
Types No. 10S-2; 40D; 40E: Automatic Frequency Control Units.  
Type No. 300E: 100 watt Broadcast Transmitters.

Types No. 300C; 300C-1; 300F: 250 watt Broadcast Transmitters.  
Types No. 20H; 20J: 1000 watt Broadcast Transmitter.  
Type No. 21D: 5000 watt Broadcast Transmitter.

**COMMERCIAL RADIO EQUIPMENT CO.**—7205 Baltimore St., Kansas City.  
Type No. FC-2: Automatic Frequency Control Unit.

**DOOLITTLE & FALKNER, Inc.**—7421 S. Loomis Blvd., Chicago.

Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).  
Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).  
Type No. 100-B: 100 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Type No. 250-B: 250 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

**GATES AMERICAN CORP.**—Quincy, Ill.  
Type No. 100-A: 100 watt Broadcast Transmitter.

Type No. 250-A: 250 watt Broadcast Transmitter.  
Type No. 25-A: Automatic Frequency Control Unit.

**KLUGE RADIO CO.**—1041 North Bonnie Bras, Los Angeles (formerly National Broadcasting Equipment Co., Scottsbluff, Neb.).

Types No. 4-B and 4-D: 100 watt Broadcast Transmitters.  
Type No. 4-C: 250 watt Broadcast Transmitter.

**PIEZO ELECTRIC LABORATORIES.**—612 Rockland Ave., New Dorp, N. Y.  
Types No. TC-210 and TC-350: Automatic Temperature Control Oven and Relay Unit.

Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).

Type No. OB-20: Amplifier Unit (second buffer).

**PRECISION PIEZO SERVICE.**—427 Asia St., Baton Rouge, La.  
Type No. 50-M: Automatic Temperature Control Unit.

**PREMIER CRYSTAL LABORATORIES, Inc.**—53-63 Park Row, New York City.  
Type No. 350-A: Automatic Frequency Control Unit.

**RCA VICTOR CO, Inc.**—Camden, N. J.  
Type No. UL-4292: Automatic Frequency Control Unit.

Types No. 100-E; 100-G; 100-H: 100 watt Broadcast Transmitters.

Types No. 250-D; 250-E; 250-G; 250-K: 250 watt Broadcast Transmitters.  
Type No. 250-F: 250 watt Broadcast Exciter Unit.

Types No. 1-E; 1-E-A; 1-G-ET-4300: 1000 watt Broadcast Transmitters.

Types No. 5-D; 5-D-1; 5-D-2; 5-DX; 5 kw Broadcast Transmitters.

Types No. 10-C-A; 10-C-B; 10-D: 10 kw Broadcast Transmitters.

Type No. 50-D: 50 kw Broadcast Transmitters.

Type No. 50-D: 50 kw Power Amplifier.

**D. V. TOSTENSON**—Moorhead, Minn.

Types No. 1-C and 2-C: Automatic Frequency Control Units.

Type No. 3-B: Automatic Temperature Control Chamber.

Type No. 101-B: 100 watt Broadcast Transmitter.

Type No. 250-B: 250 watt Broadcast Transmitter.

**WESTERN ELECTRIC CO.**—195 Broadway, New York City.

Types No. 700-A; 702-A; D-90684: Automatic Frequency Control Units.

Type No. 700-B: Automatic Frequency Control Unit (modified for low temperature coefficient crystal).

Type No. 20-A: 100/250 watt Broadcast Transmitter.

Types No. 301-A (formerly 12-A); 301-B (formerly 12-B); 310-A; 350-C-1: 100 watt Broadcast Transmitters.

Types No. 302-A; 302-B; 302-C; 310-B; 351E-1: 250 watt Broadcast Transmitters.

Types No. 303-A; 303-B; 303-C; 310-C; 352E-1: 500 watt Broadcast Transmitters.

Types No. 304-A; 304-B; 304-C; 310-D; 353B-1; 353E-1; 403A-1; D-94993; D-94994; D-96020; D-96021: 1000 watt Broadcast Transmitters.

Type No. 355B-1: 5 kw Broadcast Transmitter (Type No. 301B transmitter with D-97088 amplifier).

Types No. 355D-1 (Former Type No. 5 kw AC); 355E-1; 405A-1; D-94989; D-94990; D-94991; D-94992; D-96847; 5 kw Broadcast Transmitters.

Types No. 406A-1: 10 kw Broadcast Transmitters.

Types No. 306-A; 306-B; 407-A-1; 407-A-2; D-94995: 50 kw Broadcast Transmitters.

Type No. D-97088: 5 kw Power Amplifier (may be used with 301-A or B, 302-A or B, 303-A or B or 304-A or B).

Type No. D-97088 Modified for 2½ kw Broadcast Transmitter.

Type No. D-96847: Modified 2½ kw Broadcast Transmitter.

**WESTERN RADIO ENGINEERING CO., Inc.**—5th & St. Peter St., St. Paul, Minn.

Type No. F-100-A: Automatic Frequency Control Unit.

## Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS (Products Approved by FCC)

**American Piezo Supply Co.**—P. O. Box 6026, Kansas City, Mo.  
**Bellefonte Engineering Laboratories**—Bellefonte, Pa.

**Bliley Electric Co.**—Union Station Bldg., Erie, Pa.

**William W. L. Burnett**—4814 Idaho St., San Diego, Cal.

**Collins Radio Co.**—Cedar Rapids, Ia.  
**Commercial Radio Equipment Co.**—216 E. 74th St., Kansas City.

**Hipower Crystal Co.**—2035 W. Charleston St., Chicago, Ill.

**Hollister Crystal Co.**—Wichita, Kan.

**Piezo Electric Laboratories**—New Dorp, N. Y.

**Precision Crystal Laboratories**—P. O. Box 326, Springfield, Mass.

**Precision Piezo Service**—Baton Rouge, La.

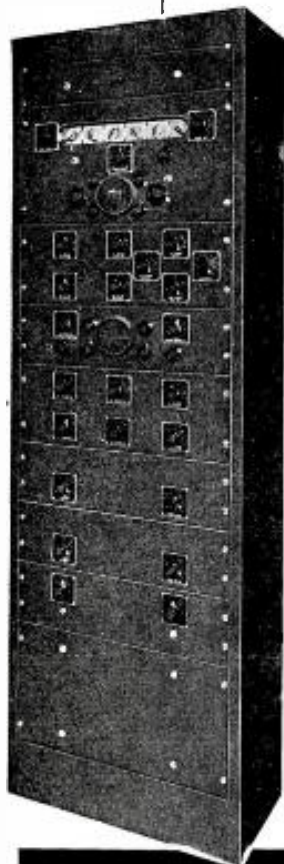
**Premier Crystal Laboratories, Inc.**—53 Park Row, New York City.

**RCA Mfg. Co.**—Camden, N. J.

**Scientific Radio Service**—Hyattsville, Md.

**Western Electric Co.**—195 Broadway, New York City.

## For television transmission consult Du Mont



As the pioneer in the cathode-ray field, it is but natural to look to Du Mont for your television studio and transmitting equipment. The Du Mont Type 203 Synchronizing-Signal Generator (here shown), for example, is the FIRST REALLY COMMERCIAL SYNCHRONIZING-SIGNAL GENERATOR made available in this country—it really "syncs!"

In the same manner, Du Mont direct pickup television cameras, film pickups, amplifiers, monitors, and transmitters may be obtained in either standard designs or engineered to meet the particular needs of your video program schedules, backed by the vast Du Mont background of experience.

### Consult Us...

We shall be pleased to consult with you on your video broadcasting plans and to assist in the specification of required equipment. A booklet on Du Mont television transmitting equipment will be gladly sent on request.



PASSAIC NEW JERSEY

Cable Address: Waspezin, New York

## Television LABORATORIES

(Foreign)

(Continued from page 336)

**KOLSTER-BRANDES Ltd.**—Cray Works, Sidcup, Kent, England. Telephone: Poots Cray 1188.

**RADIO GRAMOPHONE DEVELOPMENT Co., Ltd.**—Globe Works, Newtown Row, Birmingham, 6, England. Telephone: Aston Cross 3525.

**TANNOY PRODUCTS, (Guy R. Fountain, Ltd.)**—Canterbury Grove, West Norwood, London, S.E.27, England. Telephone: Streatham 4122.

**FERNSEH, A. G.**—Berlin Zehlendorf Goersolle, Berlin, Germany. Telephone: 84-00-11. Director: Dr. Paul Goerz. (Manufacturers television apparatus.)

**TELEFUNKEN G m.b. H.**—(Affiliated with RCA), Berlin, Germany. Director: Dr. Rukop.

**LABORATORIUM FUR BILDTELEGRAPHIC**—Wargenteinstrasse 7, Berlin-Grimewald, Germany. Telephone: 97-25-98. Director: Dr. Arthur Korn.

**AKTIENGESELLSCHAFT D. S. LOEWE**—Weisenweg 10, Berlin, Germany. Telephone: 79-1111. Directors: Herbert Ender, Dr. Herbert Meissner, Wilhelm Kiedel, Hans Schulze.

**REICHS - RUNDFUNK - GESELLSCHAFT**—German Broadcasting Co., Rundfunk Haus, Berlin, Germany. Telephone: Berlin 93-69-51. Officials: Dr. H. Glasmeier, director general; Herman Voss, Administration; Dr. Claus Hubmann, chief engineer; Dr. Kurt von Boeckmann, foreign relations.

**N. V. PHILIPS' GLOELAMPEN-FABRIEKEN**—(Philips Works) Eindhoven, Holland. President: Dr. A. P. Philips. Director: Dr. Bulth van der Pol.

**DIRECTION GENERALE de la RADIO-DIFFUSION NATIONALE**—107 Rue de Grenelle, Paris, France. Telephone: Invalides 42-60. Officials: M. Brillouin, director general; M. M. Devilles, director; LeCorbeiller, director; M. R. Fenelon, inspector general; M. R. Menou, sous-director; M. E. Bondeville, director in charge of emissions. (State television station.)

**EMYRADIO**—19 Rue de l'Ancienne Comedie, Paris, France. Telephone: Danton 49-78. Directors: M. Barthelmy. (Manufacturers and importers of television equipment.)

**LA TELEVISION NATIONALE**—39 Avenue des Champs Elysees, Paris. Telephone: Balzac 59-48. (Importers of television apparatus.)

**ENTE ITALIANO AUDIZIONI RADIOFINICHI**—(EIAR), Italian Broadcasting Co., Turin, Italy. Director of Television: Alessandro Banfi.

**JAPAN BROADCASTING Corp.**—Television laboratory, Kinuta, near Tokyo. Director: Dr. Kenjiro Takayanagi, on leave from Hamamatsu Engineering College.

20-B CONSOLE

27-C LIMITER

DYNAMOTE

CUSTOM BUILT SPEECH UNITS

250-A TRANSMITTER

COMMUNICATION TRANSMITTERS

**THE GATES WAY** to Better Broadcasting

**The GATES Companies —**  
 — GATES AMERICAN CORPORATION  
 — GATES RADIO & SUPPLY COMPANY  
 QUINCY, ILLINOIS, U. S. A. CABLE ADDRESS . . . GATESRADIO.

# The Current Regulatory Status of Television

## FCC's Proposed New Rules to Govern Television

[Subject of Public Hearing January 15, 1940]

Sec. 4.61 *Defined.* The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two general classes of stations recognized in the visual broadcast service, namely; television broadcast stations and facsimile broadcast stations.

Sec. 4.71 *Defined.* The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

(a) There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

### Sec. 4.72 *Licensing requirements, necessary showing.*

(a) A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.
2. That the program of research and experimentation will be conducted by qualified personnel.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through operation of the proposed station.

(b) A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.
2. That the program of experimentation will be conducted by qualified personnel.
- 3.\* That a minimum scheduled program service of five hours per week will be maintained throughout the license period.
4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.
5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.
- 6.\*\* That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations.
7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the standards of allocation applicable to television broadcast stations.
8. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

### Sec. 4.73 *Operation*

Class I and Class II stations: (Charges.)

(a) No charges either direct or indirect shall be made for either the production or transmission of either aural or visual programs by Class I television stations:

(b) No charges either direct or indirect shall be made for the transmission of either aural or visual programs by Class II television stations; however, Class II television broadcast stations may make charges to cover cost of program production, including advertising material, which programs may be transmitted as an experimental program service but without charge for such transmission:

(c) Quarterly reports shall be made to the Commission by Class II television broadcast stations of the charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

(d) The offering by any person of the facilities of any television broadcast station on a regular commercial basis is prohibited. The limited commercialization permitted under subsection (b) above shall not take precedence over the experimental service, but shall in fact be subordinated to it.

Class I stations:

#### *Scope of Experimentation, Limitations and Restrictions.*

(e) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate to render regularly scheduled broadcast service to the public.

(f) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(g) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

Class II Stations:

#### *Scope of Experimentation; Service Requirements.*

(h) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique, determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(i) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(j) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(k) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(l) In case of failure of a Class II station to render its minimum of scheduled program service per week, the renewal of the license therefor may be refused unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

Sec. 4.74 *Frequency assignment.* (a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A	Group B	Group C
Channel No. 1 44,000-50,000 kc.	Channel No. 8 156,000-162,000 kc.	Any 6000
2 50,000-56,000	9 162,000-168,000 <sup>1</sup>	kc. band
3 66,000-72,000	10 180,000-186,000	above
4 78,000-84,000	11 186,000-192,000	300,000
5 84,000-90,000	12 204,000-210,000	kc. exclud-
6 96,000-102,000	13 210,000-216,000 <sup>1</sup>	ing band
7 102,000-108,000	14 234,000-240,000	400,000 to
	15 240,000-246,000	401,000 kc.
	16 258,000-264,000	
	17 264,000-270,000 <sup>1</sup>	
	18 282,000-288,000	
	19 288,000-294,000	

<sup>1</sup> See Secs. 4.4(c) and 4.154(a).

(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of a channel to a Class II television broadcast station does not preclude the use of that channel by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in Group A for Class II television broadcast stations will be limited as follows:\*

Cities whose metropolitan districts exceed 1,000,000 population	3 channels
Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population	2 channels
Cities whose metropolitan districts are less than 500,000 population	1 channel

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

### Sec. 4.75 *Power.*

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

### Sec. 4.76 *Supplemental report with renewal application.*

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include comprehensive reports on the following:

#### (a) *For Class I Television Broadcast Stations.*

1. Number of hours operated.
2. Full data on research and experimentation conducted.
3. Conclusions, tentative and final.
4. Program for further developments of the television broadcast service.
5. All developments and major changes in equipment.
6. Any other pertinent developments.

#### (b) *For Class II Television Broadcast Stations.*

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Studio equipment used and any developments made during the license period.
3. Progress made in the advancement of television broadcasting as a service to the public.
4. Itemized financial data on cost of operation during the license period.
5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area).

\* This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.

**Abstract of  
Television Allocation Recommendations of RMA  
Recommended for Adoption by  
FCC Television Committee**

The following formula has been developed<sup>1</sup> for the calculation of the field intensity at a distance from a transmitter operating on frequencies above 40 Mc. and measurements have been made that indicate it is reasonably accurate.

$$E = \frac{.01052 \sqrt{W} \text{ IIAF}}{DN} \text{ microvolts per meter}$$

where W = Watts radiated (doublet)  
H = Antenna height in feet  
A = Receiving antenna height in feet  
F = Frequency in megacycles  
D = Distance in miles

Within the optical horizon the value of N is 2. Beyond the horizon the value of N is greater than 2, increasing with frequency. These formulas have been used to calculate the propagation curves (E vs distance) given in Appendix I which were used as a basis for the following recommendations:

**RECOMMENDATIONS**

- It is recommended:
1. That the curves shown in this report\* be used for the calculation of field intensity at a distance from a television station, 50 mc to apply to channels 1 and 2, 70 mc to apply to channels 3 and 4, and 100 mc to apply to channels 5, 6 and 7.
  - \* Curves can be procured from FCC or RMA.
  2. That, in considering the matter of protection to be given to stations for allocation purposes, the limit of the service area of a television station shall be the 500 uv/m contour and no protection shall be given outside of this contour.
  3. That 46 decibels (200-1) be used as the ratio of desired to undesired signals on the same channel necessary for interference-free reception. This means that at the 500 uv/m contour of a station not more than 2.5 uv/m should be permitted from other stations on the same frequency.
  4. That allocations be made in such manner as to provide service from a station which will fit the community (considering topography, population distribution, etc.) to which the station is assigned.
  5. That in all allocations discrete steps of "equivalent power"<sup>2</sup> (100 kw, 10 kw, 1 kw and .1 kw) and effective heights<sup>3</sup> (1500', 1000', 500', 250') be used as standards for authorizations; that during the development of the service operation at convenient power and height between the maxima authorized and the next lower step be permitted, time being allowed to stations to develop up to the maximum service required for the area to which it is assigned.
  6. That, in allocating frequencies, certain channels be reserved for high-powered stations to render service to large, highly populated centers and their surrounding areas of economic dependence and that other channels be used for low-powered stations rendering service to smaller communities and concentrated centers of population.
  7. That within the 500 uv/m contour of a desired station the field from the stations on the adjacent channels shall not exceed 50 uv/m. (In the New York area there are in existence two transmitters operating on adjacent channels at approximately common locations. It is believed that because of over-lapping service areas, the discrimination of receivers will permit a ratio of 1:1. Other allocations should not be made similar to New York until adequate investigation can be made of this one case.)

**APPENDIX I  
TRANSMISSION CHARACTERISTICS OF  
FREQUENCIES USABLE FOR TELEVISION**

There has been prepared a group of charts showing calculated values of field strength for a radiated power of 10 kw and various heights of transmitter and frequencies. Calculations were made for heights of 250, 500, 1000 and 1500 feet at the transmitter. Curves were plotted for frequencies of 50, 70, 100, and 150 mc. A height of 30 feet was assumed for the receiving antenna. The calculations were made on the assumption that the field strength would be inversely proportional to the square of distance out to the optical horizon from the transmitter and that beyond that point the field strength falls off inversely proportional to distance raised to another exponent. This other exponent is larger than 2 and increases with frequency. A curve is included showing how this exponent varies with frequency. The value of this exponent has been determined from actual field strength measurements made at various distances and the calculations have been applied to a great number of curves plotted from field data along various radials, most of them from the Empire State Building. In general, the shape of the calculated curve is in good agreement with the shape of the observed data. The calculated curves do, however, represent the conditions to be expected at most favorable receiving locations. Experience has been that many receiving points will have values of field strength as much as 20 db below the calculated curves.

For obtaining points at other frequencies or heights it may be assumed that the field strength will be directly proportional to frequency, directly proportional to the square root of radiated power and directly proportional to height for all points within the optical horizon from the transmitter. The distance of the optical horizon may be calculated for smooth ground as being equal to the product of 1.22 times the square root of the transmitter height. The answer will be in miles and the height should be expressed in feet.

It is not considered that ground conductivity is as important a consideration

<sup>1</sup> Some Notes on Ultra High Frequency Propagation, *RCA Review*, Volume 1, January 1937, and Notes on the Random Fading of 50 Megacycle Signals on Non-Optical Paths, *Proceedings of the IRE*, August 1939.

<sup>2</sup> See definition of "equivalent power."

<sup>3</sup> Effective height is the height of the antenna above the average elevation of the area to be covered by the signal.

**Proposed Television Transmission Standards  
Recommended by Radio Manufacturers Assn. to FCC**

- T-101 *Television Channel Width*  
The standard television channel shall not be less than 6 megacycles in width.
- T-102 *Television and Sound Carrier Spacing*  
It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)
- T-103 *Sound Carrier and Television Carrier Relation*  
It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.
- T-104 *Position of Sound Carrier*  
It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.
- T-105 *Polarity of Transmission*  
It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121)
- T-106 *Frame Frequency*  
It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.
- T-107 *Number of Lines per Frame*  
It shall be standard to use 441 lines per frame.
- T-108 *Aspect Ratio*  
The standard picture aspect ratio shall be 4:3.
- T-109 *Percentage of Television Signal Devoted To Synchronization*  
If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard to use not less than 20% nor more than 25% of the total amplitude for synchronizing pulses.
- T-110 *Method of Transmission*  
It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.
- T-111 *Synchronizing*  
The standard synchronizing signals shall be as shown on Drawing T-111.
- T-112 *Transmitter Modulation Capability*  
If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard for the signal amplitude to drop to 25% or less of peak amplitude for maximum white.
- T-113 *Transmitter Output Rating*  
It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.
- T-114 *Relative Radiated Power for Picture and for Sound*  
It shall be standard to have the radiated power for the picture approximately the same as for sound.

in the field of ultra high frequency propagation as it is in the consideration of standard broadcast frequency problems.

Large obstructions can be expected to have a serious effect upon propagation at these frequencies. Receiving sites situated behind large buildings or mountains can be expected to be seriously handicapped. In many such cases the handicap can be overcome by situating the antenna at a more favorable location and bringing the signal to the receiver through a transmission line.

Large areas of water will, in general, reduce the field strength received by horizontal polarization. In this one respect, horizontal polarization is affected worse than vertical polarization.

Another factor is the matter of field strength in variation. At distances beyond 20 or 30 miles and especially at distances beyond the horizon, the field strength is subject to a variability caused by changes of the index of refraction of the atmosphere. These variations of field strength are more pronounced in the summertime than in the winter. As a general rule the tendency is toward higher field strengths at night than in the daytime. These variabilities are generally less pronounced on a high antenna than on a low antenna.

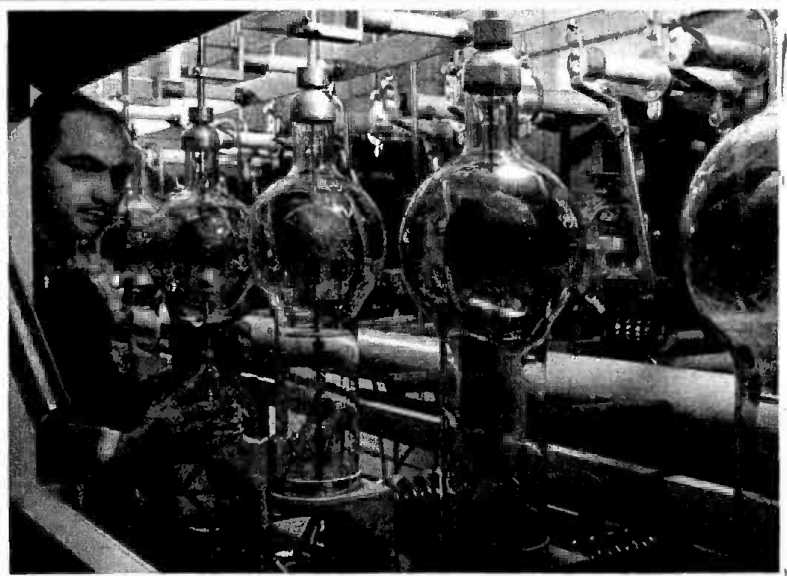
**APPENDIX II  
ASSUMED RADII OF SERVICE OF TELEVISION TRANSMITTERS  
ON CHANNELS AS INDICATED  
(Location of 500 uv/m contour)**

Antenna Height	Channels	Station Maximum Power			
		100 kw.	10 kw.	1 kw.	0.1 kw.
1000 ft.	1, 2	65	50	30	18
	3, 4	65	50	35	20
	5, 6, 7	65	50	40	23
500 ft.	1, 2	45	33	22	12
	3, 4	45	35	25	15
	5, 6, 7	45	37	28	18
250 ft.	1, 2	31	24	17	9
	3, 4	31	24	18	10
	5, 6, 7	31	24	20	12

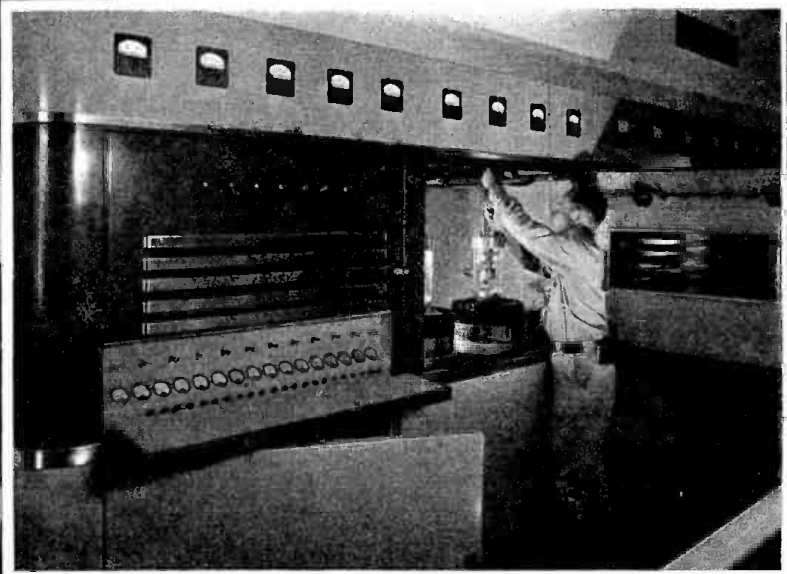
**APPENDIX III  
ASSUMED RADII OF INTERFERENCE OF TELEVISION TRANSMITTERS  
ON CHANNELS AS INDICATED  
(Location of 2.5 uv/m contour)**

Antenna Height	Channels	Station Maximum Power			
		100 kw.	10 kw.	1 kw.	0.1 kw.
1000 ft.	1, 2	250	185	136	100
	3, 4	220	165	128	95
	5, 6, 7	185	145	115	90
500 ft.	1, 2	175	130	95	70
	3, 4	155	120	90	70
	5, 6, 7	135	105	85	65
250 ft.	1, 2	120	90	65	50
	3, 4	100	80	60	50
	5, 6, 7	90	70	55	45

# WESTINGHOUSE



High-voltage rectifier arrangement which obviates manual changing of tubes during broadcast periods. In the background are relays for electrical changing of tubes.



Streamlined front of the new 50,000-watt Westinghouse transmitter at KDKA. Air-cooled tube in the modulator unit being connected at the panel of the transmitter for amplifier and radio frequency exciter unit.



# Westinghouse



# ANNOUNCES *New* LINE OF BROADCAST EQUIPMENT

## *First* TRANSMITTER GOES TO KDKA

Westinghouse, operator of the nation's first broadcasting station, presents to radio a new line of broadcasting equipment.

First of the new equipment, a 50,000 watt transmitter, has given a new voice to Westinghouse KDKA just as the station entered its 20th year.

The KDKA 50,000 watt equipment steps far ahead of conventional design in many improvements and refinements among which are:

- 1 Air cooling of all tubes, eliminating all water cooling and permitting utilization of exhaust air for heating the building.
- 2 Replacement of rectifier tubes by electrical remote control.
- 3 New standard of efficiency—50 kilowatts

output 100% modulated for 150 kw from the power line.

- 4 Clean cut modern design with every part readily accessible.

To operators of stations everywhere, this Westinghouse announcement signals availability of proved equipment that contains all the practical features Westinghouse has learned in 19 years of operating some of the nation's foremost stations. Call the nearest Westinghouse office for further information.

J-08005

# Broadcast Equipment

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

## ALABAMA

WHMA, Anniston—Location of Transmitter: Anniston. Make: Collins. Tower: 1 Wincharger, 155 ft. Speech Input: Collins. Microphones: WE.  
 WAPI, Birmingham—Location of Transmitter: Sandusky, Ala. Make: WE. Towers: Two, 210 feet. Speech Input: RCA. Microphones: WE.  
 WBRG, Birmingham—Location of Transmitter: Coalburg Mountain. Make: RCA. Tower: 1 Blaw-Knox, 286 ft. Speech Input: RCA. Microphones: WE.  
 WSGN, Birmingham—Location of Transmitter: Druid Hills. Make: WE. Tower: One, 188 ft. Speech Input: WE. Microphones: WE.  
 WMSL, Decatur—Location of Transmitter: 511 Bank St. Make: Composite. Tower: 1 Wincharger, 155 ft. Speech Input: Composite. Microphones: RCA.  
 WAGF, Dothan—Location of Transmitter: Dothan. Make: Composite. Towers: Two, 70 feet. Speech Input: WE. Microphones: WE.  
 WBLY, Gadsden—Location of Transmitter: Gadsden. Make: Composite. Tower: 1 Blaw-Knox, 187 ft. Microphones: RCA.  
 WBHP, Huntsville—Location of Transmitter: Athens Pike. Make: Composite. Tower: One, 175 ft. Speech Input: Composite. Microphones: RCA, Shure.  
 WALA, Mobile—Location of Transmitter: Mobile. Make: WE. Towers: 2 Mobile Steel, 45 ft. atop 55 ft. bldg. Speech Input: WE. Microphones: WE.  
 WMOB, Mobile—Location of Transmitter: 600 St. Louis St. Make: RCA. Tower: One, 165 feet. Speech Input: RCA. Microphones: RCA.  
 WCOV, Montgomery—Location of Transmitter: Narrow Lane Road. Make: Collins. Tower: 1 Lehigh, 204 ft. Speech Input: Collins. Microphones: RCA.  
 WSFA, Montgomery—Location of Transmitter: Narrow Lane Road. Make: Collins. Tower: 1 Blaw-Knox, 183 feet. Speech Input: Collins. Microphones: RCA.  
 WMSD, Muscle Shoals City—Location of Transmitter: E. Second St. Make: Hi-Grade Sylvania. Tower: One, 168 ft. Speech Input: Hi-Grade Sylvania. Microphones: Shure.  
 WHBB, Selma—Location of Transmitter: Edgewood, Ala. Make: WE. Tower: One, 157 feet. Microphones: RCA.  
 WJRD, Tuscaloosa—Location of Transmitter: Southern Dairy Farm. Make: RCA. Tower: 1 Wincharger, 185 feet. Speech Input: Gates. Microphones: RCA.

## ARIZONA

KWJB, Globe—Location of Transmitter: 1 mile south of Globe. Make: WE. Tower: 1 Allison, 204 feet. Speech Input: WE. Microphones: WE.  
 KCRJ, Jerome—Location of Transmitter: 711 Main St. Make: RCA. Tower: 1 Wincharger, 180 feet. Speech Input: RCA. Microphones: Amperite.  
 KSUN, Lowell—Location of Transmitter: Lowell Sta., Biabee, Ariz. Make: Composite. Tower: 1 Composite, 210 feet. Microphones: WE.  
 KOY, Phoenix—Location of Transmitter: 12th St. & Camelback Rd. Make: Collins. Tower: 1 Blaw-Knox, 289 feet. Speech Input: Collins. Microphones: WE, RCA.  
 KTAR, Phoenix—Location of Transmitter: Heard Bldg. Make: WE. Towers: 2 Pacific Iron & Steel, 180 ft. above 100 ft. bldg. Speech Input: WE. RCA. Microphones: RCA.  
 KGLU, Safford—Location of Transmitter: Sixth Ave. & Relation St. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.  
 KVOA, Tucson—Location of Transmitter: 10th & Lee Sts. Make: Composite. Tower: One, 189 ft. Speech Input: Composite. Microphones: RCA.  
 KYUM, Yuma—Location of Transmitter: 22 Second St. Make: RCA. Tower: One, 175 ft. Speech Input: RCA. Microphones: RCA.

## ARKANSAS

KLON, Blytheville—Location of Transmitter: 218 W. Walnut St. Make: Gates American. Tower: 1 Blaw-Knox, 205 ft. Speech Input: Gates. Microphones: Amperite.  
 KELD, El Dorado—Location of Transmitter: Box 610. Make: RCA. Tower: 1 Blaw-Knox, 184 feet. Speech Input: RCA. Microphones: RCA, WE.  
 KFPW, Fort Smith—Location of Transmitter: Albert Pike and Kelly Highway. Make: RCA. Tower: 1 Blaw-Knox, 180 ft. Speech Input: Composite. Microphones: RCA, WE.  
 KTHS, Hot Springs—Location of Transmitter: Malvera Highway. Make: Composite. Towers: Two, 200 feet. Speech Input: WE. Microphones: WE, RCA.

KWFC, Hot Springs—Location of Transmitter: Hot Springs. Make: WE. Tower: 1 Blaw-Knox. Speech Input: WE.  
 KBTM, Jonesboro—Location of Transmitter: Jonesboro. Make: Gates. Tower: 1 Truscon, 195 ft. Speech Input: Gates. Microphones: Amperite, Shure.  
 KARK, Little Rock—Location of Transmitter: East of North Little Rock. Make: RCA. Towers: 2 Blaw-Knox, 310 feet; and 1 Truscon, 255 feet. Speech Input: RCA. Microphones: RCA.  
 KGHI, Little Rock—Location of Transmitter: Gazette Bldg. Make: Composite. Tower: 1 Wincharger, 175 ft. Speech Input: WE. Microphones: RCA, WE.  
 KLRA, Little Rock—Location of Transmitter: P. O. Box 560, North Little Rock. Make: Composite. Tower: 1 Truscon, 300 feet. Speech Input: RCA. Microphones: RCA, WE.  
 KOTN, Pine Bluff—Location of Transmitter: 505½ Main St. Make: Composite. Tower: 1 Truscon, 154 feet. Speech Input: RCA. Microphones: Shure.  
 KUOA, Siloam Springs—Location of Transmitter: Siloam Springs. Make: WE. Tower: 1 Blaw-Knox, 450 feet. Speech Input: WE. Microphones: WE.

## CALIFORNIA

KERN, Bakersfield—Location of Transmitter: Elks Bldg. Make: Composite. Tower: 1 Composite, 170 feet. Speech Input: Composite. Microphones: RCA.  
 KPMC, Bakersfield—Location of Transmitter: Box 1709. Make: RCA. Towers: Two, 145 ft. Speech Input: RCA, WE. Microphones: RCA, WE.  
 KRE, Berkeley—Location of Transmitter: 601 Ashby Ave. Make: WE. Tower: 1 Blaw-Knox, 190 feet. Speech Input: WE. Microphones: WE, RCA.  
 KHSL, Chico—Location of Transmitter: Hooker & Madrone Ave. Make: RCA. Tower: One, 248 ft. Speech Input: RCA. Microphones: RCA.  
 KIEM, Eureka—Location of Transmitter: Box 43, Eureka Inlet, Humboldt Bay. Make: WE. Tower: 1 Blaw-Knox. Speech Input: Composite, Remler. Microphones: WE.  
 KARM, Fresno—Make of Transmitter: RCA. Tower: One, 250 feet. Speech Input: RCA. Microphones: RCA.  
 KIEV, Glendale—Location of Transmitter: Broadway & Glendale Blvd. Make: RCA. Towers: Two, 125 ft. & 135 ft. Speech Input: RCA. Microphones: WE.  
 KFOJ, Long Beach—Location of Transmitter: 220 E. Anaheim St. Make: WE. Towers: 2 Pacific Steel, 142 feet. Speech Input: WE. Microphones: WE.  
 KGER, Long Beach—Location of Transmitter: Long Beach. Make: RCA. Tower: 1 Blaw-Knox, 180 feet. Speech Input: WE. Microphones: WE.  
 KECA, Los Angeles—Location of Transmitter: 2951 Moynier Lane, Culver City, Calif. Make: RCA. Tower: 1 Ideco, 485 ft. Speech Input: RCA, WE. Microphones: RCA, WE.  
 KFAC, Los Angeles—Location of Transmitter: 8581 W. 18th St. Make: WE. Towers: Two, 150 feet. Speech Input: WE.  
 KFI, Los Angeles—Location of Transmitter: Buena Park, Calif. Make: RCA. Towers: 2 Pacific Iron & Steel, 400 ft. Speech Input: RCA, WE. Microphones: RCA, WE.  
 KFSG, Los Angeles—Location of Transmitter: 1100 Glendale Blvd. Make: Composite. Tower: One Wincharger, 335 ft. Speech Input: WE, Gates. Microphones: WE, American.  
 KFVD, Los Angeles—Location of Transmitter: 9300 Catteraug Ave. Make: WE. Tower: 1 Blaw-Knox, 250 feet. Speech Input: WE. Microphones: Gates, WE.  
 KFWB, Los Angeles—Location of Transmitter: Moynier Lane at Figueroa Rd., Culver City, Calif. Make: RCA. Tower: 1 Ideco, 465 feet. Speech Input: RCA. Microphones: RCA.  
 KGFJ, Los Angeles—Location of Transmitter: Washington & Oak Sts. Make: Composite. Towers: 2 Composite, 170 feet above ground. Speech Input: WE. Microphones: WE.  
 KHJ, Los Angeles—Location of Transmitter: 1076 W. Seventh St. Make: WE. Towers: Two, 125 feet. Speech Input: WE. Microphones: WE, RCA.  
 KMPC, Los Angeles—Location of Transmitter: Beverly Hills. Make: RCA. Towers: Two, 130 feet. Speech Input: Collins. Microphones: RCA, WE.  
 KMTR, Los Angeles—Location of Transmitter: 1000 Cahuena Blvd. Make: RCA. Towers: 2 Consolidated Steel, 253 feet. Speech Input: WE. Microphones: WE, RCA.  
 KNX, Los Angeles—Location of Transmitter: Torrance, Calif. Make: RCA. Tower: 1 Ideco, 490 ft. Speech Input: RCA. Microphones: RCA.

KRKC, Los Angeles—Location of Transmitter: 1100 Glendale Blvd. Make: Composite. Tower: 1 Wincharger, 335 feet above ground. Speech Input: Collins, WE. Microphones: WE, RCA.  
 KLOS, Los Angeles—Location of Transmitter: 1½ miles northeast of Merced. Make: WE. Tower: 1 Bethlehem, 216 feet. Speech Input: WE. Microphones: RCA.  
 KTRB, Modesto—Location of Transmitter: McHenry & Sylvan Sts. Make: Composite. Towers: Two, 60 feet. Speech Input: Composite. Microphones: Astatic, American.  
 KRON, Monterey—Location of Transmitter: Monterey. Make: WE. Tower: One, 220 feet. Speech Input: WE. Microphones: WE, RCA.  
 KLS, Oakland—Location of Transmitter: 327 21st St. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.  
 KLBK, Oakland—Location of Transmitter: Tribune Tower. Make: WE. Tower: One, 350 feet above ground. Speech Input: WE. Microphones: WE.  
 KROW, Oakland—Location of Transmitter: 1520 Eighth Ave. Make: WE. Towers: Two, 120 ft. Speech Input: Remler. WE. Microphones: WE.  
 KPFC, Pasadena—Location of Transmitter: 585 E. Colorado St. Make: RCA. Towers: Two, 130 feet & 210 feet. Speech Input: Harrison. Microphones: Harrison, Amperite.  
 KVCV, Redding—Location of Transmitter: Redding. Make: RCA. Tower: One, 159 feet. Speech Input: RCA. Microphones: RCA.  
 KFBC, Sacramento—Location of Transmitter: Yolo County. Make: RCA. Tower: 1 Bethlehem, 250 feet. Speech Input: RCA. Microphones: RCA.  
 KROY, Sacramento—Location of Transmitter: 65th St. at 14th Ave. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Radio Labs. Microphones: RCA, WE.  
 KEXM, San Bernardino—Location of Transmitter: 512 Fifth St. Make: Composite. Towers: 2 Composite, 100 feet. Speech Input: RCA. Microphones: RCA.  
 KFSD, San Diego—Location of Transmitter: 426 Broadway. Make: WE. Towers: Two, 231 ft. Speech Input: Composite. Microphones: WE.  
 KFRC, San Francisco—Location of Transmitter: 1000 Van Ness Ave. Make: WE. Towers: Two, 125 feet. Speech Input: WE. Microphones: WE.  
 KGB, San Diego—Location of Transmitter: 1012 1st Ave. Make: WE. Towers: Two, 96 ft. Speech Input: WE. Microphones: WE.  
 KGO, San Francisco—Location of Transmitter: 5435 E. 12th St., Oakland, Calif. Make: GE. Towers: Two, 150 feet. Speech Input: RCA. Microphones: RCA.  
 KJBS, San Francisco—Location of Transmitter: 1470 Pine St. Make: De Forest Composite. Tower: 1 Bethlehem, 250 feet. Speech Input: Composite. Microphones: RCA, WE.  
 KFI, San Francisco—Location of Transmitter: Belmont, Calif. Make: RCA. Towers: 2 American Bridge, 300 feet. Speech Input: RCA. Microphones: RCA.  
 KSAN, San Francisco—Location of Transmitter: 1855 Market St. Make: RCA. Tower: 1 Bethlehem, 325 feet. Speech Input: WE, RCA. Microphones: WE, RCA.  
 KSFO, San Francisco—Location of Transmitter: Islais Creek, San Francisco. Make: WE. Tower: 1 Truscon, 387 feet. Speech Input: WE, RCA. Microphones: WE, RCA.  
 KYA, San Francisco—Location of Transmitter: Candle Stick Point. Make: RCA. Tower: 1 Bethlehem, 450 feet. Speech Input: RCA. Microphones: RCA.  
 KQW, San Jose—Location of Transmitter: Alviso, Calif. Make: WE. Towers: 2 Bethlehem, 235 ft. Speech Input: Composite. Microphones: WE.  
 KVEC, San Luis Obispo—Location of Transmitter: 1½ miles northwest of San Luis Obispo. Make: RCA. Tower: 1 Bethlehem, 218 feet. Speech Input: RCA. Microphones: RCA.  
 KVOE, Santa Ana—Location of Transmitter: 2825 W. Fifth St. Make: Composite. Tower: One, 187 feet. Speech Input: Composite. Microphones: WE.  
 KDB, Santa Barbara—Location of Transmitter: 17 E. Haley St. Make: WE. Tower: One, 120 feet. Speech Input: WE. Microphones: WE.  
 KTMS, Santa Barbara—Location of Transmitter: De la Guerra Plaza. Make: RCA. Towers: 2 Locke, 258 feet. Speech Input: RCA. Microphones: RCA.  
 KSRO, Santa Rosa—Location of Transmitter: Vallejo & Fresno Sts. Make: RCA. Tower: 1 Mortenson, 178 feet. Speech Input: RCA. Microphones: RCA.  
 KGDM, Stockton—Location of Transmitter: 40 S. California St. Make: WE. Tower: 1 Blaw-Knox, 230 ft. Speech Input: WE. Microphones: WE.

KWG, Stockton—Location of Transmitter: Weber & E Sts. Make: Composite. Towers: Two, 100 ft. Speech Input: Composite. Microphones: RCA.  
 KTKO, Visalia—Location of Transmitter: 1½ miles southwest of Visalia. Make: Collins. Towers: 2 Ideco, 215 feet. Speech Input: RCA. Microphones: RCA, WE.  
 KHUB, Watsonville—Location of Transmitter: P.O. Box 349. Make: RCA. Tower: 1 Bethlehem, 185 feet. Speech Input: RCA. Microphones: RCA.

## COLORADO

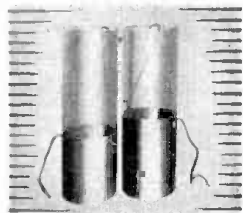
KVOR, Colorado Springs—Location of Transmitter: East of Colorado Springs. Make: WE. Tower: 1 Blaw-Knox, 204 feet. Speech Input: WE, RCA. Microphones: RCA, WE.  
 KQOD, Denver—Location of Transmitter: 54th & Pecos Sts. Make: RCA. Towers: 2 Lehigh, 320 ft. Speech Input: RCA. Microphones: RCA, WE.  
 KFEL, Denver—Location of Transmitter: Denver. Make: Composite. Tower: 1 Truscon, 235 feet. Speech Input: Composite. Microphones: RCA.  
 KLLZ, Denver—Location of Transmitter: Englewood. Make: WE. Tower: 1 Blaw-Knox, 444 feet. Speech Input: WE. Microphones: WE.  
 KOA, Denver—Location of Transmitter: Aurora, Colo. Make: GE. Tower: One, 475 feet. Speech Input: RCA. Microphones: RCA.  
 KPOF, Denver—Location of Transmitter: 1845 Champa St., near Westminster, Colo. Make: Composite. Tower: One, 282 feet. Speech Input: Composite. Microphones: WE, Universal.  
 KIUP, Durango—Location of Transmitter: Durango. Make: Composite. Tower: One, 131 feet. Speech Input: Composite. Microphones: WE, Turner, Shure.  
 KFJX, Grand Junction—Location of Transmitter: Hillcrest Manor. Make: Gates American. Tower: One, 205 feet. Speech Input: Gates. Microphones: RCA, WE.  
 KFKA, Greeley—Location of Transmitter: N. Eleventh Ave. Make: Composite. Tower: One Blaw-Knox, 269 feet. Speech Input: Gates. Microphones: Amperite.  
 KOKO, La Junta—Location of Transmitter: Highway No. 50, West of La Junta. Make: RCA. Tower: One Blaw-Knox, 203 feet. Speech Input: RCA. Microphones: RCA.  
 KGHF—Pueblo. Location of Transmitter: Lake & Maryland. Make: Composite. Tower: 1 Blaw-Knox, 200 ft. Speech Input: Composite. Microphones: RCA.

## CONNECTICUT

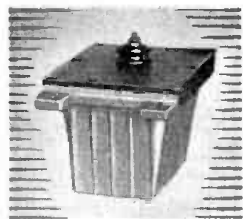
WICC, Bridgeport—Location of Transmitter: Pleasure Beach. Make: WE. Raytheon. Towers: Two Blaw-Knox, 300 feet. Speech Input: WE. Microphones: WE.  
 WDRC, Hartford—Location of Transmitter: Bloomfield, Conn. Make: WE. Tower: One Truscon, 310 feet. Speech Input: WE. Microphones: WE.  
 WHTT, Hartford—Location of Transmitter: 933 Main St. Make: WE. Tower: One Blaw-Knox, 204 feet, atop 235 ft. bldg. Speech Input: Collins. Microphones: RCA.  
 WHP, Hartford—Location of Transmitter: Avon, Conn. Make: RCA. Towers: Two Blaw-Knox, 483 feet. Speech Input: RCA, WE. Microphones: RCA, WE.  
 WNBC, New Britain—Location of Transmitter: Cedar St., Newington, Conn. Make: RCA. Towers: Two Truscon, 178 feet. Speech Input: RCA. Microphones: RCA.  
 WELI, New Haven. Location of Transmitter: Circular Ave., Hamden, Conn. Make: RCA. Towers: Two Lehigh, 242 feet. Speech Input: RCA. Microphones: RCA.  
 WNLG, New London—Location of Transmitter: Winthrop Point. Make: Collins. Tower: One Lehigh, 180 feet. Speech Input: Collins. Microphones: Brush, RCA, Gates.  
 WATR, Waterbury—Location of Transmitter: Baldwin Ave. Make: Collins. Towers: Two Lehigh, 180 feet. Speech Input: Collins.  
 WBRY, Waterbury—Location of Transmitter: Prospect, Conn. Make: RCA. Towers: Two RCA, 189 feet. Speech Input: RCA. Microphones: RCA.

## DELAWARE

WDEL, Wilmington—Location of Transmitter: Wilmington. Make: Composite. Tower: One Blaw-Knox, 235 feet. Speech Input: Composite. Microphones: RCA, WE.  
 WILM, Wilmington—Location of Transmitter: Governor Prints Blvd. Make: Composite. Tower: One Blaw-Knox, 150 feet. Speech Input: Collins. Microphones: RCA, WE.



LEYDEN JAR



ORIGINAL  
DUBILIER  
TRANSMITTING  
CAPACITOR



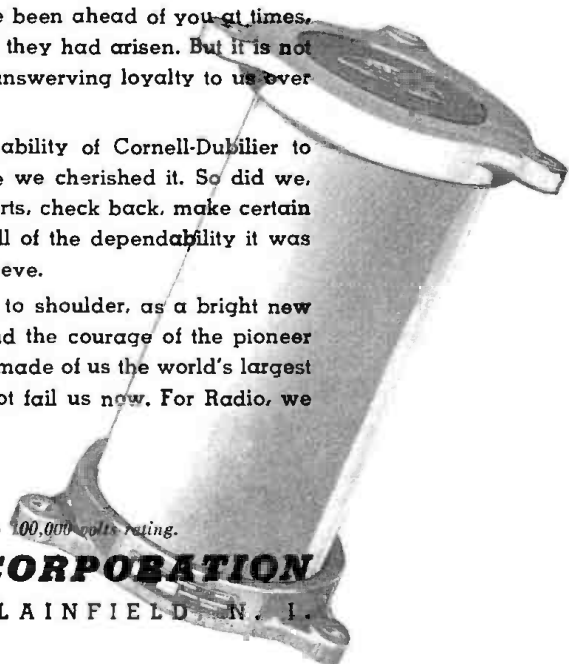
**T**hose first crude efforts to communicate sound—well do we remember. We had just developed the first transmitting capacitor, replacing the old cumbersome Leyden jar. And you, Radio, made it your own.

How quickly you grew, and how big. Each swiftly changing scene in your meteoric career brought new demands . . . demands undreamed a decade before. Yet, through it all, Cornell-Dubilier kept pace. In laboratories whose lights burned far into the night, our staff of researchers worked hand in hand with seasoned engineers exploring, developing, perfecting new capacitor types to meet your expanding broadcast requirements.

Yes, Radio, we kept the pace. Indeed, we have been ahead of you at times, anticipating your capacitor needs even before they had arisen. But it is not for this we pride ourselves. Rather, it is your unswerving loyalty to us over the trying years.

Early that confidence you displayed in the ability of Cornell-Dubilier to deliver became as a challenge to us. So have we cherished it. So did we, time and again because of it, redouble our efforts, check back, make certain that the C-D capacitor of the day possessed all of the dependability it was possible for the hand and brain of man to achieve.

So, Radio, we stand with you today, shoulder to shoulder, as a bright new dawn comes over the horizon—Television! And the courage of the pioneer that has served us for three dramatic decades, made of us the world's largest manufacturer of capacitors exclusively, will not fail us now. For Radio, we knew you when.



Complete listing of Mica and Dykanol capacitors in all capacities—up to 100,000 volts rating.

**CORNELL-DUBILIER ELECTRIC CORPORATION**

1004 HAMILTON BOULEVARD • SOUTH PLAINFIELD, N. J.

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 346)

## DISTRICT OF COLUMBIA

WJSE, Washington—Location of Transmitter: Wheaton, Md. Make: WE. Towers: Three Blaw-Knox, 340 feet. Speech Input: RCA. WE. Microphones: RCA, WE.  
WMAL, Washington—Location of Transmitter: 712 11th St., N.W. Make: Composite. WE. Tower: One, 80 feet atop 100 ft. tower. Speech Input: RCA. Microphones: RCA.  
WOL, Washington—Location of Transmitter: Ager Road, Chillum, Md. Make: WE. Towers: Two Blaw-Knox, 280 feet. Speech Input: WE. Microphones: WE.  
WRC, Washington—Location of Transmitter: Hyattsville, Md. Make: RCA. Tower: One Truscon, 400 feet. Speech Input: RCA. Microphones: RCA.

## FLORIDA

WFTL, Fort Lauderdale—Location of Transmitter: 2700 S. Andrews Ave. Make: WE. Tower: One Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.  
WRUF, Gainesville—Location of Transmitter: Gainesville. Make: WE. Towers: Two American Bridge, 200 feet. Speech Input: WE. Composite. Microphones: WE, RCA.  
WJAX, Jacksonville—Location of Transmitter: 1 Broadcast Place. Make: WE. Tower: One, 281 feet. Speech Input: WE. Microphones: WE.  
WMBR, Jacksonville—Location of Transmitter: Foot of Vine St. Make: Composite. Tower: 1 Blaw-Knox, 179 ft. Speech Input: WE. Microphones: RCA, WE.  
WLAK, Lakeland—Location of Transmitter: Lakeland. Make: Composite. Tower: One, 200 feet. Speech Input: WE. Microphones: Amperite.  
WIOD, Miami—Location of Transmitter: Miami. Make: RCA. Tower: 1 Blaw-Knox, 195 feet. Speech Input: RCA. Microphones: RCA.  
WQAM, Miami—Location of Transmitter: Miami. Make: RCA, WE. Tower: One Blaw-Knox, 240 feet. Speech Input: RCA. Microphones: RCA.

WKAT, Miami Beach—Location of Transmitter: 1789 N. Bay Rd. Make: WE. Tower: 1 Blaw-Knox, 154 ft. Speech Input: WE. Microphones: RCA, WE.  
WTMC, Ocala—Location of Transmitter: Anthony & Henry Sts. Make: Composite. Tower: 1 Wincharger, 150 ft. Speech Input: Composite. Microphones: Turner.  
WDBO, Orlando—Location of Transmitter: Near Orlando. Make: Composite. Tower: 1 Blaw-Knox, 370 ft. Speech Input: RCA. Microphones: RCA.  
WCOA, Pensacola—Location of Transmitter: Foot of Pensacola Bay Bridge. Make: WE. Tower: One, 179 feet. Speech Input: WE. Microphones: RCA.  
WTAL, Tallahassee—Location of Transmitter: Thomasville Highway. Make: Collins. Tower: 1 Wincharger, 190 ft. Speech Input: Collins. Microphones: Brush.  
WDAE, Tampa—Location of Transmitter: Tampa. Make: Composite. Tower: 1 Truscon, 240 ft. Speech Input: RCA. Microphones: RCA, WE.  
WFLA, Tampa—Location of Transmitter: Bay to Bay Blvd. Clearwater, Fla. Make: WE. Towers: 2 Ideco, 200 feet. Speech Input: RCA. Microphones: RCA.  
WFOY, St. Augustine—Location of Transmitter: Magnolia Ave. Make: WE. Tower: One, 209 ft. Speech Input: WE. Microphones: WE.  
WSUN, St. Petersburg—Location of Transmitter: Bayview, Fla. Make: WE. Towers: Two, 207 feet. Microphones: WE, RCA.  
WTSP, St. Petersburg—Location of Transmitter: 3509 Fourth St., N. Make: WE. Tower: 1 Blaw-Knox, 155 feet. Speech Input: RCA. Microphones: RCA.  
WSPB, Sarasota—Location of Transmitter: City Island, Sarasota. Make: RCA. Tower: 1 Truscon, 175 feet. Speech Input: RCA. Microphones: RCA.  
WJNO, West Palm Beach—Location of Transmitter: 1415 Okeechobee Road. Make: WE. Tower: 1 Lehigh, 180 feet. Speech Input: RCA. Microphones: RCA.

## GEORGIA

WGPC, Albany—Location of Transmitter: 127 1/2 N. Jackson St. Make: RCA. Tower: One, 155 feet. Speech Input: WE. Microphones: WE.

WAGA, Atlanta—Location of Transmitter: Atlanta. Make: RCA. Tower: 1 Truscon, 378 feet. Speech Input: RCA. Microphones: RCA.  
WATL, Atlanta—Location of Transmitter: 26 Cain St., N.W. Make: WE. Tower: 1 Truscon, 154 feet. Speech Input: WE. Microphones: WE, RCA.  
WGST, Atlanta—Location of Transmitter: Cheshire Bridge Road. Make: RCA. Tower: 1 Blaw-Knox, 300 feet. Speech Input: WE. Microphones: WE, RCA.  
WSB, Atlanta—Location of Transmitter: Near Tucker, Ga. Make: WE. Towers: 2 Lehigh, 350 feet. Speech Input: WE. Microphones: WE, RCA.  
WRDW, Augusta—Location of Transmitter: Elena Vista Ave., North Augusta, S. C. Make: RCA. Tower: 1 Blaw-Knox, 179 feet. Speech Input: Gates. Microphones: RCA.  
WRBL, Columbus—Location of Transmitter: Columbus. Make: WE. Tower: 1 Truscon, 210 feet. Speech Input: WE. Microphones: WE, RCA.  
WMAZ, Macon—Location of Transmitter: Macon. Make: Composite. Tower: 1 Blaw-Knox, 247 feet. Speech Input: RCA. Microphones: RCA.  
WMGA, Moultrie—Location of Transmitter: Moultrie. Make: RCA. Tower: 1 Truscon, 325 feet. Speech Input: RCA. Microphones: RCA.  
WRGA, Rome—Location of Transmitter: National City Bank Bldg. Make: Composite. Tower: One, 185 feet.  
WSAV, Savannah—Location of Transmitter: President St., E. Make: RCA. Tower: 1 Lingo, 185 feet. Speech Input: RCA. Microphones: RCA.  
WTOG, Savannah—Location of Transmitter: P.O. Box 645. Make: Composite. Tower: One, 285 feet. Speech Input: RCA. Microphones: RCA.  
WPAX, Thomasville—Location of Transmitter: 117 Remington Ave. Make: Composite. Tower: 1 Blaw-Knox, 205 feet. Speech Input: Composite. Microphones: Amperite.  
WAYX, Waycross—Location of Transmitter: Waycross. Make: Composite. Tower: One, 180 ft. Speech Input: Collins. Microphones: Amperite, RCA.

## IDAHO

KIDO, Boise—Location of Transmitter: Boise. Make: Composite. Tower: 1 Blaw-Knox, 230 feet. Speech Input: Composite. Microphones: RCA.  
KID, Idaho Falls—Location of Transmitter: Ammon Highway. Make: Composite. Tower: 1 Truscon, 378 feet. Speech Input: Gates. Microphones: Gates, RCA, WE.  
KRLC, Lewiston—Location of Transmitter: Lewiston Orchards. Speech Input: WE. Microphones: WE, Amperite.  
KFYD, Nampa—Location of Transmitter: 1024 12th Ave., S. Make: WE. Tower: 1 Blaw-Knox, 225 feet. Speech Input: WE. Microphones: WE.  
KSEI, Pocatello—Location of Transmitter: Pocatello. Make: WE. Towers: 2 Blaw-Knox, 165 ft. Speech Input: WE. Microphones: WE.  
KTFI, Twin Falls—Location of Transmitter: Twin Falls. Make: WE. Tower: 1 Lehigh, 437 feet. Speech Input: Composite. Microphones: RCA, WE.

## ILLINOIS

WMRO, Aurora—Location of Transmitter: North Aurora. Make: RCA. Tower: 1 Farrell, 201 feet. Speech Input: RCA. Microphones: RCA.  
WJRC, Bloomington—Location of Transmitter: Normal, Ill. Make: Composite. Tower: One, 191 feet. Speech Input: Composite. Microphones: WE, Brush.  
WCAZ, Carthage—Location of Transmitter: Carthage. Make: Composite. Tower: 1 Blaw-Knox, 229 feet. Speech Input: RCA. Gates. Microphones: RCA.  
WDWS, Champaign—Location of Transmitter: Champaign. Make: Composite. Tower: 1 Truscon, 151 feet. Speech Input: Collins. Microphones: RCA, WE.  
WAAF, Chicago—Location of Transmitter: 1001 Exchange Ave. Make: Composite. Tower: 1 Truscon, 231 feet. Speech Input: Composite. Microphones: RCA, Amperite, WE.  
WBBM, Chicago—Location of Transmitter: Glenview, Ill. Make: Composite. Tower: 1 Blaw-Knox, 490 feet. Speech Input: RCA, WE. Microphones: RCA, WE.  
WCBD, Chicago—Location of Transmitter: Church Rd., Elmhurst, Ill. Make: WE. Speech Input: RCA. Microphones: RCA.  
WFPL, Chicago—Location of Transmitter: Downs Grove, Ill. Make: RCA. Tower: 1 Blaw-Knox, 490 feet. Speech Input: RCA. Microphones: RCA, WE.

WEDC, Chicago—Location of Transmitter: 3860 Ogden Ave. Make: Composite. Tower: 1 Truscon, 210 feet. Speech Input: Gates. Microphones: RCA.  
WENR, Chicago—Location of Transmitter: Tinley Park, Ill. Make: RCA. Tower: 1 Truscon, 585 feet. Speech Input: RCA. Microphones: RCA.  
WGN, Chicago—Location of Transmitter: Roselle, Ill. Make: Composite. Tower: 1 Truscon, 750 feet. Speech Input: RCA. Microphones: RCA, WE.  
WJJD, Chicago—Location of Transmitter: Chicago. Make: Composite. Tower: 1 Truscon, 283 feet. Speech Input: Collins. Microphones: WE.  
WLS, Chicago—Location of Transmitter: Tinley Park, Ill. Make: RCA. Tower: 1 Blaw-Knox, 585 feet. Speech Input: RCA. WE. Microphones: RCA, WE.  
WMAQ, Chicago—Location of Transmitter: Elmhurst, Ill. Make: Westinghouse. Tower: 1 International Stacy, 490 feet. Speech Input: RCA. Microphones: RCA.  
WMBI, Chicago—Location of Transmitter: R.D. No. 1, Elmhurst, Ill. Make: WE. Tower: 1 Blaw-Knox, 490 feet. Speech Input: RCA. Microphones: RCA.  
WBBG, Chicago—Location of Transmitter: 2400 W. Madison St. Make: Composite. Tower: 1 Truscon, 189 ft. atop 8 story bldg. Speech Input: RCA, WE. Microphones: RCA, WE.  
WHPC, Cicero—Location of Transmitter: 5188 W. Cermak Rd. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.  
WDAN, Danville—Location of Transmitter: 1500 Washington Ave. Make: RCA. Tower: 1 Blaw-Knox, 328 feet. Speech Input: RCA. Microphones: RCA.  
WSOY, Decatur—Location of Transmitter: 1891 N. Oakland Ave. Make: Composite. Tower: 1 Truscon, 195 feet. Speech Input: Composite. Microphones: RCA.  
WGIL, Galesburg—Location of Transmitter: Galesburg. Make: RCA. Tower: 1 Harrell, 165 feet. Speech Input: RCA. Microphones: RCA.  
WEBQ, Harrisburg—Location of Transmitter: 100 E. Poplar St. Make: Composite. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Gates. Microphones: Remler.  
WCLS, Joliet—Location of Transmitter: Joliet. Make: Composite. Tower: 1 Wincharger, 188 feet. Speech Input: Composite. Microphones: RCA.  
WMBD, Peoria—Location of Transmitter: State Highway 29. Make: WE. Tower: 1 Blaw-Knox, 254 feet. Speech Input: WE. Composite. Microphones: RCA.  
WTAD, Quincy—Location of Transmitter: North 24th St. Make: Collins. Tower: 1 Truscon, 280 feet. Speech Input: Collins. Microphones: RCA, WE.  
WBOK, Rockford—Location of Transmitter: Kilburn Ave. Make: RCA. Tower: 1 Truscon, 231 ft. Speech Input: Remler. Microphones: WE.  
WHBF, Rock Island—Location of Transmitter: 52nd St. & 23 Ave. Moline, Ill. Make: RCA. Towers: 2 Truscon, 350 feet. Speech Input: RCA. Microphones: RCA.  
WCBS, Springfield—Location of Transmitter: 2200 S. 6th. Make: Composite. Tower: 1 Harrell, 155 feet. Speech Input: RCA. Microphones: RCA.  
WTAX, Springfield—Location of Transmitter: Reich Bldg. Make: RCA. Towers: Two, 90 ft. Speech Input: RCA. Microphones: RCA.

## INDIANA

WHBU, Anderson—Location of Transmitter: Citizens Bank Bldg. Make: Collins. Towers: Two, 50 feet. Speech Input: Collins. Microphones: RCA.  
WTRC, Elkhart—Location of Transmitter: Elkhart. Make: RCA. Tower: 1 Truscon, 174 feet. Speech Input: RCA. Microphones: RCA.  
WEOA, Evansville—Location of Transmitter: 519 Vine St. Make: Composite. Tower: One, 180 feet. Speech Input: Composite. Microphones: RCA.  
WGBF, Evansville—Location of Transmitter: North of Evansville. Make: Composite. Towers: Two, 125 ft. Speech Input: RCA. Microphones: RCA.  
WGL, Fort Wayne—Location of Transmitter: Fort Wayne. Make: Westinghouse. Tower: 1 Ideco, 175 ft. Speech Input: RCA. WE. Microphones: RCA, WE.  
WOWO, Fort Wayne—Location of Transmitter: Fort Wayne. Make: Composite. Tower: 1 Blaw-Knox, 450 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

## RECORDERS AND MICROPHONES

Besides the portable recorder [illustrated] Universal manufactures professional, instantaneous wax and new Uni-Cord portable professional recorder, needles, styli, lead screws, cutting heads, amplifiers, blank discs, etc.



Universal makes all types of microphones besides the cinema model [illustrated] . . . dynamic, crystal, velocity, carbon, ribbon, 5 mm., 15 mm., hand-mikes for remote control, special events, amateur use, police, portable, etc. . . . a cinema model, aircraft types, press-to-talk, grasp-to-talk, etc. . . . over 104 models for every possible microphone need from \$3. list up.



Universal makes all types of microphones besides the cinema model [illustrated] . . . dynamic, crystal, velocity, carbon, ribbon, 5 mm., 15 mm., hand-mikes for remote control, special events, amateur use, police, portable, etc. . . . a cinema model, aircraft types, press-to-talk, grasp-to-talk, etc. . . . over 104 models for every possible microphone need from \$3. list up.

Catalogs are ready for both the recorder and the microphone division for 1940



*Performance Assured*

# LEHIGH VERTICAL RADIATORS

**COVERAGE » EFFICIENCY  
SATISFACTION » ECONOMY**

You get all four when you install a LEHIGH Vertical Radiator *plus* years of experience in designing and fabricating antennas. Our engineers can be of valuable assistance in planning an antenna to meet your needs.

Illustrated—The new 640 foot Lehigh Vertical Radiator at Radio Station WCCO, Anoka, Minn. (owned and operated by the Columbia Broadcasting System, Inc.) This tower was shop welded with sections connected with rib bolted splices in field.

Consulting Engineers, H. G. Balcom Associates. Field supervision was by Magney, Tusler and Setter, Architects and Engineers, Minneapolis, Minn. and Hugh S. McCarty, Chief Engr., Radio Station WCCO.

WCCO

WCCO

RADIO DIVISION

## LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PLACE, NEW YORK, N. Y.

PLANT AT ALLENTOWN, PA.

OFFICES IN PRINCIPAL CITIES

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 348)

**WIND, Gary**—Location of Transmitter: Calumet Township, Gary. Make: WE. Towers: 1 Martin, 350 feet; 2 Truscon, 350 feet; 3 Blaw-Knox, 250 feet. Speech Input: WE. Collins. Microphones: WE.

**WHIP, Hammond**—Location of Transmitter: Hammond. Make: WE. Towers: 3 Lehigh, 350 ft. Speech Input: WE. Microphones: RCA.

**WWAE, Hammond**—Location of Transmitter: Hammond. Make: WE. Towers: 3 Lehigh, 350 ft. Speech Input: WE. Microphones: RCA.

**WFBM, Indianapolis**—Location of Transmitter: Millersville, Marion County, Ind. Make: RCA. Tower: One, 400 feet. Speech Input: RCA. Microphones: RCA.

**WIBC, Indianapolis**—Location of Transmitter: Millersville Road. Make: RCA. Tower: 1 Truscon, 336 feet. Speech Input: RCA. Microphones: RCA.

**WIRE, Indianapolis**—Location of Transmitter: Ralston Road. Make: RCA. Towers: 2 Truscon, 330 feet. Speech Input: RCA. Microphones: RCA.

**WLBC, Muncie**—Location of Transmitter: Anthony Bldg. Makes: Doolittle & Falkner. Tower: 1 Harrell, 164 feet. Speech Input: Collins. Microphones: RCA.

**WGRC, New Albany**—Location of Transmitter: Silver Creek. Make: RCA. Tower: 1 Truscon, 231 feet. Speech Input: RCA. Microphones: RCA.

**WFAM, South Bend**—Location of Transmitter: R. R. No. 2, West of South Bend. Make: RCA. Towers: Two, 208 feet. Speech Input: RCA. Microphones: RCA, WE.

**WSBT, South Bend**—Location of Transmitter: R. R. No. 2, West of South Bend. Make: RCA. Towers: Two, 208 feet. Speech Input: RCA. Microphones: RCA, WE.

**WBOW, Terre Haute**—Location of Transmitter: First & Peyton Sts. Make: Composite. Tower: One, 220 feet. Speech Input: RCA. Microphones: RCA.

**WAOV, Vincennes**—Location of Transmitter: Vincennes. Make: RCA. Tower: One, 250 ft. Speech Input: RCA.

**WBAA, West Lafayette**—Location of Transmitter: Electrical Engineering Bldg. Make: Composite. Towers: Two, 150 ft. Speech Input: Composite. Microphones: RCA, WE.

**IOWA**

**WOI, Ames**—Location of Transmitter: Ames. Make: RCA. Tower: 1 Truscon, 400 feet. Speech Input: RCA. Microphones: RCA, WE.

**WMT, Cedar Rapids**—Location of Transmitter: Marion, Ia. Make: Collins. Towers: 2 International Stacy, 412 feet. Speech Input: Collins. Microphones: RCA, WE.

**WOC, Davenport**—Location of Transmitter: 1002 Brady St. Make: RCA. Tower: One, 185 feet. Speech Input: RCA. Collins. Microphones: RCA, WE.

**KWLC, Decorah**—Location of Transmitter: Decorah. Make: Composite. Tower: 1 Wincharger, 205 ft. Speech Input: Composite. Microphones: Gates.

**KRNT, Des Moines**—Location of Transmitter: RFD No. 4. Make: RCA. Towers: 2 Truscon, 190 ft.; 1 Truscon, 170 ft.; 1 Ideco, 365 ft. Speech Input: WE. RCA. Microphones: WE, RCA.

**KSO, Des Moines**—Location of Transmitter: RFD No. 4. Make: RCA. Towers: 2 Truscon, 190 ft.; 1 Truscon, 170 ft.; 1 Ideco, 365 ft. Speech Input: WE. RCA. Microphones: WE, RCA.

**WHO, Des Moines**—Location of Transmitter: Mitchellville, Ia. Make: RCA. Tower: 1 Blaw-Knox, 531 ft. Speech Input: RCA, WE. Microphones: RCA, WE.

**WKBE, Dubuque**—Location of Transmitter: R. R. No. 2. Make: Collins. Tower: 1 Truscon, 250 feet. Speech Input: Collins. Microphones: WE.

**KVFD, Fort Dodge**—Location of Transmitter: Junction, U. S. Highways No. 169 & 20. Make: RCA. Tower: 1 Wincharger, 310 ft. Speech Input: RCA. Microphones: RCA.

**KGLO, Mason City**—Location of Transmitter: Mason City. Make: RCA. Tower: 1 Truscon, 300 feet. Speech Input: RCA. Microphones: RCA.

**WSUI, Iowa City**—Location of Transmitter: Iowa City. Make: WE. Towers: Two, 200 feet. Speech Input: WE. RCA. Microphones: WE, RCA.

**KFNF, Shenandoah**—Location of Transmitter: 407 Sycamore St. Make: WE. Tower: 1 Dempster, 260 feet. Speech Input: Collins. WE. Microphones: RCA, WE.

**KMA, Shenandoah**—Location of Transmitter: Shenandoah. Make: RCA. Tower: 1 Truscon, 488 feet. Speech Input: RCA. Microphones: RCA, WE.

**KSCJ, Sioux City**—Location of Transmitter: Leeds, Ia. Make: Composite. Tower: 1 U. S. Wind Engine, 312 feet. Speech Input: WE. Microphones: WE.

**KTRI, Sioux City**—Location of Transmitter: 6th & Nebraska. Make: RCA. Tower: 1 Truscon, 175 feet. Speech Input: RCA. Microphones: RCA.

**KANSAS**

**KVAK, Atchison**—Location of Transmitter: 622 Commercial St. Make: Composite. Tower: 1 Wincharger, 150 feet. Speech Input: Collins. Microphones: RCA.

**KGGF, Coffeyville**—Location of Transmitter: South Coffeyville, Okla. Make: WE. Towers: 2 Blaw-Knox, 500 feet. Speech Input: WE. Microphones: WE.

**KGNO, Dodge City**—Location of Transmitter: Dodge City. Make: Collins. Tower: One, 199 feet. Speech Input: Collins. Microphones: WE.

**KTSW, Emporia**—Location of Transmitter: South of Emporia. Make: Collins. Tower: 1 Lingo, 180 feet. Speech Input: Collins. Microphones: WE.

**KIUU, Garden City**—Location of Transmitter: Warner Terrace. Make: RCA. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

**KVGB, Great Bend**—Location of Transmitter: Great Bend. Make: Collins. Tower: 1 Hutchinson, 167 feet. Speech Input: Collins. Microphones: Brush, RCA, Atlantic.

**KWBG, Hutchinson**—Location of Transmitter: Hutchinson. Make: Collins. Tower: One, 175 feet. Speech Input: Collins. Microphones: Brush.

**KCKN, Kansas City**—Location of Transmitter: 901 N. 8th St. Make: RCA. Tower: 1 Blaw-Knox, 210 feet. Speech Input: RCA. Microphones: RCA.

**WREN, Lawrence**—Location of Transmitter: Tonganoxie, Kan. Make: RCA. Towers: 2 Blaw-Knox, 200 feet. Speech Input: Composite. Microphones: RCA, WE.

**KSAC, Manhattan**—Location of Transmitter: Kansas State College Campus. Make: WE. Towers: 2 U. S. Wind Engine, 160 feet. Speech Input: WE. Microphones: WE.

**KOAM, Pittsburgh**—Location of Transmitter: Pittsburgh. Make: WE. Tower: 1 Blaw-Knox, 275 feet. Speech Input: Collins. Microphones: WE.

**KSL, Salina**—Location of Transmitter: Journal Bldg. Make: WE. Tower: 1 Blaw-Knox, 182 feet. Speech Input: WE. Microphones: WE.

**WIBW, Topeka**—Location of Transmitter: R.F.D. No. 6. Make: WE. Tower: 1 Lingo, 445 feet. Speech Input: WE. Microphones: WE.

**KANS, Wichita**—Location of Transmitter: Hotel Lassen. Make: Collins. Tower: 1 Lehigh, 180 feet. Speech Input: Collins.

**KPHI, Wichita**—Location of Transmitter: Wichita. Tower: 1 Blaw-Knox, 254 feet. Speech Input: RCA. Microphones: WE.

**KFH, Wichita**—Location of Transmitter: 2½ miles east of Wichita. Make: WE. Tower: 1 Blaw-Knox, 220 feet. Speech Input: WE. Microphones: WE.

**WJBO, Baton Rouge**—Location of Transmitter: Roosevelt Road. Make: WE. Tower: 1 Lehigh, 490 feet. Speech Input: WE. Microphones: WE.

**KVOL, Lafayette**—Location of Transmitter: Lafayette. Make: Composite. Tower: 1 Lehigh, 189 feet. Speech Input: Composite. Microphones: RCA, Amperite.

**KPLC, Lake Charles**—Location of Transmitter: Lake Charles. Make: Composite. Tower: 1 Hoke, 168 feet. Speech Input: Composite. Microphones: WE, Amperite.

**KMLB, Monroe**—Location of Transmitter: Milhaven Rd. Make: Composite. Tower: One, 154 feet. Speech Input: WE. Collins. Microphones: WE, RCA, Amperite.

**WDSU, New Orleans**—Location of Transmitter: Gretna, La. Make: WE. Towers: 2 Blaw-Knox, 167 feet. Speech Input: WE. Microphones: WE.

**WJBW, New Orleans**—Location of Transmitter: 3617 Brussels St. Make: Gates American. Tower: One, 215 feet. Speech Input: Gates American.

**WNOE, New Orleans**—Location of Transmitter: Broad & Europhrosinee Sts. Make: WE. Tower: 1 WE, 206 feet. Speech Input: WE. Microphones: WE.

**WSMB, New Orleans**—Location of Transmitter: Alricrs, La. Make: WE. Towers: 2 Truscon, 375 & 330 feet. Speech Input: WE. Microphones: WE.

**WVL, New Orleans**—Location of Transmitter: Williams Blvd. & Hammond Highway, Kenner, La. Make: RCA. Towers: 2 Ideco, 400 feet. Speech Input: RCA. Microphones: RCA, WE.

**KRMD, Shreveport**—Location of Transmitter: New Jefferson Hotel. Make: Composite. Tower: One, 254 feet. Speech Input: Composite. Microphones: Amperite, WE.

**KTBS, Shreveport**—Location of Transmitter: P. O. Box 17. Make: RCA. Tower: One, 169 feet. Speech Input: RCA. Microphones: RCA.

**KWKH, Shreveport**—Location of Transmitter: P. O. Box 17. Make: WE. Towers: 3 Truscon, 481 feet. Speech Input: RCA. Microphones: RCA.

**MAINE**

**WRDO, Augusta**—Location of Transmitter: 341 Water St. Make: RCA. Towers: Two, 150 feet. Speech Input: RCA. Microphones: RCA.

**WABI, Bangor**—Location of Transmitter: Brewer, Maine. Make: Composite. Tower: 1 American Bridge, 265 feet. Speech Input: WE. Microphones: WE.

**WLHZ, Bangor**—Location of Transmitter: Broadway. Make: WE. Tower: 1 Blaw-Knox, 404 feet. Speech Input: WE. Microphones: WE.

**WCOU, Lewiston**—Location of Transmitter: 378 East Ave. Make: RCA. Tower: 1 Lingo, 199½ feet. Speech Input: RCA. Microphones: RCA.

**WCSH, Portland**—Location of Transmitter: Scarboro, Me. Make: RCA. Towers: 2 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: RCA.

**WGAN, Portland**—Location of Transmitter: Portland. Make: WE. Towers: 2 Lehigh, 350 feet. Speech Input: WE. Microphones: WE.

**WAGM, Presque Isle**—Location of Transmitter: Presque Isle. Make: Composite. Towers: Two, 968 feet. Speech Input: WE. Composite. Microphones: WE.

## MAINE

## MARYLAND

**WBAL, Baltimore**—Location of Transmitter: Pikesville, Md. Make: WE. Towers: Two, 210 feet. Speech Input: WE. RCA. Microphones: WE, RCA.

**WCAO, Baltimore**—Location of Transmitter: 811 W. Lanvale St. Make: RCA. Towers: 2 Blaw-Knox, 165 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

**WCHM, Baltimore**—Location of Transmitter: 1100 E. Cold Spring Lane. Make: RCA. Tower: 1 Truscon, 215 feet. Speech Input: RCA. Microphones: RCA.

**WFBR, Baltimore**—Location of Transmitter: Baltimore. Make: RCA. Towers: 2 Truscon, 300 feet. Speech Input: RCA. Microphones: RCA.

**WTBO, Cumberland**—Location of Transmitter: Fort Hill, Md. Make: Composite. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

**WFMD, Frederick**—Location of Transmitter: Frederick. Make: Composite. Tower: 1 Truscon, 257 feet. Speech Input: Composite. Microphones: Composite.

**WJEJ, Hagerstown**—Location of Transmitter: Hagerstown. Make: WE. Tower: 1 Lehigh, 190 feet. Speech Input: Custom Bull. Microphones: Amperite, Brush, Shure.

**WSAL, Salisbury**—Location of Transmitter: 315 Main St. Make: Doolittle & Falkner. Tower: 1 Lehigh, 186 feet. Speech Input: RCA. Microphones: WE, RCA.

## KENTUCKY

**WCM, Ashland**—Location of Transmitter: Rndi Block. Make: Hilliard. Tower: 1 Lingo, 189 feet. Speech Input: Hilliard. Microphones: RCA, WE.

**WHOP, Hopkinsville**—Location of Transmitter: Hopkinsville. Make: Composite. Tower: 1 Wincharger, 200 feet. Speech Input: Composite. Microphones: Turner, Shure.

**WAVE, Louisville**—Location of Transmitter: Brown Hotel. Make: RCA. Tower: 1 Blaw-Knox, 229 feet. Speech Input: RCA. Microphones: RCA.

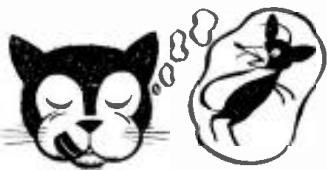
**WHAS, Louisville**—Location of Transmitter: R. R. No. 2, Anchorage, Ky. Make: WE. Tower: 1 Blaw-Knox, 654 feet. Speech Input: WE. Microphones: WE.

**WOMI, Owensboro**—Location of Transmitter: Byars Ave. at Livermore Rd. Make: RCA. Tower: 1 Truscon, 185 feet. Speech Input: RCA. Microphones: RCA.

**WPAD, Paducah**—Location of Transmitter: 8th & Terrell Sts. Make: Gates. Tower: 1 Blaw-Knox, 216 feet. Speech Input: Gates. Microphones: Turner, Shure.

**LOUISIANA**

**KALB, Alexandria**—Location of Transmitter: Upper 4th St. Make: Collins. Tower: One, 210 feet. Speech Input: Collins. Microphones: WE.



## TRANSMITTERS PURR LIKE A KITTEN WITH SCIENTIFIC RADIO CRYSTALS

Fifteen years of experience goes into the preparation of every SRS Crystal and are being used all over the world by Broadcasters who demand the utmost in Dependability, Output and Accuracy of Frequency. Made to your own specifications in any frequency from 13 KC. to 8000 KC.

## LOW TEMPERATURE CO-EFFICIENT CRYSTALS

In Precision Isolantite Air-Gap Holders in the 550-1550 KC. Band. Frequency drift guaranteed to be LESS THAN 3 CYCLES PER MILLION CYCLES, per degree centigrade change in temperature.

Approved By FCC **\$30** EACH

## SCIENTIFIC RADIO SERVICE

124 JACKSON AVENUE, UNIVERSITY PARK, HYATTSVILLE, MD.

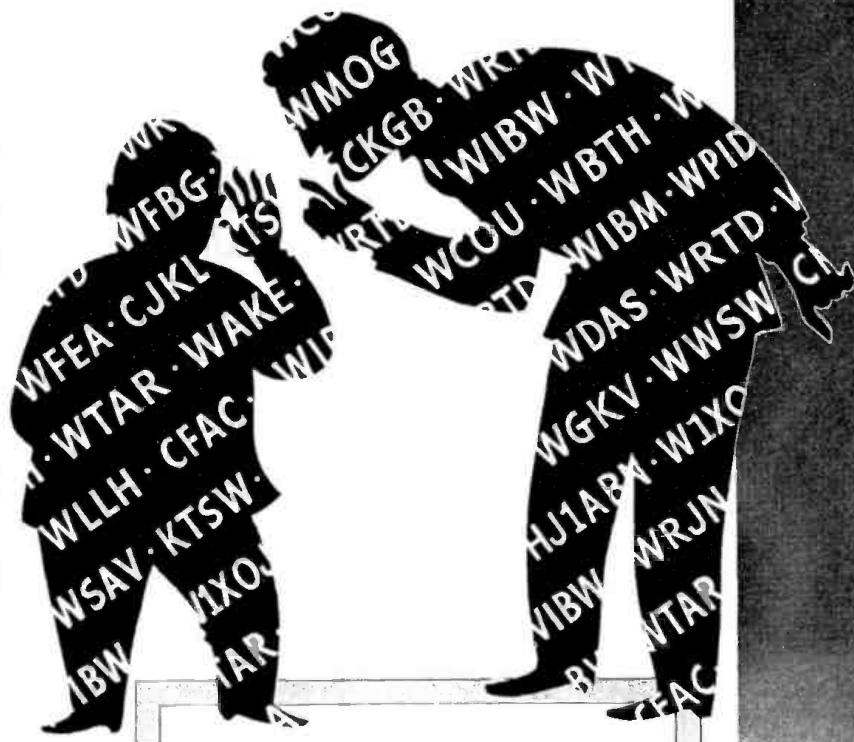
Write Dept. BYB-40 For Price List

**“...highest radiator efficiency  
in broadcast service . . .”**

“ . . . the radiation efficiency of the (Lingo) Antenna System is higher than that of any other radiator in broadcast service.”

—from *Consulting Radio Engineers’ report of an actual case.*

“The results we are obtaining are far superior to what we even anticipated”, says another station owner. The amazing efficiency standards introduced by Lingo are now actual case records based on station operations under all conditions. Today, Lingo points not to *claims*—but to *actual proof* that we’d be glad to present to any interested station owner, manager or engineer.



## Lingo Radiators Meet Every Demand

Lingo Vertical Tubular Radiators are designed, constructed and erected by an organization with over forty years experience. But this radiator is as new as tomorrow. Lingo engineers have created new standards for vertical radiators that more than meet every existing demand in the broadcast industry. The fact that records prove Lingo equipped stations are receiving MORE PERFORMANCE is the signal for you to realize that Lingo means optimum coverage for your own station.

**THE STORY** of Lingo Radiators is yours for the asking without obligation on your part. Write today and include location, power and frequency of your station.

**JOHN E. LINGO & SON, Inc.**

*Established 1897*

Dept. B-2

Camden, New Jersey

### Check these proven advantages:

- 1. MODERATE INITIAL COST**, plus our single responsibility of both constructing and erecting each radiator. Complete prices quoted in advance.
- 2. EXCEPTIONAL HIGH EFFICIENCY**, Lingo Radiators in Broadcast Service have given within 3% of 100% efficiency—not normally attained by other antenna systems.
- 3. LOW MAINTENANCE COST**, simplicity in design eliminates costly upkeep. Only expense is low cost painting and occasional light bulb changes.
- 4. EXCELLENT DURABILITY**, Lingo offers a record of unequalled service. Built to withstand a wind of 100 m.p.h., these structures have withstood the worst hurricanes and sleet storms.
- 5. FIVE-YEAR INSURANCE**, assures protection at no extra cost during this time against loss or damage.

**LINGO VERTICAL  
TUBULAR STEEL  
RADIATORS**

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 350)

## MASSACHUSETTS

WAAB, Boston—Location of Transmitter: Squantum, Dorchester St., Quincy, Mass. Make: Composite. Tower: 1 Blaw-Knox, 420 feet. Speech Input: Composite. Microphones: WE, RCA.

WCOP, Boston—Location of Transmitter: Speedway Ave., Brighton, Mass. Make: RCA. Tower: 1 Truscon, 227 feet. Speech Input: RCA. Microphones: RCA.

WEEL, Boston—Location of Transmitter: Mystic Valley Parkway, Medford, Mass. Make: WE. Towers: 2 Truscon, 350 feet. Speech Input: WE. Microphones: WE, RCA.

WHDD, Boston—Location of Transmitter: Saugus, Mass. Make: WE. Towers: Two, 170 feet. Speech Input: WE. Microphones: WE.

WMEX, Boston—Location of Transmitter: Chelsea, Mass. Make: Composite. Tower: 1 Lehigh 186 feet. Speech Input: Composite. Microphones: RCA.

WNAC, Boston—Location of Transmitter: Squantum, Dorchester St., Quincy, Mass. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: Composite. Microphones: WE, RCA.

WORL, Boston—Location of Transmitter: Great Plain Ave., Needham, Mass. Make: Composite. Tower: 1 Truscon, 308 feet. Speech Input: RCA. Microphones: RCA, WE.

WSAR, Fall River—Location of Transmitter: Somerset, Mass. Make: WE. Tower: One, 280 feet. Speech Input: WE. Microphones: WE.

WHAI, Greenfield—Location of Transmitter: Woodard Road, Make: Collins. Tower: 1 Lehigh, 150 feet. Speech Input: RCA. Microphones: RCA.

WLAW, Lawrence—Location of Transmitter: River Rd., Andover, Mass. Make: RCA. Tower: 1 Lehigh, 300 feet. Speech Input: RCA. Microphones: RCA, WE.

WLLH, Lowell—Location of Transmitter: Synchronized, Lowell & Lawrence, Mass. Make: Composite. WE. Towers: 1 Lehigh, 150 feet, 1 Linko, 100 feet. Speech Input: Composite, WE. Microphones: WE.

WNBH, New Bedford—Location of Transmitter: Fairhaven, Mass. Make: Pizo Electric Lab. Tower: One, 200 feet. Speech Input: Composite. Microphones: WE, Amperite.

WBRK, Pittsfield—Location of Transmitter: East & Newell Sts. Make: WE. Tower: 1 Truscon, 190 feet. Speech Input: WE. Microphones: WE, RCA.

WESX, Salem—Location of Transmitter: Naugus Ave., Marblehead, Mass. Make: WE. Tower: 1 Blaw-Knox, 190 feet. Speech Input: WE. Microphones: WE.

WMAS, Springfield—Location of Transmitter: Hotel Charles, Make: WE. Tower: 1 Blaw-Knox, 350 feet. Speech Input: WE. Microphones: WE, RCA.

WSPR, Springfield—Location of Transmitter: West Springfield, Make: Composite. Tower: 1 Truscon, 225 feet. Speech Input: RCA. Microphones: RCA.

WORC, Worcester—Location of Transmitter: Auburn, Mass. Make: RCA. Towers: 2 Lehigh, 260 feet. Speech Input: RCA. Microphones: RCA.

WTAG, Worcester—Location of Transmitter: Holden, Mass. Make: RCA. Towers: 3 Blaw-Knox, 375 feet. Speech Input: RCA. Microphones: RCA.

## MICHIGAN

WELL, Battle Creek—Location of Transmitter: 1 W. Michigan St. Make: Composite. Towers: 2 Flint & Walling, 90 feet atop roof. Speech Input: Composite. Microphones: Brush.

WBCM, Bay City—Location of Transmitter: Tuscola Rd. Make: WE. Towers: 2 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE.

WHDF, Calumet—Location of Transmitter: Laurium, Mich. Make: Doolittle & Falknor. Tower: One, 180 feet. Speech Input: RCA. Microphones: WE, Amperite.

WMBC, Detroit—Location of Transmitter: 7310 Woodward Ave. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.

WJBK, Detroit—Location of Transmitter: 1555 Woodson, Make: RCA. Tower: 1 Blaw-Knox, 185 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

WJ.R, Detroit—Location of Transmitter: RFD No. 1, Wyandotte, Mich. Make: WE. Tower: 1 Blaw-Knox, 733 feet. Speech Input: WE. Microphones: WE.

WWJ, Detroit—Location of Transmitter: 12700 8 Mile Rd., Oak Park, Mich. Make: WE. Tower: 1 Blaw-Knox, 400 feet. Speech Input: WE. Microphones: WE, RCA.

WXYZ, Detroit—Location of Transmitter: Joy Rd. & Greenfield, Make: RCA. Tower: 1 Blaw-Knox, 355 feet. Speech Input: RCA. Microphones: RCA.

WKAR, East Lansing—Location of Transmitter: East Lansing, Make: WE. Tower: 1 Blaw-Knox, 300 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

WFDF, Flint—Location of Transmitter: Union Industrial Bldg. Make: Collins. Towers: Two, 60 feet. Speech Input: Composite. Microphones: WE.

WOOD-WASH, Grand Rapids—Location of Transmitter: Route M-60. Make: Composite. Towers: Two, 90 feet. Speech Input: WE, RCA. Microphones: RCA.

WJMS, Ironwood—Location of Transmitter: Ironwood, Make: Gates American. Tower: One, 165 feet. Speech Input: Gates. Microphones: WE, RCA, WE.

WKZO, Kalamazoo—Location of Transmitter: Parchment, Mich. Make: WE. Towers: 2 Lehigh, 325 feet. Speech Input: Collins. Microphones: RCA.

WJIM, Lansing—Location of Transmitter: City National Bldg. Make: RCA. Tower: One, 173 feet. Speech Input: RCA. Microphones: RCA.

WMPG, Lapeer—Location of Transmitter: Lapeer, Make: Doolittle & Falknor. Tower: 1 Blaw-Knox, 154 feet. Speech Input: Gates. Microphones: RCA, WE.

WDMJ, Marquette—Location of Transmitter: 146 W. Washington St. Make: Gates-American. Tower: One, 187 feet. Speech Input: Gates. Microphones: American, Shure, Gates.

WKBZ, Muskegon—Location of Transmitter: Muskegon Township, Make: RCA. Tower: 1 Havrell, 210 feet. Speech Input: RCA. Microphones: RCA, WE.

WCAR, Pontiac—Location of Transmitter: Square Lake Road, Make: RCA. Tower: 1 Truscon, 225 feet. Speech Input: RCA. Microphones: RCA.

WHLS, Port Huron—Location of Transmitter: 32nd & Lapeer, Make: RCA. Tower: 1 Lehigh, 204 feet. Speech Input: RCA. Composite. Microphones: RCA.

WEXL, Royal Oak—Location of Transmitter: Royal Oak, Make: WE. Towers: 2 Blaw-Knox, 128 feet. Speech Input: RCA. Microphones: RCA, Brush.

## MINNESOTA

KDAL, Duluth—Location of Transmitter: 16th St. & St. Louis Ave. Make: Composite. Tower: 1 Blaw-Knox, 165 feet. Speech Input: Composite. Microphones: RCA.

KATE, Albert Lea—Location of Transmitter: 330 S. Broadway, Make: WE. Tower: 1 Blaw-Knox, 174 feet. Speech Input: WE. Microphones: WE, RCA.

WEBC, Duluth—Location of Transmitter: WEBC Bldg., Superior, Wis. Make: Composite. Tower: One, 364 feet. Speech Input: RCA. Microphones: RCA, WE.

KGDE, Fergus Falls—Location of Transmitter: Fergus Falls, Make: WE. Towers: Two, 90 feet.

WMFG, Hibbing—Location of Transmitter: Hibbing, Make: Composite. Tower: One, 163 feet. Speech Input: RCA. Microphones: RCA, WE.

KYSM, Mankato—Location of Transmitter: North Mankato, Make: RCA. Tower: 1 Truscon, 221 feet. Speech Input: WE, RCA. Microphones: RCA.

KSTP, Minneapolis-St. Paul—Location of Transmitter: Highway 61 & County Rd. C. Make: Composite. Towers: 3 Truscon, 342 feet. Speech Input: Composite.

WCCO, Minneapolis-St. Paul—Location of Transmitter: Anoka, Minn. Make: WE. Tower: 1 Lehigh, 652 feet. Speech Input: RCA. Microphones: RCA.

WDGY, Minneapolis-St. Paul—Location of Transmitter: Wazata Blvd. & Louisiana Ave. Make: WE. Tower: 1 Truscon, 226 feet. Speech Input: WE. Microphones: WE.

WLB, Minneapolis-St. Paul—Location of Transmitter: Minneapolis, Make: RCA. Tower: 1 Truscon, 329 feet. Speech Input: RCA. Composite. Microphones: RCA.

WMIN, Minneapolis-St. Paul—Location of Transmitter: 1287 St. Anthony Ave., St. Paul, Make: WE. Tower: 1 Blaw-Knox, 199 feet. Speech Input: WE. Microphones: WE.

WTCN, Minneapolis-St. Paul—Location of Transmitter: Snell, Road E, Rose Township, Make: WE. Tower: 1 Blaw-Knox, 329 feet. Speech Input: RCA. Microphones: RCA.

KVOX, Moorhead—Location of Transmitter: Moorhead, Make: WE. Tower: 1 Blaw-Knox, 182 feet. Speech Input: WE. Microphones: WE, RCA.

WCAL, Northfield—Location of Transmitter: Northfield, Make: Composite. Tower: 1 Ideco, 338 feet. Speech Input: RCA. Microphones: RCA.

KROC, Rochester—Location of Transmitter: Cascade Township, Minn. Make: RCA. Tower: 1 Marconi, 170 feet. Speech Input: RCA. Microphones: RCA.

KFAM, St. Cloud—Location of Transmitter: St. Cloud, Make: RCA. Tower: 1 Truscon, 179 feet. Speech Input: RCA. Microphones: RCA.

WHLB, Virginia—Location of Transmitter: Virginia, Make: Composite. Tower: One, 165 feet. Speech Input: RCA. Microphones: RCA, WE.

KWNO, Winona—Location of Transmitter: 331 W. Sarnia, Make: WE. Tower: 1 Blaw-Knox, 199 feet. Speech Input: WE. Microphones: WE, RCA.

## MISSISSIPPI

WJPR, Greenville—Location of Transmitter: Greenville, Make: Gates American. Tower: 1 Wincharger, 200 feet. Speech Input: Gates American. Microphones: Carrier, WE.

WGRM, Greenwood—Location of Transmitter: North Greenwood, Make: Composite. Tower: One, 205 feet. Speech Input: Composite. Microphones: WE.

WGCM, Gulfport—Location of Transmitter: Mississippi City, Miss. Make: Composite. Tower: One, 205 feet. Speech Input: Gates. Microphones: WE.

WFOR, Hattiesburg—Location of Transmitter: Hattiesburg, Make: Composite. Tower: One, 180 feet. Speech Input: Composite. Microphones: Amperite.

WJDX, Jackson—Location of Transmitter: U. S. Highway No. 51, Make: RCA. Tower: 1 Truscon, 322 feet. Speech Input: RCA. Microphones: RCA.

WJPR, Greenville—Location of Transmitter: Greenville, Make: Gates American. Tower: 1 Wincharger, 200 feet. Speech Input: Gates American. Microphones: Carrier, WE.

WSLI, Jackson—Location of Transmitter: High St. Make: RCA. Tower: 1 Lehigh, 175 feet. Speech Input: WE. Microphones: RCA.

WAML, Laurel—Location of Transmitter: Washington Rd. Make: RCA. Tower: One, 189 feet. Speech Input: RCA. Microphones: RCA, Gates.

WKSB, McComb—Location of Transmitter: Pike County, Miss. Make: Composite. Tower: 1 Wincharger, 205 feet. Speech Input: Composite. Microphones: RCA.

WCOG, Meridian—Location of Transmitter: U. S. Highway 45, North. Tower: 1 Truscon, 288 feet. Speech Input: WE. Microphones: WE.

WQBC, Vicksburg—Location of Transmitter: Halls Ferry Rd. Make: RCA. Tower: 1 Wincharger, 197 feet. Speech Input: Composite. Microphones: Amperite.

## MISSOURI

KFRU, Columbia—Location of Transmitter: 1200 E. Broadway, Make: WE. Towers: Two, 165 feet. Speech Input: WE. Microphones: WE, Amperite.

KWOS, Jefferson City—Location of Transmitter: Jefferson City, Make: Collins. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Collins. Microphones: WE.

WMBH, Joplin—Location of Transmitter: 1334 Roosevelt Ave. Make: WE. Tower: 1 Blaw-Knox, 198 feet. Speech Input: Composite. Microphones: WE.

KCMO, Kansas City—Location of Transmitter: Kansas City, Make: Collins. Towers: Three, 204 feet. Speech Input: Collins. Microphones: WE.

KITE, Kansas City—Location of Transmitter: 86th & Summit, Make: RCA. Tower: 1 Blaw-Knox, 144 feet. Speech Input: RCA, WE. Microphones: RCA, WE.

KMBC, Kansas City—Location of Transmitter: 50th & Belinder Rd. Make: WE. Tower: 1 Blaw-Knox, 266 feet. Speech Input: WE. Microphones: WE, RCA.

WDAF, Kansas City—Location of Transmitter: Mission Rd., Johnson County, Kans. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: WE. Microphones: WE.

WHB, Kansas City—Location of Transmitter: North Kansas City, Make: WE. Towers: Two, 235 feet. Speech Input: WE. Microphones: WE.

KWOC, Poplar Bluff—Location of Transmitter: Poplar Bluff, Make: Composite. Tower: 1 Lehigh, 190 feet. Speech Input: Composite. Microphones: Brush, Astatic.

**THE INTERNATIONAL DERRICK  
& EQUIPMENT COMPANY  
COLUMBUS, OHIO**

# IDECO

**BUILDERS OF**

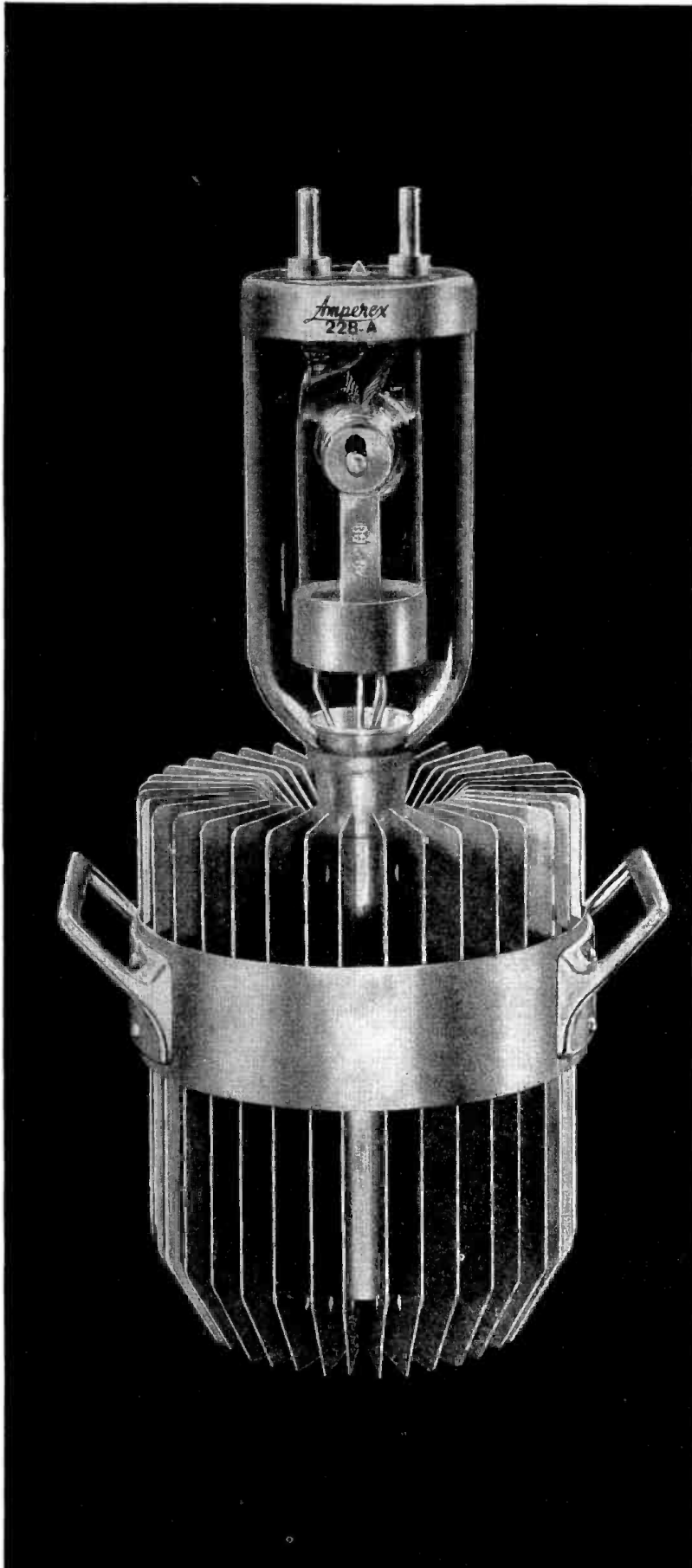


**RECENT INSTALLATIONS**

WWL . . . LOUISIANA	KOIN . . . OREGON
WLBL . . . WISCONSIN	KNX . . . CALIFORNIA
WMAQ . . . ILLINOIS	KFDM . . . TEXAS
WMMN . . . OHIO	WMPS . . . TENNESSEE

**WRITE FOR FURTHER INFORMATION  
ASK FOR DATA ON THE  
IDECO PATENTED GROUND SCREEN**





# AMPEREX

## AIR RADIATORS

### For Water Cooled Tubes

AMPEREX laboratories have designed a series of Radiators suitable for the forced air cooling of metal anode power tubes which are ordinarily water cooled.

These Radiators are scientifically designed for the greatest transfer of heat to the air stream. Their structures are simple, yet they are remarkably efficient. In fact, for some high frequency uses, they are far more desirable than water cooling systems.

The installation of air cooling systems and Air Cooled tubes in broadcast and communication transmitters results in simplicity of design, considerable economy in construction and in greatly lowered maintenance costs.

AMPEREX Radiators are available with the 891, 892, 232C, 220C, 228A and can be readily manufactured for many other types of tubes.

Because of the technical skill required for imbedding the anode into the radiator well these radiators are only sold as an integral part of the tube.

# AMPEREX

## ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET, BROOKLYN, N. Y.

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 352)

**KFEQ, St. Joseph**—Location of Transmitter: Southeast of St. Joseph. Make: Composite. Tower: 1 Truscon, 330 feet. Speech Input: RCA. Microphones: RCA.

**KFUO, St. Louis**—Location of Transmitter: 801 DeMun. Make: WE. Tower: 1 U. S. Wind Engine, 200 feet. Speech Input: RCA. WE. Microphones: Amperite, WE.

**KMOX, St. Louis**—Location of Transmitter: Lemay & Baumgartner Rds., St. Louis County. Make: WE. Towers: 2 U. S. Wind Engine, 300 feet. Speech Input: RCA. Microphones: RCA, WE.

**KSD, St. Louis**—Location of Transmitter: 12th & Olive St. Make: RCA. Towers: 2 U. S. Windmill, 100 feet; 1 Blaw-Knox, 150 feet. Speech Input: RCA. Microphones: WE, RCA.

**KWV, St. Louis**—Location of Transmitter: 800 E. Logan St. Make: WE. Tower: 1 Blaw-Knox, 396 feet. Speech Input: WE. Microphones: RCA, WE.

**KXOK, St. Louis**—Location of Transmitter: Venice, Ill. Make: RCA. Towers: Two, 180 feet. Speech Input: RCA. Microphones: RCA.

**WEW, St. Louis**—Location of Transmitter: 3642 Lindell Blvd. Make: RCA. Towers: Two, 180 feet. Speech Input: RCA. Microphones: RCA.

**WTMV, St. Louis**—Location of Transmitter: Hotel Broadview, E. St. Louis, Ill. Make: RCA. Tower: 1 Truscon, 154 feet. Speech Input: WE. Microphones: WE.

**KDRO, Sedalia**—Location of Transmitter: Sedalia. Make: RCA. Tower: 1 Truscon, 164 feet. Speech Input: RCA.

**KGBX, Springfield**—Location of Transmitter: Bolivar Road, Highway 13. Make: Composite. Towers: 2 Blaw-Knox, 179 feet. Speech Input: Composite. Microphones: Brush, Collins, RCA, WE.

**KWTO, Springfield**—Location of Transmitter: Springfield. Make: Composite. Tower: 1 Blaw-Knox, 436 feet. Speech Input: Composite.

**MONTANA**

**KGHL, Billings**—Location of Transmitter: 6 miles west of Billings. Make: RCA. Tower: 1 Truscon, 558½ feet. Speech Input: RCA. Microphones: RCA.

**KRBM, Bozeman**—Location of Transmitter: Bozeman. Make: RCA. Tower: 1 Truscon, 164 feet. Speech Input: RCA. Microphones: RCA.

**KGIR, Butte**—Location of Transmitter: Butte. Make: Hilliard. Tower: One, 224 feet. Speech Input: RCA. Microphones: RCA.

**KFBB, Great Falls**—Location of Transmitter: Great Falls. Make: WE. Tower: 1 Blaw-Knox, 420 feet. Speech Input: Composite. Microphones: Brush, Carrier.

**KPFA, Helena**—Location of Transmitter: Helena. Make: RCA. Tower: 1 Truscon, 150 feet. Speech Input: RCA. Microphones: RCA.

**KGEZ, Kalispell**—Location of Transmitter: Kalispell. Make: Composite. Tower: 1 Carnegie. 250 feet. Speech Input: Composite. Microphones: Shure, Astatic.

**KGVO, Missoula**—Location of Transmitter: Missoula. Make: WE. Tower: 1 Truscon, 220 feet. Speech Input: WE. Microphones: WE.

**KGCC, Wolf Point**—Location of Transmitter: 2 miles east of Wolf Point. Make: RCA. Tower: 1 Harrell, 175 feet. Speech Input: Seattle Radio Supply. Microphones: RCA.

### NEBRASKA

**KORN, Fremont**—Location of Transmitter: East of Fremont. Make: Gates. Tower: 1 Wincharger, 179 feet. Speech Input: Gates. Microphones: Gates.

**KMMJ, Grand Island**—Location of Transmitter: Phillips, Neb. Make: Collins. Tower: 1 Truscon, 330 feet. Speech Input: Collins. Microphones: Brush, WE.

**KGFV, Kearney**—Location of Transmitter: Kearney. Make: Collins. Tower: 1 Wincharger, 189 feet. Speech Input: Collins. Microphones: RCA.

**KFAB, Lincoln**—Location of Transmitter: 17th & Holdrege. Make: Composite. Towers: Two, 150 feet. Speech Input: RCA. Microphones: RCA, WE.

**KFOR, Lincoln**—Location of Transmitter: 4706 S. 48th St. Make: Composite. Towers: Two, 75 feet. Speech Input: RCA. Microphones: RCA, WE.

**WJAG, Norfolk**—Location of Transmitter: Norfolk. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite.

**KGNF, North Platte**—Location of Transmitter: North Platte. Make: Composite. Tower: 1 Blaw-Knox, 190 feet. Speech Input: Composite. Microphones: Astatic, RCA.

**KOIL, Omaha**—Location of Transmitter: Council Bluffs, Ia. Make: RCA. Tower: 1 Truscon, 310 feet. Speech Input: RCA. Microphones: RCA, WE.

**KOWH, Omaha**—Location of Transmitter: 60th & Girard Sts. Make: Composite. Towers: 2 Blaw-Knox, 200 feet. Speech Input: RCA.

**WOW, Omaha**—Location of Transmitter: 58th & Kansas Ave. Make: WE. Tower: 1 Blaw-Knox, 485 feet. Speech Input: WE. Microphones: WE, RCA.

**KGKY, Scottsbluff**—Location of Transmitter: Scottsbluff. Make: Composite. Tower: One, 167 feet. Speech Input: Composite. Microphones: RCA, Brush, American, Electrovoice.

### NEVADA

**KOH, Reno**—Location of Transmitter: 440 N. Virginia Ave. Make: Composite. Towers: Two, 200 feet. Speech Input: Composite. Microphones: RCA.

### NEW HAMPSHIRE

**WKNE, Keene**—Location of Transmitter: Keene. Make: Composite. Tower: One, 204 feet. Speech Input: Composite. Microphones: Brush.

**WLNH, Laconia**—Location of Transmitter: Sanbornton, N. H. Make: Gates American. Tower: 1 Truscon, 192 feet. Speech Input: Gates American. Microphones: Gates American.

**WFEA, Manchester**—Location of Transmitter: Merrimack, N. H. Make: WE. Towers: 1 Blaw-Knox, 350 feet; 1 Lingo, 200 feet. Speech Input: WE. Microphones: WE, RCA.

**WHEB, Portsmouth**—Location of Transmitter: Portsmouth. Make: Composite. Tower: 1 Truscon, 280 feet. Speech Input: Composite. Microphones: WE, RCA, Brush.

### NEW JERSEY

**WCAP, Asbury Park**—Location of Transmitter: Whitesville, N. J. Make: WE. Tower: One, 174 feet. Speech Input: WE. Microphones: WE.

**WBAB, Atlantic City**—Location of Transmitter: Abescon Blvd. & Beach Thoroughfare. Make: Collins. Tower: 1 Lehigh, 206 feet. Speech Input: Collins.

**WSNJ, Bridgeton**—Location of Transmitter: Bridgeton. Make: RCA. Tower: 1 Lehigh, 180 feet. Speech Input: RCA. Microphones: RCA.

**WCAM, Camden**—Location of Transmitter: Civic Center. Make: WE. Towers: 2 Blaw-Knox, 125 feet. Speech Input: WE. Microphones: WE, RCA, Amperite.

**WAAT, Jersey City**—Location of Transmitter: 26 Journal Square. Make: Composite. Speech Input: Composite. Microphones: WE.

**WHOM, Jersey City**—Location of Transmitter: 2870 Hudson Blvd. Make: RCA. Tower: 1 Lehigh, 387 feet. Speech Input: WE. Microphones: WE.

**WRRB, Red Bank**—Location of Transmitter: 63 Broad St. Make: Composite. Tower: One, 100 feet. Speech Input: Composite. Microphones: WE.

**WTNJ, Trenton**—Location of Transmitter: Morrisville, Pa. Make: WE. Tower: 1 Lehigh, 220 feet. Speech Input: WE. Microphones: WE.

**WAWZ, Zarahath**—Location of Transmitter: Zarahath. Make: Composite. Towers: 2 Blaw-Knox, 300 feet & 188 feet. Speech Input: Composite. Microphones: WE.

### NEW MEXICO

**KGGM, Albuquerque**—Location of Transmitter: Albuquerque. Make: Collins. Tower: 1 Blaw-Knox, 239 feet. Speech Input: WE. Microphones: WE, RCA.

**KOB, Albuquerque**—Location of Transmitter: Alameda, N. M. Make: RCA. Towers: 1 Truscon, 450 ft. Speech Input: Remler, RCA. Microphones: RCA.

**KLAH, Carlsbad**—Location of Transmitter: Carlsbad. Make: RCA. Tower: One, 184 feet. Speech Input: RCA. Microphones: RCA.

**KICA, Clovis**—Location of Transmitter: 10th at Hillcrest Park. Make: Composite. Tower: 1 Truscon, 179 feet. Speech Input: Gates. Microphones: RCA, Turner.

**KAWM, Gallup**—Location of Transmitter: 1100 E. Arctez Ave. Make: Composite. Tower: 1 Wincharger, 147 feet. Speech Input: Composite. Microphones: Shure, Electrovoice.

**KWEW, Hobbs**—Location of Transmitter: 10th Q. Make: RCA. Tower: One, 167 feet. Speech Input: Composite. Microphones: WE.

**KGFL, Roswell**—Location of Transmitter: 511 W. 16th St. Make: Composite. Tower: One, 178 feet. Speech Input: Composite.

**KVSP, Santa Fe**—Location of Transmitter: 759 Cerrillos Road. Make: Composite. Towers: Two, 65 feet. Speech Input: RCA. Microphones: RCA.

### NEW YORK

**WABY, Albany**—Location of Transmitter: Colonie, Albany County, N. Y. Make: Collins. Tower: 1 Blaw-Knox, 189 feet. Speech Input: Collins. Microphones: RCA.

**WOKO, Albany**—Location of Transmitter: Central Ave. Make: Collins. Tower: 1 Truscon, 180 feet. Speech Input: Collins. Microphones: RCA.

**WMBO, Auburn**—Location of Transmitter: York & State Sts. Make: RCA. Tower: 1 Blaw-Knox, 208 feet. Speech Input: RCA. Microphones: RCA.

**WNEF, Binghamton**—Location of Transmitter: Arlington Hotel. Make: Composite. Tower: 1 Truscon, 227 feet. Speech Input: RCA. Microphones: WE, RCA.

**WARD, Brooklyn**—Location of Transmitter: Brooklyn. Make: Composite. Tower: 1 Truscon, 196 feet. Speech Input: Composite. Microphones: WE.

**WBBC, Brooklyn**—Location of Transmitter: Ave. X & E. 70th St. Make: Composite. Towers: Two, 100 feet. Speech Input: WE. Microphones: WE, RCA.

**WCNW, Brooklyn**—Location of Transmitter: 180 Morgan Ave. Make: Paske. Tower: 1 Lehigh, 180 feet. Speech Input: WE. Microphones: WE, RCA.

**WLTH, Brooklyn**—Location of Transmitter: Prvst. Green & Hurro Sts. Make: Composite. Tower: One, 195 feet. Speech Input: Composite. Microphones: WE.

**WYFW, Brooklyn**—Location of Transmitter: 609 E. 5th St. Make: RCA. Tower: One, 110 feet. Speech Input: RCA. Microphones: RCA.

**WBEN, Buffalo**—Location of Transmitter: Martinsville, N. Y. Make: RCA. Tower: 1 Blaw-Knox, 412 feet. Speech Input: RCA. Microphones: RCA.

**WBNY, Buffalo**—Location of Transmitter: 154 E. Eagle St. Make: RCA. Tower: 1 Blaw-Knox, 179 ft. Speech Input: RCA. Microphones: RCA.

**WEBR, Buffalo**—Location of Transmitter: Larken Warehouse Terminal Bldg. Make: RCA. Tower: 1 Blaw-Knox, 300 feet. Speech Input: RCA. Microphones: RCA.

**WCAD, Canton**—Location of Transmitter: Canton. Make: GE. Towers: Two, 112 feet. Speech Input: GE. Microphones: RCA.

**WENY, Elmira**—Location of Transmitter: Lower Schuyler Ave. Make: RCA. Tower: 1 Blaw-Knox, 425 feet. Speech Input: RCA. Microphones: RCA.

**WESG, Elmira**—Location of Transmitter: Forrest Home, N. Y. Make: GE. Towers: Two, 150 feet. Speech Input: Composite. Microphones: RCA.

**WGBB, Freeport**—Location of Transmitter: 215 Bedell St. Make: Composite. Towers: Two, 100 feet. Speech Input: RCA. Microphones: RCA.

**WJTN, Jamestown**—Location of Transmitter: Foot of Chataqua Lake. Make: WE. Tower: One, 196 feet. Speech Input: WE. Microphones: RCA.

**WKNY, Kingston**—Location of Transmitter: Plainfield St., Ulster Township, N. Y. Make: RCA. Tower: 1 Lehigh, 170 feet. Speech Input: RCA. Microphones: RCA.

**WGNY, Newburgh**—Location of Transmitter: Cocheaton Turnpike. Make: Composite. Tower: 1 Lehigh, 204 feet. Speech Input: RCA. Microphones: RCA, WE.

**WABC, New York**—Location of Transmitter: Wayne Township, N. J. Make: WE. Tower: 1 Blaw-Knox, 550 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

**WEAF, New York**—Location of Transmitter: Bellmore, L. I., N. Y. Make: RCA. Towers: Two, 300 feet. Speech Input: RCA. Microphones: RCA.

**WEVD, New York**—Location of Transmitter: 1385 Grand St., Brooklyn, N. Y. Make: Custom Made. Tower: One, 221 feet. Speech Input: RCA. Microphones: RCA.

**WHN, New York**—Location of Transmitter: 20th Ave. & 31st St., Astoria, L. I. Make: WE. Tower: 1 Blaw-Knox, 254 feet. Speech Input: WE. Microphones: WE.

**WINS, New York**—Location of Transmitter: Carlstadt, N. J. Make: WE. Towers: 2 Blaw-Knox, 300 feet. Speech Input: WE. Microphones: WE.

**WJZ, New York**—Location of Transmitter: River Rd., Bound Brook, N. J. Make: RCA. Tower: One, 640 feet. Speech Input: RCA. Microphones: RCA.

**WMCA, New York**—Location of Transmitter: Kearney, N. J. Make: RCA. Towers: Three, 325 feet. Speech Input: RCA. Microphones: RCA.

**WNEW, New York**—Location of Transmitter: 277½ Paterson Plank Rd., Carlstadt, N. J. Make: WE. Tower: 1 Blaw-Knox, 424 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

# IDENTIFY YOURSELF

with

# BROADCASTING

PLATE FINISHED IN BLACK  
WRINKLE-AND-SATIN ALUMINUM

NBC

117 24 30

WFIL

21 10 32.00

WORL


17 12 31.50

Place an—


# AMCRO IDENTI-PLAK

—on your car

THE ATLANTIC METALRAFT & RADIO CORP.  
7 WARE STREET, CAMBRIDGE, MASS.  
makers of superior microphone signs and the  
AMCRO adjustable beam microphone stands.  
— ALL ORDERS C.O.D. —

Millions of listeners  find


greater enjoyment in the broad-

casts  from these stations\*

because exacting acoustical

quality has been achieved in

studios  and control rooms

 through the use of J-M Sound-

Control Materials and Methods...

- |  |   |                                       |                          |   |
|--|---|---------------------------------------|--------------------------|---|
| * CFRB Toronto, Ont., Can.               | KSTP St. Paul, Minn.                      | WGSC Charleston, S. C.                | WJLS Becklev, W. Va.     | WTAM Cleveland, Ohio  |
| CKAC Montreal, Que., Can.                | KWKH Shreveport, La.                      | WGSB Portland, Me.                    | WKY Oklahoma City, Okla. | WWNC Asheville, N. C.                                       |
| KDKA Pittsburgh, Pa.                     | KYSM Mankato, Minn.                       | WDAF Kansas City, Mo.                 | WLAW Lawrence, Mass.     | WWJ Detroit, Mich.  |
| KFJZ Ft. Worth, Texas                    | KYW Philadelphia, Pa.                     | WDAN Danville, Ill.                   | WLS Chicago, Ill.        | Ashabula Star Bureau,<br>Ashabula, Ohio                     |
| KGER Los Angeles, Cal.                   | WABC (CBS Key Station)<br>New York, N. Y. | WDRC Hartford, Conn.                  | WNAX Yankton, S. Dak.    | Belle Isle Radio Station,<br>Detroit, Mich.                 |
| KGKO Ft. Worth, Tex.                     | WBFB Baltimore, Md.                       | WEBC Duluth, Minn.                    | WNBC Hartford, Conn.     | Dept. of Interior,<br>Washington, D. C.                     |
| KGNC Amarillo, Tex.                      | WFIL Philadelphia, Pa.                    | WFBR Baltimore, Md.                   | WNYC New York, N. Y.     | Merchandise Mart (NBC),<br>Chicago, Ill.                    |
| KMBC Kansas City, Mo.                    | WF11 Philadelphia, Pa.                    | WFMJ Youngstown, O.                   | WOM San Antonio, Tex.    | Radio City, Hollywood, Calif.                               |
| KMOX St. Louis, Mo.                      | WGES Chicago, Ill.                        | WGES Youngstown, O.                   | WOR Newark, N. J.        | Radio City, New York, N. Y.                                 |
| KNX (Columbia Square)<br>Hollywood, Cal. | WBTM Danville, Va.                        | WGN (Tribune Square)<br>Chicago, Ill. | WOW Omaha, Nebr.         | Silverspire Broadcasting Co.,<br>St. Catharines, Ont., Can. |
| KOWH Omaha, Nebr.                        | WGAL Northfield, Minn.                    | WGY Schenectady, N. Y.                | WOWO Ft. Wayne, Ind.     |   |
| KOY Phoenix, Ariz.                       | WCKY Cincinnati, Ohio                     | WHAS Louisville, Ky.                  | WRC Washington, D. C.    |   |
| KRE Berkeley, Calif.                     | WCHS Charleston, W. Va.                   | WHBC Canton, Ohio                     | WRNL Richmond, Va.       |   |
|  | WCOU Lewiston, Me.                        |                                       | WSAL Salisbury, Md.      |   |

For full details on J-M Sound-Control Materials and complete information on how J-M Acoustical Engineers help improve broadcast quality, write Johns-Manville, 22 East 40th Street, New York, N. Y.

**JOHNS-MANVILLE** SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

BROADCASTING • Broadcast Advertising

1940 Yearbook Number • Page 355

# Equipment in Use in BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 354)

WNYC, New York—Location of Transmitter: 10 Kent St., Brooklyn, N. Y. Make: WE. Towers: 2 American Bridge, 304 feet. Speech Input: RCA, WE. Microphones: WE, RCA.

WOR, New York (Newark)—Location of Transmitter: Carteret, N. J. Make: WE. Towers: 2 Milligan, 385 feet. Speech Input: WE. Microphones: WE.

WOV, New York—Location of Transmitter: Kearney, N. J. Make: WE. Towers: Two, 225 feet. Speech Input: Composite. Microphones: RCA, WE.

WQXR, New York—Location of Transmitter: 3104 Northern Blvd., Long Island, N. Y. Make: Composite. Tower: 1 Newark Pole & Tube, 148 feet. Speech Input: Composite. Microphones: RCA, WE, Brush.

WSLB, Ogdensburg—Location of Transmitter: Ogdensburg. Make: RCA. Tower: One, 150 feet. Speech Input: RCA. Microphones: RCA.

WHDL, Olean—Location of Transmitter: Allegany, N. Y. Make: WE. Tower: 1 Truscon, 308 feet. Speech Input: Collins. Microphones: WE.

WMFF, Plattsburg—Location of Transmitter: Boynton Ave. Make: Collins. Tower: One, 168 feet. Speech Input: Collins. Microphones: RCA.

WHAM, Rochester—Location of Transmitter: Victor, N. Y. Make: WE. Tower: 1 Blaw-Knox, 450 feet. Speech Input: WE. Microphones: WE.

WHEC, Rochester—Location of Transmitter: 328 Main St., East Rochester. Make: Brown Radio Service. Tower: One, 185 feet. Speech Input: Brown Radio Service.

WNBZ, Saranac Lake—Location of Transmitter: 70 Broadway. Make: Composite. Tower: One, 70 feet. Speech Input: Composite. Microphones: WE, Turner, Shure.

WGY, Schenectady—Location of Transmitter: South Schenectady. Make: GE. Tower: 1 American Bridge, 625 feet. Speech Input: GE. Microphones: RCA.

WFBL, Syracuse—Location of Transmitter: Near Collamer, N. Y. Make: WE. Tower: 1 Blaw-Knox, 400 feet. Speech Input: WE. Microphones: WE.

WSYR, Syracuse—Location of Transmitter: Valley Drive. Make: RCA. Towers: 2 International Stacey, 335 feet. Speech Input: RCA. Microphones: RCA.

WIBX, Utica—Location of Transmitter: Utica. Make: WE. Tower: 1 Blaw-Knox, 204 feet. Speech Input: WE. Microphones: WE.

WFAS, White Plains—Location of Transmitter: 1 Chester Ave. Make: Powell. Tower: 1 Lehigh, 190 feet. Speech Input: Powell. Microphones: RCA, Brush.

## NORTH CAROLINA

WISE, Asheville—Location of Transmitter: Langren Hotel roof. Make: Gates. Tower: 1 Wincharger, 170 feet. Speech Input: Gates. Microphones: Shure.

WWNC, Asheville—Location of Transmitter: Flat Iron Bldg. Make: RCA. Towers: 2 U. S. Wind Engine, 108 feet above roof. Speech Input: RCA. Microphones: RCA.

WBT, Charlotte—Location of Transmitter: Charlotte. Make: RCA. Tower: 1 Blaw-Knox, 429 feet. Speech Input: RCA. Microphones: RCA.

WSOC, Charlotte—Location of Transmitter: Mecklenburg Hotel. Make: Composite. Towers: Two. Speech Input: RCA. Collins. Microphones: RCA.

WDNC, Durham—Location of Transmitter: Forest Hills. Make: WE. Tower: 1 Blaw-Knox, 350 feet. Speech Input: WE. Microphones: WE, RCA.

WCNC, Elizabeth City—Location of Transmitter: Parsonage St. Make: WE. Tower: 1 Blaw-Knox, 180 feet. Speech Input: WE. Microphones: WE.

WGNC, Gastonia—Location of Transmitter: Gastonia. Make: Collins. Tower: 1 Wincharger, 150 feet. Speech Input: Collins. Microphones: RCA.

WGBR, Goldsboro—Location of Transmitter: P. O. Box 373. Make: RCA. Tower: 1 Lehigh, 185 feet. Speech Input: RCA. Microphones: RCA.

WBIG, Greensboro—Location of Transmitter: 3 1/2 miles from Greensboro. Make: WE. Tower: 1 Blaw-Knox. Speech Input: WE. Microphones: WE.

WMFR, High Point—Location of Transmitter: 156 1/2 S. Main St. Make: RCA. Tower: 1 Lehigh, 150 feet. Speech Input: Composite. Microphones: RCA.

WETC, Kinston—Location of Transmitter: Box 330. Make: Collins. Tower: One, 250 feet. Speech Input: Collins. Microphones: RCA.

WPTF, Raleigh—Location of Transmitter: Cary, N. C. Make: RCA. Towers: 2 Ideco, 380 feet. Speech Input: RCA. Microphones: RCA.

WRAL, Raleigh—Location of Transmitter: East Davie St. Extension. Make: WE. Tower: 1 Wincharger, 195 feet. Speech Input: WE. Microphones: WE.

WELD, Rocky Mount—Location of Transmitter: Rocky Mount. Make: Link Tower. 1 Hoke, 198 feet. Speech Input: WE. Microphones: WE, Brush.

WSTP, Salisbury—Location of Transmitter: Statesville Highway at Grant Creek. Make: WE. Tower: 1 Blaw-Knox, 103 feet. Speech Input: WE. Microphones: WE.

WMA-D, Wilmington—Location of Transmitter: 320 N. Front St. Make: Doolittle & Raskor. Tower: One, 120 feet. Speech Input: Composite. Microphones: Amperite.

WFLA, Winston-Salem—Location of Transmitter: South of Wilson, U. S. Highway 301. Make: Composite. Tower: One, 118 feet. Speech Input: Gates. Microphones: RCA.

WA.R, Winston-Salem—Location of Transmitter: Lehigh. 180 feet. Speech Input: WE. Microphones: WE, RCA.

WJSS, Winston-Salem—Location of Transmitter: Winston-Salem. Make: RCA. Tower: 1 Lehigh, 315 feet. Speech Input: RCA. Microphones: RCA, WE.

## NORTH DAKOTA

KFYR, Bismarck—Location of Transmitter: Menoken, N. D. Make: RCA. Tower: 1 Truscon, 194 feet. Speech Input: RCA. Microphones: RCA.

KLLR, Devils Lake—Location of Transmitter: Devils Lake. Make: WE. Tower: One, 195 feet. Speech Input: WE, Collins. Microphones: RCA, WE.

WDAY, Fargo—Location of Transmitter: West Fargo. Make: Composite. Towers: 2 Blaw-Knox, 128 feet. Speech Input: Composite. Microphones: RCA, WE.

KJPM, Grand Forks—Location of Transmitter: University Station. Make: Collins. Tower: One, 100 feet. Speech Input: Composite. Microphones: WE.

KRUC, Jamestown—Location of Transmitter: Highway No. 10. Make: WE. Tower: 1 Blaw-Knox, 119 feet. Speech Input: WE. Microphones: WE.

KGUO, Mandan—Location of Transmitter: Between Mandan & Bismarck, N. D. Make: Collins. Tower: 1 Lehigh, 204 feet. Speech Input: Collins. Microphones: Brush.

KLFM, Minot—Location of Transmitter: Minot. Make: Collins. Tower: 1 Lehigh, 180 feet. Speech Input: Composite. Microphones: RCA.

KOVV, Valley City—Location of Transmitter: Kudolf route. Make: Collins. Tower: 1 Harrell, 165 feet. Speech Input: Collins. Microphones: Brush.

## OHIO

WADC, Akron—Location of Transmitter: Talmadge, O. Make: WE. Tower: 1 Truscon, 356 feet. Speech Input: WE. Microphones: WE, RCA.

WICA, Ashtabula—Location of Transmitter: 221 Lenter St. Make: WE. Tower: 1 Truscon, 211 feet. Speech Input: RCA. Microphones: RCA, WE.

WABC, Canton—Location of Transmitter: 3 miles west of Canton. Make: RCA. Tower: 1 Truscon, 502 feet. Speech Input: RCA. Microphones: RCA.

WCKY, Cincinnati—Location of Transmitter: Ludlow, Ky. Make: RCA. Towers: 1 Blaw-Knox, 350 feet; 2 Truscon, 345 feet. Speech Input: RCA. Microphones: RCA, WE.

WCO, Cincinnati—Location of Transmitter: 659 1/2 5th St. Make: RCA. Tower: 1 Ideco, 199 feet. Speech Input: RCA. Microphones: RCA.

WKRC, Cincinnati—Location of Transmitter: Hotel Alms. Make: WE. Towers: 2 Blaw-Knox, 154 feet. Speech Input: WE. Microphones: WE, RCA.

WLW, Cincinnati—Location of Transmitter: Maud Rd., Mason, O. Make: WE. Tower: 1 Blaw-Knox, 331 feet. Speech Input: Crosley. Microphones: Crosley.

WSA, Cincinnati—Location of Transmitter: Warner Chickasaw Sta. Make: WE. Tower: One, 225 feet. Speech Input: Crosley. Microphones: Crosley.

WCLE, Cleveland—Location of Transmitter: Brooklyn Sta., Route No. 3. Make: WE. Tower: One, 300 feet. Speech Input: Composite. Microphones: WE.

WGAR, Cleveland—Location of Transmitter: 1000 Harvard, Cuyahoga County, O. Make: RCA. Towers: 2 Truscon, 485 & 150 feet. Speech Input: RCA, WE. Microphones: RCA.

WEEF, Cleveland—Location of Transmitter: Brooklyn Sta., Route No. 3. Make: WE. Tower: One, 300 feet. Speech Input: Composite. Microphones: WE, RCA.

WTAM, Cleveland—Location of Transmitter: Brecksville, Ohio. Make: RCA. Tower: 1 Truscon, 470 feet. Speech Input: RCA. Microphones: RCA.

WBNS, Columbus—Location of Transmitter: 1085 Barnett Rd. Make: RCA, WE. Towers: 2 Blaw-Knox, 379 & 189 feet. Speech Input: RCA, WE, Collins. Microphones: WE, RCA.

WCOL, Columbus—Location of Transmitter: 33 N. High St. Make: Collins. Tower: 1 Blaw-Knox, 187 feet. Speech Input: WE. Microphones: WE, RCA.

WIKO, Columbus—Location of Transmitter: Sharon Rd. Make: WE. Towers: Two, 141 feet. Speech Input: WE. Microphones: WE.

WOSU, Columbus—Location of Transmitter: Columbus. Make: WE. Tower: 1 Lehigh, 330 feet. Speech Input: RCA. Microphones: RCA.

WHDY, Dayton—Location of Transmitter: Virginia Drive. Make: RCA. Tower: 2 Ideco, 285 feet. Speech Input: RCA. Microphones: RCA.

WING, Dayton—Location of Transmitter: Xenia Pike. Make: Collins. Tower: 1 Ideco. Speech Input: RCA. Microphones: RCA.

WLOK, Lima—Location of Transmitter: Race Ave. Make: Collins. Tower: 1 Ideco, 157 feet. Speech Input: RCA. Microphones: RCA.

WMAN, Mansfield—Location of Transmitter: Lonview Ave. Make: RCA. Tower: One, 188 feet. Speech Input: RCA. Microphones: RCA.

WPAY, Portsmouth—Location of Transmitter: 821 Chillicothe St. Make: Composite. Towers: Two, 85 feet. Speech Input: Composite. Microphones: Shure.

WSPD, Toledo—Location of Transmitter: Perrysburg, O. Make: WE. Tower: 1 Blaw-Knox, 214 feet. Speech Input: WE. Microphones: WE, RCA.

WTOL, Toledo—Location of Transmitter: Madison & Erie Sts. Make: WE. Tower: 1 Blaw-Knox, 214 feet. Speech Input: WE. Microphones: WE.

WUAB, Youngstown—Location of Transmitter: 101 W. Boardman St. Make: RCA. Tower: 1 Truscon, 210 feet. Speech Input: RCA. Microphones: RCA.

WKBN, Youngstown—Location of Transmitter: 3430 Sunset Blvd. Make: Composite. Tower: 1 Truscon, 369 feet. Speech Input: RCA. Microphones: RCA, WE.

WHIZ, Zanesville—Location of Transmitter: Zanesville. Make: RCA. Tower: 1 Blaw-Knox, 205 feet. Speech Input: RCA. Microphones: RCA.

## OKLAHOMA

KADA, Ada—Location of Transmitter: N. Broadway. Make: Collins. Tower: 1 Lehigh, 180 feet. Speech Input: Collins. Microphones: RCA, Gates, Amperite.

KVSO, Ardmore—Location of Transmitter: Chickasaw & N. W. Blvd. Make: RCA. Tower: 1 Lehigh, 185 feet. Speech Input: RCA. Microphones: RCA.

KASA, Elk City—Location of Transmitter: Elk City. Make: WE. Tower: One, 115 feet. Speech Input: Composite. Microphones: Amperite, Turner.

KRCR, Enid—Location of Transmitter: Enid. Make: Composite. Tower: 1 Blaw-Knox, 133 feet. Speech Input: WE. Microphones: WE, RCA.

KBIX, Muskogee—Location of Transmitter: Barnes Bldg. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

WNAD, Norman—Location of Transmitter: Norman. Make: Composite. Tower: One, 100 feet. Speech Input: WE. Microphones: RCA, WE.

KOCY, Oklahoma City—Location of Transmitter: Plaza Court. Make: Collins. Tower: 1 Truscon, 179 feet. Speech Input: Collins. Microphones: RCA.

KOMA, Oklahoma City—Location of Transmitter: Oklahoma City. Make: WE. Towers: 1 Ideco, 190 feet. Speech Input: WE. Microphones: WE.

KTKO, Oklahoma City—Location of Transmitter: 1800 W. Main St. Make: RCA. Tower: 1 Lehigh, 204 feet. Speech Input: RCA. Microphones: WE.

WKY, Oklahoma City—Location of Transmitter: West of Oklahoma City. Make: RCA. Tower: One, 235 feet. Speech Input: RCA. Microphones: RCA.

KHFG, Okmulgee—Location of Transmitter: 20th & Seminole Sts. Make: RCA. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Composite. Microphones: RCA, WE.

# Refinements

— with a purpose

Foremost in the minds of our audio engineers are the requirements of broadcasting stations. For more than 35 years AmerTran has specialized in supplying all types of transformer equipment to the communication industry, and, since the advent of broadcasting, we have been the acknowledged leader in manufacturing audio transformers of the highest quality.



This year AmerTran announces important design refinements which are of interest to every broadcast station engineer. Transformer components Types PR and PS have established a new high standard of performance. Do you have complete data? Ask for our latest bulletin on broadcast equipment.

**AMERICAN TRANSFORMER COMPANY**

172 Emmet Street, Newark, N. J.

Transformers of Excellence

SINCE 1901

WBBZ, Ponca City—Location of Transmitter: 615 W. Grand Ave. Make: Composite. Tower: 1 Blaw-Knox, 167 feet. Microphones: Amperite.

KGFF, Shawnee—Location of Transmitter: Shawnee Country Club. Make: Collins. Tower: 1 Lehigh, 286 feet. Speech Input: Collins. Microphones: RCA.

KOME, Tulsa—Location of Transmitter: 3904 Newport. Make: WE. Tower: 1 Blaw-Knox, 214 feet. Speech Input: WE. Microphones: WE.

KTUL, Tulsa—Location of Transmitter: Route No. 3. Make: WE. Towers: 2 Truscon, 220 feet. Speech Input: WE. Microphones: WE.

KVOO, Tulsa—Location of Transmitter: 10 miles east of Tulsa. Make: WE. Tower: 1 Blaw-Knox, 225 feet. Speech Input: WE. Microphones: WE.

**OREGON**

KAST, Astoria—Location of Transmitter: 1006 Taylor Ave. Make: Composite. Tower: 1 Lehigh, 193 feet. Speech Input: Composite. Microphones: RCA. American, Shure, Brush.

KBKR, Baker—Location of Transmitter: East H St. Make: Composite. Tower: One, 164 feet. Speech Input: Composite. Microphones: Turner.

KBND, Bend—Location of Transmitter: Bend. Make: RCA. Tower: 1 Lehigh, 175 feet. Speech Input: RCA. Microphones: RCA.

KOAC, Corvallis—Location of Transmitter: Corvallis. Make: WE. Towers: Two, 95 feet. Speech Input: WE. Microphones: WE. RCA.

KORE, Eugene—Location of Transmitter: S. Williams St. Make: Composite. Tower: 1 Blaw-Knox, 183 feet. Speech Input: Composite. Microphones: RCA, WE.

KUIN, Grants Pass—Location of Transmitter: Grants Pass. Make: WE. Tower: 1 Bethlehem, 165 feet. Speech Input: Composite. Microphones: WE.

KFJI, Klamath Falls—Location of Transmitter: 213 Main St. Make: Composite. Tower: One, 130 feet. Speech Input: Composite. Microphones: WE.

KLBM, La Grande—Location of Transmitter: La Grande. Make: Composite. Tower: 1 Jones-Laughlin, 173 feet. Speech Input: WE. Microphones: WE. Shure.

KOOS, Marshfield—Location of Transmitter: Marshfield. Make: Composite. Tower: 1 Hoke, 165 feet. Speech Input: RCA. Microphones: WE.

KMED, Medford—Location of Transmitter: Ross Lane. Make: Composite. Tower: 1 Blaw-Knox, 287 feet. Speech Input: Composite. Microphones: RCA, WE.

KALE, Portland—Location of Transmitter: Weatherly Bldg. Make: Composite. Speech Input: Composite. Microphones: WE.

KBPS, Portland—Location of Transmitter: N. E. 12th Ave. & Hoyt St. Make: Composite. Towers: Two, 122 feet. Speech Input: WE. Microphones: WE.

KEX, Portland—Location of Transmitter: North Portland, Ore. Make: Composite. Tower: 1 Portland Spar, 300 feet. Speech Input: RCA. Microphones: RCA.

KGW, Portland—Location of Transmitter: North Portland, Ore. Make: RCA. Tower: 1 Truscon, 625 feet. Speech Input: RCA. Microphones: RCA.

KOIN, Portland—Location of Transmitter: Sylvan, Ore. Make: Composite. Tower: 1 Ideco, 555 feet. Speech Input: Composite. Microphones: WE.

## \*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 15, 1940)

### AUTHORIZED TO USE REGULAR BROADCAST BAND

(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WGN	WGN, Inc. Chicago, Ill.	720	50,000
WHK	United Broadcasting Co. Cleveland, O.	1390	1,000
WLW	The Crosley Corp. Cincinnati, O.	700	50,000
WHO	Central Broadcasting Co. Des Moines, Ia.	1000	50,000
WOR	Bamherger Broadcasting Service Newark, N. J.	710	50,000
KFBK	McClatchy Broadcasting Co. Sacramento, Cal.	1490	10,000
KMJ	McClatchy Broadcasting Co. Fresno, Cal.	580	1,000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50,000
WOKO	WOKO, Inc. Albany, N. Y.	1430	500
<b>SHORT WAVES</b>			
W2XBF	William G. H. Finch New York City	43740	1,000
W2XR	Radio Pictures Inc. Long Island City, N. Y. (WQXR)	43580	500
W2XUP	Bamherger Broadcasting Service New York City (WOR)	25250	100
†W2XWE	WOKO, Inc. Albany, N. Y. (WOKO)	25050	500
W4XIH	National Life & Accident Insurance Co. Nashville, Tenn. (WSM)	25250	1,000
W5XGR	A. H. Belo Corp. Dallas, Tex. (WFAA)	25250	100
W8XA	WBEN, Inc. Buffalo, N. Y. (WBEN)	43700	100
W8XE	United Broadcasting Co. Cleveland, O. (WHK)	43620	100
W8XTY	Evening News Association Detroit, Mich. (WWJ)	25250	150
W8XUF	Sparks-Withington Co. Jackson, Mich.	43900	100
W8XUJ	The Crosley Corp. Cincinnati, O. (WLW)	25025	1,000
W8XUM	WBNS, Inc. Columbus, O. (WBNS)	25200	100
†W8XVC	The Times-Star Co. Cincinnati, O. (WKRC)	25175	100
W9XSP	Star-Times Publishing Co. St. Louis, Mo. (KXOK)	25250	100
†W9XWT	The Times Co. N. E. Eastwood, Ky. (WHAS)	25250	500
W9XZY	Puitzer Publishing Co. St. Louis, Mo. (KSD)	25100	100

† Construction Permit.

\* Companies manufacturing facsimile equipment: Finch Telecommunications Inc., 1819 Broadway, New York City (W. G. H. Finch); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Ralotype Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

KWJJ, Portland—Location of Transmitter: Oaks Park. Make: Composite. Tower: One, 229 feet. Speech Input: Composite. Microphones: Amperite, RCA, Brush.

KXL, Portland—Location of Transmitter: Multnomah Hotel. Make: Composite. Tower: One, 70 feet. Speech Input: RCA. Microphones: RCA, WE.

KRRR, Roseburg—Location of Transmitter: Umpqua Hotel. Make: Composite. Tower: One, 135 feet. Speech Input: Composite. Microphones: RCA, WE.

KSLM, Salem—Location of Transmitter: 638 N. Front St. Make: WE. Tower: One, 218 feet. Speech Input: Composite.

### PENNSYLVANIA

WFBG, Altoona—Location of Transmitter: Altoona. Make: WE. Tower: 1 Lingo, 150 feet. Speech Input: WE. Microphones: WE.

WST, Easton—Location of Transmitter: Williams Township, Pa. Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. Microphones: RCA, WE.

WLEU, Erie—Location of Transmitter: Commerce Bldg. Make: RCA. Tower: 1 Blaw-Knox, 175 feet. Speech Input: RCA. Microphones: RCA.

WIG, Glenside—Location of Transmitter: Chetam Ave., east of Easton Rd., Montgomery County, Pa. Make: WE. Tower: 1 Lehigh, 255 feet. Speech Input: WE. Microphones: Amperite.

WJHB, Greensburg—Location of Transmitter: Atop Penn Albert Hotel. Make: Composite. Towers: 2 Blaw-Knox. Microphones: WE.

WSAJ, Grove City—Location of Transmitter: Grove City. Make: Composite. Towers: Two, 100 feet. Speech Input: Composite. Microphones: Astatic.

WHP, Harrisburg—Location of Transmitter: Swatara Township, Paxtang, Pa. Make: Collins. Towers: 2 Lehigh, 325 feet. Speech Input: Collins. Microphones: RCA.

WKBO, Harrisburg—Location of Transmitter: Penn Harris Hotel. Make: Composite. Towers: 2 Blaw-Knox, 165 feet. Speech Input: Composite. Microphones: RCA, WE.

WAZL, Hazleton—Location of Transmitter: Hazleton. Make: WE. Tower: 1 Lehigh, 165 feet. Speech Input: Composite. Microphones: RCA, WE.

WJAC, Johnstown—Location of Transmitter: 429 Locust St. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: RCA. Microphones: RCA.

WGAL, Lancaster—Location of Transmitter: Swatara Township, Paxtang, Pa. Make: Composite. Tower: 1 Blaw-Knox, 170 feet. Speech Input: Composite. Microphones: RCA, WE.

WKST, New Castle—Location of Transmitter: Near New Castle. Make: RCA. Tower: 1 Lehigh, 213 feet. Speech Input: WE. Microphones: WE, RCA.

KYW, Philadelphia—Location of Transmitter: R.F.D. No. 4, Norristown, Pa. Make: Westinghouse. Towers: 4 Lingo, 245 feet. Speech Input: RCA. Microphones: RCA.

WCAU, Philadelphia—Location of Transmitter: Newton Square, Pa. Make: RCA. Tower: 1 Blaw-Knox, 407 feet. Speech Input: RCA. Microphones: RCA, WE.

WDAS, Philadelphia—Location of Transmitter: Woodside Park. Make: RCA. Towers: 1 Blaw-Knox, 157 feet; 1 Lingo, 125 feet. Speech Input: RCA. Microphones: RCA.

WFIL, Philadelphia—Location of Transmitter: 63rd & Passayunk Aves. Make: RCA. Tower: 1 Blaw-Knox, 325 feet. Microphones: RCA.

WHAT, Philadelphia—Location of Transmitter: Hotel Philadelphia. Make: WE. Towers: Two, 235 feet. Speech Input: WE. Microphones: WE.

# Finch Facsimile



## FINCH TELECOMMUNICATIONS, Inc., Passaic, N. J.

NEW YORK SALES OFFICE, 1819 Broadway

AIRCRAFT LABORATORY, Bendix, N. J.

## THE NEXT MONEY-MAKER

FOR BROADCASTERS © 1939

Finch equipment sends by radio or wire circuit an exact facsimile of any message that can be put on paper—printed, typed, photographed, drawn or written—in full size and at unequalled speed, up to 22 square inches per minute. It is completely self-synchronizing and can be operated from any source of local power.

This equipment is now made in a wide variety of types for dependable service ashore, afloat and aloft. It is in daily use for general broadcasting, government, marine, police and aviation services. Write today for descriptive bulletins that tell the whole story.

# Equipment in Use in BROADCAST STATIONS IN THE UNITED STATES AND CANADA

(Continued from page 356)

WIP, Philadelphia—Location of Transmitter: 21st and Hamilton Sts. Make: RCA. Tower: 1 Blaw-Knox, 254 feet. Speech Input: RCA. WE. Microphones: RCA. WE.

WPEN, Philadelphia—Location of Transmitter: 72nd & Vine Sts. Make: RCA. Towers: 3 Blaw-Knox, 240 feet. Speech Input: Composite. Microphones: WE.

WTCL, Philadelphia—Location of Transmitter: Rowlandville, Philadelphia. Make: Composite. Towers: 1 Lehigh, 181 feet. Speech Input: Composite. Microphones: WE.

KDKA, Pittsburgh—Location of Transmitter: Allison Park. Hampton Twp., Pa. Make: Westinghouse. Tower: 1 Truscon, 718 ft. Speech Input: Westinghouse. Microphones: Westinghouse, RCA.

KQV, Pittsburgh—Location of Transmitter: Pittsburgh. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.

WCAB, Pittsburgh—Location of Transmitter: Agnew Road. Make: RCA. Tower: 1 Bethlehem, 336 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

WTAS, Pittsburgh—Location of Transmitter: 1475 Crane Rd. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

WWSW, Pittsburgh—Location of Transmitter: Rising Main St. Make: RCA. Tower: 1 Lingo, 350 feet. Speech Input: RCA. Microphones: WE, RCA.

WUEU, Reading—Location of Transmitter: Berkes County, Pa. Make: RCA. Towers: Two, 200 feet. Speech Input: RCA. Microphones: RCA.

WRAW, Reading—Location of Transmitter: 6th & Penn. Sts. Make: RCA. Tower: One, 160 feet. Speech Input: RCA. Microphones: RCA.

WGBI, Scranton—Location of Transmitter: Drinker Turnpike. Make: Composite. Tower: 1 Lehigh, 270 feet. Speech Input: Composite. Microphones: WE.

WPIC, Sharon—Location of Transmitter: P. O. Box 541. Make: WE. Tower: 1 Blaw-Knox, 230 feet. Speech Input: WE. Microphones: WE, RCA. Shure.

WKOK—Sunbury. Location of Transmitter: 1150 N. Front St. Make: WE. Tower: One, 151 feet. Speech Input: WE. Microphones: WE.

WMBS, Uniontown—Location of Transmitter: R. D. 3, Morgantown Rd. Make: RCA. Tower: One, 150 feet. Speech Input: RCA. Microphones: WE, RCA.

WBAX, Wilkes-Barre—Location of Transmitter: P. O. Box 71. Make: WE. Speech Input: Composite. Microphones: WE, RCA.

WBRE, Wilkes-Barre—Location of Transmitter: Kingston, Pa. Make: RCA. Tower: 1 Lehigh, 202 feet. Speech Input: RCA. Microphones: RCA.

WRAC, Williamsport—Location of Transmitter: 1561 W. 4th St. Make: RCA. Tower: 1 Blaw-Knox, 204 feet. Speech Input: RCA. Microphones: RCA.

WORK, York—Location of Transmitter: York. Make: Powell. Towers: 3 Blaw-Knox, 154 feet. Speech Input: Powell. Microphones: RCA, WE.

## RHODE ISLAND

WEAN, Providence—Location of Transmitter: East Providence. Make: WE. Towers: 2 Blaw-Knox, 325 feet. Speech Input: WE. Microphones: WE.

WJAR, Providence—Location of Transmitter: Rumford, R. I. Make: WE. Towers: 2 Blaw-Knox, 320 feet. Speech Input: WE. Microphones: WE.

WPRO, Providence—Location of Transmitter: Wampanoag Trail, East Providence. Make: RCA. Towers: 2 Blaw-Knox, 400 feet. Speech Input: WE. Microphones: WE, RCA.

## SOUTH CAROLINA

WAIM, Anderson—Location of Transmitter: Anderson College. Make: WE. Towers: Two, 90 feet. Speech Input: WE. Microphones: WE.

WCSC, Charleston—Location of Transmitter: Charleston. Make: WE. Tower: 1 Truscon, 198 feet. Speech Input: WE. Microphones: WE, RCA.

WTMA, Charleston—Location of Transmitter: Charleston. Make: RCA. Tower: 1 Blaw-Knox, 160 feet. Speech Input: RCA. Microphones: RCA.

WCOS, Columbia—Location of Transmitter: Pendleton St. Make: RCA. Tower: 1 Wincharger, 192 feet. Speech Input: RCA. Microphones: RCA.

WIS, Columbia—Location of Transmitter: P. O. Box, 1348, Bluff Road. Make: WE. Towers: 2 Truscon, 360 feet and 260 feet. Speech Input: WE. Microphones: WE.

WOLS, Florence—Location of Transmitter: Charleston Highway. Make: Composite. Tower: One, 150 feet. Speech Input: Gates. Microphones: RCA.

WFBC, Greenville—Location of Transmitter: Greenville. Make: RCA. Tower: 1 Truscon, 376 feet. Speech Input: RCA. Microphones: RCA.

WSPA, Spartanburg—Location of Transmitter: Evanston Heights. Make: Collins. Tower: One, 287 feet. Speech Input: Collins. Microphones: RCA.

## SOUTH DAKOTA

KABR, Aberdeen—Location of Transmitter: Wylie Park Lake. Make: WE. Towers: 2 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

KFDY, Brookings—Location of Transmitter: State College Campus. Make: Composite. Towers: Two, 102 and 98 feet. Speech Input: Gates. Microphones: WE, Gates.

KGFX, Pierre—Location of Transmitter: 203 W. Summit Ave. Make: Composite. Towers: Two, 60 feet. Speech Input: Composite. Microphones: Shure.

KOBH, Rapid City—Location of Transmitter: Rapid City. Make: RCA. Tower: 1 Truscon, 174 feet. Speech Input: RCA. Microphones: RCA.

WCAT, Rapid City—Location of Transmitter: East St. Joe St. Tower: One, Ideco, 204 feet. Speech Input: Gates. Microphones: Gates, RCA.

KELO, Sioux Falls—Location of Transmitter: West Sioux Falls. Make: RCA. Tower: One, 215 feet. Speech Input: RCA. Microphones: RCA.

KSOU, Sioux Falls—Location of Transmitter: West Sioux Falls. Make: RCA. Tower: 1 Blaw-Knox, 235 feet. Speech Input: RCA. Microphones: RCA.

KUSD, Vermillion—Location of Transmitter: Vermillion. Make: Composite. Towers: 2 Composite, 103 feet. Speech Input: Composite. Microphones: RCA, Gates.

WNAX, Yankton—Location of Transmitter: East of Yankton. Make: WE. Tower: 1 Blaw-Knox, 450 feet. Speech Input: WE. Microphones: WE.

## TENNESSEE

WOPI, Bristol—Location of Transmitter: Bristol. Make: RCA. Tower: 1 Wincharger, 220 feet. Speech Input: RCA. Microphones: RCA.

WAPO, Chattanooga—Location of Transmitter: Rossville Blvd. Make: Collins. Tower: 1 Lehigh, 205 feet. Speech Input: Collins. Microphones: RCA, WE.

WDDO, Chattanooga—Location of Transmitter: Chattanooga Brainerd Community. Make: WE. Tower: 1 Truscon, 325 feet. Speech Input: RCA. Microphones: RCA.

WHUB, Cookeville—Location of Transmitter: Cookeville. Make: RCA. Tower: 1 Wincharger, 180 feet. Speech Input: RCA. Microphones: RCA.

WJHL, Johnson City—Location of Transmitter: Johnson City. Make: RCA. Tower: 1 Wincharger, 185 feet. Speech Input: RCA. Microphones: RCA.

WNOX, Knoxville—Location of Transmitter: Anderson Road. Make: WE. Tower: 1 Ideco, 485 feet. Speech Input: RCA. Microphones: RCA.

WROL, Knoxville—Location of Transmitter: 201 Randolph. Make: Composite. Tower: 1 Wincharger, 170 feet. Speech Input: WE. Microphones: WE, RCA.

WHBQ, Memphis—Location of Transmitter: 46 Neely St. Make: Composite. Tower: One, 180 feet. Speech Input: RCA. Microphones: WE, RCA.

WMC, Memphis—Location of Transmitter: near Bartlett, Tenn. Make: Composite. Towers: 2 Blaw-Knox, 511 feet and 315 feet. Speech Input: Composite. Microphones: WE, RCA.

WMFS, Memphis—Location of Transmitter: 1690 S. Lauderdale. Make: Composite. Tower: One, 175 feet. Speech Input: RCA. Microphones: RCA, WE.

WLAC, Nashville—Location of Transmitter: Murfreesboro Pike. Make: WE.

Towers: Two, 200 feet. Speech Input: WE. Microphones: WE.

WSIX, Nashville—Location of Transmitter: 3rd & Bosobel Sts. Make: RCA. Tower: 1 Truscon, 189 feet. Speech Input: Collins. Microphones: RCA, WE.

WSM, Nashville—Location of Transmitter: Route 6, Franklin, Tenn. Make: RCA. Tower: 1 Blaw-Knox, 818 feet. Speech Input: Composite. Microphones: RCA, WE.

## TEXAS

KRBC, Abilene—Location of Transmitter: Abilene. Make: RCA. Tower: 1 Ideco. Speech Input: RCA. Microphones: RCA, WE.

KFDA, Amarillo—Location of Transmitter: Amarillo. Make: RCA. Tower: 1 Truscon, 182 feet. Speech Input: RCA. Microphones: RCA.

KGNC, Amarillo—Location of Transmitter: Bellaire Park. Make: WE. Tower: 1 Truscon, 365 feet. Speech Input: WE. Microphones: RCA.

KNOW, Austin—Location of Transmitter: Tillery St. Make: RCA. Tower: 1 Blaw-Knox, 150 feet. Speech Input: WE. Microphones: RCA, WE.

KNBC, Austin—Location of Transmitter: North of Dallas. Make: Composite. Tower: One, 198 feet. Speech Input: Composite. Microphones: RCA, WE.

KFDM, Beaumont—Location of Transmitter: Box 2950. Make: WE. Towers: 2 Blaw-Knox, 200 feet. Speech Input: WE. Microphones: WE.

KRIC, Beaumont—Location of Transmitter: 130 Wall St. Make: WE. Tower: 1 Ideco, 184 feet. Speech Input: WE. Microphones: WE.

KBST, Big Spring—Location of Transmitter: Big Spring. Make: RCA. Tower: 1 Ideco, 165 feet. Speech Input: RCA. Microphones: RCA, WE.

KNEL, Brady—Location of Transmitter: Brady. Make: Doolittle & Falkner. Tower: One, 164 feet. Speech Input: Gates.

KGFI, Brownsville—Location of Transmitter: 2701 San Benito St. Make: Composite. Tower: One, 150 feet. Speech Input: Composite. Microphones: RCA, Astatic.

WTAW, College Station—Location of Transmitter: College Station. Make: Composite. Towers: Two, 135 feet. Speech Input: Composite. Microphones: WE, RCA.

KRLD, Dallas—Location of Transmitter: Garland, Texas. Make: WE. Tower: 1 Blaw-Knox, 475 feet. Speech Input: Composite. Microphones: WE.

WFAP, Dallas—Location of Transmitter: Grapevine, Tex. Make: RCA. Tower: 1 Truscon, 653 feet. Speech Input: RCA. Microphones: RCA, WE.

WRR, Dallas—Location of Transmitter: Dallas. Make: WE. Tower: 1 Blaw-Knox, 231 feet. Speech Input: WE. Microphones: WE.

## the new DAVEN Type No. 910 VOLUME LEVEL INDICATOR

It is designed to indicate audio levels in broadcasting, sound recording and allied fields where precise monitoring is important. The Type 910 unit is completely self-contained, requiring no batteries or external power supply. The indicator is sensitive to low power levels, rugged and dependable.

The indicator used in this panel is the new WESTON Type 30 meter, the dynamic characteristics of which have been approved by BELL TELEPHONE LABORATORIES, N.B.C. and COLUMBIA Engineers. The indicator reads in percent voltage and VU. The "VU" is defined as being numerically equal to the number of DB above 1 mw. reference level into 600 ohms.

Type No.	Range	Zero Calibration	Scale	Price
910-A	1 mw. + 4 to 40 VU off	1 mw. 600 Ohms	A	\$72.50
910-B	1 mw. + 4 to 40 VU off	1 mw. 600 Ohms	B	\$72.50
910-C	1 mw. + 4 to 24 VU off	1 mw. 600 Ohms	A	\$67.50
910-D	1 mw. + 4 to 24 VU off	1 mw. 600 Ohms	B	\$67.50



Two meter controls are provided, one a small decade with screwdriver adjustment for zero level setting of the meter pointer; the other a constant impedance "I" type network for extending the range of the instrument in steps of 2 Db.

Because of the length of the meter scale, small differences in pointer indications are easily noticed. For this reason the screwdriver type vernier is provided. All V.I. meters can thus be adjusted to the same scale reading. This is particularly convenient in complex installations where several V.I. meters must be read by one operator, or in coordinating the various meters at different points in a network.

# THE DAVEN COMPANY

158 SUMMIT STREET • NEWARK, NEW JERSEY

KDNT, Denton—Location of Transmitter: 300 W. Ross St. Make: Composite. Tower: One, 167 feet. Speech Input: Composite. Microphones: Turner, Shure.

KFPL, Dublin—Location of Transmitter: Dublin. Make: Composite. Tower: One, 182 feet. Speech Input: Composite. Microphones: RCA, Astatic.

KTSM, El Paso—Location of Transmitter: Mills Bldg. Make: Composite. Tower: 1 Truscon, 158 feet. Speech Input: Composite. Microphones: RCA.

KFJZ, Fort Worth—Location of Transmitter: Birdville. Tex. Make: WE. Tower: 1 Ideco, 200 feet. Speech Input: WE. Microphones: WE.

KGKO, Fort Worth—Location of Transmitter: Arlington, Texas. Make: RCA. Towers: 2 Blaw-Knox, 386 feet. Speech Input: RCA. Microphones: RCA, WE.

WBAP, Fort Worth—Location of Transmitter: Grapevine, Tex. Make: RCA. Tower: 1 Truscon, 653 feet. Speech Input: RCA. Microphones: RCA, WE.

KTRK, Houston—Location of Transmitter: P. O. Box 407, Pasadena. Tex. Make: RCA. Tower: 1 Truscon, 375 feet. Speech Input: RCA. Microphones: RCA.

KSAM, Huntsville—Location of Transmitter: Walker County Fair Grounds. Make: Composite. Speech Input: Composite.

KPAB, Laredo—Location of Transmitter: 300 Block Loring Ave. Make: WE. Tower: 1 Blaw-Knox, 154 feet. Speech Input: WE. Microphones: WE, RCA.

KFRO, Longview—Location of Transmitter: Box 616. Make: RCA. Tower: 3 Wincharger, 175 feet. Speech Input: RCA. Microphones: RCA.

KFYO, Lubbock—Location of Transmitter: 2312 5th St. Make: RCA. Tower: 1 Lehigh, 145 feet. Speech Input: Composite. Microphones: RCA, WE.

KRBA, Lufkin—Location of Transmitter: Lufkin. Make: Collins. Tower: One, 178 feet. Speech Input: Collins. Microphones: RCA.

KRLH, Midland—Location of Transmitter: 2125 W. Wall St. Make: Gates American. Towers: 1 Ideco, 154 feet. Speech Input: Gates. Microphones: Shure, American, Astatic.

KNET, Palestine—Location of Transmitter: Box 467. Make: Composite. Tower: One, 175 feet. Speech Input: Composite. Microphones: Shure, Amperite.

KPDN, Pampa—Location of Transmitter: P. O. Box 1701. Make: RCA. Tower: 1 Lehigh, 176 feet. Speech Input: Composite. Microphones: Amperite, WE.

KPLT, Paris—Location of Transmitter: Paris. Make: RCA. Tower: 1 Ideco, 165 feet. Speech Input: RCA. Microphones: RCA, WE.

KIUN, Pecos—Location of Transmitter: Pecos. Make: RCA. Tower: 1 Composite, 164 feet. Speech Input: RCA. Microphones: RCA.

KPAC, Port Arthur—Location of Transmitter: 1515 Lakeshore Drive. Make: RCA. Towers: Two, 210 feet. Speech Input: WE. Microphones: WE.

KGKL, San Angelo—Location of Transmitter: 50 S. Milton St. Make: Composite. Tower: One, 170 feet. Speech Input: Composite. Microphones: WE.

KABC, San Antonio—Location of Transmitter: 811 E. Myrtle. Make: WE. Tower: One, 195 feet. Speech Input: WE. Microphones: RCA.

KMAC, San Antonio—Location of Transmitter: 319 Avenue A. Make: WE. Tower: 1 Blaw-Knox. Speech Input: WE. Microphones: WE.

KONO, San Antonio—Location of Transmitter: 317 Arden Grove. Make: Composite. Tower: 1 Lehigh, 154 feet.

KTSA, San Antonio—Location of Transmitter: Gunter Hotel. Make: WE. Towers: 2 Ideco, 200 feet. Speech Input: WE. Microphones: WE, RCA.

WOAI, San Antonio—Location of Transmitter: Selma, Tex. Make: RCA. Tower: 1 Truscon, 426 feet. Speech Input: RCA. Microphones: RCA, WE.

KRRV, Sherman—Location of Transmitter: 1910 S. Crockett St. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: Amperite.

KYOX, Sweetwater—Location of Transmitter: Radio Bldg., Highway 70. Make: RCA. Tower: 1 Lehigh, 196 feet. Speech Input: RCA. Microphones: RCA.

KTEM, Temple—Location of Transmitter: P. O. Box 186. Make: RCA. Tower: 1 Lehigh, 170 feet. Speech Input: RCA. Microphones: RCA.

KCMC, Texarkana—Location of Transmitter: 317 Pine St. Make: WE. Tower: 1 Blaw-Knox, 197 feet. Speech Input: WE. Microphones: WE.

KGKB, Tyler—Location of Transmitter: North of Tyler. Make: RCA. Tower: One, 167 feet. Speech Input: RCA. Microphones: RCA.

KVWC, Vicksburg—Location of Transmitter: Vernon. Make: Composite. Towers: One, 165 feet. Speech Input: RCA. Microphones: RCA.

KVIC, Victoria—Location of Transmitter: Box 725. Make: WE. Tower: 1 Blaw-Knox, 175 feet. Speech Input: WE. Microphones: WE.

WACO, Waco—Location of Transmitter: Amicable Life Bldg. Make: RCA. Tower: 1 Blaw-Knox, 164 feet. Speech Input: RCA. Microphones: RCA, WE.

KWFT, Wichita Falls—Location of Transmitter: Box 880. Make: RCA. Tower: 1 Lehigh, 400 feet. Speech Input: RCA. Microphones: RCA.

UTAH

KVNU, Logan—Location of Transmitter: Logan. Make: Composite. Tower: One, 191 feet. Speech Input: RCA. Microphones: RCA, American.

KLO, Ogden—Location of Transmitter: Kancsville, Utah. Make: Composite. Towers: 2 Ideco, 215 feet. Speech Input: Composite. Microphones: WE.

KEUB, Price—Location of Transmitter: Price. Make: Composite. Tower: 1 Bethlehem, 172 feet. Speech Input: Composite. Microphones: RCA, Shure.

KOVO, Provo—Location of Transmitter: 17 West 2nd, South. Make: Composite. Tower: 1 Wincharger, 160 feet. Speech Input: Composite. Microphones: Shure.

KDYL, Salt Lake City—Location of Transmitter: Salt Lake City. Make: RCA. Tower: 1 Blaw-Knox, 400 feet. Speech Input: WE. Microphones: WE, RCA.

KSL, Salt Lake City—Location of Transmitter: Saltair, Utah. Make: WE. Tower: 1 Blaw-Knox, 455 feet. Speech Input: WE, RCA. Microphones: WE, RCA.

KUTA, Salt Lake City—Location of Transmitter: 1323 S. Third St. Make: Composite. Tower: 1 Bethlehem, 167 feet. Speech Input: Composite. Microphones: WE.

VERMONT

WCAX, Burlington—Location of Transmitter: 203 College St. Make: RCA. Tower: 1 Truscon, 250 feet. Speech Input: RCA. Microphones: RCA.

WSYB, Rutland—Location of Transmitter: Creek Road. Make: RCA. Tower: 1 Wincharger, 165 feet. Speech Input: RCA. Microphones: Shure.

WQDM, St. Albans—Location of Transmitter: U. S. Highway No. 1, North St. Albans. Make: Composite. Tower: 1 Lehigh, 181 feet. Speech Input: Composite. Microphones: WE.

WDEV, Waterbury—Location of Transmitter: Waterbury. Make: RCA. Tower: 1 Blaw-Knox, 428 feet. Speech Input: RCA. Microphones: RCA.

VIRGINIA

WBTM, Danville—Location of Transmitter: Hotel Danville. Make: Composite. Tower: Two, 50 feet. Speech Input: Composite. Microphones: WE.

WCHV, Charlottesville—Location of Transmitter: Richmond Road. Make: Composite. Tower: One, 180 feet. Speech Input: RCA. Microphones: RCA.

WEVA, Fredericksburg—Location of Transmitter: Box 126, Stafford County, Va. Make: WE. Tower: 1 Blaw-Knox, 210 feet. Speech Input: RCA. Microphones: RCA.

WSVA, Harrisonburg—Location of Transmitter: Route 1. Make: Composite. Tower: 1 Truscon, 184 feet. Speech Input: Composite. Microphones: Amperite.

WLVA, Lynchburg—Location of Transmitter: Page St. Make: Composite. Tower: 1 Blaw-Knox, 172 feet. Speech Input: RCA. Microphones: RCA, WE.

WGH, Newport News—Location of Transmitter: Newport News. Make: RCA. Tower: 1 Ideco, 186 ft. Speech Input: RCA. Microphones: RCA.

WTAR, Norfolk—Location of Transmitter: Glen Rock, Princess Anne County, Va. Make: RCA. Towers: 1 Lingo, 294 ft., 2 Lingo, 210 ft. Speech Input: RCA. Composite. Microphones: RCA.

WBBL, Richmond—Location of Transmitter: 1627 Monument Ave. Make: WE. Tower: One, 40 feet. Speech Input: WE. Microphones: WE.

WMBG, Richmond—Location of Transmitter: Staples Mill Rd. Make: RCA. Towers: 2 Lehigh, 215 feet. Speech Input: RCA. Microphones: RCA, WE.

WRNL, Richmond—Location of Transmitter: Wilkinson Road. Make: WE. Tower: 1, 279 feet.

WRTO, Richmond—Location of Transmitter: Belle Isle, Va. Make: RCA. Tower: 1 Lingo, 331 feet. Speech Input: RCA. Microphones: RCA, WE.

WRVA, Richmond—Location of Transmitter: R.F.D. No. 5. Make: WE. Towers: 2 Blaw-Knox, 470 feet. Speech Input: WE. RCA. Microphones: WE, RCA.

WDBJ, Roanoke—Location of Transmitter: Colonial Ave., Colonial Hts. Make: RCA. Tower: 1 Blaw-Knox, 312 feet. Speech Input: RCA. Microphones: RCA.

WASHINGTON

KXRO, Aberdeen—Location of Transmitter: Finch Farm, Addition. Make: WE. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: WE.

KELA, Centralia—Location of Transmitter: Centralia-Chehalis, Wash. Make: WE. Tower: 1 Bethlehem, 193 feet. Speech Input: WE. Microphones: WE, RCA.

KRKO, Everett—Location of Transmitter: 2814 Rucker Ave. Make: WE. Towers: Two, 80 feet. Speech Input: Composite. Microphones: WE, RCA, American.



**CONDENSERS**  
Built to  
stand the  
**GAFF**



● You can buy a lot of dependable capacity for surprisingly little money if you make full use of the AEROVOX line of standard condensers. There's the necessary choice of types—oil-filled high-voltage HYVOL units as pictured above, and the paper, wet and dry electrolytics, mles, etc.

And if your requirements are somewhat special, AEROVOX is ready to build condensers to meet your needs. Especially so since we now have a department in our vast plant, set up to design and produce extra-service condensers for commercial and Government communication needs. So . . .

Submit Your Specs. . . .

Write us regarding your condenser needs, and our engineers will gladly collaborate in working out an economical and satisfactory solution. And be sure our latest catalogs are included in your working library.



# Equipment in Use in BROADCASTING STATIONS IN UNITED STATES AND CANADA

(Continued from page 359)

**KWLK**, Longview—Location of Transmitter: Ocean Beach Highway. Make: RCA. Tower: 1 Blaw-Knox. 248 feet. Speech Input: RCA. Microphones: RCA.

**KWSC**, Pullman—Location of Transmitter: Pullman. Make: Composite. Tower: One. 224 feet. Speech Input: Composite. Microphones: RCA.

**KEEN**, Seattle—Location of Transmitter: Smith Tower. Make: Composite. Tower: One. 575 feet. Speech Input: Radio Laboratories. Microphones: Turner.

**KIRO**, Seattle—Location of Transmitter: 2nd & Union Sts. Make: Composite. Tower: 1 Marconi, 120 ft. Speech Input: WE. Microphones: WE.

**KJR**, Seattle—Location of Transmitter: 2600 26th Ave. S. W. Make: RCA. Tower: 1 Truscon, 570 feet. Speech Input: RCA. Microphones: RCA.

**KOL**, Seattle—Location of Transmitter: 1110 W. Florida St. Make: Composite. Tower: 1 Ideco, 370 feet. Speech Input: WE. Microphones: WE.

**KOMO**, Seattle—Location of Transmitter: 2600 26th Ave. S. W. Make: RCA. Tower: 1 Truscon, 570 feet. Speech Input: RCA. Microphones: RCA.

**KRSC**, Seattle—Location of Transmitter: 819 Fairview Place. Make: Composite. Tower: 1 Truscon, 218 feet. Speech Input: WE. Microphones: RCA.

**KXA**, Seattle—Location of Transmitter: Atlantic St. Dock A. Make: Composite. Tower: 1 Bethlehem, 325 feet. Speech Input: Composite. Microphones: RCA. WE.

**KFIO**, Spokane—Location of Transmitter: Ziegler Bldg. Make: Composite. Towers: Two. 143 feet & 178 feet. Speech Input: Collins. Microphones: Shure.

**KFPY**, Spokane—Location of Transmitter: RFD 3, Box 100. Make: WE. Tower: 1 Truscon, 468 feet. Speech Input: WE. RCA. Microphones: WE. RCA.

**KSA**, Spokane—Location of Transmitter: Liddgerwood & Rowan Sts. Make: Composite. Tower: 1 Bethlehem, 225 feet. Speech Input: RCA. WE. Microphones: WE. RCA.

**KHQ**, Spokane—Location of Transmitter: 41st & Regal. Make: WE. Tower: 1 Bethlehem, 816 feet. Speech Input: RCA. Microphones: WE. RCA.

**KMO**, Tacoma—Location of Transmitter: Colonial Gardens. Effe. Wash. Make: WE. Tower: 1 Blaw-Knox, 197 feet. Speech Input: WE. Microphones: WE.

**KVI**, Tacoma—Location of Transmitter: Vashon, Wash. Make: WE. Tower: 1 Truscon, 447 feet. Speech Input: WE. Microphones: WE. RCA.

**KVAN**, Vancouver—Location of Transmitter: 2915 Fruit Valley Rd. Make: Composite. Tower: 1 Lehigh, 254 feet. Speech Input: Gates. Microphones: RCA.

**KUJ**, Walla Walla—Location of Transmitter: 2nd & Rose. Make: Composite. Towers: Two. 110 feet. Speech Input: Composite. Microphones: Turner, Amperite.

**KPQ**, Wenatchee. Location of Transmitter: N. Miller St. Make: WE. Tower: 1 Truscon, 188 feet. Speech Input: WE. Microphones: WE.

## WEST VIRGINIA

**WJLS**, Beckley—Location of Transmitter: Teel Rd. Make: Composite. Tower: 1 Wincharger, 198 feet. Speech Input: Collins. Microphones: Amperite. WE. American.

**WHIS**, Bluefield—Location of Transmitter: Bluefield. Make: Collins. Tower: 1 Blaw-Knox, 181 feet. Speech Input: United Transformer. Microphones: WE.

**WCHS**, Charleston. Location of Transmitter: Kanawha Country Club Rd. Make: Collins. Tower: 1 Lehigh, 325 feet. Speech Input: Collins. Microphones: RCA. WE.

**WCKV**, Charleston—Location of Transmitter: Coal Branch Heights. Make: Collins. Tower: 1 Lingo, 160 feet. Speech Input: Collins. Microphones: RCA.

**WMMN**, Fairmont—Location of Transmitter: Monongah. West Va. Make: WE. Towers: 2 Ideco, 279 & 309 feet. Speech Input: Composite. WE. Microphones: WE.

**WSAZ**, Huntington—Location of Transmitter: Pleasant Heights. Make: WE. Tower: 1 Blaw-Knox, 207 feet. Speech Input: WE. Microphones: WE.

**WPAR**, Parkersburg—Location of Transmitter: Gihon Rd., S. Parkersburg. Make: Composite. Tower: 1 Ideco, 175 feet. Speech Input: Collins. Microphones: RCA. WE.

**WWVA**, Wheeling—Location of Transmitter: W. Liberty, West Va. Make: Composite. Tower: 1 Blaw-Knox, 279 feet. Speech Input: WE. Microphones: WE.

**WBTH**, Williamson—Location of Transmitter: Williamson. Make: Collins. Tower: 1 Lingo, 266 feet. Microphones: RCA.

## WISCONSIN

**WATW**, Ashland—Location of Transmitter: Ashland. Make: Gates American. Tower: One. 178 feet. Speech Input: Gates American. Microphones: WE.

**WEAU**, Eau Claire—Location of Transmitter: 26th and Crescent Sts. Make: Composite. Tower: One. 250 feet. Speech Input: WE. RCA. Microphones: WE. RCA.

**KFIZ**, Fond du Lac—Location of Transmitter: 18 W. First St. Make: WE. Speech Input: Collins. WE. RCA. Microphones: Remler. WE.

**WTAQ**, Green Bay—Location of Transmitter: West De Pere. Wis. Make: RCA. Towers: 4 Truscon, 196 feet. Speech Input: Collins. Microphones: RCA. WE.

**WCLO**, Janesville—Location of Transmitter: Janesville. Make: WE. Tower: One. 280 feet. Speech Input: RCA. Microphones: RCA. WE.

**WKBH**, La Crosse—Location of Transmitter: La Crosse. Make: WE. Tower: 1 Blaw-Knox, 379 feet. Speech Input: Composite. Microphones: WE. RCA.

**WFA**, Madison—Location of Transmitter: Fish Hatchery Rd. Make: Composite. Towers: 2 U. S. Wind Engine, 205 feet. Speech Input: RCA. Microphones: RCA. WE.

**WIRA**, Madison—Location of Transmitter: Rt 4, Make: RCA. Towers: 1 Truscon, 480 ft.; 2 Truscon, 200 ft. Speech Input: RCA. Microphones: RCA. WE.

**WOMT**, Manitowish—Location of Transmitter: 110 Washington St. Make: Composite. Towers: Two. 55 feet. Speech Input: Composite. Microphones: WE. RCA.

**WMAA**, Marinette—Location of Transmitter: Marinette. Make: RCA. Tower: 1 Harrell, 359 feet. Speech Input: RCA.

**WEMP**, Milwaukee—Location of Transmitter: Emboro Bldg. Make: RCA. Tower: 1 Truscon, 323 feet. Microphones: RCA. WE.

**WISN**, Milwaukee—Location of Transmitter: 221 W. Michigan St. Make: RCA. Tower: 1 Blaw-Knox, 254 feet. Speech Input: RCA. Microphones: RCA. WE.

**WTMJ**, Milwaukee—Location of Transmitter: Waukesha, Wis. Make: WE. Tower: 1 Blaw-Knox, 400 feet. Speech Input: WE. RCA. Microphones: RCA.

**WRTI**, Plymouth—Location of Transmitter: RFD No. 2. Make: Collins. Tower: One. 185 feet. Speech Input: WE. Microphones: RCA. WE.

**WPTM**, Racine—Location of Transmitter: Kentucky & Victory Ave. Make: RCA. Tower: 1 Lingo, 193 feet. Speech Input: Composite. Microphones: WE.

**WJMC**, Ring Lake—Location of Transmitter: 1601 S. Main St. Make: RCA. Tower: 1 Blaw-Knox, 198 feet. Speech Input: RCA. Microphones: RCA.

**WHDY**, Sheboygan—Location of Transmitter: Sheboygan. Make: RCA. Tower: 1 Truscon, 286 feet. Speech Input: RCA. Microphones: RCA. WE. Rush.

**WDFL**, Stevens Point—Location of Transmitter: Auburnville, Wis. Make: Composite. Tower: One. 455 feet. Speech Input: WE. Microphones: RCA. WE.

**WDSM**, Superior—Location of Transmitter: Connor's Point. Make: Collins. Tower: 1 Lehigh, 210 feet. Speech Input: Collins. Microphones: WE.

**WSAU**, Wausau—Location of Transmitter: Wausau. Make: Composite. Tower: 1 Harrell, 178 feet. Speech Input: Composite. Microphones: WE.

## WYOMING

**KDFN**, Casper—Location of Transmitter: First & Lexow. Make: Composite. Tower: One. 297 feet. Speech Input: Composite. Microphones: RCA.

**KWYO**, Sheridan—Location of Transmitter: Park Drive & O'Marr. Make: Doolittle & Falkner. Tower: 1 Truscon, 186 feet. Microphones: WE. RCA, Amperite.

## U. S. POSSESSIONS

**KFQD**, Anchorage, Alaska—Location of Transmitter: Anchorage. Towers: Two. 220 feet. Speech Input: Collins. Microphones: Collins.

**KFAR**, Fairbanks, Alaska—Location of Transmitter: 6 1/2 miles from Fairbanks. Make: RCA. Tower: 1 Lehigh, 300 feet. Speech Input: RCA. Microphones: RCA.

**KHRC**, Hilo, Hawaii—Location of Transmitter: P. O. Box 595. Make: RCA. Tower: One. 178 feet. Speech Input: RCA. Microphones: RCA.

**KGMB**, Honolulu, Hawaii—Location of Transmitter: Kapolei Blvd. Make: RCA. Tower: 1 Bethlehem, 350 feet. Speech Input: RCA. Microphones: RCA.

**KTOH**, Lihue, Hawaii—Location of Transmitter: Lihue, Kauai. Make: Collins. Tower: 1 Lehigh, 150 feet. Speech Input: Collins. Microphones: RCA.

**WPRA**, Mayaguez, Puerto Rico—Location of Transmitter: Box 271. Make: Composite. Tower: 1 Blaw-Knox, 179 feet. Speech Input: WE. Microphones: RCA. WE.

**WKAQ**, San Juan, Puerto Rico—Location of Transmitter: Hato Rey. P. R. Make: WE. Tower: 1 Lehigh, 242 feet. Speech Input: WE. Northern. Microphones: WE.

**WNEL**, San Juan, Puerto Rico—Location of Transmitter: Box 1262. Make: Hygrade. Tower: 1 Blaw-Knox, 189 feet. Speech Input: Collins. Microphones: RCA.

## ALBERTA

**CFAC**, Calgary—Location of Transmitter: East of Calgary. Make: Marconi. Tower: One. 175 feet. Speech Input: Marconi. Microphones: RCA. Northern.

**CJCF**, Calgary—Location of Transmitter: Grandview Heights. Make: Composite. Tower: One. 100 ft. Speech Input: Composite. Microphones: RCA.

**CFRN**, Calgary—Location of Transmitter: Strathmore, Alta. Make: Composite. Towers: 2 Blaw-Knox, 175 feet. Speech Input: RCA. Microphones: RCA. WE.

**CFRN**, Edmonton—Location of Transmitter: West Edmonton. Make: Marconi. Tower: One. 290 feet. Speech Input: Marconi. Microphones: RCA.

**CJCA**, Edmonton—Location of Transmitter: Belmont, Alta. Make: Marconi. Tower: 2 Ontario Wind Engine Co., 150 feet. Speech Input: Marconi. Microphones: RCA, WE.

**CKUA**, Edmonton—Location of Transmitter: University of Edmonton Campus. Towers: Two. 120 feet. Speech Input: Collins.

**CFGP**, Grande Prairie—Location of Transmitter: Grande Prairie. Make: Marconi. Tower: 1 Ajax, 205 feet. Speech Input: Marconi. Microphones: RCA.

## BRITISH COLUMBIA

**CHWK**, Chilliwack—Location of Transmitter: 16 Wellington Ave. Make: Composite. Towers: Two. 150 feet. Speech Input: Composite. Microphones: Erush.

**CFJC**, Kamloops—Location of Transmitter: North Kamloops. Make: Composite. Towers: Two. 110 feet. Speech Input: Composite. Microphones: RCA, Northern.

**CKOV**, Kelowna—Location of Transmitter: Okanagan Mission. B. C. Make: Marconi. Tower: 1 Ajax, 208 feet. Speech Input: Collins. Marconi. Microphones: RCA. WE.

**CKLN**, Nelson—Location of Transmitter: 711 Radio Ave. Make: Marconi. Towers: Two. 200 feet. Speech Input: Collins. Microphones: WE.

**CJAT**, Trail—Location of Transmitter: Warfield, B. C. Make: RCA. Tower: One. 272 feet. Speech Input: RCA. Microphones: RCA.

**CBR**, Vancouver—Location of Transmitter: Lulu Island. B. C. Make: Northern. Tower: One. 404 feet. Speech Input: Northern. Microphones: RCA, Northern. WE.

**CKMO**, Vancouver—Location of Transmitter: 500 Beatty St. Make: Composite. Speech Input: Composite. Microphones: WE.

**CKWX**, Vancouver—Location of Transmitter: 1220 Seymour St. Make: Composite. Towers: Two. 65 feet. Speech Input: Composite. Microphones: RCA, Northern.

## MANITOBA

**CFAR**, Flin Flon—Location of Transmitter: Flin Flon. Make: RCA. Tower: 1 Wincharger, 120 feet. Speech Input: RCA. Microphones: Northern.

**CFNB**, Fredericton—Location of Transmitter: Fredericton. Make: Marconi. Towers: Two, 150 feet. Speech Input: Marconi. Microphones: WE.

**CJRC**, Winnipeg—Location of Transmitter: Middlechurch. Man. Make: WE. Tower: 1 Blaw-Knox, 404 feet. Speech Input: WE. Microphones: WE.

**CKY**, Winnipeg—Location of Transmitter: Headingly, Man. Make: Northern. Tower: 1 Blaw-Knox, 219 feet. Speech Input: Northern. Microphones: RCA, WE.

## NEW BRUNSWICK

**CKNB**, Campbellton—Location of Transmitter: Campbellton. Make: Northern. Towers: Two. 200 feet. Speech Input: Northern. Microphones: Northern.

**CKCW**, Moncton—Location of Transmitter: Harrisville, N. B. Make: Northern. Tower: One. 117 feet.

**CBA**, Sackville—Location of Transmitter: Sackville. Make: RCA. Tower: 1 Canadian Bridge, 460 feet. Speech Input: RCA. Microphones: RCA.

**CHSJ**, St. John—Location of Transmitter: Admiral Beatty Hotel. Make: Northern. Tower: One. 75 feet. above roof. Speech Input: Composite. Microphones: Northern. RCA.

## NOVA SCOTIA

**CHNS**, Halifax—Location of Transmitter: Redford, N. S. Make: WE. Tower: 1 Blaw-Knox, 266 feet. Speech Input: WE. Microphones: WE.

**CJFB**, Sydney—Location of Transmitter: South Bar. Make: Marconi. Towers: 2 Canadian Bridge, 250 feet. Speech Input: Marconi. Microphones: WE, RCA.

**CJLS**, Yarmouth—Location of Transmitter: Radio Bldg. Make: Northern. Speech Input: Northern. Microphones: WE. RCA.

## ONTARIO

**CKPC**, Brantford—Location of Transmitter: Ghebe Property, Mohawk Inst. Make: Composite. Towers: Two. 114 feet. Speech Input: Gates. Microphones: Amperite.

**CFCO**, Chatham—Location of Transmitter: Wm. Pitt Hotel. Make: Composite. Towers: Two. 60 feet. Speech Input: Composite. Microphones: RCA.

**CKPR**, Fort William-Port Arthur—Location of Transmitter: Memorial Blvd. Make: Marconi. Tower: 1 Blaw-Knox, 300 feet. Speech Input: Northern. Microphones: Northern.

# Paul F. Godley

## Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859



**CHML, Hamilton**—Location of Transmitter: Saltfleet Township. Make: Marconi. Towers: Two, 120 feet. Speech Input: Marconi. Microphones: RCA, WE.

**CKOC, Hamilton**—Location of Transmitter: Fruitland, Ont. Make: Composite. Towers: Two, 115 feet. Microphones: WE.

**CKCA, Kenora**—Location of Transmitter: Jaffray Township, Ont. Make: Marconi. Speech Input: Collins. Microphones: RCA, WE.

**CJKL, Kirkland Lake**—Location of Transmitter: Dane, Ont. Make: RCA. Tower: 1 Linko. 296 feet. Speech Input: RCA. Microphones: RCA.

**CKCR, Kitchener**—Location of Transmitter: Waterloo, Ont. Make: Marconi. Towers: Two, 100 feet. Speech Input: Hammond.

**CFPL, London**—Location of Transmitter: Hotel London. Make: WE. Towers: 2 Walkerville Bridge, 70 feet. Speech Input: Composite. Microphones: WE.

**CFCH, North Bay**—Location of Transmitter: Capitol Theatre Bldg. Make: RCA. Tower: One, 100 feet. Speech Input: RCA. Microphones: RCA.

**CBO, Ottawa**—Location of Transmitter: Hawthorne, Ont. Make: Northern. Towers: Two, 200 feet. Speech Input: Northern. Microphones: Northern. RCA.

**CKCO, Ottawa**—Location of Transmitter: Boom Island, Que. Make: Northern. Towers: 2 Dominion Bridge, 175 feet. Speech Input: WE. Microphones: WE.

**CFLC, Prescott**—Location of Transmitter: George St. Make: Composite. Towers: One, 100 feet. Speech Input: Composite. Microphones: WE, Jenkins.

**CKTB, St. Catharines**—Location of Transmitter: R. R. No. 2. Make: RCA. Tower: 1 Blaw-Knox, 246 feet. Speech Input: Gates. Microphones: Gates, RCA.

**CJJC, Sault Ste. Marie**—Location of Transmitter: P. O. Box 604. Make: WE. Tower: One, 80 feet. Speech Input: Gates. Microphones: American, Gates.

**CJCS, Stratford**—Location of Transmitter: Windsor Hotel. Make: Composite. Towers: Two, 80 feet. Speech Input: Composite. Microphones: RCA, Universal.

**CKSO, Sudbury**—Location of Transmitter: Old Coniston Road. Make: Marconi. Tower: 1 Ajax, 325 feet. Speech Input: Marconi. Microphones: WE, RCA.

**CKGB, Timmins**—Location of Transmitter: West of Timmins. Make: RCA. Tower: 1 Lingo, 176 feet. Speech Input: WE. Microphones: RCA.

**CBL, Toronto**—Location of Transmitter: Hornby, Ont. Make: Northern. Towers: 1 Blaw-Knox, 647 feet. Speech Input: Northern. Microphones: Northern, RCA.

**CBY, Toronto**—Location of Transmitter: 805 Davenport Rd. Make: Northern. Speech Input: Northern. Microphones: RCA, Northern.

**CFRB, Toronto**—Location of Transmitter: Aurora, Ont. Make: Rogers. Towers: 2 Ont. Wind Engine & Pump, 300 feet. Speech Input: Northern.

**CKCL, Toronto**—Location of Transmitter: 18 Trinity St. Make: Marconi. Towers: 2 Ajax, 120 feet. Speech Input: Marconi. Microphones: RCA, WE.

**CKLW, Windsor**—Location of Transmitter: Sandwich South, Ont. Make: WE. Tower: 1 Blaw-Knox, 280 feet. Speech Input: Northern. Microphones: WE, RCA.

**CKNX, Wingham**—Location of Transmitter: Fields Bldg. Make: Composite. Towers: Two, 60 feet. Speech Input: Composite. Microphones: WE.

**PRINCE EDWARD ISLAND**

**CFCY, Charlottetown**—Location of Transmitter: West Rowntly, P. E. I. Make: Composite. Towers: 2 Dominion Bridge, 200 feet. Speech Input: RCA. Microphones: RCA, WE.

**CHGS, Summerside**—Location of Transmitter: Summerside. Make: Composite. Towers: 2 Composite, 100 feet. Speech Input: Gates. Microphones: Gates.

**QUEBEC**

**CBJ, Chicoutimi**—Location of Transmitter: Chicoutimi. Make: Marconi. Towers: Two, 76 feet. Speech Input: Marconi. Microphones: RCA.

**CKGH, Hull**—Location of Transmitter: Chelsea Rd. Make: Marconi. Tower: 1 Blaw-Knox, 204 feet. Speech Input: Marconi. Microphones: RCA.

**CRF, Montreal**—Location of Transmitter: Vercheres, Que. Make: Northern. Tower: 1 Blaw-Knox, 586 feet. Speech Input: Northern. Microphones: Northern.

**CBM, Montreal**—Location of Transmitter: Marieville, Que. Make: RCA. Tower: 1 Canadian Bridge, 575 ft.

**CFCF, Montreal**—Location of Transmitter: Mount Royal Hotel. Make: Marconi. Towers: 2 Dominion Bridge, 75 feet atop bldg. Speech Input: Marconi. Microphones: Marconi, RCA, WE.

**CHP, Montreal**—Location of Transmitter: 180 E. St. Catharines St. Make: Northern. Towers: 2 Northern, 150 feet. Speech Input: Northern.

**CKAC, Montreal**—Location of Transmitter: St. Hyacinthe, Que. Make: WE. Towers: 2 Dominion Bridge, 310 feet. Speech Input: WE. Microphones: RCA, WE.

**CHNC, New Carlisle**—Location of Transmitter: New Carlisle. Make: Northern. Tower: 1 Blaw-Knox, 404 feet. Speech Input: Northern. Microphones: Northern.

**CRV, Quebec**—Location of Transmitter: Charlesbourg, Que. Make: Marconi. Northern. Towers: Two, 208 feet. Speech Input: Marconi. Microphones: Marconi.

**CHRC, Quebec**—Location of Transmitter: Victoria Hotel. Make: Marconi. Tower: One, 180 feet. Microphones: RCA, WE.

**CKCV, Quebec**—Location of Transmitter: 254 Marquette. Make: Marconi. Towers: Two, 150 feet. Speech Input: Northern. Microphones: Northern.

**CJRR, Rimouski**—Location of Transmitter: N. D. du Sacre-Coeur. Make: Marconi. Tower: One, 195 feet. Speech Input: Marconi. Microphones: Northern.

**CKRN, Rouyn**—Location of Transmitter: P. O. Box 340. Make: Northern. Tower: One, 75 feet. Speech Input: Northern.

**CHLT, Shawanoak**—Location of Transmitter: Acadie Corner, Que. Make: Marconi. Tower: One, 200 feet. Speech Input: Collins. Microphones: WE.

**CHLN, Trois Rivières**—Location of Transmitter: Trois Rivières. Make: Marconi. Tower: One, 200 feet. Speech Input: Collins. Microphones: WE, RCA.

**CKVD, Val d'Or**—Location of Transmitter: Val d'Or. Make: Marconi. Tower: One, 100 feet. Speech Input: RCA. Microphones: RCA.

**SASKATCHEWAN**

**CHAB, Moose Jaw**—Location of Transmitter: Grant Hall Hotel. Make: Marconi. Towers: Two, 80 feet. Speech Input: Marconi. Microphones: RCA.

**CKPT, Regina**—Location of Transmitter: Prince Albert. Make: Northern. Tower: One, 175 feet. Speech Input: Northern.

**CJPM, Regina**—Location of Transmitter: Pilot Butte, Sask. Make: Northern. Tower: 1 Blaw-Knox, 404 feet. Speech Input: Northern. Microphones: Northern.

**CKFK, Regina**—Location of Transmitter: Victoria Plains, Sask. Make: RCA. Tower: One, 245 feet. Speech Input: RCA. Microphones: RCA.

**CFQC, Saskatoon**—Location of Transmitter: Saskatoon. Make: Marconi. Towers: Two, 215 feet. Speech Input: Gates. Marconi. Microphones: RCA.

**CRK, Watrous**—Location of Transmitter: Watrous. Make: RCA. Tower: 1 Canadian Bridge, 455 feet. Speech Input: RCA. Microphones: RCA.

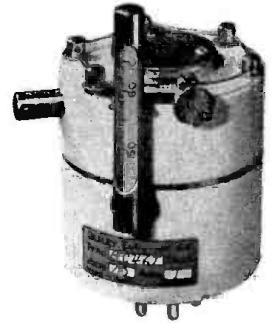
**CJGX, Yorkton**—Location of Transmitter: Yorkton. Make: Marconi. Towers: 2 Dominion Bridge, 150 feet. Speech Input: Marconi. Microphones: Northern.

# BLILEY CRYSTALS HOLDERS AND OVENS

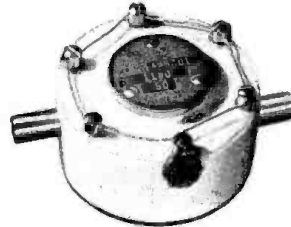
Precision Made For  
Dependable Frequency Control

## 170 KC. - 5000 KC.

The BC46T self-contained automatic temperature controlled, variable air-gap mounting is compactly constructed yet thoroughly reliable. It is approved by the FCC for use in standard broadcast stations and is well suited for many other services. Bliley broadcast crystals are FCC approved.



Where a precision variable air-gap mounting is required for use in existing temperature controlled chambers, or for application where temperature control is not necessary, the BC10 Isolantite mounting is employed. The variable air-gap feature allows frequency adjustment to the exact required value.



## 7.5 MC. - 30 MC.



The Type MO3 oven is a compact temperature controlled pressure-type mounting for high and ultra high frequency service. The crystal temperature is automatically maintained constant to  $\pm 1^\circ\text{C}$ .



The Type MO2 pressure mounting is designed to meet the severe operating conditions often encountered in portable and mobile U.H.F. services.

## 240 KC. - 7500 KC.

Incorporating variable electrode pressure and low-loss design, the types VP4 and VP5 (type VP4 illustrated) are outstanding general purpose crystal holders. In conjunction with a Bliley low-drift crystal, either type is excellent for use in medium frequency relay broadcast transmitters. Catalog G-11 fully describes these and other Bliley Crystal Units. Write for your copy.



# BLILEY ELECTRIC CO.

UNION STATION BLDG., ERIE, PA.

**"SUPERIOR"  
"ACOUSTIC"  
"AUTOMATIC"**

**Playback Needles**

**Sapphire and Steel  
Cutting Needles**

**Liquid  
Record Renewer**

RECOTON products are designed to improve record performance. Your transcriptions and your playbacks will be BETTER if you let us provide the so-important "Accessories". Write for details.

**RECOTON CORP.**  
178 Prince St. New York City

# Full Text of North American Regional Broadcasting Agreement

(Allocations Treaty Adopted at Havana, December 13, 1937)

Governments Participating—Canada, Cuba, Dominican Republic, Haiti, Mexico and United States

**1. Purpose and Scope of This Agreement**  
1. *Purpose of Agreement*—The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. *North American Region*—The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and United States of America.

3. *Standard broadcast band*—The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc, both inclusive, both 550 kc. and 1600 kc. being the carrier frequencies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention Madrid, 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. *Sovereign right to use channels*—The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. *Regional character of Agreement*—The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

*Following is the complete text of the treaty governing the distribution of the 106 channels in the broadcast band, ranging from 550 to 1600 kc., drawn up at the Inter-American Radio Conference in Havana, Nov. 1 to Dec. 13, 1937. The treaty became valid when the four principal nations (United States, Canada, Mexico and Cuba) ratified it. It provides that it may be made effective one year after ratification, to remain in force for five years. Cuba ratified Dec. 22, 1937; the United States, June 15, 1938; Canada, Nov. 29, 1938; Mexico, Dec. 28, 1939. Effective date is to be ordered some time in 1940 by agreement of the signatory administrations.*

station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. *Power*—The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. *Spurious radiation*—A spurious radiation from a transmitter is any radiation outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. *English, French and Spanish equivalents*—It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English	French	Spanish
Clear channel	fréquence libre	canal despejado
Objectionable interference	Brouillage nuisible	Interferencia objetable

**Classes of Channels and Allocation Thereof**  
1. *Three classes*—The 106 channels in the standard broadcast band are divided into three principal classes—clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel*—A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such

channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class*—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows:

*Clear channels.* The following channels are designated as clear channels: 640 550 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

*Regional channels.* The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

*Local channels.* The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

—Classes of Stations and Use of  
The Several Classes of Channels

1. *Classes of stations*—Broadcast stations are divided into four principal

(Continued on page 364)

## Changes of Channel Assignments Under the Havana Treaty

*A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.*

II Technical	
A. Definitions	
1. <i>Broadcast station</i> —A station the emissions of which are primarily intended to be received by the general public.	
2. <i>Broadcast channels—550 to 1600 kc.</i> —A broadcast channel is a band of frequencies ten (10) kc. in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc. and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.	
3. <i>Service areas:</i>	
(a) <i>Primary service area</i> —The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.	
(b) <i>Secondary service area</i> —The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.	
4. <i>Dominant stations</i> —A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.	
5. <i>Secondary station</i> —A "secondary" station is any station except a Class I station operating on a clear channel.	
6. <i>Objectionable interference</i> —Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired	

Col. 1	Col. 2	Col. 1	Col. 2	Col. 1	Col. 2
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1000	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740,	1360	1390
660	660		990 or 1050	1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1440
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

\*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

WE COVER THE UNITED STATES



LEGEND

• LOCATION OF OUR CLIENTS

**GLENN D. GILLETT  
& ASSOCIATES**  
*Consulting Radio Engineers*

WASHINGTON, D. C.



GLENN D. GILLETT



MARCY EAGER



WILLIAM E. PLUMMER



CLYDE H. BOND

# Full Text of North American Regional Broadcasting Agreement

(Continued from page 362)

pal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

*Class I*: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

*Class I-A*: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

*Class I-B*: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

*Class II*: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw, or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

*Class III*: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

*Class III-A*: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in ac-

cordance with the engineering standards hereinafter set forth.

*Class III-B*: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

*Class IV*: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels*:

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels*:

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

## D. Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries

or contours at or within which stations are protected from objectionable interference from other stations.

2. *Areas protected from objectionable interference*—The boundaries or contours at and within which the several classes of stations shall be protected from objectionable interference are as set forth in Appendix II. No station, however, need be protected from objectionable interference at any point outside the boundaries of the country in which such station is located.

With respect to the root-mean-square values of interfering field intensities referred to herein, it shall be understood to apply in determining the interference between existing stations and no station thereafter assigned the channel shall increase the root-mean-square value of the interfering field intensity above the maxima specified in the attached tables.

3. *Objectionable interference on the same channel*—Objectionable interference shall be deemed to exist to a station when, at the boundary or field intensity contour specified in Appendix II with respect to the class to which the station belongs, the field intensity of an interfering station (or the root-mean-square value of the field intensities of two or more interfering stations) operating on the same channel, exceeds for ten (10) percent or more of the time the value of the permissible interfering signal set forth opposite such class in Appendix II.

4. *Interference to dominant clear channel stations*—A station shall be considered as not capable of causing objectionable interference to a Class I clear channel station on the same frequency when it is separated from the dominant clear channel station by a difference of 70 degrees or more of longitude.

5. *Objectionable interference on adjacent channels*—It is recognized, in principle, that objectionable interference may be caused to a desired station when, at or within the specified contours of a desired station, the field intensity of the ground wave of an undesired station operating on an adjacent channel (or the root-mean-square value of the field intensities of two or more such undesired stations operating on the same adjacent channel) exceeds a value determined by the following ratio:

Separation between channels	Minimum permissible ratio of desired to undesired signals
10 kc.	1 to 0.5
20 kc.	1 to 10
30 kc.	1 to 50

For convenient reference, the maximum permissible values of interfering signals on such adjacent channels at specified contours are set forth in Appendix III, Table I.

6. *Application of standards to existing stations*:

(a) For the purpose of estimating objectionable interference, all stations (other than those of Class II) shall be assumed to use the maximum power permitted to their respective classes. In this connection, the power of Class I-A stations shall be considered to be 50 kw, or the actual power, if higher.

(b) After this agreement has been placed in operation a station thereafter assigned a channel already assigned to other stations shall not be considered as preventing existing stations from increasing their power to the maximum allowed their class, even though such power increase may limit the newly assigned station to a field intensity contour of higher value than that permitted its class.

7. *Frequency stability*—The operating frequency of each broadcast station shall be maintained to within 50 cycles of the assigned frequency until January 1, 1939, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency,

and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

8. *Spurious radiation*—The governments shall endeavor to reduce and, if possible, eliminate spurious radiations from broadcast stations. Such radiations shall be reduced in all cases until they are not of sufficient intensity to cause interference outside the frequency band required for the type of emission employed. With respect to type A-3 emissions (radio-telephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and, with respect to amplitude modulation, the operating percentage of modulation should not be less than seventy-five (75) percent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

## E. Determination of Presence of Objectionable Interference

1. *Antenna performance*—For the purpose of calculating the presence and the degree of objectionable interference, stations of the several classes shall be assumed to produce effective field, corrected for absorption, for one kilowatt of input power to the antenna, as follows:

Class of Station	At One Mile	At One Kilometer
I	225 mv/m	362 mv/m
II and III	175 mv/m	282 mv/m
IV	150 mv/m	241 mv/m

In case a directional antenna is employed, the interfering signal of a broadcasting station will vary in different directions. To determine the interference in any direction, in the absence of actual interference measurements, the horizontal and vertical field intensity patterns of the directional antenna must be calculated and by comparing the appropriate vectors in the horizontal or vertical pattern with that of a nondirectional with the same effective field, the interfering signal toward any other station can be expressed in terms of kilowatts. This rating in kilowatts shall be applied in the use of mileage separation tables or in computing distances from the propagation curves or tables.

2. *Power*—The power of a station shall, for the purposes of notifications required by this Agreement, be determined in one of the following manners:

(a) By taking the product of the square of the antenna current and the antenna resistance (antenna input power).

(b) By determination of the station's effective field intensity, corrected for absorption, by making sufficient field intensity measurements on at least eight radials as nearly equally spaced as practicable and by relating the field intensity thus determined to the effective field intensity of a station having the antenna efficiency stipulated above for its class.

3. *Methods of determining the presence of objectionable interference*—The existence or absence of objectionable interference from stations on the same or adjacent channels shall be determined by one of the following methods:

(a) By actual measurements contained in the method hereinafter prescribed;

or, with the mutual consent of the countries concerned:

(b) By reference to the propagation curves in Appendices IV and V, or

(c) By reference to the distance tables set forth in Appendix VI.

4. *Actual proof of existence or absence of objectionable interference*—The existence or absence of objectionable interference may be proved by field intensity measurements or recordings made with suitable apparatus, duly calibrated, by Government

# Full Text of North American Regional Broadcasting Agreement

engineers or other engineers as may be mutually acceptable to the Governments concerned. Such field intensity measurements shall be made in the manner and for the periods of time mutually agreed upon by the Governments concerned.

The contracting Governments agree to facilitate the making of the measurements by requiring the stations involved to remain silent or operate in the manner deemed necessary, and at such times as not to interrupt regular schedules.

**5. Proof based on propagation curves and distance tables:**

(a) *Sky wave curves*—In computing the distance to the 50 per cent sky wave field intensity contour of a Class I station of a given power, and also in computing the 10 percent sky-wave field intensity of an alleged interfering station, of any class and given power, at a specified distance, use may be made of the appropriate graphs set forth in Appendix V, entitled "Average Sky Wave Field Intensity Corresponding to the Second Hour after Sunset in the Recording Station, 100 Millivolt per Meter at One Mile (161 at one kilometer)".

(b) *Ground wave curves*—The distance to any specified ground wave field intensity contour may be determined from appropriate ground wave curves plotted for the frequency under consideration and the conductivity and dielectric constant of the earth between the station and desired contour. The frequency and the conductivity of the earth must be considered in every case and where the distance is great due allowance must be made for loss due to curvature of the earth. A family of curves is necessary for this purpose. A graph for a conductivity of 10-18 is set forth in Appendix IV, entitled "Ground Wave

Field vs. Distance for One Kilowatt Radiated From Short Antenna". Three frequencies in the standard broadcast band are given. For other frequencies and soil conditions (conductivity and dielectric constant) other curves are required. A conductivity of 10-18 is considered average and is used throughout in determining the ground wave value for computing the mileage separation tables.

(c) *Distance tables*—Table I shows the required day separation in miles between broadcast stations on the same channel. Table II gives the required distance in miles from the boundary of a country in which a Class I-A station is located for the daytime operation of a Class II station on the same channel in another country. Table III gives the required separation in miles between broadcast stations on adjacent channels during both daytime and nighttime. Table IV gives the required night separation in miles between broadcast stations operating on the same channel. The assumed conditions of operation are given in Appendix VI.

The tables are based upon the use of nondirectional antennas but, in case a directional antenna is employed at a particular station, it will be necessary to consider the radiation distribution of the directional antenna involved and to modify the mileage separation accordingly. The night separation tables for stations on the same frequency are computed from the skywave curve given in Appendix V. These curves are based on extensive measurements of the skywave produced by broadcasting stations and shall be considered as accurate in all cases unless proof to the contrary is available as set out in Section E 4. The mileage separation tables for the same channel during daytime and for

adjacent channels day and night are computed from the groundwave curve in Appendix IV. Tables apply only in case the frequency is 1000 kc and the assumed soil conductivity and dielectric constant prevail. Since these values vary in every case the tables for daytime and adjacent channel separation cannot be used except as a general guide. In any case under consideration an estimate of the mileage separation required may be made from the operating frequency and known or assumed soil conditions. To determine the interference accurately, measurements must be made in accordance with Section E 4 on the frequency under consideration or on another frequency and from the curves the values may be determined for the desired frequency.

**F. Miscellaneous**

1. *Engineering standards*—The engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art, with the mutual consent of the governments parties to this Agreement.

**Attachments:**

Appendix I—Priority of use of clear channels for Class I and II stations.

Appendix II—Protected service and interference.

Appendix III—Adjacent channel interference.

Appendix IV—Ground wave graphs.

Appendix V—Sky wave graphs.

Appendix VI—Mileage separation tables.

Appendix VII—Engineering requirements for use of regional channels by Class II stations.

**III  
Notification and Effect Thereof**

1. *Initial notification*—Each Government shall, as soon as possible af-

ter ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may

*(Continued on page 366)*

# ENGINEERING SERVICES FOR RADIO STATIONS

Allocation Engineering

Frequency Surveys

Equipment Studies

Engineering Counsel

Antenna Designs  
of all Types

Particular Consideration to Directional  
Characteristics

Counsel on Station Construction  
Location of Station Sites

Field Intensity Measurements

General Communication Problems

Engineering Consultants  
Before  
Federal Communications Commission

## McNARY and CHAMBERS

NATIONAL PRESS BUILDING

NATIONAL 4048

WASHINGTON, D. C.

James C. McNary

Joseph A. Chambers

# Full Text of North American Regional Broadcasting Agreement

(Continued from page 365)

remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications*—After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, not-

ify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof of such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau*—The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

## IV Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

## V

### Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation*—Each contracting Government shall have the right to denounce this Agreement by a notification addressed, through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

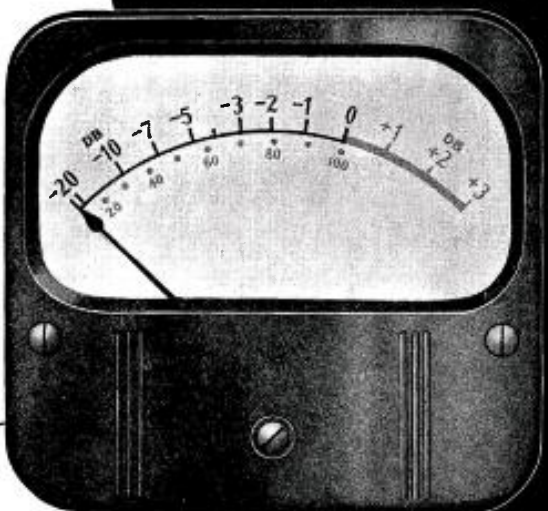
## VI

### Effective Date and Term of the Agreement

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of


(Continued on page 367)

HIGH LEVEL  
MONITORING  
*minus*  
EYE FATIGUE




INSTRUMENTS FOR EVERY  
COMMUNICATIONS NEED


Model 45  
Precision  
Portable DC  
Instruments




Model 430  
Portable  
AC-DC  
Instruments



Model 763  
Direct-  
Reading  
Ohmmeter



Model 665  
Volt-Ohm-  
Milliammeter



WESTON

TYPE 30

VOLUME LEVEL  
INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator forestalls eye-strain and fatigue... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

# Appendices and Tables: Allocation Provisions of Havana Agreement

## APPENDIX I

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

Country	Number of Stations
Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	3*
United States	63

\*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

**TABLE II**  
Class I-A Stations  
(Canada, Cuba, and Mexico)

Frequency	Location of Stations
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

**TABLE III**  
Class I-B Stations

Frequency	Location of stations	Power Limitation (kw.)	Requirements as to directional antennas
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	.....

## Text of the Havana Treaty

(Continued from page 366)

Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

### VII

This Agreement shall be open to adherence in the name of Newfoundland.

In witness whereof the respective plenipotentiaries have signed the Agreement in triplicate, one copy in English, one in Spanish, and one copy in French, each of which shall remain deposited in the archives of the Government of Cuba and a copy of each of which shall be forwarded to each Government.

Done at Habana, Cuba, December 13, 1937.

**TABLE IV**  
Class II Stations

Frequency	Location of stations	Power Limitation (kw.)	Requirements as to directional antennas
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined <sup>a</sup>
740	Calif., U. S. A.	—	To be determined <sup>b</sup>
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined <sup>c</sup>
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To be determined
1080	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

<sup>a</sup> Permissible to increase field intensity above 25 mv/m (10% skywave) west of Minnesota on Canadian border.

<sup>b</sup> Same as <sup>a</sup> except west of North Dakota.

<sup>c</sup> Same as <sup>a</sup> except east of Minnesota. Also 650 miles from border requirement waived.

**TABLE V**  
Class II Stations<sup>a</sup> on Regional Channels  
(Cuba and Newfoundland)

Frequency	Location of Stations	Maximum Power in kw.
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

<sup>a</sup> These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

## TABLE VI

### Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV. The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 890 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

## TABLE VII

### Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

## TABLE VIII

### Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

(Continued on page 368)

# Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 367)

## PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

### APPENDIX II

TABLE I

Class of station	Class of channel used	Permissible power	Boundary or signal intensity contour of area protected from objectionable interference <sup>a</sup>		Permissible interfering signal <sup>b</sup>	
			Day	Night	Day	Night <sup>c</sup>
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m <sup>d</sup>
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear <sup>d</sup>	0.25 kw to 50 kw	500 uv/m <sup>e</sup>	2500 uv/m <sup>e</sup> (Ground wave)	25 uv/m <sup>e</sup>	125 uv/m <sup>e</sup>
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

<sup>a</sup> In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.  
<sup>b</sup> From other stations on same channel only. For adjacent channels see Appendix III, Table I.  
<sup>c</sup> Sky wave field intensity exceeded for 10% of the time.  
<sup>d</sup> No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.  
<sup>e</sup> These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

## APPENDIX III

TABLE I

### ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	Maximum ground wave field intensity of undesired station
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

## APPENDIX VI

### Mileage Separation Tables

The required separations between broadcasting stations as tabulated below are based upon the following conditions:

1. The use of nondirectional antennas.
2. Antenna efficiencies (in mv/m at one mile for one kilowatt):  
 Class I—225 mv/m  
 Class II and III—175 mv/m  
 Class IV—150 mv/m
3. Frequency, 1000 kc.
4. Soil conductivity,  $s = 10^{-18}$ .
5. Soil dielectric constant,  $e = 15$ .
6. Groundwave transmission as shown on chart in Appendix IV.
7. Skywave transmission as shown on chart in Appendix V.
8. Protection to service areas as shown in Appendix II, Table I.
9. Ratio of desired to undesired signal:

Channel Separation Same frequency	Ratio of Desired to Undesired
10 kc.	20:1
20 kc.	2:1
30 kc.	1:10
	1:50

TABLE I  
REQUIRED DAY SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON THE SAME CHANNEL

Class and Power	Class IV		Classes II and III						Class I						
	100 W.	250 W.	0.25 Kw.	0.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.	10 Kw.	25 Kw.	50 Kw.	100 Kw.	250 Kw.	500 Kw.
<b>Class IV</b>															
100 W.	143	165	172	192	213	265	285	310	335	390	417	437	462	486	513
250 W.	165	173	180	200	221	273	293	318	343	415	442	462	487	511	538
<b>Classes II and III</b>															
0.25 Kw.	172	180	183	203	224	276	296	321	346	418	446	465	490	514	541
0.5 Kw.	192	200	203	210	231	283	303	328	353	446	473	498	518	542	569
1 Kw.	213	221	224	231	239	291	311	336	361	467	494	514	539	563	590
5 Kw.	265	273	276	283	291	313	333	358	383	520	547	567	592	616	643
10 Kw.	285	293	296	303	311	333	345	370	395	540	567	587	612	636	663
25 Kw.	310	318	321	328	336	358	370	399	414	565	592	612	637	661	688
50 Kw.	336	343	346	353	361	383	395	414	430	587	614	634	659	683	710
<b>Class I</b>															
10 Kw.	390	415	418	446	467	520	540	565	587	556	585	605	620	655	682
25 Kw.	417	442	446	473	494	547	567	592	614	585	612	632	657	682	709
50 Kw.	437	462	465	493	514	567	587	612	634	605	632	652	677	702	729
100 Kw.	462	487	490	518	539	592	612	637	659	628	657	677	697	727	754
250 Kw.	486	511	514	542	563	616	636	661	683	655	682	702	727	751	778
500 Kw.	513	538	541	569	590	643	663	688	710	682	709	729	754	778	805

TABLE II

### REQUIRED DISTANCE IN MILES FROM THE BOUNDARY OF A COUNTRY IN WHICH A CLASS I-A STATION IS LOCATED FOR DAYTIME OPERATION OF A CLASS II ON THE SAME CHANNEL

Power of Station	Class II				
	0.25 Kw.	0.5 Kw.	1 Kw.	5 Kw.	10 Kw.
Miles from Boundary	237	261	282	335	355

(Continued on page 370)

# Paul F. Godley

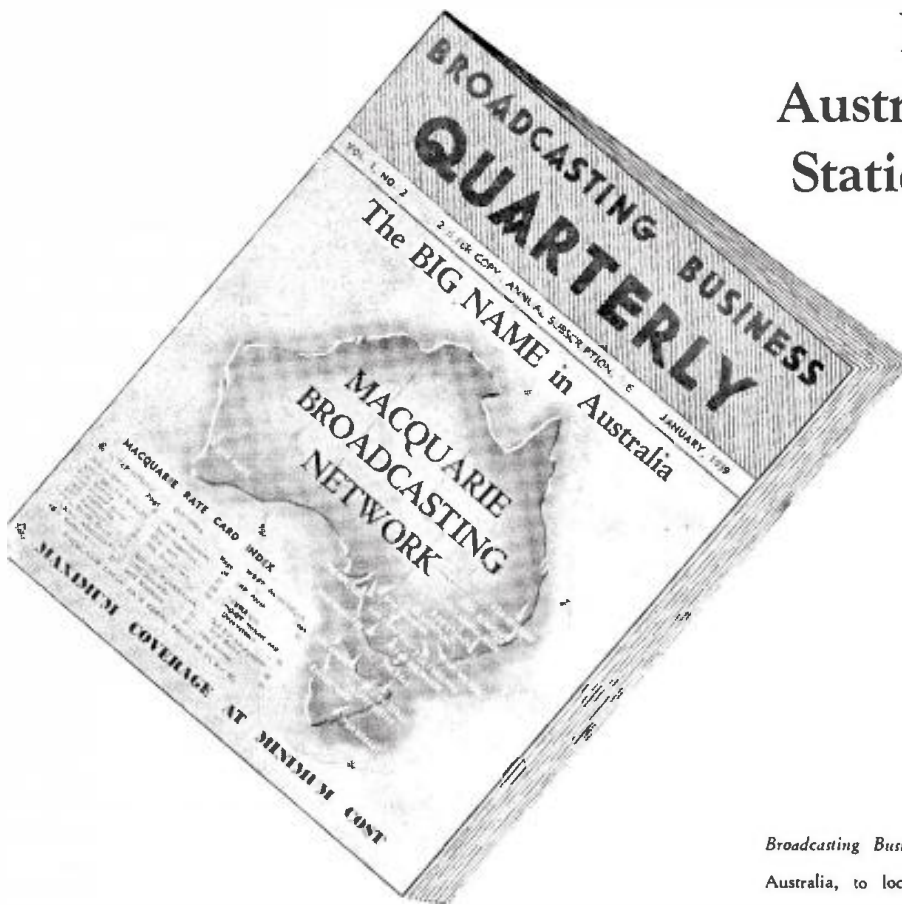
## Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859



## Rates for All Australian Commercial Stations in one Book



Issued quarterly this Rate Card compendium is another of the services rendered by BROADCASTING BUSINESS which is published weekly and is the only trade paper devoted solely to the promotion of Commercial Broadcasting in Australia.

Australia's 97 commercial stations are operated on the same system and cover the same area as American stations and offer an interesting comparison of times and rates.

*Broadcasting Business* is issued weekly to the Broadcasting Industry of Australia, to local and national advertisers, agencies, technicians, programme and record services, etc., and carries a complete news and technical review of Australian broadcasting. In short, *Broadcasting Business* renders Australia the same service that "*Broadcasting*" supplies to U.S.A.

A Year Book number of *Broadcasting Business* is also published with complete tabulations and index on all sections of the industry—both commercial and technical—as well as all other material necessary to give a graphic picture of the industry, its operation, its control and the laws which govern it.

These journals give a detailed cross section and complete cover of the Australian Broadcasting Industry, which is so closely allied with the American and which is an open and ready market for all progressive Americans with ideas, programmes, services or technical advancements to offer. Use these journals to learn of Australian Broadcasting—to discover and to reach a new and profitable field.

Mail your subscription of \$4 for the complete cover of Australian Broadcasting contained in  
• *Broadcasting Business* • *Broadcasting Business Quarterly* • *Broadcasting Business Year Book*  
to the publishers:—

### Australian Radio Publications Pty. Ltd.

32 Carrington Street • Sydney  
Box 3765 G. P. O.  
N. S. W. Australia  
Managing Director: O. F. Mingay

# Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 368)

TABLE III

REQUIRED DAY AND NIGHT SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON ADJACENT CHANNELS

Class & Power	Class IV						Classes II and III															
	0.1 Kw.		0.25 Kw.		10 Kw.		0.25 Kw.			0.5 Kw.			1 Kw.			5 Kw.			10 Kw.			
	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	
<b>Class IV</b>																						
0.1 Kw.	73	37	32	82	45	40	86	47	42	94	55	50	105	63	58	133	84	79	149	98	93	
0.25 Kw.	82	45	40	90	48	41	94	50	43	102	58	51	113	66	59	141	87	80	157	101	94	
<b>Classes II &amp; III</b>																						
0.25 Kw.	86	47	42	94	50	43	96	51	43	104	59	51	115	67	59	143	88	80	159	102	94	
0.5 Kw.	94	56	50	102	58	51	104	59	51	112	62	52	123	70	60	151	91	81	167	105	93	
1 Kw.	105	63	58	113	66	59	115	67	59	123	70	60	131	73	62	159	94	83	175	108	97	
5 Kw.	133	84	79	141	87	80	143	88	80	151	91	81	159	94	83	180	104	87	196	118	101	
10 Kw.	149	98	93	157	101	94	159	102	94	167	105	95	175	108	97	196	118	101	210	123	104	
25 Kw.	172	115	110	180	118	111	182	119	111	190	122	112	198	125	114	219	135	118	233	140	121	
50 Kw.	190	131	126	198	134	127	200	135	127	208	138	128	216	141	130	237	151	134	251	156	137	
<b>Class I</b>																						
10 Kw.	162	107	102	170	110	103	172	111	103	180	114	104	188	117	106	209	127	118	223	132	113	
25 Kw.	183	126	121	191	129	122	193	130	122	201	133	123	209	136	125	230	146	129	244	151	132	
50 Kw.	208	144	139	211	147	140	213	148	140	221	151	141	229	154	143	250	164	147	264	169	150	
500 Kw.	277	211	206	285	214	207	287	215	207	295	218	208	303	221	210	324	231	214	338	236	217	

Class and Power	Class II						Class I					
	25 Kw.		50 Kw.		10 Kw.		25 Kw.		50 Kw.		500 Kw.	
	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.
<b>Class IV</b>												
0.1 Kw.	172	115	110	190	131	126	162	107	102	183	126	121
0.25 Kw.	180	118	111	198	134	127	170	110	108	191	129	122
<b>Classes II and III</b>												
0.25 Kw.	182	119	111	200	135	127	172	111	103	193	130	122
0.5 Kw.	190	122	112	208	138	128	180	114	104	201	133	123
1 Kw.	198	125	114	216	141	130	188	117	106	209	136	125
5 Kw.	219	135	118	237	151	134	209	127	110	230	146	129
10 Kw.	233	140	121	251	156	137	223	132	113	244	151	132
25 Kw.	250	149	125	268	165	141	242	145	123	261	160	136
50 Kw.	268	165	141	284	172	145	260	161	139	279	168	144
<b>Class I</b>												
10 Kw.	242	145	123	260	161	139	232	137	115	253	156	134
25 Kw.	261	160	136	279	168	144	253	156	134	272	163	139
50 Kw.	281	178	154	297	185	158	273	174	152	292	181	157
500 Kw.	355	245	221	371	252	225	347	241	219	366	248	224

TABLE IV

Required Night Separation in Miles Between Broadcast Stations on the Same Channels

The following tables indicate the mileage protection each class must give all other classes.

Class I-A	Class I-A	Not required to protect Class II stations on same channel at night.
-----------	-----------	---

TABLE IV A

Class I-B	Class I-B	Must protect other Class I-B stations as shown below.
-----------	-----------	---

Class I-B	Class I-B			
	5 kw.	10 kw.	25 kw.	50 kw.
10 kw.	2665	3010	3280	
25 kw.	3010	3243	3500	
50 kw.	3280	3500	3660	

TABLE IV—C

CLASS III-A MUST PROTECT OTHER CLASSES AS SHOWN BELOW

Class III-A	Class III-A			Class III-B	
	1 Kw.	5 Kw.	.5 Kw.	5 Kw.	1 Kw.
1 Kw.	739	1025	550	553	
5 Kw.	1025	1039	847	851	

<sup>a</sup>See Appendix VII for protection Class III stations should give Class II stations on regional channels.

TABLE IV D

Class III B must protect other classes as shown below.

Class III B	Class III A		Class III B	
	1 kw.	5 kw.	.5 kw.	1 kw.
.5 kw.	735	1020	383	550
1 kw.	739	1025	550	553

TABLE IV-B

CLASS II—MUST PROTECT OTHER CLASSES AS SHOWN BELOW

Class II	Class II Stations						Class I-B Stations			Class I-A Stations Distance from Nearest Border of Country in Which Class I-A Station is Located	
	.25 Kw.	.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.	10 Kw.	25 Kw.		50 Kw.
.25 Kw.	151	602	732	1018	1136	1271	1529	1378	1610	1760	1038
.5 Kw.	602	606	736	1022	1140	1275	1538	1508	1735	1890	1180
1 Kw.	732	736	739	1025	1143	1280	1535	1568	1885	2080	1385
5 Kw.	1018	1022	1025	1039	1157	1292	1547	2165	2395	2550	1830
10 Kw.	1136	1140	1143	1157	1162	1298	1553	2450	2680	2830	2122
25 Kw.	1271	1275	1280	1292	1298	1310	1560	2880	3120	3260	2575
50 Kw.	1529	1533	1535	1547	1553	1560	1570	3090	3330	3480	2730

## Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

TABLE IV E

Class IV—Must protect other classes as shown below.

Class IV	Class III A 1 kw.	5 kw.	Class III B .5 kw.	1 kw.	Class IV
.1 kw.	300	300	Daytime separation determines		Daytime separation determines
.25 kw.	395	407			

b See Note a, Table IV-c

TABLE IV F

Distance Class II Stations must be from Class I A and I B Stations to obtain recommended protection to Class II Station (2.5 mv/m ground wave contour).

Class II (a)	10 kw.	Class I A and I B Stations			
		25 kw.	50 kw.	500 kw.	
.25 kw.	1248	1462	1520	2707	
.5 kw.	1252	1470	1523	2771	
1. kw.	1256	1473	1528	2775	
5. kw.	1270	1484	1541	2789	
10. kw.	1275	1490	1546	2793	
25. kw.	1285	1498	1743	2803	
50. kw.	1293	1510	1750	2812	

Note (a): Must use directional antenna to protect dominant station or stations with these separations.

TABLE IV G

Distance Class IV Stations must be from Class III-A and III-B Station to obtain recommended protection to Class IV Station (4.0 mv/m ground wave contour).

Class IV Power	Class III-A or III-B		
	.5	1.0	5.0
.10	377	547	847
.25	381	551	851

APPENDIX VII

Engineering Requirements for the Use of Regional Channels by Class II Station under the Provisions of Section C 5 c.

A Class II station assigned to a regional channel in accordance with Section C 5 c shall use a directional antenna or other means to limit the interfering signal within the protected service area of any Class II station on the channel to the value set forth in Appendix II, Table I. The interfering signal in case of projected operation shall be determined from the characteristics of the antenna and appropriate curve in Appendix V. In case of actual operation the interfering signal shall be determined by the method described in Section E 4.

Class III stations, operating on a channel to which a Class II station is assigned, should limit the interference to the Class II station in conformity with the provisions of Appendix II, Table I.

PAGE & DAVIS

Consulting Radio Engineers

WASHINGTON, D. C.

Directive

Antenna Design  
and Adjustment

Complete Field  
Engineering Service

703 Munsey Bldg.

District 8456

# Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

# Frequency Modulation: History and Progress

By PAUL A. deMARS

Technical Director, The Yankee Network

AS RADIO broadcasting enters its twentieth year, a new technical development has captured the interest of engineers and owners of broadcasting stations. This development is Major E. H. Armstrong's system of frequency modulation, now being tried out in the ultra-high frequencies by a number of stations. This new system is being held by its proponents as destined to revolutionize the radio broadcasting art.

It is the purpose of this review to relate something of the history of this development, the state of its development at the present time, and the economic and technological implications that may be estimated from actual observations and experimentation with this new system.

The Armstrong system of frequency modulation, (F-M for short) was presented as an accomplished fact to the Institute of Radio Engineers, Nov. 6, 1935. The outstanding characteristic of Armstrong's system is the virtual elimination of natural static and man-made electrical disturbances. In addition, the system has inherent characteristics which permit transmission of programs with virtually no distortion and fidelity limited only by the quality of loud speakers. This achievement is the result of a quarter century of study and experimentation, during which period Major Armstrong is credited with the invention of the regenerative or "feedback" circuit, the superheterodyne circuit and the superregenerative circuit. Armstrong's inventions have brought modern communications and broadcasting to the present high state of development and there are an increasing number of those in these fields who feel, as does the writer, that his system of frequency modulation will be an even greater contribution than his former achievements.

## Armstrong Obtained Patents in 1933

Armstrong applied for patents on his system of frequency modulation in 1932 and secured patents covering his system in 1933. In December 1933, the complete invention was disclosed to the RCA. During 1934, and until the fall of 1935, Major Armstrong's apparatus was used in conjunction with the RCA's transmitter atop the Empire State Building in New York, and a series of laboratory and field demonstrations were run off. Transmitting with a power estimated at about 2 kw. in the 40 mc. region, which is best suited for frequency modulation development, reception was practically perfect 85 miles away, where recordings of reception of the new static-free test programs were made. But the RCA asked Armstrong to remove his equipment in the fall of 1935 to make way for television.

At this juncture, C. R. Runyon,

an old friend and veteran radio "hand", in the summer of 1935 began to build a frequency modulation transmitter of his own in Yonkers to operate at 110 megacycles in the amateur band. It was Runyon's station, W2AG, that provided transmission for the demonstration before the Institute of Radio Engineers on Nov. 6, 1935. Runyon's transmitter, with several changes in frequency in the region of 110 mc., has since been used to demonstrate F-M. Runyon, himself, has contributed a great deal to the engineering design of transmitting equipment for F-M in the ultra-high frequencies.

## Art Apathetic, Armstrong Builds Own Station

But the radio art was apathetic to Armstrong's invention and his fighting blood warmed; he took steps to obtain an experimental station of his own to permit experimentation with high power. He was eventually authorized by the Federal Communications Commission to construct a station with power of 40 kw. to operate with frequency modulation in a 200 kc. band on a frequency of 41.6 mc.

In the meantime, television was clamoring for recognition and expressing its need of channels to permit experimentation and development. The FCC called a general hearing on June 15, 1936, to obtain information from the radio services that would guide it in allocating the ultra-high frequencies above 30,000 kc. Just a week previously the writer had been introduced to frequency modulation by Major Armstrong at a talk and demonstration given before the Baltimore-Washington section of the Institute of Radio Engineers. These introductions were timely, for since 1932 The Yankee Network Inc. had been conducting experimentation under the writer's supervision with amplitude modulation (A-M) in the ultra-high frequencies. A detailed and comprehensive survey of the results of operation with 500 watts power on 41 mc. had just been completed. The results indicated definitely that, using the conventional system of modulation, broadcasting in the ultra-high frequencies in the region of 40 mc. offered no advantages over operation in the regular broadcast band and it was concluded that the very short waves could only provide a restricted supplementary service to the regular band. The advantages demonstrated by Armstrong's F-M system changed the picture completely and marked the beginning of Yankee Network's interest in the new system.

Using the recordings made in 1934 and 1935 of transmission from the RCA transmitter on the Empire State Building in New York City to demonstrate his assertions, Major Runyon urged the FCC to set aside 5 mc. for broadcast ex-

perimentation in the new allocations. The writer was the only other engineer who spoke for frequency modulation at this hearing, which lasted over two weeks.

As a final result of the hearing, the Federal Communications Commission issued General Order 19, which, in its final form today, gives F-M a 1 mc. band, 42.4 to 43.6 mc. (five channels), and an .8 megacycle band, 26.2 to 27.0 mc. (four channels), and a .86 mc. band, 117.070 to 118.030 mc. (four channels) for high frequency broadcast stations.

## John Shepard 3d and Dr. Doolittle Interested

In the meantime, the F-M broadcasts from C. R. Runyon's station in Yonkers, and since the fall of 1938, from W2XMN, Armstrong's 40 kw. station on the Hudson River Palisades at Alpine, New Jersey, were bringing others into the situation. John Shepard 3d, president of the Yankee Network Inc., was a convert and applied to the FCC for authorization to erect a 50 kw. F-M station in Massachusetts in the spring of 1937. Delays in securing a suitable site for the Yankee Network station delayed construction for over a year, but in October 1938 work was begun on the construction of Yankee's station on Mt. Asnebumskit in the Town of Paxton, near Worcester, Mass. Installation of transmitting equipment was completed to a power output of 2 kw. by May 1939, and this station, with call letters WIXOJ, has been in regular operation since then, daily from 8 a.m. to midnight, with this power on a frequency of 43 mc.

Back in 1936, Dr. Franklin Doolittle, owner of WDRC, in Hartford, Conn., saw the possibilities of the new system for broadcasting service. Eventually his F-M station, with call letters WIXPW, located on Meriden Mountain, near Hartford, began testing in the spring of 1939 and since late summer has been in regular operation daily with a power of 1 kw. on a frequency of 43.4 mc.

During the period while Shepard and Doolittle were constructing their stations, the General Electric Co. set up one experimental station at Schenectady and another at Albany. These stations were designed to use both F-M and A-M emissions. A large series of tests were conducted to determine by actual operation, the relative advantages or disadvantages of F-M and A-M.

## General Electric, Stromberg Bring Out Receivers

During the summer of 1938 the General Electric manufactured a limited number of F-M receivers, and during 1939 has offered F-M receivers in three models—a table model for F-M only, a console model for F-M only, and a console model for the regular band, two shortwave bands and F-M, priced

respectively at \$59.50, \$100 and \$200. The Stromberg-Carlson Co. is introducing receiver models that roughly parallel the GE line. About a half dozen other manufacturers are getting ready to introduce F-M and combination regular-band, shortwave and F-M receivers.

Since the summer of 1939, the FCC has received about 40 applications for F-M broadcasting stations, and as many more stations are known to intend filing applications for F-M stations in the near future. The broadcasting industry is at last waking up to the significance of the 1935 and 1936 disclosures regarding F-M broadcasting.

The FCC scheduled a general hearing for February 28, 1940 to discuss the relative merits of frequency modulation and amplitude modulation and consider recommendations in connection with allocation problems for broadcast service in the ultra-high frequencies. This action by the Commission puts a period at the end of this phase of this new development and marks the beginning of a new era in radio broadcasting service.

Much has been said in the past regarding high fidelity, and as far as the output of the listener's loudspeaker reflects accomplishment, little has been achieved. A high fidelity system of broadcasting requires a freedom from noise that permits the broadcasting of silence together with natural reproduction. The technical limitations of the regular broadcast band cannot meet these requirements day in and day out except to an insignificant portion of broadcast listeners. Furthermore, A-M in the ultra-high frequencies only partially removes the restrictions inherent in the present band.

## Hesitancy Seen Due To Misconceptions

Since Armstrong's system of frequency modulation removes the restrictions that prevent a real high fidelity service by present broadcast methods, namely noise and distortion, the question may be fairly asked, "Why is there any hesitancy on the part of engineers and station owners to accept this new system and make it available to the public as quickly as possible?" The answer is probably due to misconceptions concerning and lack of information regarding the inherent characteristics of F-M broadcasting services in the ultra high frequency.

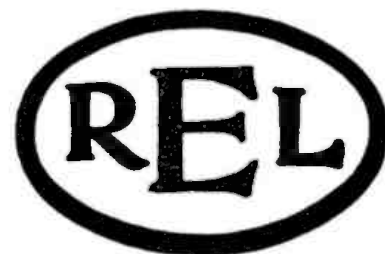
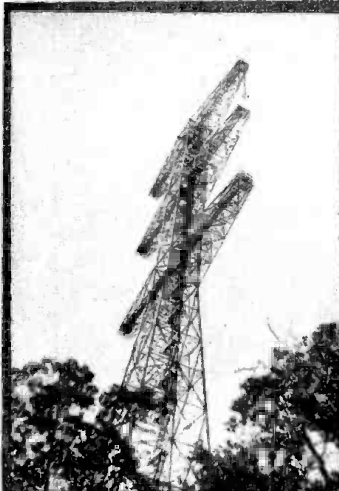
Perhaps the following will tend to clarify this situation. Armstrong's system modulates the radiated power to produce changes in frequency instead of amplitude as in the conventional system. This imposes a characteristic on the radiated wave that is not duplicated by natural static or most man-made interferences. By causing the

(Continued on page 374)

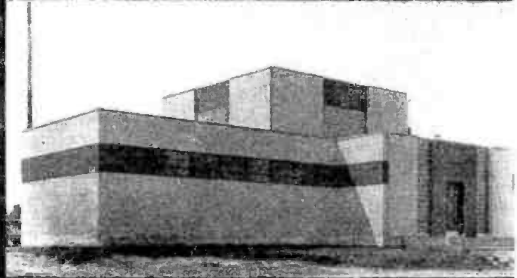
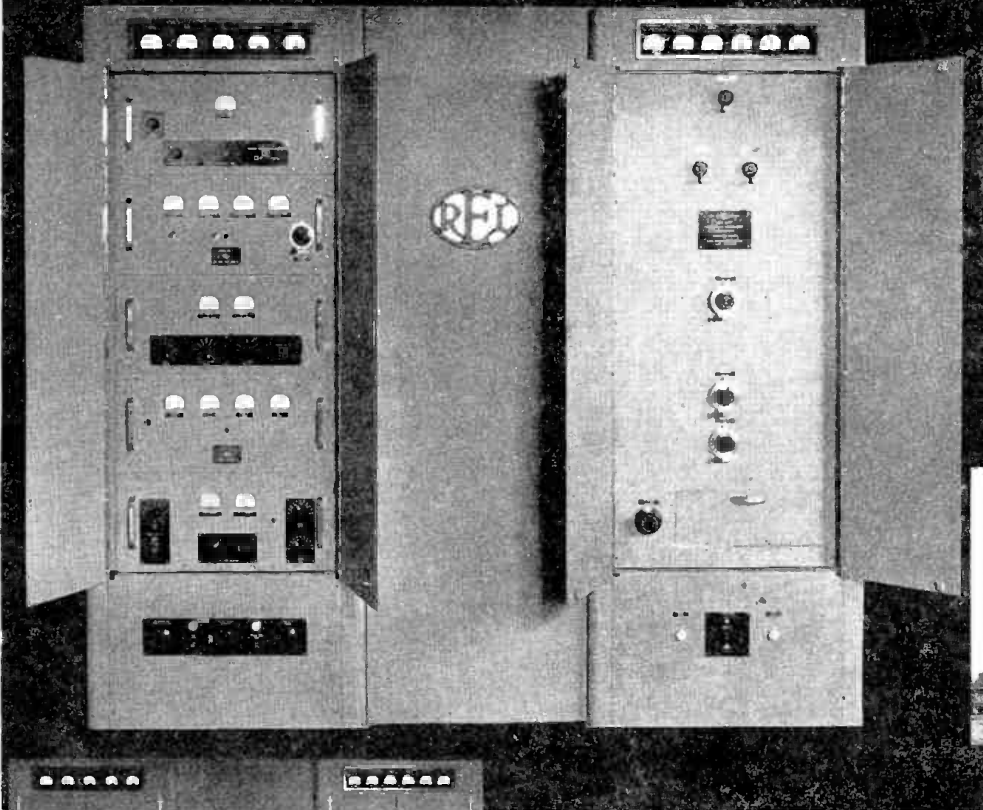
# FREQUENCY MODULATION

(ARMSTRONG SYSTEM)

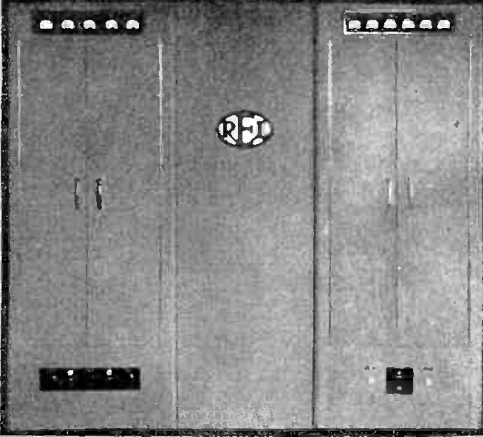
*W2XMN, Alpine, N. J., Major E. H. Armstrong's original 40-Kw, Frequency Modulation Transmitter Tower . . . Metropolitan New York's newest landmark.*



**1-2-5-50 Kw**  
FREQUENCY  
MODULATION  
TRANSMITTERS



*W1XOJ, Yankee Network's 2,000 Watt mountain-top Frequency Modulation Station at Paxton, Mass. REL now installing 50,000 Watts.*



*Same REL Frequency Modulation Transmitter as above, with doors closed.*

*REL 1-2-5 Kw models Frequency Modulation Transmitters, showing attractive arrangement of control panels, etc.*

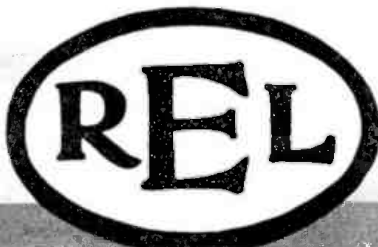
Radio Engineering Laboratories, Inc. are the builders of Frequency Modulation Transmitters (Armstrong System). As pioneers in the field of "high-signal-to-noise-ratio" radio transmission, we have already equipped the following stations with REL Frequency Modulation Transmitters, where they are now in regular use:

STATION	LOCATION	OWNED BY
W2XMN	Alpine, N.J.	Major E. H. Armstrong
W2XCR	Yonkers, N.Y.	C. R. Runyon, Jr.
W1XOJ	Paxton, Mass.	Yankee Network
WEOB	Boston, Mass.	Yankee Network
W3XO	Washington, D. C.	Jansky & Bailey
W8XVB	Rochester, N.Y.	Stromberg-Carlson Telephone Mfg. Co.
W2XOR	New York, N.Y.	J. V. L. Hogan
WTMJ	Milwaukee, Wisc.	The Journal
WHEC	Rochester, N.Y.	WHEC, Inc.

In addition, we are at present building REL Frequency Modulation Transmitters for the following well-known stations:

WCAN	Portland, Me.	Portland Broadcasting System, Inc.
WOR	Newark, N. J.	Bamberger Broadcasting Service, Inc.

Within the next 6 months, pending final approval by the F.C.C., approximately a dozen other of the nation's leading broadcasters are also planning to use REL Frequency Modulation Transmitters (Armstrong System), ranging up to 50 Kw.



**RADIO ENGINEERING LABORATORIES, INC.**

35-54 36th STREET

Phone RAvenswood 8-2340

Cable "RADENGLABS"

LONG ISLAND CITY, N. Y.

# High Frequency Broadcasting Stations in the United States

(Authorized by FCC as of January 15, 1940)

Frequency Groups listed in FCC Rules: Sec. 4.114

## FREQUENCY MODULATION

Location	Call Letters	Licensor	Power in Watts	Frequency in Kc.
N. of Alpine, N. J.	W2XMN	Edwin H. Armstrong	40,000	42800 117430
New York City	W2XOR	Bamberger Broadcasting Service (WOR)	CP-1,000	43400
Schenectady, N. Y.	W2XDA	General Electric Co. (WGY)	50	43200
Albany, N. Y.	W2XOY	General Electric Co. (WGY)	150	43200
Superior, Wis.	W9XYH	Head of the Lakes Broadcasting Co. (WEBC)	CP-1,000	43000
New York City	W2XQR	John V. L. Hogan (WQXR)	1,000	43200
Washington, D. C.	W8XO	Jansky & Builey	1,000	43200
Milwaukee, Wis.	W9XAO	The Journal Co. (WTMJ)	CP-1,000	42600
Bethesda, Md.	W3XMC	McNary & Chambers	CP-100	42600
New York City	W2XWG	National Broadcasting Co. (WEAF)	CP-1,000	42600
Yonkers, N. Y.	W2XAG	Carman R. Runyon, Jr.	5,000	117190
Hartford, Conn.	W1XPW	WDRG, Inc.	1,000	43400
Hartford, Conn.	W1XSO	Travelers Broadcasting Service Corp. (WTIC)	CP-1,000	43200
Rochester, N. Y.	W8XAD	WHEC, Inc.	CP-1,000	42600
Rochester, N. Y.	W8XVB	Stromberg-Carlson Co. (WHAM)	1,000	43200
Boston, Mass.	W1XK	Westinghouse E. & M. Co. (WBZ)	CP-1,000	42600
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co. (WBZA)	1,000	42600
Columbus, O.	W8XVH	WBNS, Inc.	CP-250	43000
Worcester, Mass.	W1XTQ	Telegram Publishing Co.	CP-1,000	43400
Boston, Mass.	W1XOJ	Yankee Network	CP-50,000	43000
Chicago, Ill.	W9XEN	Zenith Radio Corp.	CP-1,000	42800

## AMPLITUDE MODULATION

Location	Call Letters	Licensor	Power in Watts	Frequency in Kc.
Boston, Mass.	*W1XER	Yankee Network	500	42400
Boston, Mass.	W1XKA	Westinghouse E. & M. Co. (WBZ)	50	42200
Chattanooga, Tenn.	W4XBW	WDDO Broadcasting Corp.	100	26000
Cincinnati, O.	W8XNU	The Crosley Corp. (WLW)	1,000	25550
Cleveland, O.	W8XNT	United Broadcasting Co. (WHK)	50	42340
Dallas, Tex.	W5XD	A. H. Belo Corp. (WFAA)	100	25300
Denver, Col.	W0XLA	KLZ Broadcasting Co. (KLZ)	100	25400
Detroit, Mich.	W8XWJ	Evening News Ass'n. (WWJ)	500	42060
Hartford, Conn.	W1XEH	Travelers Broadcasting Service Corp. (WTIC)	150	42460
Kansas City, Mo.	W8XER	Midland Broadcasting Co. (KMBC)	500	42460
Kansas City, Mo.	W9XA	Commercial Radio Equipment Co.	1,000	26000
Kansas City, Mo.	W9XBA	WHB Broadcasting Co.	100	26100
Los Angeles, Cal.	W6XKG	Ben S. McGlashan (KGFJ)	1,000	25950
Los Angeles, Cal.	W6XRE	Ben S. McGlashan (KGFJ)	500	42300 116950 350000
Los Angeles, Cal.	W6XDA	Columbia Best. System (KNX)	100	42300
Memphis, Tenn.	W4XCA	Memphis Commercial Appeal Co. (WMC)	250	26130
Milwaukee, Wis.	W9XAZ	The Journal Co. (WTMJ)	CP-500	42260
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System (WCCO)	50	42300
Nashville, Tenn.	W4XA	National Life & Accident Ins. Co. (WSM)	1,000	26150
New Bedford, Mass.	W1XEQ	E. Anthony & Sons (WNBH)	100	42300
New York City	W2XJI	Bamberger Broadcasting Service (WOR)	100	25300
New York City	W2XWF	Wm. G. H. Finch	1,000	42180
New York City	W2XDV	Columbia Broadcasting System (WABC)	50	42300
New York City	W2XQO	Knickerbocker Broadcasting Co. (WMCA)	100	25500
New York City	W2XVP	Municipal Broadcasting System (WNYC)	CP-1,000	26100
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	26125
Philadelphia, Pa.	W8XIR	WCAU Broadcasting Co.	100	42140
South Bend, Ind.	W9XH	South Bend Tribune (WSBT)	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co. (WBZA)	1,000	42350
St. Louis, Mo.	W9XOK	Star Times Publishing Co. (KXOK)	100	25300
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co. (KSD)	100	25900
Superior, Wis.	W9XJL	Head of the Lakes Broadcasting Co. (WEBC)	250	26160

\* Transmitter located at Sarzents Purchase, N. H.

## Frequency Modulation: History and Progress

(Continued from page 372)

modulation to produce wide frequency deviations from the unmodulated carrier frequency, startling reduction in interference from noise results, the reduction being of the order of 1,000-to-1 in power ratio.

The wide frequency swing used removes all inherent limitations as far as the radio link is concerned to rendering a real high fidelity broadcasting service. It has been demonstrated again and again that noise-free reception is obtained over wide areas from stations of even moderate power, and that all the frequencies within the range of human hearing are transmitted without distortion that can be detected by the human ear. The wide frequency swing used in the new system also permits the simultaneous transmission of other services such as facsimile or telegraph.

It has further been demonstrated that in spite of the quasi-optical nature of the very short waves, whose range are limited by the curvature of the earth, but not to the optical horizon as has been asserted by many authorities, that an F-M station of given power on the ultra-shortwaves renders a superior service in every respect to the regular broadcast band on the medium frequencies and that the primary service area of an F-M station will be much greater.

### F-M vs. A-M

#### Frequency Band Widths

Perhaps the greatest difficulty in accepting the merits of this new system in lieu of the present is because of the wide band of frequencies required to develop its full advantages. Comparing real high fidelity services, an F-M station uses a 200 kc. band, as compared with a 40 kc. band for A-M stations in the ultra-high frequencies. From the above it would appear as though five times as many A-M stations as F-M stations could be accommo-

dated in a given band. Paradoxical as it may seem, the reverse is actually the case. The reason is an inherent characteristic of the new system in respect to the mutual interference between stations operating on the same frequency.

In A-M the presence of an undesired signal produces interference in proportion to its intensity relative to the desired signal. Everyone connected with the broadcasting art is painfully aware of the limitation to coverage, due to interference between stations of relatively low power operating on the same frequency in the regular broadcast band, even though they be separated by as much as a thousand miles. A high fidelity service by present methods would require that the undesired signal be less than 1/100th of the desired signal and less than 1/1000th of the desired signal if the station frequencies deviate by an amount sufficient to produce audible beat notes. It is doubtful if stations operating at frequencies of the order of 40 mc. or higher could be controlled now or ever to such a degree as to prevent audible heterodyne beats between carriers. In an A-M system, therefore, stations could not be assigned for operation on the same frequency unless separated by great distances, and even then they would mutually limit each other's service area to about the same degree as in the present band.

With F-M the picture is radically different. Theory indicates, and actual tests confirm, that if the desired signal is twice the undesired signal, there is neither interference in the form of beat notes, nor impairment to quality of reception. This means that F-M stations may be duplicated on the same channel with due consideration of the service area of each station at any separation without either serious mutual limitation or interference to

the respective service of either station. In the present system the area where the ratio of the desired to undesired signal is not equal to that required for acceptable service is a no-man's land. In the new system, the area where the signals from stations on the same frequency differ by more than 2-to-1 in intensity is merely an area in which the listener can, provided the signals are of sufficient strength to each render satisfactory service in the absence of the other, select either station by using a simple, directive antenna with more than 2-to-1 discrimination. It has been amply demonstrated that this is easily practical.

### Duplication of Stations Every 50-300 Miles

From an allocation standpoint, it is only necessary to provide sufficient channels to accommodate the number of stations required to serve the largest metropolitan areas. Stations may be duplicated on these channels every 50 to 300 miles, depending on the power, antenna efficiency and the need for broadcast service. Stations in the same area may operate under any conditions without interference, provided one channel intervenes between assignments, and stations may operate on adjacent channels if the transmitters are located near each other and the ratio of powers and antenna efficiency keep the signal intensities within a ratio of the order of 20-to-1. A 5 mc. band

would, therefore, permit 13 or more stations in each service area of the United States.

Based on the experimental data obtained from the operation of the General Electric's frequency modulation stations in Schenectady and Albany that were previously referred to, I. R. Wier, of GE in a paper presented last February before the Bridgeport section of the Institute of Radio Engineers, showed that even with low standards of noise and interference, more F-M stations than A-M stations can be used in a given band and the advantage in this respect increases in favor of F-M as the standards of broadcasting service are raised.

Granting the above, perhaps the broadcasting art wants to know if F-M has lived up to the claims of its proponents in actual practice. The writer can give first-hand information in this connection, as he has designed and supervised the construction of two F-M stations and made measurements and observations on their performance since May, 1939 and in addition has made measurements and observations of Major Armstrong's station since the spring of 1937.

On May 27, 1939, the Yankee Network's high frequency broadcast station, W1XOJ, went on the air for the first time. It has been in regular operation since then with a power of 2 kw. W1XOJ is located centrally with respect to the populated areas of Massachusetts

(Continued on page 394)

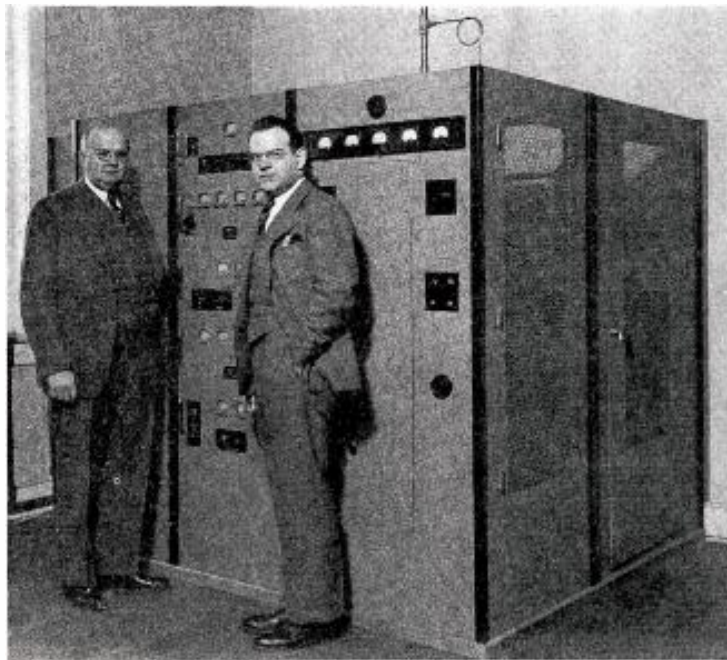
# JANSKY & BAILEY

## Consulting Radio Engineers

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.



*1000 watt frequency modulated broadcast transmitter Radio Station WSXO, operating on 43,200 kilocycles. Built, owned and operated by Jansky & Bailey, Washington, D. C.*

The objective of Jansky & Bailey engineering is to produce the fundamental facts essential to the most effective use of broadcasting as a medium for public service.

Pursuant to its policy of keeping abreast of all technical developments, the firm of Jansky & Bailey for several years has been engaged in frequency modulation and ultra high frequency research and development.

♦ ♦ ♦

Pacific Coast Affiliate

MARTIN V. KIEBERT, JR.

Russ Bldg., San Francisco

# FCC Regulations Governing Broadcast Services Other Than Standard Broadcast

Relay Broadcast Stations  
International Broadcast Stations

Television Broadcast Stations  
Facsimile Broadcast Stations

High Frequency Broadcast Stations  
Developmental Broadcast Stations

Non-Commercial Educational Broadcast Stations

(Rules and Regulations and Standards Applicable to Standard Broadcast Stations)

Published by BROADCASTING in Separate Volume; see page 263)

## IN GENERAL

Sec. 4.1 *Frequency tolerance.* The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in Table I.

Class of Station	Frequency Tolerance
Relay Broadcast Station (a) 1622 to 2830 kc	0.04%
(b) 30,000 to 40,000 kc and above	10 watts or less 0.1% above 10 watts 0.05%
International Broadcast Station	0.005% <sup>1</sup>
Television Broadcast Station	0.01%
Facsimile Broadcast Station	0.05% or less as required
High Frequency Broadcast Station	0.01%
Non-Commercial Educational Broadcast Station	0.01%
Developmental Broadcast Station	0.05% or less as required

### Sec. 4.2 *Frequency monitors.*

(a) The licensee of each broadcast station listed in Sec. 4.1, except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half (½) of the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in Sec. 4.1 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

### Sec. 4.3 *License period; renewal.*

(a) Licenses for the following classes of broadcast stations will be normally issued for a period of one year expiring as follows:

Class of Station	Date of Expiration
Relay Broadcast Station (a) 1622 to 2830 kc	October 1
(b) 30,000 to 40,000 kc and above	December 1
International Broadcast Station	November 1
Television Broadcast Station	February 1
Facsimile Broadcast Station	March 1
High Frequency Broadcast Station	April 1
Non-Commercial Educational Broadcast Station	May 1
Developmental Broadcast Station	May 1

(b) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (Sec. 1.360).

(c) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally<sup>2</sup> in accordance with the regulations governing each class of station.

### Sec. 4.4 *Requirements, limitations and restrictions.*

(a) No station licensed experimentally will be assigned for exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require that a station licensed experimentally conduct such experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental station<sup>2</sup> shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of an experimental station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs, provided, however, licensees of developmental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for any broadcast station on an experimental basis which specifies any frequency above 300,000 kilocycles or in the bands 162,000 to 168,000, 210,000 to 216,000 and 264,000 to 270,000 kilocycles except television, confirming the applicant's understanding:

1. That all operation upon the frequency is experimental only;
2. That the frequency may not be the best suited to the particular experimental work to be carried on, and
3. That the frequency may not be allocated for the service that may be developed experimentally.

<sup>1</sup> Tolerance may be .01% on equipment installed prior to January 1, 1941, and until January 1, 1941, when all international stations shall maintain frequency within 0.005% of the assigned frequency.

<sup>2</sup> The phrases "station licensed experimentally" and "experimental station" are used interchangeably and refer to stations listed in Sec. 4.3 when so specified in the instrument of authorization.

### Sec. 4.5 *Station records.*

(a) The licensee of each class of broadcast station listed in Sec. 4.1 shall maintain adequate records of the operation, including:

1. Hours of operation.
2. Program transmitted.
3. Frequency check.
4. Pertinent remarks concerning transmission.
5. In case of relay station, an entry giving point of program origination and receiver location shall be included.
6. Research and experimentation conducted in case of an experimental station.
7. And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) The above information shall be made available upon request by authorized Commission representatives.

Sec. 4.6 *Equipment changes.* The licensee of each class of broadcast station listed in Sec. 4.1 may make any changes in the equipment that are deemed desirable or necessary, provided:

1. That the operating frequency is not permitted to deviate more than the allowed tolerance;
2. That the emissions are not permitted outside the authorized band;
3. That the power output complies with the license and the regulations governing the same, and
4. That the transmitter as a whole or output power rating of the transmitter is not changed.

Sec. 4.7 *Emission authorized.* All classes of broadcast licenses authorize A3 emission only unless otherwise specified in the license. In case A1, A2, A4, A5, or special emission are necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs shall be made to, and authority therefore received from, the Commission.

Sec. 4.8 *Additional orders, as needed.* In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

Sec. 4.9 *Operation.* A licensed operator shall be on duty and in charge of the transmitter of each broadcast station listed in Sec. 4.1. In no case will remote control operation be authorized. A transmitter is not considered as being operated by remote control when the following conditions prevail:

(a) Continuous reading indicating instruments are before the operator as follows:

1. Frequency deviation meter.
2. Percentage modulation indicator.
3. Spurious emission check (receiver).
4. Last radio stage plate voltage.
5. Last radio stage total plate current.
6. Output or antenna current.

(b) The operator has off and on control of the power to the last radio stage.

(c) The operator can reach the transmitter proper in not more than five minutes to make any changes or adjustments necessary to maintain proper operation.

### Sec. 4.10 *Rebroadcasts.*<sup>1</sup>

(a) The licensee of an international or non-commercial educational broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certified that express authority has been received from the licensee of the station originating the program.<sup>2</sup> (See Secs. 4.43 and 4.132 (c) concerning commercial announcements.)

(b) No licensee of an international or non-commercial educational broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission.<sup>3</sup>

(c) No licensee of any other class of broadcast station listed in Sec. 4.1 (television, facsimile, high frequency or developmental) shall rebroadcast the program of any radio station without written authority first having been obtained from the Commission.<sup>4</sup>

(d) Authority will not be granted to rebroadcast in the United States the program of an international broadcast station located within the limits of the North American continent, except upon a satisfactory showing that no other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

<sup>1</sup> For definition of "rebroadcast" see Sec. 3.94 (a).

<sup>2</sup> The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent must be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

<sup>3</sup> The broadcasting of a program relayed by a relay broadcast station (Sec. 4.21) is not considered a rebroadcast.

<sup>4</sup> Informal application may be employed.



(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American continent without permission from the Commission, provided that the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the programs.

**Sec. 4.11 Equipment and program tests.**

(a) A licensee of a broadcast station listed in Sec. 4.1 shall conduct equipment tests in accordance with Sec. 2.42 and program tests in accordance with Sec. 2.43.

(b) In case the transmitter and associated equipment are on hand in complete form and an application for license was filed and granted with the application for construction permit, then the notification of equipment tests and program tests as required by paragraph (a) of this section need not be made.

**RELAY BROADCAST STATIONS**

**Sec. 4.21 Defined.** The term "relay broadcast station" means a station licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations or orders concerning such programs.

**Sec. 4.22 Licensing and authorizations.**

(a) A license for a relay broadcast station will be issued only to the licensee of a standard broadcast station<sup>2</sup>, provided, however, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a standard broadcast station to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to another person to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under Section 319 (b) of the Communications Act of 1934 without a construction permit and provided further:

(b) The Commission may license a special relay broadcast station to the licensee of another class of broadcast station provided a need therefor is shown and the relay station will be used only for relaying of programs for broadcast by such broadcast station.

(c) The license of a relay broadcast station authorizes the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its standard broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The license of a relay station does not authorize transmission of programs to be broadcast solely by other broadcast stations not aforementioned.

(d) In case a licensee has two or more standard broadcast stations located in different cities, it shall, in applying for a new relay station or for renewal of license of an existing relay station, designate the standard broadcast station or stations in conjunction with which the relay station is to be operated principally, and it shall not thereafter operate the relay station in conjunction with another of its standard broadcast stations located in a different city for more than a total of ten days in any thirty-day period.

(e) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a standard broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the standard broadcast station proposing the broadcast.

(f) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in Sec. 4.23; provided, however, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(g) An application for special temporary authority to operate on frequencies not allocated by Sec. 4.23 or to operate another class of station as a relay broadcast station must be received by the Commission not less than ten days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested and the license of the station to be used. In case of emergencies, which shall be fully explained in the application, the Commission may waive the ten-day requirement specified herein.

**Sec. 4.23 Frequency assignment and operation.**

(a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A	Group B	Group C	Group D	Group E	Group F	Group G	Group H	Group I	Group J
1822 kc	1806 kc	1646 kc	30,820 kc	31,220 kc	31,620 kc	33,380 kc	132,260 kc	133,030 kc	Any four frequencies above
2058	2022	2090	33,740	35,620	35,280	35,020	134,080	134,850	300,000 kc excluding band
2150	2102	2190	35,820	37,020	37,340	37,620	135,480	136,810	400,000 to
2790	2758	2830	37,980	39,280	39,620	39,820	135,760	138,630	401,000 kc

(b) One of the above groups only, including all four frequencies will be assigned each station. The first application from any metropolitan area for the frequencies in Groups A, B or C shall specify Group A; the second Group B, and the third Group C, the fourth Group A again, etc. and likewise for frequencies in Groups D, E, F or G, first application Group D, second E, third F, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applicants shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) A station may be licensed for Group H when a need for frequencies of this order may be shown.

(d) Group I will be licensed to stations to operate with frequency modulation only when need for such operation and frequencies of this order may be shown.

<sup>1</sup> See Sec. 4.5 (6) for special log entry requirement.

<sup>2</sup> See "Number of Relay Broadcast Stations That Will be Licensed to Each Holder of Standard Broadcast Station License" as announced by the Commission.

(e) Any four specific frequencies under Group J will be assigned on experimental operation only and an applicant may apply for the four frequencies which appear most suitable for the experimental work to be conducted.

(f) The licensee of a station on Group J shall carry on research and experimentation for the advancement of the relay broadcast art and development of these ultra high frequencies for relay broadcast services. An application for authority to operate a station on frequencies in Group J shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(g) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

**Sec. 4.24 Frequency selection to avoid interference.** In case two or more stations are licensed for the same group of frequencies in the same area and in case simultaneous operation is contemplated, the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect cannot be reached the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

**Sec. 4.25 Power limitations.**

(a) A relay broadcast station assigned frequencies in Groups A, B, C and J will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than licensed.

(b) A relay broadcast station assigned frequencies in Groups D, E, F and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; provided that before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, and provided, further, that if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference.

(c) A relay broadcast station assigned frequencies in Groups H and I will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than that licensed. In event interference may be caused to stations on adjacent channels, licensees shall endeavor to make arrangements to reduce power to a point where interference will not be objectionable. If a satisfactory arrangement cannot be agreed upon, the Commission will determine and specify the maximum power or conditions of operation of each such station.

**Sec. 4.26 Supplemental report with renewal application.** The licensee of a relay broadcast station assigned frequencies under Group J shall submit a supplemental report with and made a part of each application for renewal of license as follows:

1. Number of hours operated for experimental purposes.
2. Developments carried on in the relay broadcast service.
3. Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
4. All developments or major changes in equipment.
5. Any other pertinent developments.

**INTERNATIONAL BROADCAST STATIONS**

**Sec. 4.41 Defined.** The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned between 6,000 and 26,600 kilocycles for broadcasting by International Agreement).

**Sec. 4.42 Licensing requirements; necessary showing.** A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That there is a need for the international broadcast service proposed to be rendered.
2. That the necessary program sources are available to the applicant to render an effective international service.
3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.
4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.
5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.
6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.
7. That the public interest, convenience and necessity will be served through the operation of the proposed station.

**Sec. 4.43 Service; commercial or sponsored programs.**

(a) A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.

(b) Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (c) of this section.
3. In case of advertising an American utility or service to prospective

<sup>1</sup> See General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Article 7. Prior to Sept. 1, 1939 and thereafter see Cairo General Radio Regulations, Article 7, annexed to the International Telecommunications Conferences, Cairo, Egypt, 1938. Also, see list of assignments to international channels prepared by the Bureau of the International Telecommunications Union, Berne, Switzerland.

<sup>2</sup> Suspended indefinitely Sept. 27, 1939.

(Continued on page 378)

# FCC Regulations Governing Broadcast Services Other Than Standard Broadcast

(Continued from page 377)

tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with subsection (c) of this section.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (c) of this section and is consistent with the purpose and intent of this section.

(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

(d) An international broadcast station may transmit the program of a standard broadcast station or network system provided the conditions in paragraph (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting,<sup>1</sup> the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

#### Sec. 4.44 Frequency assignment.

(a) The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A	Group B	Group C	Group D
8020 kc	9510 kc	11,710 kc	15,110 kc
8040	9530	11,750	15,150
8060	9570	11,770	15,170
8080	9590	11,790	15,190
8100	9650 <sup>F</sup>	11,810	15,210
8140	9670 <sup>F</sup>	11,830	15,230
8170 <sup>F</sup>		11,850	
8190 <sup>F</sup>		11,870	
		11,890	
Group E	Group F	Group G	Group H
15,250 kc	17,760 kc	21,460 kc	25,000 kc
15,270	17,780	21,480	25,025
15,290	17,800	21,520	25,050
15,310	17,830 <sup>F</sup>	21,540	25,075
15,330		21,570 <sup>F</sup>	25,100
		21,590 <sup>F</sup>	25,125
		21,610 <sup>F</sup>	25,150
		21,630 <sup>F</sup>	25,175
		21,650 <sup>F</sup>	25,200
			25,225
			25,250

(b) A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any one group in paragraph (a) of this section will be assigned to a station.

Sec. 4.45 Power requirement. No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.<sup>2</sup>

Sec. 4.46 Supplemental report with renewal application. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

<sup>1</sup> See Section 3 (p) of the Communications Act of 1934 for the definition of "chain broadcasting".

<sup>2</sup> Any operation on this frequency prior to September 1, 1939, shall be in compliance with Article 7, Cairo General Radio Regulations as adopted at the International Telecommunications Conferences, Cairo, Egypt, 1938.

<sup>3</sup> This provision shall become effective as applying to existing stations July 1, 1940.

Sec. 4.47 Frequency control. The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.<sup>1</sup>

### VISUAL BROADCAST SERVICE

[For recommended new rules and proposed RMA television transmission standards and allocation recommendations, see pages 342 and 343]

### TELEVISION BROADCAST STATIONS

[See pages 342 and 343 for proposed rules]

### FACSIMILE BROADCAST STATIONS

#### 4.96 Supplemental report with renewal application

Sec. 4.61 Defined. The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: television broadcast stations and facsimile broadcast stations.

Sec. 4.71 Defined. The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set out.

Sec. 4.72 Licensing requirements; necessary showing. A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Sec. 4.73 Charges prohibited; restrictions and announcements. (a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial standard broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trademark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No licensee of a standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of a standard broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a standard broadcast station, provided:

1. That no announcements or references shall be made over the standard broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).
2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Sec. 4.74 Frequency assignment. (a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A	Group B	Group C
44,000-50,000 kc	156,000-162,000 kc	Any 6,000 kc. band above 300,000 kc. excluding band 400,000 to 401,000 kc.
50,000-56,000	162,000-168,000 <sup>2</sup>	
66,000-72,000	180,000-186,000	
78,000-84,000	186,000-192,000	
84,000-90,000	204,000-210,000	
96,000-102,000	210,000-216,000 <sup>2</sup>	
102,000-108,000	234,000-240,000	
	240,000-246,000	
	258,000-264,000	
	264,000-270,000 <sup>2</sup>	
	282,000-288,000	
	288,000-294,000	

(b) Each television station will be assigned only one 6000-kilocycle frequency.

<sup>1</sup> See Section 4.1 page 376. This provision shall become effective as applying to existing stations Jan. 1, 1941.

<sup>2</sup> See Secs. 4.4 (c) and 4.154 (a).

## HIGH FREQUENCY BROADCAST STATIONS

Sec. 4.111 *Defined.* The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.

Sec. 4.112 *Licensing requirements; necessary showing.* A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.
2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.
3. That the research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Sec. 4.113 *Charges prohibited; restriction and announcements.* (a) A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the rebroadcast of the program of any broadcast station, Sec. 4.10 applies.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

Sec. 4.114 *Frequency assignment.*

(a) The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

Group A	Group B	Group C	Group D
25,300 kc	25,900 kc	26,300 kc	42,060 kc
25,325	25,925	26,500	42,100
25,350	25,950	26,700	42,140
25,375	25,975	26,900	42,180
25,400	26,000		42,220
25,425	26,025		42,260
25,450	26,050		42,300
25,475	26,075		42,340
25,500	26,100		42,380
25,525	26,125		42,420
25,550	26,150		42,460

Group E	Group F	Group G	Group H
42,000 kc	116,590 kc	117,190 kc	Any frequency
42,800	116,710	117,430	above 300,000 kc.
43,000	116,830	117,670	excluding band
43,200	116,950	117,910	400,000 to
43,400	117,070		401,000 kc.

(b) A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc.). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc.). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

(c) Stations serving the same area will not be assigned frequencies separated less than the following:

Group A or B	Group D	Group C, E, F, G or H
100 kc	160 kc	To be determined

(d) One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Group F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

(e) A licensee of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused to international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

Sec. 4.115 *Power.*

(a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Sec. 4.116 *Frequency control.* Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so de-

(Continued on page 380)

quency band from groups in paragraph (a) of this rule. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized frequency band.

(c) Frequency band in Group A shall be used by stations principally for developing television intended directly for public reception. Frequency bands in Groups B and C may be licensed for the same purposes as those in Group A and in addition for stations to serve auxiliary television purposes, such as television relay stations, developmental mobile service. However, no mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

(d) A licensee will not be granted a second television station to operate on a frequency band in Group A which would serve in whole or part the same service area as already served by a station licensed to it for a frequency band in Group A.

Sec. 4.75 *Power.* The operating power of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.76 *Supplemental report with renewal application.* A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Sec. 4.91 *Defined.* The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

Sec. 4.92 *Licensing requirements.* A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Sec. 4.93 *Charges prohibited; restriction.* (a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Sec. 4.94 *Frequency assignment.* (a) The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	Group B	Group C	Group D
25,025 kc	43,540 kc	116,110 kc	Any frequency
25,050	43,580	116,230	above 300,000 kc.
25,075	43,620	116,350	excluding band
25,100	43,660	116,470	400,000 to
25,125	43,700		401,000 kc.
25,150	43,740		
25,175	43,780		
25,200	43,820		
25,225	43,860		
25,250	43,900		
	43,940		

(b) Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(c) One frequency only will be assigned to a facsimile station from the Groups in paragraph (a) of this section. More than one frequency may be assigned under provisions of paragraph (b) of this section if a need therefor is shown.

(d) Each applicant shall specify the maximum modulating frequencies proposed to be employed.

(e) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01 provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(f) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Secs. 4.1 to 4.11, inclusive, of these rules.

Sec. 4.95 *Power.* The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.96 *Supplemental report with renewal application.* A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and programs for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

# FCC Regulations Governing Broadcast Services Other Than Standard Broadcast

(Continued from page 379)

signed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

Sec. 4.117 *Supplemental report with renewal application.* A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with Sec. 4.112 (2).
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received. See Sec. 4.114 (c).

## NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

Sec. 4.131 *Defined.* The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Sec. 4.132 *Operation and service.* The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Sec. 4.133 *Power.* The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

Sec. 4.134 *Frequency control.* The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Sec. 4.135 *Operating schedule.* Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

Sec. 4.136 *Equipment requirements.* The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

### Sec. 4.137 *Frequencies.*

(a) The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

41.020 kc	41.220 kc	41.420 kc	41.620 kc	41.820 kc
41.060	41.260	41.460	41.660	41.860
41.100	41.300	41.500	41.700	41.900
41.140	41.340	41.540	41.740	41.940
41.180	41.380	41.580	41.780	41.980

(b) Stations serving the same area will not be assigned frequencies separated less than 160 kilocycles.

(c) Amplitude modulation shall be employed exclusively unless it can be shown that frequency modulation will better serve the purpose of the station in which case such modulation may be authorized provided sufficient frequencies can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

(d) Only one frequency will be assigned to a station.

## DEVELOPMENTAL BROADCAST STATIONS

Sec. 4.151 *Defined.* The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

### Sec. 4.152 *Licensing requirements; necessary showing.*

(a) Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.
2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.
3. That the program of research and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(b) A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

### Sec. 4.153 *Program service; charges prohibited; announcements.*

(a) A licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, Sec. 4.10 applies.

### Sec. 4.154 *Frequency assignment.*

(a) The following frequencies are allocated for assignment to developmental broadcast stations:\*

2,306	1,614				
		12,855	} 12,862.5	37,140	
2,400	2,308	12,870		37,540	
				39,140	
				39,460	
3,490		17,300	} 17,310	39,540	
				132,400	
3,495	3,492.5	17,320		132,680	
				133,380	
				134,360	
4,795		23,100		135,340	
	4,797.5	30,660		137,440	
4,800		31,020		137,860	
		31,140		138,140	
6,420		31,180		138,840	
	6,425	31,540		139,540	
6,430		33,340		139,960	
		33,460		162,000 to 168,000	
8,650		33,620		210,000 to 216,000	
	8,655	35,060		264,000 to 270,000	
8,660		35,460		300,000 to 400,000	
		37,060		401,000 and above	
9,130		9,135			
9,140					

\* Also available for assignment to all other stations in the experimental service.

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need thereof.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in subsection (a) of this Rule, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

### Sec. 4.155 *Frequency tolerance.*

(a) The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 4.1, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(b) The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.156 *Supplemental report with renewal application.* A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Sec. 4.157 *Frequency restrictions.* A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast stations and are not in conflict with Secs. 4.1 to 4.11, inclusive, and Secs. 4.151 to 4.156, inclusive, of these rules.

\* This frequency will not be available for the experimental service after October 1, 1939.

# REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

## Made Under Canadian Broadcasting Act, 1936

(As Promulgated by Canadian Broadcasting Corporation, Effective Nov. 1, 1937, and Amended April 1 and July 7, 1939)

**Authority.** The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

- (a) to control the establishment and operation of chains or networks of stations in Canada;
- (b) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;
- (c) to control the character of any and all programs broadcast by Corporation or private stations;
- (d) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;
- (e) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

**Definitions.** 1. In these regulations, unless the context otherwise requires.

- (a) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;
- (b) "Corporation" means the Canadian Broadcasting Corporation;
- (c) "licence" means a licence issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;
- (d) "private station" means any broadcasting station licensed to a person other than the Corporation;
- (e) "regulations" means these regulations;
- (f) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;
- (g) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

**Scope of Regulations.** 2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

**Program Log.** 3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

- (a) date, call letters, location, frequency;
- (b) the time at which each station identification announcement is made;
- (c) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;
- (d) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;
- (e) the name of the sponsor of any program or announcement for which the station is paid;
- (2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.
- (3) Each station shall keep on file a copy of
  - (a) the continuity used for any program;
  - (b) all program or other announcements containing advertising matter;
  - (c) the manuscript of addresses or talks.
- (4) In the case of chain broadcasts these records shall be kept by the originating station.
- (5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

**Time.** 4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

**Program Schedules.** 5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

**Station Identification.** 6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

**Programs in General.** \*7. No one shall broadcast

- (a) anything contrary to law;
- (b) the actual proceeding at any trial in a Canadian Court;
- (c) abusive comment on any race, religion or creed;
- (d) obscene, indecent or profane language;
- (e) malicious, scandalous, or defamatory matter;
- (f) advertising matter containing false or deceptive statements;
- (g) false or misleading news;
- (h) upon the subject of birth control;

\* NOTE TO SECTION 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest are not necessarily suitable for this intimate medium.

(i) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;

(j) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.

(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

**Political broadcasts.** 8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which reads as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

**Advertising Content.** 9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (j) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

**Advertising programs in general.** 11. (1) In any program no one shall advertise

- (a) any act or thing prohibited by law;
- (b) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;
- (c) any insurance corporation not registered to do business in Canada;
- (d) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;
- (e) spirituous liquors;

Subsection (f) of Clause 11 was repealed and the following new regulation substituted effective April 1, 1939:

- (f) wine and beer except that programmes sponsored by breweries or wine companies will be temporarily allowed in the Province of Quebec subject to the following conditions:
  - (i) The only announcements of sponsorship allowed shall be two in number—one at the beginning of each programme and one at the end.
  - (ii) The form of such announcements shall be:

"This programme is presented with the compliments of the ABC Brewery."

"This programme has been presented with the compliments of the ABC Brewery."

or some suitable and necessary variation of these forms.
  - (iii) No other announcement shall be made or devices used in any such programme to advertise the product of the sponsor.
  - (iv) All continuities and programmes shall be approved by the General Manager before they are broadcast.

**Spot Announcements.** 12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p. m. and 11 p. m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

**Foods and Drugs; Proprietary or Patent Medicines.** 13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Patent Medicines. Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corp., 341 Church St., Toronto, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(Continued on page 382)

# REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

(Continued from page 381)

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

**News Broadcasts.** 14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(a) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;

(b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

(c) News from sources other than those provided for in subsections (a) and (b) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

**Material to be submitted.** 15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

**Corporation Programs.** 16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

**Priority for Programs.** 17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

**Re-broadcasting of programs.** 18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

**Mechanical Reproductions.** 19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p. m. and 11:00 p. m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an 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:—

(a) "This is a recorded program."

(b) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

*Effective July 7, 1939, Regulation No. 19, is amended by adding the following new subsection (4):*

19. (4) No one shall, by means of a mechanical reproduction or otherwise, broadcast any program which achieves indirectly by an evasion what a regulation or ruling of the Corporation prohibits from being broadcast directly and which shall have the effect of allowing the broadcasting of any program or speech, the simultaneous broadcasting of which over a network or hook-up is contrary to the regulations or rulings of the Corporation.

**Chain Broadcasting.** 20. Unless permission in writing is first obtained from the Corporation

(a) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(b) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(c) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(d) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

**Station Contracts.** 21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

**Violation of Regulations.** 22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

**Repeal.** 23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

**NOTE:** The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

"(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

## All by Ourselves We Nearly Elected a Mayor

IN THE 1940 mayoralty elections in Toronto there were two candidates. One was supported by all the newspapers. The other's only means of publicity was our radio station. Here is an extract from a letter from the Tandy Advertising Agency Limited:

"It is also in order for us to congratulate you on the good work done by your station. Running for the office of Mayor, Major Duncan was opposing a candidate who was solidly supported by all Toronto daily papers. Major Duncan used small newspaper advertisements to call attention to his broadcasts on your station. Despite the combined editorial opposition of the papers together with the fact that his opponent was already the Mayor running for re-election, he ran neck and neck for mayoralty honours and was only defeated by a small majority.

"Major Duncan was indeed a 'radio candidate' and as he used only CKCL we wish to congratulate your station on the splendid work it did for him."

When one radio station can bring a candidate into a neck and neck mayoralty contest and have him lose by only about 3500 votes in a total poll of 120,000, that station has plenty of audience. You had best consider this audience when considering the Toronto market.

# CKCL

TORONTO, CANADA

Henry S. Gooderham, President

## Rules & Regulations and Standards

Applicable to Standard Broadcast Stations

Including

Rules of Practice and Procedure

General Rules and Regulations

Governing all classes of radio stations

Rules Governing Standard Broadcast Stations

Standards of Good Engineering Practice

Concerning Standard Broadcast Stations, 550-1600 Kc.

As Promulgated by the

FEDERAL COMMUNICATIONS COMMISSION

In Effect August 1, 1939

Published by

### BROADCASTING



National Press Bldg.

Washington, D. C.

60c per copy  
Two or more copies, 50c each ● 72 pages

# RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1940)

**AEROVOX CORP.**—740 Belleville Ave., New Bedford, Mass. Products: capacitors, dry and wet electrolytics for radio and industrial purposes; auto radio condensers; paper wax and oil impregnated units; standard and silver plate mica condensers of close tolerances; transmitting capacitors; resistors, insulated molded carbon and lacquer coated, fixed and adjustable vitreous enamel; duplicate replacement capacitors for radio refrigeration; interference filters; noise analyzer. Trade Names: *Aerovox, Hi-Farad, Metalohms, Resistorformer, Pyrohms.*

**ALLEN-BRADLEY CO.**—1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioleaks. Trade Name: *Bradley.*

**AMERICAN STEEL PACKAGE CO.**—Squire Ave., Defiance, O. Products: variable gang condensers. Trade Name: *Defiance.*

**AMPERITE CO.**—561 Broadway, New York City. Products: amperite balist tubes, velocity microphones, musical instrument koutak microphones, microphone stands, microphone transformers. Trade Name: *Amperite.*

**ARCTURUS RADIO TUBE CO.**—720 Frelinghuysen Ave., Newark, N. J. Products: radio receiving tubes. Trade Name: *Arcturus.*

**AUTOMATIC RADIO MFG. CO., INC.**—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile, battery, portable. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster.*

**BEAD CHAIN MFG. CO.**—110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins. Trade Name: *Bead Chain.*

**BELMONT RADIO CORP.**—1257 Fullerton Ave., Chicago, Ill. Products: receiving sets—consoles, midgets, automobile, portable, combination radio-phonograph, television consoles. Trade Name: *Belmont.*

**BENTLEY, HARRIS MFG. CO.**—Hector & Lime Sts., Conshohocken, Pa. Products: varnished tubing and sleeving. Trade Name: *B.H.*

**BIRNBACH RADIO CO., INC.**—145 Hudson St., New York City. Products: aerial wire, hook-up wires, lead-in wires, aerial accessories, stand-off insulators, aerial kits, double antenna systems, automotive radio accessories, short-wave parts, rubber-covered colored wires, transmitting parts, etc. Trade Name: *Birco.*

**BLILEY ELECTRIC CO.**—Union Station Bldg., Erie, Pa. Products: quartz crystals, crystal holders and crystal ovens. Trade Name: *Bliley.*

**WILLIAM BRAND & CO.**—276 Fourth Ave., New York City. Products: varnished tubing, saturated sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, etc. Trade Name: *Turbo.*

**WALTER C. BRAUN, INC.**—601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer.*

**C. F. CANNON CO.**—Main St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball.*

**CENTRALAB**—900 E. Keefe Ave., Milwaukee, Wis. Products: variable resistors, volume and tone controls, fixed resistors, ceramic capacitors and switches. Trade Name: *Centralab.*

**CHAMPION RADIO WORKS**—88 Holten St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion.*

**CHICAGO TELEPHONE SUPPLY CO.**—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chiphone, CTS.*

**CHICAGO TRANSFORMER CORP.**—3701 Addison St., Chicago, Ill. Products: small transformers and reactors.

**CINAUDAGRAPH CORP.**—2 Sellock St., Stamford, Conn. Products: speakers for radio and public address systems. Trade Name: *Cinaudagraph Corp.*

**CINCH MFG. CORP.**—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, etc. Trade Name: *Cinch.*

**CLAROSTAT MFG. CO., INC.**—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire and carbon. Trade Name: *Clarostat.*

**COLONIAL RADIO CORP.**—254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph, portable. Trade Names: *Colonial, King.*

**CONTINENTAL CARBON INC.**—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, carbon granules for transmitters, resistor kits and paper dielectric condensers, *Filternoys* to eliminate radio interference. Trade Names: *Continental, Filternoys.*

**CONTINENTAL RADIO & TELEVISION CORP.**—3800 Cortland St., Chicago, Ill. Products: receiving sets, combination radio-phonograph, midget, console, table, battery, automobile. Trade Name: *Admiral.*

**CORNELL-DUBILIER ELECTRIC CORP.**—1000 Hamilton Blvd., South Plainfield, N. J. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cnb, Tigers, Hi-Mike, Dykadol, Beaver.*

**CORNING GLASS WORKS**—Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators. Trade Names: *Corning, Pyrex.*

**CORNISH WIRE CO., INC.**—30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires. Trade Names: *Corvico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Fibribus.*

**CRESCENT TOOL & DYE CO.**—4140 W. Belmont Ave., Chicago, Ill. Products: loud speakers, tools and dyes, miscellaneous metal and fiber stampings, transformer channel frames, sub-panel, chassis, pulleys and brackets.

**CROSLEY RADIO CORP.**—1329 Arlington St., Cincinnati, O. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, portable, facsimile receivers. Trade Name: *Crosley.*

**CROWE NAME PLATE & MFG. CO.**—3701 Ravenswood Ave., Chicago, Ill. Products: tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched, or lithographed esoutecheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets. Trade Name: *Croce.*

**DEJUR-AMSCO CORP.**—6 Bridge St., Shelton, Conn. Products: radio, electrical and photographic products. Trade Name: *DeJur-Amsco.*

**DEWALD RADIO MFG. CORP.**—440 Lafayette St., New York City. Products: receiving sets, console, table, midget, combination radio-phonograph, battery, automobile. Trade Names: *Pierce-Airo, DeWald.*

**JAMES W. DOYLE, INC.**—311 N. Desplaines St., Chicago, Ill. Products: coils and transformers. Trade Name: *James W. Doyle, Inc.*

**WILBUR B. DRIVER CO.**—150 Riverside Ave., Newark, N. J. Products: resistance wire, ennobled nickel ribbon, nickel support wire, grid wire, filament wire. Trade Names: *Radiocarb, Policarb, Duocarb, Sylvania, Cobanin, Tensint, Hilo, Modified Hilo, Emissaloy, Mangrid, Cupron, Balco, Tophet A, Tophet C.*

**HUGH H. EBY, INC.**—4700 Stenton Ave., Philadelphia, Pa. Products: binding posts, plugs, terminal strips, sockets, metal and bakelite punchings, electric eyes, radio and electrical specialties. Trade Name: *Eby.*

**ELECTRICAL RESEARCH LABORATORIES, INC.**—2020 Ridge Ave., Evanston, Ill. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Names: *Erla, Sentinel.*

**ELECTRO MOTIVE MFG. CO., INC.**—S. Park & John Sts., Williamant, Conn. Products: carbon resistors, molded mica condensers, pad-ders and trimmers, automobile suppressors. Trade Name: *Elmenco.*

**EMERSON RADIO & PHONOGRAPH CORP.**—111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable, television sets. Trade Name: *Emerson.*

**ERIE RESISTOR CORP.**—644 W. 12th St., Erie, Pa. Products: resistors, compensating condensers, silver-mica condensers, iron cores, plastic parts. Trade Name: *Erie.*

**ESSEX WIRE CORP.**—14310 Woodward Ave., Detroit, Mich. Products: radio wires, magnet wire and cord sets. Trade Names: *Heuill, Paranite, S.V.*

**FARNSWORTH RADIO & TELEVISION CORP.**—3700 E. Pontiac St., Ft. Wayne, Ind. Products: radio sets, console, table, midget, portable, combination radio-phonograph, battery, police, television sets, transmitters, sound transmitters. Trade Names: *Farnsworth, Capehart.*

**JOHN E. FAST & CO.**—3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast.*

**GALVIN MFG. CORP.**—4545 Augusta Blvd., Chicago, Ill. Products: receiving sets—console, table, midget, automobile, battery. Trade Name: *Aforala.*

**GENERAL ELECTRIC CO.**—1285 Boston Ave., Bridgeport, Conn. Products: broadcast and television receivers—console, table, midget, combination radio-phonograph, automobile, battery, *Handy Phone*, radio tubes, broadcast and television transmitters and transmitting and television tubes. Trade Name: *GE.*

**GENERAL INSTRUMENT CORP.**—829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers. Trade Name: *G.I.*

**GENERAL RADIO CO.**—30 State St., Cambridge A. Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio.*

**GITS MOLDING CORP.**—1600 W. Huron St., Chicago, Ill. Products: drum dial, insulators, housings, escutcheons, knobs, push buttons, remote control cases, trade marks and medallions, concentric cable. Trade Name: *The Molding Gits Corp.*

**EDWIN I. GUTHMAN & CO.**—400 S. Peoria St., Chicago, Ill. Products: i.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers, textile covered and Litzendraht wire, radio cabinets, coil winding machinery. Trade Names: *Guthman, Super Q.*

**HAMMARLUND MFG. CO., INC.**—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets, commercial and short wave. Trade Names: *Hammarlund, Super Pro, H-Q "120".*

**HAWLEY PRODUCTS CO.**—201 N. First Ave., St. Charles, Ill. Products: speaker diaphragms and spiders, automobile speaker housings, loop antenna covers and other molded fibre specialties.

**HAZELTINE CORP.**—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

**HYGRADE SYLVANIA CORP.**—Emporium, Pa. Products: radio receiving tubes. Trade Names: *Sylvania, Hygrade.*

**HYTRON CORP.**—76 Lafayette St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron.*

**INDIANA STEEL PRODUCTS CO.**—135 S. LaSalle St., Chicago, Ill. Products: permanent magnets for all purposes. Trade Name: *Ispco.*

**INTERNATIONAL RESISTANCE CO.**—401 N. Broad St., Philadelphia, Pa. Products: resistors—fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls, rheostats, attenuators. Trade Names: *I.R.C., Metallized.*

**IRVINGTON VARNISH & INSULATOR CO.**—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irv-o-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World.*

**JEFFERSON ELECTRIC CO.**—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, television deflecting yokes, scanning transformers. Trade Name: *Jefferson.*

**JENSEN RADIO MFG. CO.**—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers. Trade Name: *Jensen.*

**KEN-RAD TUBE AND LAMP CORP.**—Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad.*

**KESTER SOLDER CO.**—4201 Wrightwood Ave., Chicago, Ill. Products: solders, plastic rosin flux filled solder, special flux solders for radio and electric work. Trade Name: *Kester.*

**KING LABORATORIES, INC.**—205 Oneida St., Syracuse, N. Y.—Products: barex embedded getters, special alloys, chemicals and metals. Trade Name: *Barex.*

**KALORAMA LABORATORIES, INC.**—168 Coit St., Irvington, N. J. Products: television and radio research. Trade Name: *Kalorama.*

(Continued on page 384)

# RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Continued from page 383)

**LENZ ELECTRIC MFG. CO.**—1751 N. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

**MAGNAVOX CO.**—2131 Buerer Rd., Fort Wayne, Ind. Products: radio loud speakers, wet and dry types electrolytic filter and by-pass capacitors. Trade Name: *Magnavox*.

**P. R. MALLORY & CO., INC.**—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers for AC and DC auto-radio vibrators, all-wave switches, volume controls, power rheostats, heavy duty and flexible resistors, dial light assemblies, grid bias cells, jacks, jack switches, push button switches, plugs, cable connectors, radio convenience outlets, dry disc rectifiers, battery chargers, resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yale*.

**MICAMOLD RADIO CORP.**—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, ballast tubes, television condensers. Trade Name: *Micamold*.

**THE MUTER CO.**—1255 S. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, relays, condensers. Trade Names: *Candohm, Compo, Muter*.

**NATIONAL CARBON CO.**—30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready*.

**NATIONAL CO., INC.**—61 Sherman St., Malden, Mass. Products: amateur experimental and communication type receivers and transmitting equipment, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips, ceramic insulators and sockets. Trade Names: *National, H.R.O., Velvet Vernier*.

**NATIONAL UNION RADIO CORP.**—57 State St., Newark, N. J. Products: radio tubes. Trade Names: *National Union, Sonatron*.

**NOBLITT-SPARKS INDUSTRIES, INC.**—Columbus, Ind. Products: receiving sets—table, console, battery, automobile, combination radio-phonograph. Trade Name: *Arvin*.

**OAK MFG. CO.**—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, push button, vibrators, synchronous and non-synchronous. Trade Name: *Oak*.

**THE OHIO CARBON CO.**—12508 Berea Rd., Lakewood, O. Products: carbon resistors and suppressors for automobiles. Trade Name: *Ohiohm*.

**OPERADIO MFG. CO.**—St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, inter-communicators. Trade Name: *Operadio*.

**PHILADELPHIA STORAGE BATTERY CO.**—Tioga & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philca, Philco-Transilene*.

**PHILMORE MFG. CO., INC.**—113 University Pl., New York City. Products: receiving sets—midgets, battery; microphones, amplifiers, aerial eliminators, headphones, fixed crystals, crystal sets. Trade Names: *Philmore, Selective, Ajar, Detune, Supertone, Blackbird, Little Wander, Kompakt Radio*.

**PHONOVISION CORP.**—850 Blackhawk St., Chicago, Ill. Products: receiving sets—console, midget, combination radio-phonograph. Trade Names: *Seeburg, Symphonolas, Coronas*.

**PILOT RADIO CORP.**—37-06 36th St., Long Island City, N. Y. Products: receiving sets—table, console, midget, combination radio-phonograph, battery, portable; television sets, console and table. Trade Name: *Pilot*.

**QUALITY HARDWARE & MACHINE CORP.**—5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

**QUAM-NICHOLS CO.**—33rd Pl. & Cottage Grove, Chicago, Ill. Products: quamu permamic, quamu aerial kits, private brand kits, permanent magnet dynamic speakers, toy telephones. Trade Names: *Quam-Nichols Company, Quam Speakers, Marcell Phones*.

**RADIART CORP.**—13229 Shaw Ave., Cleveland, O. Products: auto radio vibrators, auto radio aerials, power supply units. Trade Name: *The Radiart Corp.*

**RADIO CONDENSER CO.**—Davis & Copewood Sts., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company*.

**RADIO SPEAKERS, INC.**—221 E. Cullerton St., Chicago, Ill. Products: radio loud speakers. Trade Name: *Radio Speakers*.

**RAYTHEON PRODUCTION CORP.**—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon*.

**RCA MFG. CO., INC.**—201 N. Front St., Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, Victrolas, battery, automobile, portable, police; television sets—console, table, separate video and kits; broadcasting and transmitting equipment; television transmitting and receiving equipment; phonophone equipment, vacuum tubes including radio receiving tubes, transmitting tubes, and parts. Trade Names: *RCA Victor, RCA Radiotron*.

**READRITE METER WORKS**—136 E. College Ave., Bluffton, O. Products: radio testing instruments and vane type meters. Trade Names: *Readrite, Ranger*.

**REA MAGNET WIRE CO., INC.**—East Pontiac St., Extended, Fort Wayne, Ind. Products: magnet wire, all insulations. Trade Name: *REA*.

**RELIANCE DYE & STAMPING CO.**—1260 Clybourn Ave., Chicago, Ill. Products: variable condensers, gear drives and stamped gears. Trade Name: *Reliance*.

**REMLER CO., LTD.**—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery. Trade Name: *Remler*.

**ROLA CO., INC.**—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola*.

**RUNZEL CORD & WIRE CO.**—4727 Montrose Ave., Chicago, Ill. Products: diversified line of cords, telephone and electrical. Trade Name: *Runzel Cord & Wire Co.*

**F. W. SICKLES CO.**—300 Main St., Springfield, Mass. Products: radio coils; units; padders, mica and air; trimmers, mica and air; silver mica condensers. Trade Names: *Sickles Diamond Weave, Silvecap*.

**SOLAR MFG. CORP.**—Bayonne, N. J. Products: dry and wet electrolytics, paper bypass condensers, trimmer, molded mica condensers, elim-o-stats, capacitor analyzers. Trade Names: *Solar, Sealdite, Duravolt, Elim-O-Stat, Little Giant, Star Midget, Perma-Set, Minicap, Domino, Transoil, Transmica*.

**THE SPARKS-WITHINGTON CO.**—2400 E. Ganson St., Jackson, Mich. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Name: *Sparton*.

**SPEER RESISTOR CORP.**—Saint Marys, Pa. Products: insulated and non-insulated resistors and carbon suppressors. Trade Name: *Speer*.

**STACKPOLE CARBON CO.**—Tannery St., Saint Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches, tone switches, contacts, graphite anodes for radio transmitting and power tubes, slide switches, iron cores. Trade Name: *Stackpole*.

**STANDARD TRANSFORMER CORP.**—1500 N. Halsted St., Chicago, Ill. Products: transformers to manufacturers' specifications, amateur transmitting, public address transformers, low voltage power devices, rectifiers, electrical specialties. Trade Name: *Stancor*.

**STEWART-WARNER CORP.**—1826 Diversy Parkway, Chicago, Ill. Products: receiving sets—consoles, table, midget, combination radio-phonograph,

battery, automobile, portable; television sets—console. Trade Name: *Stewart-Warner*.

**STROMBERG-CARLSON TELEPHONE MFG. CO.**—100 Carlson Rd., Rochester, N. Y. Products: receiving sets—console, radio-phonograph combinations, battery; television sets; program service systems; paging systems; autema kits. Trade Names: *Stromberg-Carlson, Te-Lek-Tor, Duratec, Mine-A-Phone*.

**SUPREME INSTRUMENTS CORP.**—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments*.

**SYNTHANE CORP.**—Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub-panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic*.

**TRANSFORMER CORP. OF AMERICA**—49 Wooster St., New York City. Products: sound equipment and accessories, electronic control devices. Trade Name: *Clarion*.

**TUNG-SOL LAMP WORKS, INC.**—95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol*.

**UTAH RADIO PRODUCTS CO.**—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, plugs and midget motors. Trade Name: *Utah*.

**WEBSTER CO.**—5622 Bloomingdale Ave., Chicago, Ill. Products: amplifiers and accessories, automatic record changers, sound systems, phonograph motors and turntables, laminations and stampings, microphones and pickups. Trade Names: *Webster-Chicago, Amplicall*.

**WELLS-GARDNER & CO.**—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile, midget, portable. Trade Name: *Wells-Gardner*.

**WESTON ELECTRICAL INSTRUMENT CORP.**—614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devices, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure, meters, west-o-therm bimetallic thermometers. Trade Names: *Weston, Photronic, Jewell, West-O-Therm*.

**ZENITH RADIO CORP.**—6001 W. Dickens Ave., Chicago, Ill. Products: radio sets—console, table, midget, combination radio-phonograph, battery, portable, automobile; television sets—console, table and separate video. Trade Name: *Zenith*.

## Paul F. Godley

Phone

Consulting Radio Engineer

Montclair (N. J.) 2-7859



# Colleges and Universities of the United States OFFERING COURSES IN RADIO BROADCASTING

1939-1940

With Names of Instructors and Credit Hours

*(Compiled by Director of Research, Federal Radio Education Committee, U. S. Office of Education, Federal Security Agency, Washington, D. C.)*

\* Indicates institution operates own broadcasting station

Abilene Christian College, Abilene, Texas. (D & F-3). In charge of radio: Mrs. A. B. Morris.

Akron, University of, Akron, Ohio. (F-3). In charge of radio: O. A. Hitchcock.

Alabama, University of Tuscaloosa, Alabama. (A) (D) (E) (F) (K). In charge of radio: Clyde B. Crawley.

Alabama College, Montevallo, Alabama. (A-2). In charge of radio: Nora Landmark.

Alabama Polytechnic Inst., Auburn, Alabama. (A-2) (K-varies). In charge of radio: Woodrow Darling.

Alliance Technical Inst., Cambridge Springs, Pa. (A-3). In charge of radio: F. Kowalko.

American International College, Springfield, Mass. (K-12). In charge of radio: Robert W. Cobb.

Antioch College, Yellow Springs, Ohio. (K-12). In charge of radio: C. D. Barbuscio.

Arizona, University of, Tucson, Arizona. (K-3). In charge of radio: R. G. Picard.

Arkansas, University of, Fayetteville, Arkansas. (K-3). In charge of radio: C. W. James.

Armour Institute, 3300 Federal St., Chicago, Ill. (K-4) (L-4). In charge of radio: A. W. Sear.

Asbury College, Wilmore, Ky. (F-2). In charge of radio: Daisy D. Gray.

Asheville Normal & Teachers Col., Asheville, North Carolina. (A). In charge of radio: Hazel Gebbany.

Augustana College, Rock Island, Illinois. (A-2) (G). In charge of radio: Ruth Robinson.

Augustana College, Sioux Falls, South Dakota (F) (G) (E) (H). In charge of radio: Hugo A. Carlson.

Aurora College, Aurora, Ill. (B-2). In charge of radio: J. Floyd Morris.

Baker University, Baldwin, Kansas. (E-3) Floyd K. Riley.

Baylor University, Waco, Texas. (A-3 1/3). In charge of radio: Sara Lowrey.

Bard College, Annandale-on-Hudson, N. Y. (K & L-5) (A-8). In charge of radio: Harold Hughes.

Hates College, Lewiston, Me. (K-3). In charge of radio: Karl S. Woodcock.

Berry College, Mt. Berry, Georgia. (K-2). In charge of radio: L. E. McAllister.

Birmingham Southern College, Birmingham, Alabama. (A-3). In charge of radio: Dr. M. F. Evans.

Blue Ridge College, New Windsor, Maryland. (G). In charge of radio: Mme. Barry-Olova.

Boston Univ. College of Bus. Adm., Boston, Mass. (B-2) (D-2) (F-2) (G-2) (J-2). In charge of radio: Ralph L. Rogers.

Boston College, Chestnut Hill, Mass. (K-8). In charge of radio: Rev. John A. Tobin.

Bob Jones College, Cleveland, Tennessee. (B-2). In charge of radio: Elizabeth Adams.

Bradley Polytechnic Institute, Peoria, Illinois. (A-2) (K-3). In charge of radio: F. E. Dace.

Branch Agricultural College, Cedar City, Utah. (E-5). In charge of radio: R. L. Halverson.

Briar Cliff College, Sioux City, Ia. (F-2). In charge of radio: Sister Jean Marie.

Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J). In charge of radio: Dr. T. Earl Pardo.

Rucknell University, Lewisburg, Pennsylvania. (K-3). In charge of radio: George A. Ireland.

Butler University, Indianapolis, Indiana. (F-3) (K-5). In charge of radio: L. Gray Burdin.

California Inst. of Technology, Pasadena, California. (K-18). In charge of radio: S. S. Mackeown.

California Polytechnic Jr. Col., San Luis Obispo, Calif. (A-3) (H-2) (K-6). In charge of radio: B. G. Eaton.

California, University of, Extension Division, Los Angeles, Cal. (B) (D) (G). Margaret Wotten.

The 916 institutions which responded to a questionnaire sent out in 1938, were asked in August 1939, to recheck and correct their previous information concerning radio courses. A revision of the list of colleges and universities in the United States offering courses in radio shows an increase of approximately 15% over the 1938 survey. While it is impracticable to present a list which may be relied upon as all-inclusive, the following list of 357 colleges represents a careful revision as of December 30, 1939.

Institutions are listed in alphabetical order below, together with a key to indicate the kind of courses offered in each school or college, the name of the instructor, and the number of credit hours which each course carries.

The following code should be used to interpret the listings in this survey: The courses are indicated by alphabetical letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing, (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses, (L) Television, (M) Radio Lab. Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course.

For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 hours of credit are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-h) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) indicates technical courses in radio are available for which credit hours vary.

Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons may be consulted for further information.

Canisius College, Buffalo, N. Y. (A-2) (D-2). In charge of radio: Charles E. Brady.

Capital University, Columbus, Ohio. (B-3). In charge of radio: Prof. W. C. Craiz.

Carnegie Inst. of Technology, Pittsburgh, Pa. (K). In charge of radio: Charles Williamson.

Carroll College, Waukesha, Wisconsin. (F-2) (K). In charge of radio: V. P. Batha.

Carson Newman College, Jefferson City, Tennessee. (A-3). In charge of radio: Alex Chavis.

Case School of Applied Science, Cleveland, Ohio. (K-12). In charge of radio: J. R. Martin.

Catholic University, Washington, D. C. (D-2) (E-2) (G-2) (K-varies). In charge of radio: Rev. G. V. Hartke.

C. C. N. Y. School of Technology, New York City. (A-3) (K-3). In charge of radio: Alexander H. Wing, Jr.

Centenary College of Louisiana, Shreveport, La. (F-3). In charge of radio: Margaret M. Young.

Centenary Junior College, Hackettstown, New Jersey. (A-1). In charge of radio: Ellen C. Crouch.

Chicago, University of, Chicago, Illinois. (A-3 1/8) (D-7) (F-3 1/8). In charge of radio: Sherman Dryer.

Chicago Musical College, Chicago, Illinois. (A) (B) (C) (D) (E) (G) (H). In charge of radio: Belle Forbes Cutter.

Chicago School of Expression and Dramatic Art, Chicago, Illinois. (A) (B) (D) (E) (G). In charge of radio: Helen C. Espie.

Chicago Teachers College, Chicago, Illinois. (C-1) (D-3). In charge of radio: Luella Hoskins.

Cincinnati, University of, Cincinnati, Ohio. (D-4) (J-2) (K-varies) (L-14) (M-4). In charge of radio: W. C. Osterbrock.

Cincinnati College of Music, Cincinnati, Ohio. (B-4). In charge of radio: Umberto Neely.

Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G). In charge of radio: Hubert Kockritz.

Citadel, The, Charleston, S. C. (A-6). In charge of radio: N. F. Smith.

Clarke College, Dubuque, Ia. (A-2).

Clarkston College, Potsdam, New York. (K-varies). In charge of radio: J. L. Siles.

Clemson College, Clemson, South Carolina. (K-4). In charge of radio: Prof. A. B. Credle.

Coe College, Cedar Rapids, Iowa. (A-4) (F). In charge of radio: J. Dale Welsh.

College of St. Scholastica, Duluth, Minn. (A-1). In charge of radio: Sister Bernard.

College of St. Teresa, Winona, Minnesota. (B) (G) (H). In charge of radio: Sister M. Marcelline.

College of Wooster, Wooster, Ohio. (A-8). In charge of radio: Earl W. Ford.

Colorado College, Colorado Springs, Colorado (K-8). In charge of radio: Howard Olson.

Colorado State College, Fort Collins, Colorado (A-3). In charge of radio: Frank P. Goeder, Ph.D.

Colorado State College of Education, Greeley, Colorado (A-4). In charge of radio: F. L. Herman.

Colorado School of Mines, Golden, Colorado (K-6). In charge of radio: Myron G. Pawley, Raymond Dickinson.

Colorado, University of, Boulder, Colo. (K-2 1/2). In charge of radio: Herbert S. Evans.

Colorado Woman's College, Denver, Colo. (K-2). In charge of radio: Helen R. Robinson.

Columbia College of Drama and Radio, Chicago, Illinois (B-2) (C) (D-2) (E-2) (F-2) (G-4). In charge of radio: Norman Alexandroff.

Columbia University, New York City (A-2) (D-3). In charge of radio: James C. Egbert.

Compton Junior College, Compton, California (K-5) (G). In charge of radio: Jesse E. Hathaway.

Connecticut State College, Storrs, Conn. (K-6). In charge of radio: Dr. R. B. Corbett.

Cornell College, Mount Vernon, Iowa (A-3) (B-3). In charge of radio: Albert Johnson.

Cornell University, Ithaca, New York (A-2) (K-4). In charge of radio: Chas. A. Taylor.

Cornish School, The, Seattle, Washington (A) (B) (D) (E) (F) (G) (I) (J) (M). In charge of radio: Donald MacLean.

Cummock Junior College, Los Angeles, California (F). In charge of radio: Josephine Dillon.

Creighton University, Omaha, Nebraska (B-3) (D-3). In charge of radio: Edwin Puls.

Davidson College, Davidson, North Carolina. (K-4). In charge of radio: F. I. Jackson.

Dayton, University of, Dayton, Ohio (G) (K-3). In charge of radio: Prof. Louis Rose.

Denison University, Granville, Ohio (A-3). In charge of radio: Richard H. Howe.

Denver, University of (School of Commerce), Denver, Colorado (B-2 1/2) (D-2 1/2) (F-2 1/2). In charge of radio: Roscoe K. Stockton.

Detroit, University of, Detroit, Michigan (A-2) (F). In charge of radio: E. A. McFaul.

Doane College, Crete, Nebraska (A-4) (B) (G). In charge of radio: Dr. E. Russell Wightman.

Dodd College, Shreveport, La. (A-3).

Drake University, Des Moines, Iowa (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2). In charge of radio: Edwin G. Barrett. Note: Drake offers a major in radio.

Drexel Institute of Technology, Philadelphia, Pa. (K). In charge of radio: R. T. Zern.

Dubuque, University of, Dubuque, Iowa (A-4) (K-4). In charge of radio: R. G. Wilson.

Duke University, Durham, North Carolina (K-8). In charge of radio: W. J. Seeley.

Duquesne University, Duquesne, Pa. (B-6) (G-6). In charge of radio: Madeleine S. Foust.

East Central Teachers College, Ada, Oklahoma (A-2). In charge of radio: D. J. Nabors.

Eastern Washington College of Education, Cheney, Washington (K-2). In charge of radio: James S. Lane.

Elmira College, Elmira, New York (F). In charge of radio: Geraldine Quinlon.

Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2). In charge of radio: Arthur F. Edes.

Emory University, Emory University, Georgia (A-5) (K). In charge of radio: J. B. Peebles.

Emporia, College of, Emporia, Kansas (A-4). In charge of radio: R. F. Miller.

Fenn College, Cleveland, Ohio. (A-3). In charge of radio: William A. D. Millson.

\*Florida, University of, Gainesville, Florida (F-2) (K-varies). In charge of radio: Garland Powell.

Florida Southern College, Lakeland, Florida (A-2). In charge of radio: Miss Alma Johnson.

Florida A and M, Tallahassee, Florida (A-2) (K-4). In charge of radio: H. R. Orr.

Fort Hays Kansas State College, Hays, Kansas (A-3). In charge of radio: Harvey A. Zinszer.

Frances Shiner College, Mount Carroll, Illinois. (D-2) (G-3). In charge of radio: George E. Hoffman.

Franklin University, YMCA, Columbus, Ohio (A) (K). In charge of radio: E. E. Dyars.

Friends University, Wichita, Kansas (B-2) (E-1) (G) (K-5). In charge of radio: Irene Vickers Baker.

George Peabody Teachers College, Nashville, Tennessee (E-2). In charge of radio: A. L. Crabb.

George Washington University, Washington, D. C. (A-2) (K-10). In charge of radio: Prof. W. Hayes Yeager.

Georgia School of Technology, Atlanta, Georgia (A-3) (D & F-3) (K-3). In charge of radio: Irving H. Gerks.

Georgetown University, Washington, D. C. (M-2). In charge of radio: Mr. P. J. Donovan.

Georgia, University of, Athens, Ga. (D & E-5). In charge of radio: Prof. Edward C. Crouse.

Gila Junior College, Thatcher, Arizona (A-3) (G-2) (H-2). In charge of radio: William C. Kauffman.

Glendale Junior College, Glendale, California (A-3) (F-2). In charge of radio: B. L. Griffing.

Gonzaga University, Spokane, Washington (K-5). In charge of radio: Richard A. Brown.

Grays Harbor Junior College, Aberdeen, Wash. (A).

\*Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4). In charge of radio: R. A. Walters.

Harding College, Searcy, Arkansas (A-5) (H-3). In charge of radio: Leonard Kirk.

Hardin-Simmons University, Abilene, Texas (F-3). In charge of radio: Katharine Boyd.

Haverford College, Haverford, Pa. (A-3) (K-3). In charge of radio: J. D. Elder.

Hastings College, Hastings, Nebraska (A-2) (F). In charge of radio: Charles J. Thurmond.

Harvard University, Cambridge, Mass. (K). In charge of radio: Dr. R. W. Hickman.

Howard College, Birmingham, Alabama (K-2). In charge of radio: Paul D. Bales.

(Continued on page 386)

# COLLEGES OFFERING COURSES IN RADIO BROADCASTING

(Continued from page 385)

- Houston, University of, Houston, Texas (K-3½). In charge of radio: Harvey W. Harris.
- Idaho, University of, Moscow, Idaho (A-2) (K-varies). In charge of radio: Prof. R. H. Hull.
- Illinois College, Jacksonville, Illinois (K-varies). In charge of radio: F. W. Cooke.
- \*Illinois, University of, Urbana, Illinois (K). In charge of radio: Laura H. Priev.
- Illinois State Normal, Normal, Illinois (F-2). In charge of radio: Harvey F. Admire.
- Illinois Wesleyan University, Bloomington, Illinois (A-4). In charge of radio: Wilson B. Paul.
- Indiana State Teachers College, Terre Haute, Indiana (A-4) (B-4) (C-4) (D-4) (E-4). In charge of radio: Dr. Clarence M. Morgan.
- Indiana University, Bloomington, Indiana (A-3) (D-3) (E). In charge of radio: Dr. Lee Norville.
- \*Iowa, State University of, Iowa City, Iowa (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2). In charge of radio: Bruce E. Mahan.
- \*Iowa State College, Ames, Iowa (D-3) (F-3) (G-3) (L-4). In charge of radio: W. I. Griffith.
- Iowa Wesleyan College, Mount Pleasant, Iowa (A-8). In charge of radio: Roger M. Morrow.
- Ithaca College, Ithaca, New York (D) (E-4) (G-4). In charge of radio: Dr. Winn F. Zeller.
- John Brown University, Siloam Springs, Arkansas (A-3) (B-3) (I-3) (K-varies) (M-2). In charge of radio: Harold Fristoe.
- John Carroll University, Cleveland, Ohio (B-3) (D-3) (E-3). In charge of radio: Wm. A. Milson.
- Johns Hopkins University, Homewood, Baltimore, Md. (K-3). In charge of radio: Ferdinand Hamburger, Jr.
- John B. Stetson University, De Land, Florida (G-6) (H-6) (K-6). In charge of radio: Dr. Robert I. Allen.
- Juilliard School of Music, 130 Claremont Ave., N. Y. C. (A). In charge of radio: Robert A. Simon.
- Kansas City Baptist Theological Seminary, Kansas City, Kansas (A-2) (C-2) (D-2) (G-2) (H-2). In charge of radio: Alvin J. Lee.
- \*Kansas, University of, Lawrence, Kansas (G-2). In charge of radio: Harold G. Ingham.
- \*Kansas State College, Manhattan, Kansas (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4).
- Kansas State Teachers College, Emporia, Kansas (A-2) (D) (E) (F) (G). In charge of radio: S. Winston Cram.
- Kent State University, Kent, Ohio (A-3). In charge of radio: G. Harry Wright.
- Kentucky, University of, Lexington, Kentucky (C-3) (K-3). In charge of radio: Elmer G. Sulzer.
- Knox College, Galesburg, Ill. (A-4). In charge of radio: Paul A. Foley.
- Lafayette College, Easton, Pa. (A-3) (K & L-6). In charge of radio: C. H. Page.
- La Grange College, La Grange, Georgia (B) (D-2) (G-3). In charge of radio: Mae Kirkland.
- Lamont School of Music, Denver, Colorado (A-2) (B-2) (E) (G-2).
- Lehigh University, Bethlehem, Pa. (K-varies). In charge of radio: Assoc. Prof. H. C. Knutson.
- Lenoir Rhyne College, Hickory, North Carolina (A-3). In charge of radio: Karl Z. Morgan.
- Lincoln University, Jefferson City, Missouri (A). In charge of radio: Albert A. Kildare.
- Little Rock Junior College, Little Rock, Arkansas (G). In charge of radio: Dell Park McDermott.
- Long Beach Junior College, Long Beach, California (F-6). In charge of radio: Miss Edith Hitchcock.
- Loyola University, Los Angeles, California (A-2) (D-2) (E-1) (G-1) (J-1). In charge of radio: Martin H. Work.
- Louisville Municipal College, Louisville, Kentucky (K-4). In charge of radio: Donald A. Edwards.
- Louisville, University of, Louisville, Ky. (K-10). In charge of radio: Samuel T. Fife.
- Louisiana Polytechnic Institute, Ruston, Louisiana (C) (K). In charge of radio: D. G. Armstrong.
- Louisiana State University, University, Louisiana (A-3) (D-3) (F-3) (I-3) (K-3). In charge of radio: Ralph W. Steetle.
- \*Luther College, Decatur, Iowa (A-3). In charge of radio: F. C. Gamelin.
- Mac Phail School of Music, Minneapolis, Minnesota (A-4) (H-4). In charge of radio: Don Tuttle.
- McMurry College, Abilene, Texas (B-3). In charge of radio: Harold G. Burman.
- Macalester College, St. Paul, Minnesota (K-4). In charge of radio: R. B. Haselings.
- Madison College, Madison College, Tennessee (A-4) (K-4). In charge of radio: Bayard D. Goodge.
- Maine, University of, Orono, Maine (A-2) (B-2) (K-3). In charge of radio: W. J. Creamer.
- Manhattan College, New York City (K-6). In charge of radio: J. Francis Reintjes.
- Marjorie Webster School, The Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3). In charge of radio: Miss Florence McCracken.
- Marquette University, Milwaukee, Wisconsin (A-2) (F-2) (K-3). In charge of radio: Wm. R. Duffey.
- Marin Junior College, Kentfield, California (K-2). In charge of radio: C. E. Cherry.
- Marshall College, Huntington, W. Va. (A-8). In charge of radio: Dr. Frank A. Gilbert.
- Maryland, University of, College Park, Maryland (A-2). In charge of radio: Dr. Ray Ehbrenberger.
- Massachusetts Institute of Technology, Cambridge, Mass. (K-varies). In charge of radio: Prof. Edward L. Bowles.
- Massachusetts State College, Amherst, Mass. (K-3). In charge of radio: Francis C. Pray.
- Miami University, Oxford, Ohio (D-3) (F) (G). In charge of radio: A. Loren Gates.
- Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-2) (L-2). In charge of radio: Prof. Waldo Abbot.
- Michigan Col. of Mining & Tech., Houghton, Michigan (K-3½) (I-1). In charge of radio: G. W. Swenson.
- \*Michigan State College, East Lansing, Michigan (D-2) (E-3) (F-5) (G-3) (K-2). In charge of radio: Robert J. Coleman.
- Milton College, Milton, Wisconsin (K-4). In charge of radio: C. F. Oakley.
- \*Minnesota, University of, Minneapolis, Minn. (C-3) (D-3) (E-3) (G). In charge of radio: E. W. Zieharth.
- Missouri, University of, Columbia, Missouri (A-4) (K-3). In charge of radio: Prof. C. M. Wallis.
- Missouri Valley College, Marshall, Missouri (K-3). In charge of radio: Dwight M. Paasek.
- Mississippi College, Clinton, Mississippi (A-3). In charge of radio: Prof. Henry A. Carlock.
- Mississippi State College, State College, Miss. (A-3) (M-3) (K-6). In charge of radio: Horace M. Trent.
- Mt. Holyoke College, South Hadley, Mass. (K & L-3). In charge of radio: Rogers D. Rusk.
- Modesto Junior College, Modesto, California (A-2). In charge of radio: Leonard I. Bartlett.
- Montana School of Mines, Butte, Mont. (K-varies). George L. Shue.
- Montana State College, Bozeman, Montana (K-6). In charge of radio: Prof. C. F. Bowman.
- Moore School of Electrical Eng., Philadelphia, Pa. (B-2) (D & F-4) (K-3). In charge of radio: Knox McIlwain.
- Moravian College, Bethlehem, Pa. (A-3). In charge of radio: Cyril N. Hoyler.
- Murhead State Teachers College, Murhead, Ky. (K-3). In charge of radio: J. G. Black.
- Morehouse College, Atlanta, Georgia (A-3). In charge of radio: H. V. Eagleson.
- Morris Harney College, Huntington, W. Va. (G-2). In charge of radio: Richard C. Brand.
- Mount Mary College, Milwaukee, Wisconsin (A-1) (B-2) (F). In charge of radio: S. M. Louis Downey.
- Mount Mercy College, Pittsburgh, Pa. (A-3). In charge of radio: Anna Marie McConnell.
- Mount St. Joseph College, Maple Mount, Ky. (G) (H). Nora Mary Hallisey.
- Muhlenberg College, Allentown, Pa. (A-4) (C-4) (K-6). In charge of radio: Dr. Carl W. Boyer.
- Mundelein College, Chicago, Illinois (D-2). In charge of radio: Miss Louise Litten.
- Murray State Teachers College, Murray, Kentucky (A-4). In charge of radio: Charles Hire.
- Muskingum College, New Concord, Ohio (A-2). In charge of radio: C. R. Layton.
- National Park College, Forest Glen, Md. (A-2). In charge of radio: Helen M. Huzhes.
- National University, Washington, D. C. (M-4). In charge of radio: Howard S. LeRoy.
- Nebraska, University of, Lincoln, Nebraska (K-4). In charge of radio: Ferris W. Norris.
- Nebraska State Teachers College, Wayne, Nebraska (A-4). In charge of radio: Prof. J. E. Brock.
- Nebraska Wesleyan University, Lincoln, Nebraska (A-3) (B-3) (D-2). In charge of radio: J. C. Jensen.
- Nevada, University of, Reno, Nevada (K-3). In charge of radio: Assoc. Prof. I. J. Sandorf.
- New River State College, Montgomery, W. Va. (A-3) (B-3) (M-3). In charge of radio: Ritter F. Maxwell.
- New Rochelle, College of, New Rochelle, New York (D-4). In charge of radio: Margaret C. Richard.
- New Mexico, University of, Albuquerque, New Mexico (B-3) (D) (K-3). In charge of radio: Dr. Herbert L. Jones.
- N. Y. State School of Agriculture, Alfred, New York (K-6). In charge of radio: G. F. Craig.
- New York University, New York City (A-3) (B-2) (D-2) (J). In charge of radio: Paul A. McGhee.
- N. Dak. State School of Science, Wahpeton, North Dakota, (K) In charge of radio: Wm. J. Duvall.
- Northern Illinois S.T.C., DeKalb, Illinois (A-4). In charge of radio: H. W. Gould.
- Northeastern University, Boston, Mass. (K). In charge of radio: Wm. C. White.
- North Texas S.T.C., Denton, Texas (A-3). In charge of radio: Mrs. Olive M. Johnson.
- Norwich University, Northfield, Vermont (K-3). In charge of radio: D. E. Howes.
- Northwestern University, Evanston, Illinois (A-2) (B & G-2) (D & E-2) (F-2) (J-2). In charge of radio: Albert R. Crews.
- Notre Dame University of, Notre Dame, Indiana (B) (C) (D-3) (E) (G) (H) (I) (K-3). In charge of radio: Rev. Eugene Burke.
- Ohio, University of, Athens, Ohio (A-3) (B-3) (D-3) (G) (F-2) (K-4). In charge of radio: Vincent Jukes, D. B. Green.
- \*Ohio State University, Columbus, Ohio (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4). In charge of radio: W. L. Everitt, H. W. Bibber.
- Ohio Wesleyan University, Delaware, Ohio (A-2). In charge of radio: R. C. Hunter.
- Oklahoma A & M College, Stillwater, Oklahoma (K-varies). In charge of radio: Benj. A. Fisher.
- Oklahoma College For Women, Chickasha, Oklahoma (F). In charge of radio: B. H. Mayall.
- \*Oklahoma, University of, Norman, Oklahoma (B-2) (D-2) (F-1) (G-3) (J-2) (K-varies). In charge of radio: H. H. Leake.
- Omaha, University of, Omaha, Nebraska (E-1) (J-1). In charge of radio: Lucile Ruby.
- Oregon Inst. of Technology, Portland, Oregon (A) (E-2) (K-varies) (M). In charge of radio: C. D. Newman.
- \*Oregon State Agricultural College, Corvallis, Oregon (F) (G-2). In charge of radio: C. B. Mitchell.
- Oregon, University of, Eugene, Oregon (B-2). In charge of radio: Luke Roberts.
- Pacific Union College, Angwin, California (B-2). In charge of radio: Charles E. Weniger.
- Pacific College of the Stockton, California (A-1) (B-2) (F-2). In charge of radio: John C. Crabbe.
- Pasadena Junior College, Pasadena, California (A-3) (B-3). In charge of radio: N. Vincent Parsons.
- Paterson, The College of, Paterson, New Jersey (D-3). In charge of radio: Carl N. Walton.
- Penn College, Cleveland, Ohio. (A-3) William A. Millson.
- Phillips University, Enid, Okla. (A-2). In charge of radio: Wilford Christopher.
- Phoenix Junior College, Phoenix, Arizona (A-4) (B-2) (K-2). In charge of radio: Donald F. Stone.
- Pittsburgh, University of, Pittsburgh, Pa. (K-3). In charge of radio: Prof. H. E. Dyche.
- Polytechnic Institute of Brooklyn, 99 Livingston St., Brooklyn, N. Y. (K-varies). In charge of radio: Frank E. Canavaciol.
- Presbyterian College, Clinton, S. C. (B-4) (D-3) (E-3) (J-3). In charge of radio: Hugh Holman.
- Principia College, Elmh. Illinois. (K-3) G. M. Hupp.
- \*Purdue University, Lafayette, Indiana (A-3) (B-3) (L). In charge of radio: Dr. C. F. Harding.
- Queens College, Charlotte, N. C. (C-3). G. M. Godard.
- Redlands, University of, Redlands, California (A-2) (K-4). In charge of radio: Prof. Lynn W. Jones.
- Reed College, Portland, Oregon (A-2) (D) (E) (G). In charge of radio: Kay A. Sturman.
- \*Rensselaer Polytechnic Institute, Troy, New York (K-3). In charge of radio: Wynant J. Williams.
- Rhode Island State College, Kingston, R. I. (K-3). In charge of radio: Wesley B. Hall.
- Rice Institute, Houston, Texas (K-8). In charge of radio: S. H. Van Wambeek.
- Robert E. Lee Institute, Goose Creek, Texas (K). In charge of radio: E. L. Langston.
- Rockhurst College, Kansas City, Mo. (A-3). In charge of radio: William C. Doyle.
- Rollins College, Winter Park, Florida (E) (G). In charge of radio: Prof. Harry H. Pierce.
- Rosary College, River Forest, Illinois (A-2) (D-2) (E-1) (G-1). In charge of radio: Sister Mary Peter.
- Rutgers University, New Brunswick, N. J. (A-3) (K-6). In charge of radio: P. L. Hoover.
- San Francisco Junior College, San Francisco, California (A-10). In charge of radio: L. Hollingsworth.
- San Francisco State College, San Francisco, Calif. (K-2) (F-3). In charge of radio: Carlos S. Mundt.
- Sacramento Junior College, Sacramento, California (B-2) (E-2). In charge of radio: Vernon Mickelson.
- San Jose State College, San Jose, Cal. (K-4). In charge of radio: Harry Engwight.
- San Mateo Junior College, San Mateo, California (A-3) (I-3) (E-2) (G). In charge of radio: Harry E. Redeker.
- Santa Barbara State College, Santa Barbara, California (G) (K-3). In charge of radio: Frederick Hile.
- Santa Monica Junior College, Santa Monica, Cal. (E) (G). In charge of radio: S. M. Hayden.
- Scranton, University of (Formerly St. Thomas College), Scranton, Pa. (A-1) (D-4) (F-1). In charge of radio: Dr. Austin J. App.
- Seventh-day Adventist Theological Seminary, Washington, D. C. (F-1). In charge of radio: Prof. C. E. Weniger.
- Sherwood Music School, 410 So. Michigan Ave., Chicago, Ill. (D) (G) (H). In charge of radio: Walter A. Erley.
- Shorter College, North Little Rock, Arkansas (B) (E) (H). In charge of radio: Pres. G. A. Gregg.
- Simpson College, Indianola, Iowa (K-2). In charge of radio: Lester Spring.
- Smith College, Northampton, Mass. (K-3). In charge of radio: James F. Koehler.
- South Carolina, University of, Columbia, South Carolina (A-6) (K). In charge of radio: A. C. Carlson.
- \*S. D. State School of Mines, Rapid City, South Dakota (A-2) (K-3). In charge of radio: E. E. Clark.
- Southern California, University of, Los Angeles, Calif. (A-2) (B-2) (I-2) (K-2). In charge of radio: Richard E. Huddleston.
- Southern California Jr. College, Arlington, Calif. (A-2) (K-3). In charge of radio: L. H. Cushman, M. S.
- Southeastern University, Washington, D. C. (M-2). In charge of radio: Joseph E. Keller.
- Southern Junior College, Collegedale, Tennessee (K-4). In charge of radio: G. J. Nelson.
- Southwestern College, Winfield, Kansas. (K-16). W. B. Plum.

Spokane Junior College, Spokane, Wash-  
ington (A-2) (K-2) (M-2). In charge  
of radio: Robert D. Oliver, Raymond F.  
Crisp.

Spring Hill College, Spring Hill, Alabama  
(K). In charge of radio: Frank A.  
Benedetto.

Stanford University, Palo Alto, California.  
(F-2). In charge of radio: Elisabeth L.  
Huckingham.

State Teachers College, Bloomsburg, Pa.  
(B) (C) (D) (E) (F) (G) (H). In  
charge of radio: John C. Koch.

State Teacher's College, Buffalo, N. Y.  
(C-3). In charge of radio: Ben H. Dar-  
row.

State Teachers College, Superior, Wiscon-  
sin (A-3). In charge of radio: E. H.  
Schrieber.

State Teachers College, Warrensburg, Mis-  
souri (K-2½). In charge of radio: W.  
C. Morris.

State Teachers College, Kearney, Nebraska  
(C-3). In charge of radio: C. G. Ryan.

State Teachers College, Paterson, New  
Jersey (A-3) (K-3). In charge of radio:  
Dr. Lawrence E. Loveridge.

State Teachers College, Peru, Nebraska  
(A-2) (E). In charge of radio: C. R.  
Lindstrom.

State Teachers College, Indiana, Pennsylv-  
ania (A-2). In charge of radio: Edna  
Lee Sprowls.

State College of Washington, Pullman,  
Washington (B-1) (C-1) (D-3) (E-1)  
(H-1) (J-3) (K-varies). In charge of  
radio: Kenneth Yeend.

State Teachers College, La Crosse, Wis-  
consin (A-4). In charge of radio: Ross  
D. Spangler.

Sterling College, Sterling, Kansas (A-3).  
In charge of radio: John H. Gregory.

Stephens College, Columbia, Missouri (A-4)  
(B-3). In charge of radio: E. Gordon  
Hubbel.

St. Joseph College, Adrian, Michigan (F &  
G-2). In charge of radio: Sister M.  
Leonilla.

\* St. Louis, University of, St. Louis, Mo.  
(K-3). Rev. James I. Shannon.

\* St. Lawrence University, Canton, New  
York (A-3). In charge of radio: Ruth  
F. Willard.

St. Mary's College, Notre Dame, South  
Bend, Indiana (A-4). In charge of radio:  
Suzanne Martin.

St. Mary-of-the-Woods College, St. Mary-  
of-the-Woods, Indiana (F-2). In charge  
of radio: Charlotte I. Lee.

St. Catherine, College of, St. Paul, Min-  
nesota (B-1) (C-1) (D-1). In charge  
of radio: Thomas Rishworth.

Syracuse University, Syracuse, New York  
(A-3) (B-3) (C-3) (D-3). In charge of  
radio: Kenneth Bartlett.

Temple University, Philadelphia, Pa.  
(K-3½). In charge of radio: J. Lloyd  
Bohn.

Texas, University of, Austin, Texas (A-3).  
In charge of radio: Thos. A. Rausse.

Texas Christian University, Fort Worth,  
Texas (A-3) (K-varies). In charge of  
radio: Dr. Newton Gaines.

Texas Dental College, Houston, Texas (G).  
In charge of radio: McKinley Rhodes.

Texas Technological College, Lubbock,  
Texas (A-2). In charge of radio: Rich-  
ard Flowers.

Thiel College, Greenville, Pa. (K-4). In  
charge of radio: G. R. Bradshaw.

Toledo, University of, Toledo, Ohio (K-4).  
In charge of radio: C. G. Brennecke.

Trinity College, Hartford, Conn. (A-3).  
In charge of radio: H. D. Doolittle.

Trinity University, Waxahachie, Texas  
(A-3). In charge of radio: Miss Yetta  
Mitchell.

Tri-State College, Angola, Indiana (A-5)  
(K-5) (L-2½) (M-1½). In charge of  
radio: Wm. A. Pfeifer.

Tufts College of Engineering, Medford,  
Mass. (K). In charge of radio: Edwin  
B. Rollins.

Tuskegee Institute, Tuskegee Institute,  
Alabama (A-5) (K-5). In charge of ra-  
dio: W. C. Curtis.

U. S. Coast Guard Academy, New Lon-  
don, Connecticut (K-4). In charge of  
radio: Lt. J. D. Harrington.

U. S. Naval Academy, Annapolis, Mary-  
land (K). In charge of radio: Lt. Com.  
E. T. Woolridge.

University of Utah, Salt Lake City, Utah  
(A-3) (B-3) (D-3) (G-3) (K-6). In  
charge of radio: Dr. I. O. Horsfall.

Utah State Agricultural College, Logan,  
Utah (A-5) (B-3) (D-3) (E-3) (G-3)  
(K-16). In charge of radio: Prof. S. R.  
Stock.

## Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules: Sections 4.131-4.137)  
See text, page 380

Call Letters	License and Location	Frequency in Kc.	Power in Watts
WBOE	Cleveland City Board of Education, Cleveland, O.	41600	500
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	41100	500

Vassar College, Poughkeepsie, New York (F-1). In charge of radio: Mrs. Henry Lyman.

Ventura Junior College, Ventura, California (A-6) (G-6) (K-8). In charge of radio: Burt Richardson.

Vermont, University of, Burlington, Vt. (K-3). In charge of radio: E. R. McKee.

Villanova College, Villanova, Pa. (A-4). In charge of radio: H. S. Bueche.

Virginia Junior College, Virginia, Minn. (A-2) (C) (D) (G). In charge of radio: Mary E. Asseltyn.

Va. Polytechnic Institute, Blacksburg, Virginia (K-3). In charge of radio: R. D. Michael, Webster Richardson.

Wake Forest College, Wake Forest, North Carolina (K-4). In charge of radio: Dr. Sherwood Githens, Jr.

Waldorf College, Forest City, Iowa (B-1). Rev. J. M. Mason.

Walla Walla College, College Place, Washington (E-2) (F-2) (G-2) (K-3). In charge of radio: M. L. Neff.

Wartburg College, Waverly, Iowa (K-3). In charge of radio: A. A. Aardal.

Wartburg Seminary, Dubuque, Iowa (E) (H). In charge of radio: E. H. Schalkhauser.

Washington College, Chestertown, Md. (K-4). In charge of radio: J. J. Coop.

Washington, Univ. of Seattle, Wash. (B-6) (C-3) (D-3) (E-2) (G-2) (K-varies). In charge of radio: Prof. L. V. Cochran.

Wayne University, Detroit, Mich. (A-2) (B-2) (C-2) (D-2) (F-2) (G-2) (K-2) (L-2). In charge of radio: Garnet R. Garrison.

Webster College, Webster Groves, Mo. (B-1) (D). In charge of radio: Anna McClain Sankey.

Wellesley College, Wellesley, Mass. (A-3). In charge of radio: Louise S. McDowell.

Wesleyan University, Middletown, Conn. (E) (K-varies). In charge of radio: Karl S. Van Dyke.

West Liberty State Teachers College, West Liberty, W. Va. (A-2) (K-3). In charge of radio: Dr. Paul N. Elbin.

West Virginia State College, Institute, W. Va. (A-3). In charge of radio: J. C. Evans.

West Virginia University, Morgantown, W. Va. (A-3) (F-1) (G-3) (K-3). In charge of radio: A. W. Friend.

Western Illinois S. T. C., Macomb, Illinois (A-4). In charge of radio: W. H. Eller.

Western Reserve University, Cleveland, Ohio (C-2) (E-2). In charge of radio: Mrs. Arthur Shepherd.

Western State Teachers College, Kalamazoo, Michigan (K-4). In charge of radio: W. G. Marburger.

Westminster College, Fulton, Missouri (K-4). In charge of radio: Albert C. Kreuger.

Westminster College, New Wilmington, Pa. (D-1). In charge of radio: Wallace R. Biggs.

Wheaton College, Wheaton, Illinois (A-3). In charge of radio: C. L. Nyström.

Whitman College, Walla Walla, Washington (A-2). In charge of radio: John W. Ackley.

Whittier College, Whittier, California (A-2) (B-2) (D-2). In charge of radio: W. Theron Ashby.

Wichita, University of, Wichita, Kansas (A-2). In charge of radio: K. V. Manning.

Willamette University, Salem, Oregon (B) (H). In charge of radio: Cameron Marshall.

William & Mary College, Williamsburg, (E-2) (G-1). In charge of radio: Althea Hunt.

Williams College, Williamstown, Mass. (K-3). In charge of radio: H. P. Stabler.

Winona State Teachers College, Winons, Minn. (B) (G) (H). In charge of radio: Dr. Ella Murphy.

\* Wisconsin, University of, Madison, Wisconsin (A-2) (C-2) (E-4) (H-2). In charge of radio: H. B. McCarty.

Woman's College of University of N. C., Greensboro, N. Carolina (K-3). In charge of radio: Calvin N. Warfield.

Worcester Polytechnic Institute, Worcester, Mass. (K-2). In charge of radio: Prof. H. H. Newell.

Wyoming, University of, Laramie, Wyoming (C-3) (D-3) (F-2) (K-3). In charge of radio: Louis A. Mallory.

Y. M. C. A. College, Dayton, Ohio (A) (B) (G) (J) (D-4) (E-2) (K-varies). In charge of radio: Wm. Y. Conrad.

Xavier Downtown College, Cincinnati, Ohio (F-2). In charge of radio: James P. Glenn.

York College, York, Neb. (A) (B) (D) (E) (G) (J) (K). In charge of radio: H. W. Haugwin.

### Private Schools

(Offering Miscellaneous Instruction)

Bliss Electrical School, N. Takoma, Md. Capitol Radio Engineering Institute, 3224 16th St., N. W., Washington, D. C. E. H. Rietzke, president.

Coyne Electrical School, 600 So. Paulina St., Chicago, Ill.

First National Television Inc., 1820 Main St., Kansas City, Mo.

Frances Robinson-Duff, 235 E. 62nd St., New York City.

Frank Wiggins Trade High School, 1646 Olive St., Los Angeles, Cal.

International Correspondence Schools, 1000 Wyoming Ave., Scranton, Pa.

Leland Powers School of the Theatre, 31 Evans Way, Boston, Mass. In charge of radio: George V. Brown.

Lincoln Engineering School, Lincoln, Neb. Massachusetts Radio and Telegraph School, 18 Boylston St., Boston, Mass.

Massachusetts Television Institute, 565 Commonwealth Ave., Boston, Mass. Porter H. Evans.

Max Reinhardt Workshop, 5039 Sunset Blvd., Hollywood, Cal.

Midland Television Inc, Power and Light Bldg., Kansas City, Mo. G. L. Taylor.

Motion Picture Engineering Institute, 4128 Beverly Blvd., Hollywood, Calif.

National Academy of Broadcasting, 2017 S. St., N. W., Washington, D. C. Alice Keith.

National Radio Institute, 16th & U Sts., N. W., Washington, D. C.

National Schools, 4000 So. Figueroa St., Los Angeles, Cal. J. A. Rosenkranz, president.

Pestalozzi Froebel Teachers College, 410 So. Michigan, Chicago, Ill.

RCA Institutes, 75 Varich St., New York City. W. A. Aufenanger.

School of Radio Technique, RKO Bldg., New York City. Director: George Marshall Durante.

Schuster-Martin School of the Drama, Little Playhouse, Kemper Lane, Cincinnati, O.

Spokane Telegraph School, 102 N. Monroe St., Spokane, Wash. C. E. Frazier, Mgr. Television Training School, 480 Lexington Ave., New York City. L. F. Nolde, vice-president.

Utilities Engineering Institute, 404 N. Wells St., Chicago, Ill.

1 0 0 0  
S-T-R-E-A-M-L-I-N-E-D  
W A T T S  
(Daytime)  
**WCAR**  
Pontiac, Michigan

\* OVER 300 BROADCASTING STATIONS EMPLOY CREI MEN \*

**OIL . . .**  
for the lamps of ambition

Somewhere, as you read this, a determined young man is endeavoring to increase his worth to the radio industry. On land and sea, lamps will be burning tonight adding to the enlightenment that comes from every page of the C.R.E.I. text. Upon these ambitious men fall the responsibilities of carrying radio on to even greater accomplishments. We, at C.R.E.I. are proud to add our contribution to the industry by training men who are equipped to fulfill your demands. Perhaps a recommendation of our courses to your associates might be as appreciated by them as it would be by us. . . .

**CAPITOL RADIO Engineering Institute**  
E. H. RIETZKE, President  
3224 SIXTEENTH ST., N.W. WASHINGTON, D. C.

# Bibliography of Literature Pertaining to Broadcasting

For Addresses of Publishing Houses, see page 343

## GENERAL

**ABC OF RADIO.** *National Assn. of Broadcasters*, Washington, D. C. 1938. Review of technical and social problems of radio and radio regulation under American system, written so that average listener may understand how it works.

**BIG BUSINESS AND RADIO.** By G. L. Archer. American Historical Co. Inc. 1939. History of the technological, legal and commercial struggles within the radio industry.

**BOTH SIDES OF THE MICROPHONE.** By J. S. Hayes and H. J. Gardner. J. B. Lippencott Co. 1938. Short chapters on the organization and functions of departments within a broadcasting company, written for the listener, or the beginner in radio. What the listener can expect from radio is dealt with in a series of essays by prominent radio men.

**BROADCASTING AND A CHANGING CIVILIZATION.** By E. H. Robinson. John Lane, The Bodley Head Ltd. London. 1935. Broadcasting as it affects the home, music, drama, sports, religion, and propaganda.

**BROADCASTING AND BROADCAST ADVERTISING YEARBOOK NUMBER.** *Broadcasting Publications Inc.*, Washington, D. C. 1935-date. Comprehensive reference handbook of directories and information relating to all phases of radio.

**BROADCASTING AND PEACE.** *International Institute of Intellectual Co-operation*. Paris. 1933. Studies and projects for radio in the matter of international agreements.

**BROADCASTING AND THE AMERICAN PUBLIC.** *Columbia Broadcasting System*. 1936. Forum on radio conducted by CBS, with discussions by eminent men. Treats of control, Federal Communications Commission, censorship, news broadcasts, politics.

**BROADCASTING AND THE PUBLIC.** A case study in social ethics. By *Federal Council of the Churches of Christ in America*. Abingdon Press. 1935. How radio can best be made to serve the public welfare is what this report attempts to answer. The organization and regulation of radio are studied, together with its broadcasts of education, religion, controversial issues, etc.; and recommendations made.

**BROADCASTING IN THE U. S.** *National Association of Broadcasters*. 1933. Advantages of American system of broadcasting. Includes outline for negative side of debate on question whether U. S. should adopt British system.

**BUSINESS CENSUS REPORT ON BROADCAST STATIONS.** U. S. Bureau of the Census. 1936. Sectional reports and U. S. summary of net revenue, employment statistics, and pay rolls of the broadcasting stations in the U. S.

**COMBINED INCOME STATEMENT.** 3 major networks and licensees of 660 standard broadcast stations . . . as at the end of the year 1938. *Federal Communications Commission*. Serials 34737 and 34845. 1939. Series of tables covering the economic status of broadcast licensees.

**COMMUNICATION AGENCIES AND SOCIAL LIFE.** By M. M. Wiley and S. A. Rice. McGraw-Hill Book Co. Inc. 1933. A monograph published under the direction of The President's Research Committee on Social Trends. Chapter on broadcasting presents data on its growth and significance.

**AN ECONOMIC STUDY OF THE RADIO INDUSTRY** in the U. S. A. By T. T. Eoyang. RCA Institutes Technical Press. 1937. Detailed study of the economics of the radio manufacturing and broadcasting industry.

**THE EDUCATIONAL ROLE OF BROADCASTING.** *International Institute of Intellectual Co-operation*. Paris. 1935. Studies by experts from many countries. International exchange of programs, recreational broadcasts, news bulletins, politics, history, social questions and music are among subjects discussed.

**HELLO AMERICA!** By Cesar Saerchinger. Houghton Mifflin Co. 1938. The author's experiences as a foreign radio representative in bringing European radio programs to American listeners.

**HISTORY OF RADIO TO 1926.** By *Gleason L. Archer*. American Historical Society, Inc. 1938. The most comprehensive study of the history and growth of the radio industry to date. The author has not only drawn upon published sources, but has made a far-reaching study of records within the industry, and consulted radio pioneers themselves, in an effort to preserve valuable historical material in the field of radio.

**IS AMERICAN RADIO DEMOCRATIC?** By S. E. Frost, Jr. Univ. of Chicago Press. 1937. Present day radio is discussed from the angle of federal regulation, station owners, advertisers, educators and listeners, to determine whether it is leading toward greater democracy.

**LISTEN IN. AN AMERICAN MANUAL OF RADIO.** By *Maurice Lovell*. Dodge Publishing Co. 1937. Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

**MAGIC DIALS.** By *Lowell Thomas*. Polygraphic Co. of America. 1939. Non-technical story of radio and television profusely illustrated by Anton Bruhl.

**MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO.** By *Credo F. Harria*. Bobbs-Merrill Co. 1937. An entertaining account of early days in radio by the manager of WHAS.

**THE NAB CODE.** Adopted July 11, 1939; in effect Oct. 1, 1939. *National Assoc. of Broadcasters*. 1939. Text together with comments showing public opinion supporting code.

**NOT TO BE BROADCAST.** By *Ruth Brindley*. Vanguard Press. 1937. A volume intended to expose the radio industry. Treats of freedom of the air, monopoly, radio chains, government interference, propaganda, etc.

**ON THE AIR.** By *J. J. Floherly*. Doubleday, Doran & Co. Inc. 1937. A well illustrated non-technical book giving theory and practice of both radio broadcasting and communications.

**THE PSYCHOLOGY OF RADIO.** By *Hadley Cantril* and *G. W. Allport*. Harper & Bros. 1935. An exhaustive study by leading psychologists of the "new mental world created by radio." First section is an "analysis of the general psychological and cultural factors that shape radio programs and determine response of listeners." Section 2 concerns experiments: voice and personality, sex differences in radio voices, speaker vs. loudspeaker, listening vs. reading, effective conditions for broadcasting. Part 3 summarizes and applies findings to present problems in radio.

**RADIO.** Ed. by *Irrvin Stewart* (The Annals of the American Academy of Political & Social Science, Supp. to vol. 142, 1929.) A discussion by authorities of leading broadcasting and communication problems.

**RADIO AND ITS FUTURE.** Ed. by *Martin Codel*. Harper & Bros. 1930. Chapters on all phases of radio communication by leaders in their respective fields.

**RADIO CENSORSHIP.** Comp. by *H. B. Summers*. H. W. Wilson Co. 1939. A non-partisan picture given by compiling excerpts from over 100 articles previously published. Exhaustive bibliography.

**THE RADIO INDUSTRY:** The story of its development, as told by leaders of the industry to the students of the Graduate School of Business Administration, Harvard University. A. W. Shaw Co. 1928. Development of radio broadcasting and communication.

**RADIO PERSONALITIES.** A pictorial and biographical annual. Ed. by *Don Rockwell*. Press Bureau Inc. 1935. In addition to artists, it includes sections on radio executives, advertising agency executives, electrical transcription experts, program directors, production managers, script writers, publicity representatives, etc.

**RADIO STARS OF TODAY.** By *Robert Eichberg*. L. C. Page & Co. Boston. 1937. More than 50 radio stars are included. Other chapters are: Behind the scenes; amateur broadcasters; radio police; radio at sea; aviation and radio.

**RADIO: THE FIFTH ESTATE.** Ed. by *Herman S. Hettinger*. (Annals of the American Academy of Political & Social Science, V. 171, Jan. 1935). Compilation of studies by experts on broadcasting in general. Subject matter includes descriptions of radio in various countries, its services to the public, and its problems, such as advertising, press, freedom of speech, international relations.

**RECENT SOCIAL TRENDS IN THE UNITED STATES.** Report of the President's Research Committee on Social Trends. McGraw-Hill Book Co. Inc. 1933. 2 vols. Contains a brief discussion of radio's development and its social significance. One section lists 150 social effects of radio.

**REPORT ON SOCIAL AND ECONOMIC DATA PURSUANT TO THE INFORMAL HEARING ON BROADCASTING.** DOCKET 4063, BEGINNING OCT. 5, 1936. BY THE ENGINEERING DEPT. OF THE FCC. July 1, 1937. Submitted by T. A. M. Curran, Superintendent of Documents. 1938. Valuable report and statistical data on economic and social factors in the radio structure, compiled in connection with the FCC study on allocation.

**SOME FUNDAMENTAL ASPECTS OF RADIO BROADCASTING ECONOMICS.** By *H. S. Hettinger*. (Reprint from Harvard Business Review, Autumn, 1935.) Discussion of the economic problems of broadcasting, which divide themselves into those of structure, trade practice and government regulation.

**SOME PUBLIC SERVICE BROADCASTING.** By *C. M. Koon*. National Advisory Council on Radio in Education. Information Series No. 12. 1934. Survey of radio programs and activities for public service.

**STAND BY FOR THE LADIES!** The distaff side of radio. By *Ruth Knight*. Coward-McCann, Inc. 1939. An account of positions women are occupying in the radio industry.

**THE STORY OF RADIO.** By *O. E. Dunlap*. Dial Press. 1935. A non-technical account of the rise of radio communication. New edition contains chapters on facsimile, short waves, American vs. European radio.

**TELECOMMUNICATIONS; ECONOMICS AND REGULATION.** By *J. M. Herring* and *G. C. Gross*. McGraw-Hill Book Co. Inc. 1936. Comprehensive factual discussion of the development of communication agencies, sources of revenue, factors affecting costs, rate-making, etc. Description and analysis of federal and state regulation.

**TEN YEARS BEFORE THE MIKE.** By *Ted Husing*. Farrar & Rinehart, Inc. 1935. His experiences as a radio announcer.

**THIS THING CALLED BROADCASTING.** By *A. N. Goldsmith & A. C. Lescarboura*. Henry Holt & Co. 1930. A review of events, ideas, and personalities in radio make this a most popularly written history of broadcasting.

## BROADCAST ADVERTISING: GENERAL

**THE ADVERTISER LOOKS AT RADIO.** By *Crosley Inc. Assn. of National Advertisers Inc.* 1930. Audience, networks, programs, costs, listening data, etc., from advertiser's point of view.

**THE ADVERTISING AGENCY LOOKS AT RADIO.** Ed. by *Neville O'Neill*. D. Appleton & Co. 1932. A discussion by agency executives of the important phases of radio advertising.

**ADVERTISING FOR IMMEDIATE SALES.** By *John Caples*. Harper & Bros. 1936. Chapter on "Results from Radio" gives experiences of radio advertisers, and a summing up of best procedure for program production, merchandising, etc. Chapters on use of premiums, contests, and testimonials.

**ADVERTISING MEDIA.** By *H. E. Agnew & W. B. Dygert*. McGraw-Hill Book Co. Inc. 1938. Evaluating various advertising media. Includes chapter on radio advertising.

**ADVERTISING MEDIA AND MARKETS.** By *Ben Duffy*. Prentice-Hall, Inc. 1939. Comprehensive practical study of all types of media.

**ADVERTISING PROCEDURE.** By *Otto Kleppner*. Prentice-Hall. 1933. Chapter on planning the broadcast advertising campaign is of interest.

**BROADCAST ADVERTISING: THE FOURTH DIMENSION.** By *Frank A. Arnold*. John Wiley & Sons, Inc. Television edition, 1933. Discussion of radio advertising, together with other aspects of broadcasting. Chapters on studios, radio and the law, television. Sample continuities given.

**CAREERS IN ADVERTISING.** Ed. by *Allden James*. Macmillan Co. 1932. Includes chapters on radio advertising, organization of networks, sales staff, program production, station management, electrical transcriptions by authorities in their respective fields.

**A DECADE OF RADIO ADVERTISING.** By *H. S. Hettinger*. University of Chicago Press. 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

**LET'S LOOK AT RADIO TOGETHER.** *National Broadcasting Co.* 1935. Detailed study of radio advertising, its relation to other advertising media, the audience and its responsiveness.

**POISONS, POTIONS AND PROFITS:** the antidote to radio advertising. By *Peter Morell*. Knight Publications, Inc. 1937. Another of the "guinea pig" variety of books, this time directed against radio advertising.

**PRACTICAL RADIO ADVERTISING.** By *Herman S. Hettinger* and *W. J. Negl*. Prentice Hall, Inc. 1938. A complete account of radio advertising from the time a program is being considered until it is on the air.

**RADIO ADVERTISING IN AUSTRALIA.** By *W. A. McNair*. Angus & Robertson Ltd. 1937. All phases of broadcast advertising are dealt with by Mr. McNair who is director of the Australian interests of J. Walter Thompson Co.

**RADIO AS AN ADVERTISING MEDIUM.** By *W. B. Dygert*. McGraw-Hill Book Co. Inc. 1939. The entire aspect of radio for the advertiser is covered. Contests, popularity ratings, surveys, censorship, are treated. Chapters on writing script, and building the program.

**RADIO IN ADVERTISING.** By *O. E. Dunlap*. Harper & Bros. 1931. A full discussion of all aspects of radio advertising.

**RETAIL ADVERTISING AND SALES PROMOTION.** By *C. M. Edwards & W. H. Howard*. Prentice-Hall, Inc. 1936. Thorough discussion of the subject. Nearly 50 pages devoted to a detailed study of radio advertising in this connection.

**STRAIGHT ACROSS THE BOARD.** *National Broadcasting Co.* 1936. No. 2 of the series "Let's Look at Radio Together" showing the growth of broadcast advertising; accompanied by many charts and tables.

**WHAT ABOUT RADIO?** By *K. M. Goode*. Harper & Bros. 1937. The author has assembled material from countless surveys and records, and has compiled a book of do's and don'ts for radio men.

## BROADCAST ADVERTISING: STATISTICAL SERVICES

**COOPERATIVE ANALYSIS OF BROADCASTING.** *Crosley, Inc.* Ratings for commercial network programs.

**ELECTRICAL AND RADIO WORLD TRADE NEWS.** Fifth annual statistical network. April 15, 1939. *Electrical Division, U. S. Dept. of Commerce*. Section on radio statistics includes break-down of all kinds for the radio industry. Also includes number of receiving sets and stations by country, throughout the world.

**HOOPER RADIO REPORTS.** *C. E. Hooper, Inc.* Monthly national ratings on daytime and evening programs.

**NAB REPORTS.** *National Assoc. of Broadcasters*. Weekly summary of radio industry. Carries FCC docket and action, also Federal Trade Commission action.

**PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS.** *Publishers' Information Bureau, Inc.* 1936-date. A monthly service containing records of all network and spot expenditures by individual companies and by individual groups. Prior to 1936 these figures were given in the publication "National Advertising Records."

**RADIO ADVERTISING RATES AND DATA.** *Standard Rate and Data Service*. 1929-date. A monthly service containing rate and other important information regarding networks and all stations in the U. S. and Canada.

## BROADCAST ADVERTISING: USERS AND USES

ADVERTISERS USING NBC, CBS AND MUTUAL NETWORK FACILITIES. A month by month record from Jan. 1930 to Dec. 1936. *National Broadcasting Co.*

NETWORK RADIO ADVERTISING. *National Broadcasting Co.* A series of over 75 studies giving complete details relative to the network radio advertising of individual firms. Includes program details, network used, time of broadcast, campaign period, agency, gross expenditures. Revisions issued. Available for reference purposes.

NEWSPAPER, MAGAZINE AND BROADCAST EXPENDITURES. *American Newspaper Publishers Assn.* Yearly summary, by industry.

RADIO BROADCASTING MANUAL. The Radio as a Publicity Medium for Retailers. *Comp. by F. W. Spaeth.* National Retail Dry Goods Assn. 1935. Includes experience stories.

RADIO IN THE LOCAL MARKET. *American Newspaper Publishers Assn.* 1935. A study of radio in comparison with the newspaper as a retail advertising medium.

RESULTS FROM RADIO. National Assoc. of Broadcasters. Bureau of Radio Advertising. 1939. Trade studies. Volume 1 includes: department stores, laundries, miscellaneous.

A STUDY OF THE RELATIVE EFFECTIVENESS OF MAJOR ADVERTISING MEDIA. *National Broadcasting Co.* 1934. Studies made by the Psychological Corporation among dealers. Summaries of answers given by type of industry.

A STUDY OF THE USE OF BROADCAST ADVERTISING BY DEPARTMENT STORES. *National Broadcasting Co.* 1935. Case studies and other data on department stores' broadcast advertising.

A SURVEY OF 299 NATIONAL ADVERTISING BUDGETS, 1934-35. *Association of National Advertisers.* 1936. Shows proportion of total budget used for broadcast advertising by various industries.

THE USE OF RADIO BY FINANCIAL ORGANIZATIONS. *Metropolitan Life Insurance Co.* 1933. Summary of radio experiences of financial concerns.

## BROADCAST TECHNIQUE

THE ART OF TEACHING BY RADIO. *By C. M. Koon.* Govt. Printing Office. 1933. Discussion of forms of programs, their preparation, technique in presentation.

BEST BROADCASTS OF 1938-39. *Ed. by Maz Wylie.* Whittlesey House. McGraw-Hill, 1939. 32 out of 6,000 scripts are chosen as examples of best of 2 years' programs. Practically all types are included.

BROADCAST ENGLISH. I-VII. *By A. Lloyd James.* British Broadcasting Corp. 1928-1939. Recommendations to BBC announcers regarding words of doubtful pronunciation.

THE BROADCAST WORD. *By Arthur Lloyd James.* Kegan Paul, Trench, Trubner & Co., Ltd. London. 1935. Author is the Hon. Secretary of the BBC Advisory Committee on Spoken English. Problems involved in broadcasting the English language.

C. B. C. HANDBOOK FOR ANNOUNCERS. *Canadian Broadcasting Corp.* 1938. Concise handbook prepared by W. H. Brodie for Canadian announcers, gives requirements for good speech.

COLUMBIA WORKSHOP PLAYS. *Edited by Douglas Coultter.* McGraw-Hill Book Co., Inc. 1939. Fourteen radio dramas included in order to acquaint writers with the problems of radio writing, and to show examples of accepted scripts.

DO'S AND DON'TS OF RADIO WRITING. *By Ralph Rogers.* Associated Radio Writers, Inc. 1937. A usable handbook of instructions in writing, building, broadcasting and selling radio programs. The author is director of radio courses at Boston Univ.

THE EVIDENCE REGARDING BROADCAST SPEECH TRAINING. *Central Council for School Broadcasting.* British Broadcasting Corp. 1933. Results and interpretations.

GATEWAY TO RADIO. *By Ivan Firth & G. S. Erskine.* Macaulay Co. 1934. General account of production of radio programs. Includes chapters on the engineer, press relations, sales department, sponsors.

A HANDBOOK OF RADIO BROADCASTING. *By Waldo Abbott.* McGraw-Hill Book Co. 1937. Prepared for students and teachers of broadcasting; covers all phases of broadcasting technique.

HANDBOOK OF RADIO DRAMA TECHNIQUES. *By D. W. Riley.* Edwards Bros., Inc. 1938. A concise practical handbook on writing and production, primarily for student use. Chapter on history of radio drama is among the few such to be written.

HANDBOOK OF RADIO WRITING. *By Erik Barnouw.* Little, Brown & Co. 1939. The professor of radio writing at Columbia University analyzes radio writing technique and appraises the script market. Notes are included on production and adaptation problems.

HANDBOOK OF SOUND EFFECTS. *Prepared by Educational Radio Script Exchange.* U. S. Dept. of the Interior, Office of Education, 1938. 27-page booklet the last half of which is made up of an alphabetical list of sound effects for the amateur.

HOW TO USE RADIO. *By K. L. Bartlett.* National Assoc. of Broadcasters. 1938. "An outline of practical suggestions for the teacher and the radio chairman" contains section devoted to preparation of radio scripts, technique of delivery, etc.

HOW TO WRITE FOR RADIO. *By James Whipple.* McGraw-Hill Book Co., Inc. 1938. A study of the differences in radio writing and in that of writing in other fields of literature. Drama, dialogue, children's programs, music, talks, are all discussed and analyzed. Chapters on adapting plays, short stories and novels are included, as well as actual radio scripts. The book closes with a chapter on the radio script market.

IS YOUR HAT IN THE RING? *By National Assoc. of Broadcasters.* 1938. Booklet aimed "to help men in public life to present their views by radio 'convincingly.'" Practical suggestions in microphone technique.

JOURNALISM ON THE AIR. *By Dowling Leatherwood.* Burgess Publ. Co. 1939. A textbook on news broadcasting written by a professor of Journalism at Emory Univ.

LISTEN IN. *By Maurice Lowell.* Dodge Publishing Co. 1937. Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

NEW FIELDS FOR THE WRITER: TELEVISION, RADIO, FILM, DRAMA. *Ed. by Stephen Moore.* National Library Press. 1939. Samples showing technical construction for each of the above media are given.

PRACTICAL RADIO WRITING. *By Katharine Seymour and J. T. W. Martin.* Longmans Green & Co. 1938. Detailed information given on writing various types of drama, news, education, propaganda, comedy, commercial credits, etc. Chapters on radio production, and on marketing of scripts.

PRODUCTION AND DIRECTION OF RADIO PROGRAMS. *By John S. Carillo.* Prentice-Hall, Inc. 1938. The Production Manager of CBS writes this well-illustrated, practical study of production methods for all types of radio programs. Appendix includes chapters on: "Basic sound effects and how to produce them," "Building a studio," and "A glossary of radio production terms."

RADIO CONTINUITY TYPES. *By S. P. Lavton.* Expression Co. 1938. Nearly the entire book is given over to actual radio continuities, classified under drama, talks, hybrid continuities, novelties and specialties, and variety shows.

RADIO DIRECTING. *By Earle McGill.* McGraw-Hill Book Co., Inc. 1940. Textbook on radio program production.

RADIO DRAMA. *By S. P. Lavton.* Expression Co. 1938. A book written for the student, treating of radio drama and its preparation. Examples are included.

RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs. U. S. Office of Education. Educational Radio Project. 1938.

RADIO SCRIPT DUPLICATION. *By Meredith Page.* Bureau of Educational Research, Ohio State Univ. 1937. Suggestions for amateur radio groups. Advice on scripts, continuities, timing, as well as on processes of duplication, paper, color, type.

RADIO SKETCHES AND HOW TO WRITE THEM. *By Peter Dixon.* Frederick A. Stokes Co. 1936. Technique of radio writing. Main part of book devoted to radio scripts.

RADIO SPEECH. *By S. P. Lavton.* Expression Co. 1932. The technique of radio speaking and writing, and analyses of actual broadcast speeches.

RADIO WRITING. *By Maz Wylie.* Farrar & Rinehart. 1939. Writing script and continuity, with examples by CBS director of script and continuity.

RATES OF SPEECH IN RADIO SPEAKING. *By F. H. Lumley.* (Reprinted from Quarterly Journal of Speech, June 1933, p. 393-403.) "Syllable and word rates of speech for persons talking over the radio were determined."

SHORT PLAYS FOR STAGE AND RADIO. *Ed. by Carless Jones.* Univ. of New Mexico Press. 1939. Together with notes on production.

SIX CLASSIC PLAYS FOR RADIO—AND HOW TO PRODUCE THEM. *By E. W. Ziebarth & K. B. Ereksun.* Burgess Publ. Co. 1939. Authors have had long experience in radio at Minnesota School of the Air and WLB.

SO-O-O YOU'RE GOING ON THE AIR! *By Robert West.* Rodin Publishing Co. 1934. A general account of broadcasting technique and production of radio programs.

SOUND EFFECTS FOR THE AMATEUR. *By Meredith Page.* Bureau of Educational Research, Ohio State Univ. 1937. Suggestions for amateur radio groups.

TALKING ON THE RADIO. *By O. E. Dunlop.* Greenberg, Publisher, Inc. 1936. How to write and broadcast a speech. Special emphasis on political talks. One chapter on "Practical Do's and Don'ts."

VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING. *By T. H. Paer.* John Wiley & Sons, Inc. 1931. Study, experiments, and conclusions by an English psychologist.

WRITING FOR BROADCASTING. *By Cecil Whitaker-Wilson.* A. & C. Black, Ltd. London. 1935. Primarily on radio drama, including examples of plays written for radio. Chapters on talks, rehearsals, etc.

WRITING FOR RADIO. *By Frank Nagler.* Ronald Press Co. 1938. A study of radio writing together with sample commercial scripts.

WRITING FOR THE B.B.C. *By Max Kenter and Edwin Collier.* Sir Isaac Pitman & Sons, Ltd. 1937. Musical comedies, gags, lyrics, dialogue, production ideas are included in this book of practical hints.

## LISTENER AND MARKET DATA

THE ADDED INCREMENT. *Columbia Broadcasting System.* 1934. Importance of the time factor in establishing a daily listening habit.

AN ANALYSIS OF RADIO-LISTENING IN AUTOS. *Columbia Broadcasting System.* 1936. Study and significance of auto radios analyzed by number of listening hours, time, and type of program.

AN ANALYSIS OF THE SALES OF A DETROIT RETAIL DEALER IN RADIO SETS. August 1937 to June 1938. *Detroit Free Press.* 1938. Significant feature is change in character of market by income areas. "High income areas now account for over 60% of the sales of low priced radios."

ARE THEY LISTENING? *American Newspaper Publishers Assn.* 1932. A telephone survey of 28,947 homes.

DOES RADIO SELL GOODS? *By R. F. Elder.* Columbia Broadcasting System. 1931. Concludes that radio advertised products are sold more in radio homes than in non-radio homes.

EARS AND INCOMES. *By Daniel Starck.* Columbia Broadcasting System. 1934. A study of 4 programs, showing that the class audience is reached.

ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS IN THE U. S. Jan. 1, 1938. *Joint Committee on Radio Research.* 1938. Total of 26,666,500 listed by counties.

EXACT MEASUREMENTS OF THE SPOKEN WORD. 1902-1936. *Columbia Broadcasting System.* 1936. Ear versus eye. Conclusions consistently in favor of the ear.

THE FLOOD HITS THE VALLEYS. *Columbia Broadcasting System.* 1933. An allocation by states of the 9,000,000 radios sold since the census. Succeeded by the 1934 edition entitled "The Flood Hits the Spillways."

4 HOURS AND 28 MINUTES BY THE KITCHEN CLOCK AT THE CLANCY'S. *Columbia Broadcasting System.* 1934. Facts on radio listening by income levels.

THE GOOD NEW SUMMER TIME. *National Broadcasting Co.* 1936. An analysis of the summer listening audience, based on a survey by Anderson, Nichols, Associates, Inc.

HAND TO MOUTH. *Bamberger Broadcasting Service (WOR).* 1939. Results of survey made by The Grocery Laboratory on power of radio advertising in selling food products.

HAS RADIO SOLD GOODS IN 1932? *By R. F. Elder.* Columbia Broadcasting System. 1932. Comparison of sales of radio-advertised products in homes with and without radios. Concludes that more are sold in radio homes.

HOW TO BUILD THE RADIO AUDIENCE. *By D. D. Connah.* Harper & Bros. 1938. A detailed study of how to secure larger radio audiences. Chapters on the listeners, publicity, advertising, promotion. Sample publicity campaigns and a program promotion check list are included in the appendix.

IOWA RURAL RADIO LISTENER SURVEY. *By H. B. Summers.* Kansas State College. 1938. Personal interview study, similar to the "1938 Kansas radio listeners survey."

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. Sections 1-4. *Pub. by the National Broadcasting Co. and the Columbia Broadcasting System.* Feb. 1939. Comprehensive statistical study.

THE KANSAS RADIO AUDIENCE OF 1939. *By H. B. Summers.* Kansas State College. Personal interview survey giving program ratings, extent of listening, economic status of listeners, sets in use, station information, etc.

A LARGER SUMMER AUDIENCE IN 1934. *Columbia Broadcasting System.* 1934. Estimates as to the number of listeners.

LOST AND FOUND. *Columbia Broadcasting System.* 1935. Figures on the 1934 radio audience. Gives radio homes and radio sales by states; compares figures with number of automobiles, telephones, automobile radios.

MARKET AND NEWSPAPER STATISTICS. *American Assn. of Advertising Agencies.* Vol. 8a, 1939. Figures given for 58 cities over 100,000 population.

MARKET RECORDS, BUYING HABITS AND BRAND PREFERENCES OF CONSUMERS IN 16 CITIES. *Scrpps-Howard Newspapers.* 1938. Includes section on household and auto radios.

MARKETS IN RADIO HOMES BY INCOME LEVELS AND PRICE LEVELS. *Columbia Broadcasting System.* 1934. Shows definite markets for high priced commodities even though they may not be found in all economic classes.

MEASUREMENT IN RADIO. *By F. H. Lumley.* Ohio State University. 1934. Exhaustive study of the measurement of the radio audience, methods used, results, analysis of sales response, etc. Specific cases given.

MEASURING RADIO AUDIENCES. *Columbia Broadcasting System.* 1936. Analysis of current methods.

MEMORY FOR ADVERTISING COPY PRESENTED VISUALLY AND ORALLY. *By Frank Stanton.* Columbia Broadcasting System. 1934. Effectiveness of spoken vs. printed advertising copy.

MONEY AT THE CROSSROADS. *By C. M. Wilson.* National Broadcasting Co. 1937. "An intimate study of radio's influence upon a great market of 60,000,000 people." Radio's place in rural life.

MORNING LISTENING IN GREATER N. Y. *Sponsored by NBC, CBS and WOR.* Hooper-Holmes Bureau, Inc. 1939. Personal interview-roster method in 19 Metropolitan N. Y. counties. Detailed break-down by quarter-hour periods for week of April 16, 1939.

A NATIONWIDE SURVEY OF LISTENING HABITS. *Conducted by Market Research Corp. of America.* National Broadcasting Co. 1935. Exhaustive survey of listening habits.

THE NEW AND MOST ACCURATE SURVEY METHOD FOR DETERMINING LISTENER INTEREST IN PROGRAMS. *Devised by R. F. Elder and L. F. Woodruff.* Yankee Network. 1935.

THE 1939 IOWA RADIO AUDIENCE SURVEY. *By H. B. Summers.* Kansas State College. 1939. Personal interview study similar to the "Kansas Radio Audience of 1939."

PORTABLE RADIO BEACH SURVEY. *Conducted by the Hooper-Holmes Bureau for Radio Station WOR.* August, 1939. Personal interview survey of use of portable radios at Jones Beach, Long Beach, Riis Park, Asbury Park, to determine station popularity, number and make of sets, program popularity, baseball listening.

RADIO AND MAINE HOMEMAKERS. *By E. E. Miner.* Univ. of Maine. 1938. "A preliminary survey of the radio listening habits of 2,343 women living on Maine farms and in rural communities."

RADIO AND RADIO PROGRAM SURVEY. *By L. M. McDermott.* De Paul University. 1937. Based on personal interviews in Chicago area. Part I deals with receiving sets; Part II with favorite radio stations and programs.

RADIO AND THE FARM. *National Broadcasting Co.* 1934. A detailed study of the farm market and of the part radio plays in agricultural districts.

(Continued on page 390)

# BIBLIOGRAPHY OF LITERATURE PERTAINING TO BROADCASTING

(Continued from page 389)

**RADIO BROADCASTING ATLAS.** *Walter P. Burn & Associates.* 1938. Includes maps giving primary coverage claims of more than 400 commercial radio stations for four power groups for 3 networks, also a map showing radio homes per sq. mile.

**RADIO GOES TO COLLEGE.** *Columbia Broadcasting System.* 1938. A study of radio listening habits in 18 colleges.

**RADIO IN 1937.** *Columbia Broadcasting System.* 1937. Detailed statistical data and graphs on radio ownership, distribution, listening habits, and trends.

**RADIO MARKETS.** Quarterly sections of the periodical "Radio Art."

**RADIO RESEARCH AND APPLIED PSYCHOLOGY.** Ed. by *Paul F. Lazarsfeld.* (The Journal of Applied Psychology, Feb. 1939.) Collection of articles on listener data furnished mainly by the Princeton Radio Research Project, under such headings as: index problems, program research, questionnaire techniques, radio in different fields of activity, reports of other surveys.

**RADIO SURVEY.** To be pub. by Hoosier Radio Workshop, Indiana Univ. Preliminary report indicates it to be largest radio listeners survey ever conducted. Personal interviews of over 100,000 cases.

**RADIO TAKES TO THE ROAD.** *National Broadcasting Co.* 1936. Statistics on number of automobile sets and listeners.

**REACHING JUVENILE MARKETS.** By *E. E. Grumbine.* McGraw-Hill Book Co., Inc. 1938. Author's purpose is to give "... information about the psychology of appeal to boys and girls, and their likes and dislikes during different stages of growth." Includes chapter on building radio programs for children.

**REPORT OF A RESEARCH INTO THE ATTITUDES AND HABITS OF RADIO LISTENERS.** By *Clifford Kirkpatrick.* Webb Book Pub. Co. 1933. Results of survey showing listener reactions and the trend of those responses.

**SATURDAY MORNING.** *National Broadcasting Co.* 1936. An analysis of the potential Saturday morning audience.

**SOCIAL STRATIFICATION OF THE RADIO AUDIENCE.** By *H. M. Beville, Jr.* Princeton Univ. Office of Radio Research. 1939. A study of the radio audience made for The Princeton Radio Research Project.

**A SUMMARY OF SUMMER RADIO FACTS.** *Columbia Broadcasting System.* Revised to 1937. Predictions for the 1937 summer radio audience.

**THE SUMMER RADIO AUDIENCE.** Average weekday, Saturday, Sunday. Based on a survey conducted by *Anderson, Nichols Associates, Inc.* for the National Broadcasting Co. 1936. Gives composition and availability of audience. Charts, tables, and text. Compares summer and winter.

**SURVEY OF RADIO ADVERTISING PENETRATION.** *International Broadcasting Co., Ltd.* London. 1935. Results of house-to-house canvass in England, Scotland and Wales determining listeners to English concerts from Continental stations.

**URBAN RADIO FAMILIES IN THE U. S. HOW AND WHERE THEY LIVE AND LISTEN.** A study sponsored and published by the CBS and NBC. (To be pub.)

**VERTICAL STUDY OF RADIO OWNERSHIP.** *Columbia Broadcasting System.* 1938. Comprehensive study of radio homes by income groups.

**THE VERY RICH.** *Columbia Broadcasting System.* 1936. A listener survey conducted in wealthy homes in Boston by personal interviews.

**THE WINTER RADIO AUDIENCE.** Average weekday, Saturday, Sunday. Based on a survey conducted by *Anderson, Nichols Associates, Inc.* for the National Broadcasting Co. 1937. Gives composition and availability of audience. Charts, tables, and text.

**WORLD RADIO MARKETS.** *Electrical Division, U. S. Dept. of Commerce.* Miscellaneous data on radio markets, sets, sales, etc., throughout the world, in these studies issued for individual countries. Service kept revised.

## EDUCATION

**AN APPRAISAL OF RADIO BROADCASTING IN THE LAND-GRANT COLLEGES AND STATE UNIVERSITIES.** By *T. F. Tyler.* National Committee on Education by Radio. 1933. Way in which broadcasting is administered by these institutions; radio equipment, costs, programs; opinions of 631 persons on radio broadcasting.

**AUDITORY AIDS IN THE CLASS ROOM.** By *J. V. L. Hagan and R. M. Wilmette.* Committee on Scientific Aids to Learning. 1938. A report providing school administrators with cost figures on auditory aids to class rooms. Covers the four methods: broadcasting through commercial stations; through a school-owned ultra-high frequency station; wire lines; recordings. Appendix gives data on expense of setting up a transmitter.

**BROADCAST RECEIVERS AND PHONOGRAPHS FOR CLASSROOM USE.** Committee on Scientific Aids to Learning. 1938. "Factors which should be considered in the selection" of above apparatus.

**THE BROADCASTER AND THE LIBRARIAN.** By *F. K. W. Drury.* National Advisory Council on Radio in Education. Information Series No. 3. 1931. Aims to increase cooperation. Includes short chapter on broadcasting book talks.

**BROADCASTING AND EDUCATION.** By *J. H. Whitehouse.* Oxford Univ. Press, London. 1936. A scheme of educational broadcasting which the author believes would be of value to the BBC.

**CHILDREN AND RADIO PROGRAMS.** A Study of More Than Three Thousand Children in the N. Y. Metropolitan Area. By *A. L. Eisenberg.* Columbia University Press. 1936. Radio-listening activities, programs, ratings, reactions, etc., with charts.

**BROADCASTING FOREIGN-LANGUAGE LESSONS.** By *F. H. Lunley.* Ohio State Univ. 1934. Comprehensive report on effectiveness of radio in teaching pronunciation. Resume of reports of foreign language broadcasting, reports from pupils and teachers on French radio lessons, and radio instruction in foreign languages in North America, complete the volume.

**DEVELOPMENT OF RADIO EDUCATION POLICIES IN AMERICAN PUBLIC SCHOOL SYSTEMS.** By *Carroll Atkinson.* Edinboro Educational Press. 1939. Evaluation of school broadcasts in 126 cities.

**DEVELOPMENT OF RADIO EDUCATION POLICIES IN AMERICAN UNIVERSITIES AND COLLEGES.** By *Carroll Atkinson.* Edinboro Educational Press. 1939.

**EDUCATION BY RADIO.** Comp. by *H. M. Muller.* H. W. Wilson Co. 1932. Detailed handbook including debate outlines, reprints, bibliographies, relating to subject; legislation should be enacted reserving to educational agencies at least 15% of all radio channels.

**EDUCATION BY RADIO IN AMERICAN SCHOOLS.** By *Carroll Atkinson.* Edinboro Educ. Press. c1938. Over 2,000 questionnaires were sent out to secure data for this volume. Covers three points: extent of use of radio today by American schools; practices in education by radio that have proved successful or not; future implications of radio and education judging by past experiences.

**EDUCATION ON THE AIR.** Ed. by *J. H. MacLachy.* Ohio State University. 1930. Yearbooks of the Institute for Education by Radio. Although primarily educational, many addresses and discussions treat problems of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the National Advisory Council on Radio in Education.

**EDUCATIONAL BROADCASTING, 1936-37.** Proceedings of the National Conference on Educational Broadcasting; edited by *C. S. Marsh.* Univ. of Chicago Press. 1937-38. Individual speeches and discussions not only on educational radio, but on other subjects of vital interest to broadcasters.

**EDUCATIONAL RADIO SCRIPT EXCHANGE.** U. S. Office of Education. Washington. 1936-1939. Catalog of material available from the Office of Education for distribution to educational and non-commercial groups. Supplementary catalogs issued.

**EDUCATIONAL RADIO STATIONS.** *National Committee on Education by Radio.* 1936. Brief descriptions of 25 leading educational radio stations in U. S.

**THE EDUCATIONAL ROLE OF BROADCASTING.** *International Institute of Intellectual Co-operation.* Paris. 1935. Studies by experts from many countries. International exchange of programs, recreational broadcasts, news, bulletins, politics, history, social questions and music are among subjects discussed.

**EDUCATION'S OWN STATIONS.** The history of broadcasting licenses. By *S. E. Frost, Jr.* Univ. of Chicago Press. 1937. A study of the experiences of educational radio stations, giving data on their licenses, and an analysis of reasons for loss of licenses. Tables show length of time licenses were in effect, number of licensees lost, etc.

**4 YEARS OF NETWORK BROADCASTING.** *National Advisory Council on Radio in Education.* Information Series No. 16. 1937. A report on educational broadcasting.

**THE FUTURE OF RADIO AND EDUCATIONAL BROADCASTING.** By *Levering Tyson and Judith Walter.* National Advisory Council on Radio in Education. Information Series No. 14. 1934. Discussions on the problems of educational radio.

**THE LIBRARY AND THE RADIO.** By *F. H. Hyman.* Univ. of Chicago Press. 1938. Library-radio relations. Book talks, preparation of follow-up and study material, aid in preparing programs.

**LISTEN AND LEARN.** By *F. E. Hill.* American Association for Adult Education. 1937. An account of "fifteen years of adult education on the air."

**LOCAL BROADCASTS TO SCHOOLS.** Ed. by *Irvine Stewart.* Univ. of Chicago Press. 1939. Radio in the schools in Detroit, Cleveland, Rochester, Portland, Ore., Akron, and Alameda.

**MOTION PICTURES AND RADIO.** By *Elizabeth Laine.* McGraw-Hill Book Co., Inc. 1938. Publication of The Regents' Inquiry into the Character and Cost of Public Education in the State of N. Y. Study of the two industries as educational media.

**THE PROBLEM OF THE INSTITUTIONALLY OWNED STATION.** By *C. M. Jansky Jr., R. C. Higgy, and Morse Salisbury.* National Advisory Council on Radio in Education. Information Series No. 10. 1934. Difficulties encountered and possible solutions.

**A PROJECT IN THE RECEPTION OF CULTURAL SHORTWAVE BROADCASTS FROM SPANISH AMERICA, WITH SOME ATTENTION TO BROADCASTS FROM EUROPE.** By *W. S. Hendrix.* Ohio State Univ. 1938. A study of the educational possibilities for this country of programs from South America. Reception conditions, and program quality examined.

**RADIO AND EDUCATION.** Ed. by *Levering Tyson.* University of Chicago Press. 1931-date. Proceedings of the National Advisory Council on Radio in Education Inc. These yearbooks are primarily educational. Include many subjects of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the Institute for Education by Radio.

**RADIO AS A CULTURAL AGENCY.** Ed. by *T. F. Tyler.* National Committee on Education by Radio. 1934. Proceedings of the national conference called on this subject.

**RADIO IN THE CLASSROOM.** Objectives, principles and practices. By *Margaret Harriour.* Prentice-Hall, Inc. 1937. Practical suggestions which will aid educators in making the best use of radio programs in the schools. Author was formerly Special Investigator in Radio Education, Teachers College, Columbia University.

**RADIO ROADS TO READING.** By *J. L. Sauer.* H. W. Wilson Co. 1939. "Library book talks broadcast to girls and boys."

**RADIO, THE ASSISTANT TEACHER.** By *H. H. Darrow.* R. G. Adams & Co. 1932. Founder of the Ohio School of the Air discusses educational broadcasting, its growth, purposes, program presentation, effectiveness, etc.

**RESEARCH PROBLEMS IN RADIO EDUCATION.** By *W. W. Charters.* National Advisory Council on Radio in Education. Information Series No. 4. 1934. Specific problems to be solved.

**RETROSPECT AND FORECAST IN RADIO EDUCATION.** By *Levering Tyson and W. J. Donovan.* National Advisory Council on Radio in Education. Information Series No. 15. 1936. Two addresses on the history and on the tremendous force education by radio may have in preserving culture and democracy.

**SCHOOL BROADCASTING.** *International Institute of Intellectual Co-operation.* Paris. 1933. Comprehensive survey. Major portion devoted to experiments, results, and projects in 25 countries.

**SCHOOL BROADCASTING IN GREAT BRITAIN.** By *L. W. Parker.* University of Chicago Press. 1937. Gives results of a survey.

**SCHOOL RADIO SCRIPTS.** Compiled by *Blanche Young.* Pub. by the author. Indianapolis Public Schools. 1939. Representative scripts and bulletins from 25 cities, selected to show "different methods of presentation and variety of subject matter."

**TEACHING WITH RADIO.** By *R. B. Lowdermilk.* Ohio State Univ. 1938. Practical suggestions on preparing classes for radio, on listening, on follow-up work, etc. The articles are reprinted from The Ohio Radio Announcer.

**ULTRA-HIGH FREQUENCY EDUCATIONAL BROADCASTING STATIONS.** U. S. Department of the Interior, Office of Education. 1939. Document showing how an educational system can make use of ultra high frequencies. Procedure, costs, personnel, equipment, given for establishing such a station.

**USE OF THE RADIO IN PARENT EDUCATION.** By *S. M. Gruenberg.* University of Chicago Press. 1939. Report of a study conducted by the Child Study Assn. of America in co-operation with the National Council of Parent Education and the National Advisory Council on Radio in Education.

**WIDENING HORIZONS.** By *F. A. Willis.* National Advisory Council on Radio in Education. Information Series No. 11. 1934. Opportunities, responsibilities, and problems of education by radio.

## TECHNICAL

**THE A.R.R.L. ANTENNA BOOK.** *American Radio Relay League, Inc.* 1939. Antennas used by amateurs are explained and illustrated.

**ACOUSTICS AND ARCHITECTURE.** By *P. E. Sabine.* McGraw-Hill Book Co., Inc. 1932. Fundamentals of sound, reverberation, absorption, with chapters on reverberation and acoustics of rooms (including broadcasting studios) auditoriums, etc.

**THE AMATEUR RADIO HANDBOOK.** 1st ed. *The Incorporated Radio Society of Great Britain.* 1939. Similar to the Radio Amateur's Handbook in this country.

**APPLIED ACOUSTICS.** By *H. F. Olson & Frank Massey.* P. Blackston's Son & Co. 2nd ed. 1939. Chapters on fundamental acoustical measurements, microphones, loud speakers, architectural acoustics, etc.

**ARCHITECTURAL ACOUSTICS.** By *V. O. Knudsen.* John Wiley & Sons, Inc. 1932. Comprehensive treatment. Includes chapters on radio broadcast and sound recording studios, music buildings, theatres, auditoriums.

**BROADCASTING NETWORK SERVICE.** *American Telephone & Telegraph Co.* 1934. Bell System's part in developing wire networks for radio. Operation, plant, costs, etc.

**COMMUNICATION ENGINEERING.** By *W. L. Everitt.* McGraw-Hill Book Co., Inc. 2nd ed. 1937. Fundamentals of communication and wire and wireless networks.

**ELECTRIC COMMUNICATION AND ELECTRONICS.** Vol. 5 of Electrical Engineers' Handbook. Ed. by *Harold Pender and Knor McLuanin.* 3rd ed. John Wiley & Sons Inc. 1936. Comprehensive treatment of all phases of the subject by authorities in the field.

**ELECTROLYTIC CAPACITORS.** By *P. M. Deley.* The Cornell-Dubilier Electric Corp. South Plainfield, N. J. 1938. Detailed study of the "theory, construction, characteristics and application of electrolytic capacitors of all types."

**ELECTRON TUBES AND THEIR APPLICATION.** By *J. H. Morecroft.* John Wiley & Sons, Inc. rev. ed. 1938. Practical authoritative book by the late Professor of Electrical Engineering, Columbia University.

**ELECTRON TUBES IN INDUSTRY.** By *Keith Henney.* 2nd ed. McGraw-Hill Book Co. Inc. 1937. Comprehensive study of all types of vacuum tubes and their uses in noncommunication industries.

**ELECTRONICS.** By *R. G. Hudson.* John Wiley & Sons, Inc. 1933. Underlying theory, basic facts, and practice.

**ELECTRONICS AND ELECTRON TUBES.** By *E. D. McArthur.* John Wiley & Sons, Inc. 1936. Up-to-date treatise on all important phases of theory and application of electron tubes.

**ELEMENTS OF RADIO COMMUNICATION.** By *O. F. Brown and E. L. Gardiner.* 2nd ed. Oxford Univ. Press. 1939. Comprehensive, not too highly technical treatment of radio communication and apparatus.

**ELEMENTS OF RADIO COMMUNICATION.** By *J. H. Morecroft.* 2nd ed. John Wiley & Sons, Inc. 1934. Introductory volume to author's "Principles of Radio Communication". Covers all phases of radio.

**THE EMPIRE SERVICE.** *British Broadcasting Corp.* 1936. A technical explanation of B.B.C.'s short-wave transmissions from Daventry to the countries in the British Empire.

**ENGINEERING ELECTRONICS.** By *D. G. Fink.* 1st ed. McGraw-Hill Book Co., Inc. 1938. A practical study of physical electronics, electron tubes and electron tube applications, by the managing editor of "Electronics." Problems, solutions, bibliography, definitions, are included.

ENGINEERING HANDBOOK OF THE NATIONAL ASSOCIATION OF BROADCASTERS. Comp. by J. C. McNary. National Association of Broadcasters. 1935. Curves for following: Wave propagation for CIR curves, Rolph's graphs for ground-wave propagation—Non-directional antennas—Transmission lines—Directional antenna arrays—Pads and attenuators—VCC empirical standards.

EXPERIMENTAL RADIO ENGINEERING. By J. H. Morecroft. John Wiley & Sons, Inc. 1931. Fifty-one experiments covering facts, theories and principles of radio.

FUNDAMENTAL ELECTRONICS AND VACUUM TUBES. By A. L. Albert. Macmillan Co. 1938. Basic principles of the subject.

FUNDAMENTALS OF RADIO. By F. E. Terman. McGraw-Hill Book Co., Inc. 1938. A simplified version of the author's "Radio Engineering." Organization of material, style, and viewpoint is the same.

FUNDAMENTALS OF VACUUM TUBES. By A. V. Eastman. McGraw-Hill Book Co., Inc. 1937. Basic theory and applications of vacuum tubes in radio and industrial uses.

HANDBOOK OF ENGINEERING FUNDAMENTALS. By O. W. Eshbach. John Wiley & Sons, Inc. 1936. Fundamentals of engineering practice. Mathematics, physics, mechanics, materials, electricity, magnetism, light, acoustics, etc. are among subjects.

HIGH-FREQUENCY ALTERNATING CURRENTS. By Knox McIlwain and J. G. Brainerd. 2nd ed. John Wiley & Sons, Inc. 1939. A highly technical study of operation of electric circuits at high frequencies.

HIGH-FREQUENCY MEASUREMENTS. By August Hund. McGraw-Hill Book Co., Inc. 1933. High-frequency phenomena applied to measurements.

THE HOUSE THAT RADIO BUILT. By O. B. Hanson. National Broadcasting Co. 1935. Technical description of NBC studios in Radio City. Illustrated.

HOW TO PASS RADIO LICENSE EXAMINATIONS. By C. E. Drew. John Wiley & Sons, Inc. 1938.

THE LOW VOLTAGE CATHODE RAY TUBE AND ITS APPLICATIONS. By G. Parr. Chapman & Hall Ltd. 1937. Technical study. Appendix includes comprehensive bibliography.

MATHEMATICS FOR RADIO AND COMMUNICATION. Book 1. Arithmetic, algebra, geometry. By G. F. Maedel. Prentice-Hall, Inc. 1937.

MEASUREMENTS IN RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co., Inc. 1935. Comprehensive engineering discussion of measuring problems.

MODERN RADIO COMMUNICATION. V. 1, 6th ed. V. 2, 3rd ed. By J. H. Reynier. Sir Isaac Pitman & Sons, Ltd. London. 1939. Textbook on theory and practice.

MODERN RADIO ESSENTIALS. By K. A. Hathaway. American Technical Society. 1935. General discussion for the layman as well as for the technician.

OLD WIRES AND NEW WAVES. By A. F. Hatlow. Appleton-Century. 1936. Detailed history of communication agencies.

PHENOMENA IN HIGH-FREQUENCY SYSTEMS. By August Hund. McGraw-Hill Book Co., Inc. 1936. Comprehensive, up-to-date treatment of the subject with applications to communication engineering problems.

THE PHYSICS OF ELECTRON TUBES. By L. R. Koller. McGraw-Hill Book Co., Inc. 2nd ed. 1937. Fundamental physical phenomena explained in operation of electron tubes.

PRACTICAL RADIO COMMUNICATION. Principles, systems, equipment, operation, including short-wave and ultra-short-wave radio. By A. R. Nelson & J. Hornung. McGraw-Hill Book Co., Inc. 1935. Technical information for the practical radio operator-technician. Includes chapters on studio acoustics and apparatus, control-room equipment and operation.

PRESENT AND IMPENDING APPLICATIONS TO EDUCATION OF RADIO AND ALLIED ARTS. National Advisory Council on Radio in Education. Information Series No. 5. 1936 ed. Summary of recent technical developments. Appendix includes capital investment and maintenance costs for stations according to power.

PRINCIPLES OF RADIO. By Keith Henney. 3rd ed. 1938. John Wiley & Sons. Technical treatment of radio communication and apparatus.

PRINCIPLES OF RADIO COMMUNICATION. By John H. Morecroft. 3rd ed. John Wiley & Sons, Inc. 1933. An outstanding text on the subject covering all phases of the art and science of radio communication.

PRINCIPLES OF RADIO ENGINEERING. By R. S. Glasgow. McGraw-Hill Book Co., Inc. 1936. Fundamentals of radio communication and practice. Based upon lectures given at Washington University.

RADIO. By E. E. Burna. 3rd ed. D. Van Nostrand Co., Inc. 1938. An up-to-date technical study, primarily for "schools, evening classes and home study."

THE RADIO AMATEUR'S HANDBOOK. A manual of amateur high-frequency radio communication. American Radio Relay League, Inc. 1925-date. Issued annually, covering new developments in the field.

RADIO ANTENNA HANDBOOK. 2nd ed. By the Technical Staff of "Radio." Radio, Ltd. 1938. "Comprehensive and practical outline of the whole antenna problem" for those using high frequencies. Many diagrams.

RADIO ENGINEERING. By F. E. Terman. McGraw-Hill Book Co., Inc. 2nd ed. 1937. Comprehensive engineering treatment of the more important vacuum tube and radio phenomena.

THE RADIO ENGINEERING HANDBOOK. Ed. by Keith Henney. 2nd ed. McGraw-Hill Book Co., Inc. 1935. Complete revision. Chapters on all phases of engineering practice by leading authorities.

RADIO FACSIMILE. An assemblage of papers from engineers of the RCA Laboratories relating to the radio transmission and recorded reception of permanent images. Vol 1. 1938. RCA Institutes Technical Press.

RADIO-FREQUENCY ELECTRICAL MEASUREMENTS. By H. A. Brown. 2nd ed. McGraw-Hill Book Co., Inc. 1938. "A guide for radio engineering laboratory instruction." Chapters on measurements of: circuit constants, frequency, antennas, electron-tube coefficients and amplifier performance, wave form, modulation, receivers, piezo-electric crystals, electromagnetic waves, etc.

THE "RADIO" HANDBOOK. By F. C. Jones. Radio, Ltd. 1940. A radio annual giving technical data on construction, design and operation of all types of receivers and transmitters.

RADIO MANUAL. By Geo. E. Sterling. 3rd ed. D. Van Nostrand Co., Inc. 1938. Up-to-date handbook on all technical phases of radio. One hundred pages devoted to "Studio and control room apparatus and operating technique." Other chapters on broadcast transmitters, antennas, field strength measurements, vacuum tubes, radio and navigation, aviation, police, etc. Includes summary of general radio regulations revised at Cairo conference. 1938.

RADIO OPERATING, QUESTIONS AND ANSWERS. By A. R. Nelson & J. L. Hornung. 6th ed. McGraw-Hill Book Co., Inc. 1938. Written especially for operators about to take the Government examination for a radio operator's license.

RADIO RECEIVING AND TELEVISION TUBES. By J. A. Moyer & J. F. Wostrel. 3rd ed. McGraw-Hill Book Co. 1936. Engineering study of vacuum tubes.

RADIO TELEGRAPHY AND TELEPHONY. By R. L. Duncan & C. E. Drew. 2nd ed. John Wiley & Sons, Inc. 1931. Handbook explaining apparatus and its operation, broadcasting, receiving and transmitting.

RADIO YEAR BOOK AND RADIO TRADE DIRECTORY. 1938-39. Caldwell-Clements, Inc. Directory of radio apparatus, manufacturers, products and trade names.

SHORT-WAVE RADIO. By J. H. Reynier. Pitman Pub. Corp. 1938. A non-mathematical account of the study of short waves. Aerials, feeders, aerial arrays, transmitters, receivers, ultra-short and micro-waves are all dealt with. A short glossary is included.

SHORT WAVE WIRELESS COMMUNICATION. By A. W. Ladner & C. R. Stoner. 3rd ed. John Wiley & Sons. 1936. Technical discussion of the principles by English engineers.

SIGNALS AND SPEECH IN ELECTRICAL COMMUNICATION. By John Mills. Harcourt, Brace & Co. 1934. A non-technical account of the general principles of electrical transmission, including radio, television, and picture transmission.

STANDARDS. 1938. Institute of Radio Engineers. The I.R.E. Standards Committee Reports now appear in separate reports dealing with radio receivers, electronics, electrovisual devices, transmitters and antennas, electro-acoustics. Definition of terms, graphical symbols, and methods of testing are given.

A TECHNICAL DESCRIPTION OF BROADCASTING HOUSE. British Broadcasting Corp. 1932. Description, diagrams, and photographs of studios, control rooms, power supply, and architectural features.

THEORY AND APPLICATIONS OF ELECTRON TUBES. By H. J. Reich. McGraw-Hill Book Co., Inc. 1939. Fundamental principles of the tubes and associated circuits.

THEORY OF THERMIONIC VACUUM TUBE CIRCUITS. By L. J. Peters. McGraw-Hill Book Co., Inc. 1927. Fundamental theory.

THEORY OF THERMIONIC VACUUM TUBES. By E. L. Chaffee. McGraw-Hill Book Co., Inc. 1933. Technical treatment of fundamental principles.

THE THERMIONIC VACUUM TUBE AND ITS APPLICATIONS. By H. J. Van der Bijl. McGraw-Hill Book Co., Inc. 1920. Basic theory of the thermionic vacuum tube.

200 METERS AND DOWN. The story of amateur radio. By C. B. DeSoto. American Radio Relay League. 1936. Comprehensive account of part amateur operators have played in radio development.

WIRELESS ENGINEERING. By L. S. Palmer. Longmans, Green & Co. 1936. Technical treatment of all branches of radio engineering. Includes recent advances in micro-wave technique, directional wireless, wave propagation.

WORLD RADIO CONVENTION. Complete Proceedings of the convention held Apr. 4-14, 1938. Institute of Radio Engineers. Sydney, Australia. 1938.

## TELEVISION

CATHODE RAY TUBES. By Manfred von Ardenne. Pitman Publishing Corp. 1939. Translation from the German by G. S. McGregor and R. C. Walker.

ELECTRON OPTICS. By L. M. Myers. D. Van Nostrand Co., Inc. 1939. Both theory and practical applications are given. The study of the electron multiplier is of particular value to the field of electronics.

ELECTRON OPTICS IN TELEVISION. By I. G. Maloff and D. W. Epstein. McGraw-Hill Book Co., Inc. 1938. Detailed technical treatment of electron optics and of the television cathode-ray tube.

ELECTRONIC TELEVISION. By G. H. Eckhardt. Goodheart-Willcox Co., Inc. 1936. A not-too-technical treatise on the subject, particularly stressing RCA and Farnsworth systems. Profusely illustrated.

EXPERIMENTAL TELEVISION. By A. F. Collins. Lothrop, Lee & Shepard Co. 1932. Experiments in building transmitters written in popular style.

LOOK AND LISTEN. THE TELEVISION HANDBOOK. By M. B. Siesper. Norman W. Henley Pub. Co. 1939. Concise illustrated explanation of the television industry and apparatus plus detailed instructions for building an Andrea Sight-and-Sound receiver.

THE OUTLOOK FOR TELEVISION. By O. E. Dunlap. Harper & Bros. 1932. A non-technical study of television's history, growth, commercial and program possibilities. Appendix contains chronology of wireless-radio-television 640 B.C.-1932 A.D.

PHOTOCELLS AND THEIR APPLICATION. By V. K. Zworykin & E. D. Wilson. John Wiley & Sons, Inc. 1934. Discussion of the origin and rise of the photocell, its behavior and functions.

PHOTOELECTRIC CELLS. By N. R. Campbell and Dorothy Ritchie. 3rd ed. Sir Isaac Pitman & Sons, Ltd. London. 1936. Properties, uses, and applications.

PHOTOELECTRIC PHENOMENA. By A. L. Hughes and L. A. DuBridge. Hill Book Co., Inc. 1932. A technical study of the whole field of photoelectric phenomena.

TELEVIEWING. By E. H. Robinson. Selwyn & Blount, Ltd. London. 1935. A non-technical book by an English author on the history, fundamentals, systems in use, and possible effects.

TELEVISION. Edited by John Porterfield and K. Reynolds. W. W. Norton Co. 1940. Symposium on all aspects of television written by specialists in the field for the layman.

TELEVISION. By M. G. Scroggie. Blackie & Son, Ltd. London. 1935. An up-to-date book on television and its systems written for amateurs and non-technical readers.

TELEVISION. Collected Addresses and Papers on the Future of the New Art and its Recent Technical Developments. RCA Institutes Technical Press. Vol. 1, 1936. Vol. 2, 1937. Compilation of engineering articles by authorities.

TELEVISION. By V. K. Zworykin and G. A. Norton. John Wiley & Sons Inc. 1940. Technical treatise.

TELEVISION. A STRUGGLE FOR POWER. By F. C. Waldrop and Joseph Borkin. William Morrow & Co. 1938. Historical development of radio and television particularly studying its commercial, regulatory, patent, and social problems.

TELEVISION AND SHORT-WAVE HANDBOOK. By F. J. Comm. Fortyny's. 1939. A technical explanation of television and short waves, plus a detailed glossary.

TELEVISION BROADCASTING: PROGRAMMING, ENGINEERING AND ECONOMICS. By L. R. Lohr. McGraw-Hill Book Co., Inc. 1940.

TELEVISION CYCLOPEDIA. By A. T. Wills. Chapman & Hall, Ltd. London. 1937. Definitions of terms, together with diagrams.

TELEVISION ENGINEERING. By J. C. Winton. Sir Isaac Pitman & Sons. 1937. A highly technical treatise on the basic facts and theories of television. Special methods, and modern television equipment are described.

TELEVISION IN AMERICA. By Ralph Batcher and John Rider. Pub. by John F. Rider. 1940. Television equipment analyzed. Particularly valuable for the serviceman.

TELEVISION, ITS METHODS AND USES. By E. H. Felix. McGraw-Hill Book Co., Inc. 1931. Television systems, basic business, performance, limitations, developments.

TELEVISION OPTICS. By L. M. Myers. Sir Isaac Pitman & Sons, Ltd. 2nd ed. 1938. An excellent treatise on the optical and electron-optical branches of television. Chapters on: Theory of image formation; Photometry; Kerr effect; Mechanical and electron scanning systems.

TELEVISION RECEPTION. By Manfred Van Ardene. Trans. by O. S. Puckle. Chapman & Hall, London. 1936. A detailed description of a complete television receiver by a German inventor.

TELEVISION RECEPTION TECHNIQUE. By P. D. Tyers. Sir Isaac Pitman & Sons, Ltd. 1937. A technical study of television receiving apparatus.

TELEVISION: technical terms and definitions. By E. J. G. Lewis. Sir Isaac Pitman & Sons, Ltd. 1936. An alphabetical listing of television terms together with their definitions.

TELEVISION. THEORY AND PRACTICE. By J. H. Reynier. Chapman & Hall, Ltd. 2nd ed. 1937. Technical study of principles of television, and systems in use.

TELEVISION TODAY AND TOMORROW. By S. A. Moseley & H. J. B. Chapman. 4th ed. Sir Isaac Pitman & Sons, Ltd. 1934. Detailed account of the history, types of apparatus, and principles by English authors.

TELEVISION WITH CATHODE RAYS. By A. H. Halloran. Pacific Radio Publishing Co. 1936. Text constitutes lecture notes given under the auspices of the Extension Division of the University of California. Loose-leaf edition with supplements.

TESTING TELEVISION SETS. By J. H. Reynier. Chapman & Hall, Ltd. 1938. Essential portions of a receiver pointed out. "possible faults noted and their diagnosis and cure discussed."

THE VICTORY OF TELEVISION. By Philip Kerby. Harper & Bros. 1939. The present status of television written for the layman.

## LEGAL

AIR LAW: OUTLINE AND GUIDE TO LAW OF RADIO AND AERONAUTICS. By H. S. LeRoy. Randolph Leigh Publishing Co. 1936 ed. Concise outline of available legal material on radio law. Lists statutes, ordinances, decisions, etc. No text included.

ALLOCATION SURVEY. Federal Communications Commission. 1936. Rural section includes listener preference by channel according to state, year of manufacture of receivers, number of tubes. Other sections deal with continuous field recordings of clear channel stations, conductivity of earth, inspectors' reports of interviews with listeners.

AMERICAN VS. BRITISH SYSTEM OF RADIO CONTROL. Comp. by E. C. Bushler. H. W. Wilson Co. 1933. Comprehensive study arranged in debate form. Articles by radio authorities used as examples of discussion for affirmative and negative sides.

ANNUAL REPORT. 1935 to date. Federal Communications Commission. Govt. Printing Office. 1936-date.

ANNUAL REPORT. Radio Committee. American Bar Association. Summaries of legal developments together with data of general interest to broadcasters.

CASES ON AIR LAW. By C. F. G. Zollman. 2nd ed. West Publishing Co. 1932. Text of some of the court decisions on radio and aviation law.

COMMUNICATIONS BY WIRE AND RADIO: A treatise on the law of wire and wireless communications in interstate and foreign commerce. By Tyler Herry. Callaghan & Co. 1937. Comprehensive study of radio law. Discusses the many legal phases of the problems of radio. One hundred pages of special provisions which relate to radio are included.

FEDERAL COMMUNICATIONS COMMISSION REPORTS. V. 1-5. July 1934-June 1938. Govt. Printing Office. 1936-9. Decisions, reports and orders of the Federal Communications Commission.

THE FEDERAL RADIO COMMISSION: ITS HISTORY, ACTIVITIES AND ORGANIZATION. By L. F. Schmeckebier. The Brookings Institution. 1932. A full discussion of radio regulation up to 1932.

INTERNATIONAL PROTECTION OF LITERARY AND ARTISTIC PROPERTY. 2 vols. By S. P. Ladas. Macmillan. 1938. First volume deals in international copyright and in inter-American copyright. Volume 2 deals in U. S. copyright law, and includes a summary of such laws in other countries.

(Continued on page 392)

# BIBLIOGRAPHY OF LITERATURE PERTAINING TO BROADCASTING

(Continued from page 391)

**THE LAW OF RADIO BROADCASTING.** By A. Walter Socolow. Baker, Voorhis & Co. 1939. In two volumes, this work treats all branches of broadcasting in detail, beginning with the original radio law of 1912. International regulation of telecommunication is covered along with broadcasting, and case histories are reviewed, with emphasis on jurisdiction to tax broadcasting.

**THE LAW OF RADIO COMMUNICATION.** By S. B. Davis. McGraw-Hill Book Co. 1927. Although written when radio was in its infancy, this is still an outstanding work on the subject.

**LEGAL PHASES OF ADVERTISING.** By Francis Finkethor. McGraw-Hill Book Co. 1938. Advertising ideas, testimonials, lotteries, contests, gifts, obscenity, profanity, unfair competition, copyright, radio, are some of the subjects dealt with in this book on the law of advertising. Quotations included from legal cases.

**LEGAL RESTRICTIONS ON THE CONTENTS OF BROADCAST PROGRAMS IN THE U. S.** By L. G. Caldwell. "Report to the Second International Congress on Comparative Law. The Hague, Aug. 4-10, 1937."

**RADIO LAW, PRACTICE AND PROCEDURE.** By C. C. Dill. National Law Book Co., Inc. 1938. History, practice and procedure of radio law are dealt with by this former U. S. Senator, a co-author of the Radio Act of 1927 and of the Communications Act of 1934. Problems of state and municipal regulation of radio are included.

**RADIO LAWS OF THE UNITED STATES. 1910-1936.** Govt. Printing Office.

## RELATED SUBJECTS

**AMERICAN CHAMBER OF HORRORS: THE TRUTH ABOUT FOOD AND DRUGS.** By Ruth deF. Lamb, Farrar & Rinehart, Inc. 1936. The author, as Chief Educational Officer of the U. S. Food & Drug Administration, has been close to the field and can well tell the story of the Government's war to protect the public against dangerous, fraudulent, adulterated foods and drugs.

**AMERICA'S CAPACITY TO CONSUME.** By Maurice Leven, H. G. Moulton and C. A. Warhnton. Brookings Institution, 1934. A study of the amount, distribution and utilization of the income of the American people. Also their savings, expenditures and consumption.

**BOOKS FOR THE ADVERTISING MAN.** Advertising Federation of America. General bibliography on advertising and distribution.

**THE CONSUMER. HIS NATURE AND HIS CHANGING HABITS.** By W. B. Pitkin. McGraw-Hill Book Co. 1932. A statistical study of the types of consumers in the U. S., their buying habits, incomes and needs.

**CONSUMER MARKET DATA HANDBOOK. 1939.** U. S. Department of Commerce. Most recent consumer market data available given by counties, cities and rural areas.

**EDITOR AND PUBLISHER MARKET GUIDE.** Editor and Publisher Co. An annual volume with statistics broken down by city, giving population, retail trading area, analysis of population, buying power indices, location, principal industries, wholesale houses, retail outlets, newspapers, radio stations, etc.

**FAMILY INCOME AND EXPENDITURES.** Pacific Region, Part I. Family incomes. Urban and village series. U. S. Dept. of Agriculture. Govt. printing office, 1939.

**40,000,000 GUINEA PIG CHILDREN.** By R. L. Palmer and J. M. Alpher. Vanguard Press, 1937. The effect of advertising directed to children. Includes radio advertising.

**THE HISTORY AND DEVELOPMENT OF ADVERTISING.** By Frank Presbren. Doubleday, Doran & Co. 1929. A well-illustrated historical account of advertising from its earliest days.

**THE HISTORY OF AN ADVERTISING AGENCY. N. W. AYERS & SON AT WORK. 1869-1939.** By Ralph M. Hoyer. Harvard Univ. Press, 1939.

**INCOME STRUCTURE OF THE U. S.** By Maurice Leven. Brookings Institution, 1938. Study of the years 1929 to 1936 of the distribution of the national income. Occupational, industrial and geographic differences, age, sex, and color, group action, business activity, wage changes, changes in distribution, and their effect on income variation.

**INDUSTRIAL MARKET DATA HANDBOOK OF THE U. S. U. S. Department of Commerce.** Bureau of Foreign and Domestic Commerce, 1939. Includes only those data dealing with manufacturing and mining.

**MORE POWER TO ADVERTISING.** By J. R. Adams. Harper & Bros. 1937. A critical analysis of modern advertising efforts, and suggestions for increasing their effectiveness.

**McKITTRICK, GEORGE & CO. DIRECTORY OF ADVERTISERS.** An annual, with supplements, listing advertisers, giving products, officers, agencies, trade names. Also publish agency list.

**MARKETING RESEARCH ACTIVITIES OF MANUFACTURERS.** U. S. Department of Commerce. Bureau of Foreign and Domestic Commerce, 1939. Survey of the amount, subject matter, personnel, and costs of market research in this field.

**METROPOLITAN DISTRICTS. POPULATION AND AREA.** U. S. Bureau of the Census, 1932.

**MODERN ADVERTISING MAKES MONEY!** By K. M. Goode. Harper & Bros. 1934. The necessity for understanding and following the underlying principles of advertising, which, in turn, will bring about profits.

**NATIONAL INCOME IN THE UNITED STATES, 1899-1935.** By R. F. Martin. National Industrial Conference Board, 1939. "The most complete estimates of national income in the U. S. that are available for the 140-year period."

**OUTLINE OF ADVERTISING.** By G. H. Hatchkins. Macmillan Co. 1933. A comprehensive survey of advertising. History, market research, layout, media, merchandising, are included.

**THE POPULAR PRACTICE OF FRAUD.** By T. S. Harding. Longmans, Green & Co. 1935. An examination of various phases of fraud in this country; foods, drugs, patent medicines, cosmetics, real estate, advertising; and the part this fraud plays in degrading advertising and in undermining good business.

**PREMIUM ADVERTISING AS A SELLING FORCE.** By F. H. Waggoner. Harpers Bros. 1939. Sales problems and the use of special forms of premiums.

**PRINCIPLES OF ADVERTISING.** By H. K. Nizou. McGraw-Hill Book Co. 1937. An up-to-date comprehensive presentation of the principles and procedure of advertising. One chapter is on effective presentation by radio.

**SCIENCE AND MUSIC.** By Sir James H. Jeans. Macmillan, 1937. A non-technical explanation of science particularly as related to music. Covers the subjects of sound, harmonics, musical instruments, acoustics of music rooms, hearing, etc.

**SELLING MRS. CONSUMER.** By Christine Frederick. The Business Bureau, 1929. A study of women as consumers.

**THE STANDARD ADVERTISING REGISTER.** National Register Publishing Co. An annual, with monthly supplements. Lists advertisers with their addresses, personnel, agency, time of appropriation. The Company also publishes an agency and geographical list.

**STATISTICAL ABSTRACT OF THE U. S. U. S. Department of Commerce.** Govt. Printing Office. An annual publication of all types of statistical information.

**SURVEY OF CURRENT BUSINESS.** 1938 supplement. U. S. Department of Commerce. One volume giving back data of statistics carried in the monthly issues.

**THE TECHNIQUE OF MARKETING RESEARCH.** By American Marketing Society. McGraw-Hill Book Co. 1937. A most comprehensive study of marketing research from analysis of the problem through procedure, collection, organization, tabulation and interpretation of data. Psychological aspect of questionnaire development is discussed.

## FOREIGN

**NOTE:** Most foreign countries publish radio yearbooks or annual reports in their own language. However, only material written in the English language has been included here. For foreign works on special subjects such as education, broadcast technique, television, etc. see those subdivisions in this bibliography.

**ANNUAL REPORT.** Canadian Radio Broadcasting Commission. The King's Printer, Ottawa. Includes list of broadcasting stations.

**AUSTRALIAN BROADCASTING COMMISSION ANNUAL REPORT.** The official report of the activities of the year.

**B.B.C. HANDBOOKS. 1928-29; B.B.C. YEARBOOKS. 1930-34; B.B.C. ANNUALS. 1935-date.** Yearbooks covering activities of the British Broadcasting Corporation.

**BEHIND THE MICROPHONE.** By Stuart Cheamorr. Thomas Nelson & Sons, Ltd. 1935. A popular account of the British Broadcasting Corp. and its programs.

**BRITISH BROADCASTING CORPORATION ANNUAL REPORT. 1927-date.** The official report covering activities of the year.

**BROADCASTING ABROAD.** National Advisory Council on Radio in Education. Information Series No. 7, 1934. Organization and program data of foreign countries.

**BROADCASTING YEARBOOK OF AUSTRALIA.** 2nd ed. Australian Radio Publications, Ltd. 1937. Australian broadcasting data, personnel, agencies, sponsors, etc., are included.

**THE EMPIRE SERVICE.** British Broadcasting Corp. 1936. A technical explanation of B.B.C.'s short-wave transmissions from Daventry to the countries in the British Empire.

**RADIO ADVERTISING IN AUSTRALIA.** By W. A. McNair. Angus & Robertson, Ltd. Sydney, 1937. All phases of broadcast advertising are dealt with by Mr. McNair, who is director of the Australian interests of J. Walter Thompson Co.

**RADIO TRADE ANNUAL AND DIRECTORY OF AUSTRALIA.** Australian Radio Publications, Ltd. Sydney, 1933-date. Up-to-date yearbooks on all aspects of Australian broadcasting.

**REPORT OF THE BROADCASTING COMMITTEE.** Great Britain, 1935. (Command Paper 5091). His Majesty's stationery office. A special report on how the broadcasting and television industry should be conducted after Dec. 31, 1936.

**A STATISTICAL SURVEY OF RADIO PUBLICITY.** British Data Service, 1935. List of British radio advertisers and their expenditures on various foreign radio stations. Summarizes by industry. Rates given.

**SURVEY OF RADIO ADVERTISING PENETRATION.** International Broadcasting Co., Ltd. London, 1935. Results of house-to-house canvass in England, Scotland and Wales determining listeners to English concerts from Continental stations.

## MISCELLANEOUS

**COMMUNICATIONS.** By G. S. Shoup. U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce, 1939. Origin and development of communication systems—including radio—in U. S.

**DICTIONARY OF RADIO TERMINOLOGY IN THE ENGLISH, GERMAN, FRENCH, AND RUSSIAN LANGUAGES.** By A. S. Litvinenko. Bookniga Corp. 1937.

**FAN MAIL.** By Lowell Thomas. Dodge Publishing Co. 1935. A cross-section of reactions of the audience as shown in letters received.

**FINE ART OF PROPAGANDA: A STUDY OF FATHER COUGHLIN'S SPEECHES.** Edited by A. M. Lee & E. B. Lee. Institute for Propaganda Analysis, Inc. 1939.

**HOW WAR CAME.** By Raymond Gram Swing. W. W. Norton & Co. 1939. His broadcasts and commentaries on events leading to the outbreak of the present war show "consistent long-range interpretation of news."

**I BROADCAST THE CRISIS.** By H. V. Kalbfleiter. Random House, 1938. A record of his broadcasts of the September 1938 European crisis.

**LIST OF RADIO BROADCAST STATIONS.** By call letter and frequency. Federal Communications Commission. Annual list with monthly supplements.

**MAKING A LIVING IN RADIO.** By Zeh Houck. McGraw-Hill Book Co., Inc. 1935. Suggestions to radio servicemen, operators, engineers, writers, announcers, artists.

**MARCONI THE MAN AND HIS WIRELESS.** By Orrin Dunlap. Rev. ed. Macmillan Co. 1938. Biography by the radio editor of the N. Y. Times.

**NEW EMPIRES.** By Karl A. Bickel. J. B. Lippincott Co. 1930. Radio and the Press. Appendix contains international broadcasting survey giving brief summaries of radio by country.

**NEWS WHILE IT IS NEWS.** The real story of the radio news. By Leland Bickford and Walter Fogg. G. C. Manthorne & Co. 1935. Behind the scenes in the work of "The Yankee Network News Service on the Air."

**PARDON MY ACCENT.** By Howard Culinnson. Plimpton Press, 1934. A radio news announcer and his experiences.

**THE POLITICAL USE OF THE RADIO.** By Thomas Graudin. Geneva Studies, vol. X, No. 3, Aug. 1939. (Available from Columbia Univ. Press). Detailed examination of political transmissions within continents and between continents, their effects upon the public, efforts to control such use, trends and policies. Refers mostly to Europe, except for the inter-continental problems.

**RADIO AS A CAREER.** By J. L. Hornung, Funk & Wagnalls, 1940. All branches of radio are treated—ship, telegraphy, broadcasting, etc.—in this book for high schools and colleges.

**RADIO GLOSSARY.** U. S. Office of Education, 2nd ed. 1938. Glossary of terms used in program production.

**RADIO REFERENCES.** A bibliography compiled by L. D. Balson. U. S. Dept. of Commerce. Electrical Division, 1939.

**WHAT TO READ ABOUT RADIO.** By Levering Tyson. National Advisory Council on Radio in Education. Information Series No. 2, 1933. Bibliography, arranged in interview style, for the general reader.

**WORLD LIST OF INTERNATIONAL BROADCAST STATIONS.** Federal Communications Commission, 1939. Arranged by frequency. Gives call letters, power and location.

## PERIODICALS: GENERAL

**THE ADVERTISER.** Monthly. The Advertiser, 3577 Bogart Ave., Cincinnati.

**ADVERTISING AGE.** Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

**ADVERTISING & SELLING.** Monthly. Robbins Publishing Co., Inc., 9 E. 38th St., N. Y.

**AIR LAW REVIEW.** Quarterly. New York University School of Law, N. Y.

**THE BILLBOARD.** Weekly. The Billboard Publishing Co., Cincinnati, Ohio.

**BROADCASTING.** Semi-monthly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington, D. C.

**EDITOR & PUBLISHER.** Weekly. The Editor & Publisher Co., Suite 1700, Times Bldg., N. Y. C.

**EDUCATION BY RADIO.** Monthly. National Committee on Education by Radio, One Madison Ave., N. Y.

**EDUCATIONAL RADIO AND RECORDING.** 20 N. Wacker Drive, Chicago.

**FOREIGN COMMUNICATION NEWS.** Semi-monthly. U. S. Bureau of Foreign and Domestic Commerce, Washington.

**HEINL RADIO BUSINESS LETTER.** 2400 California St., Washington, D. C.

**THE LISTENER.** Weekly. British Broadcasting Corp., Broadcasting House, London W1. (Combined with Radio Times due to war; see Radio Times.)

**LONDON CALLING.** Weekly. British Broadcasting Corp. London.

**NAB NEWS REVIEW.** National Assoc. of Broadcasters, 1626 K St., N.W., Washington, D. C.

**NAB REPORTS.** Several times a month. National Ass'n of Broadcasters, 1626 K St., N.W., Washington, D. C.

**PERSONNEL-LIST OF ADVERTISING AGENCIES.** Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

**PRINTERS' INK.** Weekly. Monthly. Printers' Ink Pub. Co., Inc., 185 Madison Ave., N. Y. C.

**PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS.** Monthly. Publishers' Information Bureau, 799 Broadway, N. Y.

**RMA NEWS BULLETIN.** Monthly or oftener. Radio Manufacturers Assn., 1317 F Street, N.W., Washington.

**RADEX.** Monthly. The Radex Publishing Co., 362 Cedar Lane, Teaneck, N. J.

**RADIO ADVERTISING RATES AND DATA.** Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

**RADIO AND TELEVISION MIRROR.** Monthly. Macfadden Publications, Inc., 205 E. 42d St., N. Y.

(Continued on page 393)



# PUBLISHERS OF LITERATURE PERTAINING TO BROADCASTING

- A**  
**ABINGDON PRESS**—150 Fifth Ave., New York.  
**ADAMS R. G., & Co.**—15th Ave. and High St., Columbus, O.  
**ADVERTISING FEDERATION OF AMERICA**—330 W. 42nd St., New York City.  
**AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE**—3457 Walnut St., Philadelphia.  
**AMERICAN ASSOCIATION FOR ADULT EDUCATION**—60 E. 42nd St., New York City.  
**AMERICAN ASSOCIATION OF ADVERTISING AGENCIES**—420 Lexington Ave., New York City.  
**AMERICAN BAR ASSOCIATION**—1140 N. Dearborn St., Chicago.  
**AMERICAN HISTORICAL SOCIETY, Inc.**—80-90 Eighth Ave., New York.  
**AMERICAN NEWSPAPER PUBLISHERS ASS'N.**—370 Lexington Ave., New York City.  
**AMERICAN RADIO RELAY LEAGUE, Inc.**—West Hartford, Conn.  
**AMERICAN TECHNICAL SOCIETY**—850 E. 58th St., Chicago.  
**AMERICAN TELEPHONE & TELEGRAPH CO.**—185 Broadway, New York City.  
**APPLETON D-CENTURY CO., Inc.**—35 W. 32nd St., New York City.  
**ARCHER DENIS PUBLISHER**—(Out of Business) Address: Associated Publishers, Ltd., 32-34 Paternoster Row, London, E. C. 4.  
**ASSOCIATED RADIO WRITERS, Inc.**—137 Newbury St., Boston.  
**ASSOCIATION OF NATIONAL ADVERTISERS, Inc.**—330 W. 42nd St., New York City.  
**AUSTRALIAN RADIO PUBLICATIONS**—Sydney, Australia.
- B**  
**BAKER-VOORHIS & Co.**, 119 Fulton St., New York.  
**BLACK, A. & C., Ltd.**—4-6 Soho Square, London, W. 1.  
**BLACKIE & SON, Ltd.**—17 Stanhope St., Glasgow, C. 4.  
**BLAKISTON CO.**—1012 Walnut St., Philadelphia.  
**BOBBS-MERRILL CO.**—724 N. Meridian St., Indianapolis, Ind.  
**BOOKNIGA CORP.**—255 Fifth Ave., New York.  
**BROADCASTING PUBLICATIONS, Inc.**—876 National Press Bldg., Washington, D. C.  
**THE BROOKINGS INSTITUTION**—722 Jackson Place, N.W., Washington, D. C.  
**BURGESS PUBLISHING CO.**—426 South Sixth St., Minneapolis, Minn.  
**WALTER P. BURN & ASSOCIATES**—7 West 44th St., New York.  
**BUSINESS BOURSE**—80 W. 40th St., New York City.
- C**  
**CALDWELL-CLEMENTS, Inc.**—480 Lexington Ave., New York City.  
**CALLAGHAN & CO.**—401 E. Ohio St., Chicago.  
**CENTURY CO.**—See D. Appleton-Century Co., Inc.  
**CHAPMAN & HALL, Ltd.**—11 Henrietta St., Covent Garden, London, W. C. 2.  
**COLUMBIA UNIVERSITY PRESS**—2960 Broadway, New York City.
- COMMITTEE ON SCIENTIFIC AIDS TO LEARNING**—41 East 42nd St., New York.  
**CORNELL-DUBILIER ELECTRIC Corp.**—Saucy Plainfield, N. J.  
**COVICI FRIEDE, Inc.**—435 E. 24th St., New York City.  
**COWARD-McCANN, Inc.**—2 West 45th St., New York City.  
**CROSSLEY, Inc.**—330 W. 42nd St., New York City.
- D**  
**DARTNELL CORP.**—4660 Ravenswood Ave., Chicago.  
**DE PAUL UNIVERSITY**—Chicago, Ill.  
**DIAL PRESS, Inc.**—432 Fourth Ave., New York City.  
**DODGE PUBLISHING Co.**—116 E. 16th St., New York City.  
**DOUBLEDAY, DORAN & Co., Inc.**—14 W. 49th St., New York.  
**DUN & BRADSTREET, Inc.**—290 Broadway, New York City.
- E**  
**EDINBORO EDUCATIONAL PRESS**, 2039 Hudson Blvd., Jersey City, N. J.  
**EDITOR & PUBLISHER CO.**—1475 Broadway, New York City.  
**EDWARDS BROS., Inc.**—Ann Arbor, Mich.  
**EXPRESSION Co.**—16 Harcourt St., Boston.
- F**  
**FARRAR & RINEHART, Inc.**—232 Madison Ave., New York City.  
**FORTUNY'S.**—87 W. 44th St., New York City.  
**FUNK & WAGNALLS Co.**—354 Fourth Ave., New York City.
- G**  
**GOODHEART-WILCOX Co., Inc.**—2009 S. Michigan Ave., Chicago.  
**GREENBERG, PUBLISHER, Inc.**—67 W. 44th St., New York City.
- H**  
**HARCOURT, BRACE & Co., Inc.**—333 Madison Ave., New York City.  
**HARPER & BROTHERS**—49 E. 33rd St., New York City.  
**HARVARD UNIV. PRESS**—Cambridge, Mass.  
**HENLEY, NORMAN W. PUB. Co.**—2 West 45th St., New York City.  
**HENRY HOLT & Co., Inc.**—257 4th Ave., New York City.  
**HOOPER-HOLMES BUREAU, Inc.**—102 Maiden Lane, New York City.  
**HOOPER, C. E., Inc.**—51 East 42nd St., New York City.  
**HOUGHTON MIFFLIN Co.**—432 4th Ave., New York City.
- I**  
**INCORPORATED RADIO SOCIETY OF GREAT BRITAIN**—53, Victoria St., London, S. W. 1  
**INDIANA UNIVERSITY**—Bloomington, Ind.  
**INSTITUTE OF RADIO ENGINEERS (Australia)** 30 Carrington St., Sydney, N. S. W.  
**INSTITUTE FOR PROPAGANDA ANALYSIS, Inc.**—130 Morningside Drive, New York City.  
**INTERNATIONAL BROADCASTING Co., Ltd.**—11 Hulm St., London, W. 1.  
**INTERNATIONAL BROADCASTING UNION**—Geneva, Switzerland.
- INTERNATIONAL INSTITUTE OF INTELLECTUAL CO-OPERATION**—2 rue de Montpensier, Palais-Royal, Paris.
- J**  
**JOURNAL OF APPLIED PSYCHOLOGY**—Ohio University, Athens, Ohio.
- K**  
**KANSAS STATE COLLEGE**—Manhattan, Kansas.  
**KEGAN PAUL TRENCH, TRUBNER & Co., Ltd.**—Broadway House, 68-74 Carter Lane, London, E. C. 4.  
**KNIGHT PUBLISHERS, Inc.**—432-438 Fourth Ave., New York City.
- L**  
**LANE, JOHN, THE BODLEY HEAD, Ltd.**—8 Bury Pl., London, W. 1.  
**LIGHT, RANDOLPH, PUBLISHING Co.**—725 15th St., N. W., Washington, D. C.  
**LEWIS, ADDISON & ASSOCIATES**—Foshay Tower, Minneapolis, Minn.  
**LIPPINCOTT, J. B. Co.**—227-231 S. 6th St., Philadelphia.  
**LITTLE, BROWN & Co.**—34 Beacon St., Boston.  
**LONGMANS, GREEN & Co.**—114 Fifth Ave., New York City.  
**LOTHROP, LEE & SHEPARD Co.**—385 Madison Ave., New York City.
- M**  
**MACAULAY Co.**—386 Fourth Ave., New York City.  
**McGRAW-HILL BOOK Co., Inc.**—380 W. 42nd St., New York City.  
**McKITTRICK, GEORGE & Co.**—108 Fulton St., New York City.  
**MACMILLAN Co.**—60 Fifth Ave., New York City.  
**MANTHRONE, G. C. & Co.**—Publications acquired by: Manthorne & Burack, Inc. Publishers, 8 Arlington St., Boston.  
**METROPOLITAN LIFE INSURANCE Co.**—1 Madison Ave., New York City.  
**MORROW, WILLIAM & Co.**—386 Fourth Ave., New York.
- N**  
**NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION, Inc.**—60 E. 42nd St., New York City.  
**NATIONAL ASSOCIATION OF BROADCASTERS**—1626 K St. N.W., Washington, D. C.  
**NATIONAL COMMITTEE ON EDUCATION BY RADIO**—1 Madison Ave., New York City.  
**NATIONAL INDUSTRIAL CONFERENCE BOARD**—247 Park Ave., New York City.  
**NATIONAL LAW BOOK Co., Inc.**—907 15th St., N.W., Washington, D. C.  
**NATIONAL REGISTER PUBLISHING Co.**—330 West 42nd St., New York City.  
**NATIONAL LIBRARY PRESS**—110 W. 42nd St., New York City.  
**NATIONAL RETAIL DRY GOODS ASS'N.**—101 W. 31st St., New York City.  
**NELSON, THOMAS & SONS, Ltd.**—385 Madison Ave., New York City.  
**NORTON, W. W. & Co., Inc.**—70 Fifth Ave., New York City.
- O**  
**OHIO STATE UNIVERSITY**—University Press, Columbus, O.  
**OXFORD UNIVERSITY PRESS**—114 Fifth Ave., New York City.
- P**  
**PAGE, L. C. & Co.**—53 Beacon St., Boston.  
**PITMAN, SIR ISAAC, & SONS, Ltd.**—Pitman House, Kingsway, London, W. C. 2 or: Pitman Publishing Corp., 2-6 W. 45th St., New York City.  
**PLIMPTON PRESS**—Norwood, Mass.  
**POLYGRAPHIC CO. OF AMERICA**—304 East 55th St., New York City.  
**PRENTICE HALL, Inc.**—70 Fifth Ave., New York City.  
**PRESS BUREAU, Inc.**—143 E. 62nd St., New York City.  
**PUBLISHERS' INFORMATION BUREAU, Inc.**—739 Broadway, New York City.
- Q**  
**QUARTERLY JOURNAL OF SPEECH**—Ann Arbor, Mich.
- R**  
**RCA INSTITUTES TECHNICAL PRESS**—75 Varick St., New York City.  
**RADIO, Ltd.**—1800 Kenwood Road, Santa Barbara, Cal.  
**RAMSEY PUB. Co.**—Bloomington, Ind.  
**RANDOM HOUSE, Inc.**—20 East 57th St., New York City.  
**RIDER, JOHN F.**—404 Fourth Ave., New York City.  
**RODIN PUBLISHING Co., Inc.** (out of business).  
**RONALD PRESS Co.**—15 East 26th St., New York.
- S**  
**SCRIBNER'S, CHARLES, SONS**—597 Fifth Ave., New York City.  
**SELWYN & BLOUNT, Ltd.**—Paternoster House, 34 Paternoster Row, London, E. C. 4.  
**SHAW, A. W., Co.**—Publications acquired by: McGraw-Hill Book Co.  
**SHERWOOD PRESS, Inc.**—Box 552, Edgewater Branch, Cleveland.  
**STANDARD RATE AND DATA SERVICE**—338 N. Michigan Ave., Chicago.  
**STOKES, FREDERICK A., Co.**—443-449 Fourth Ave., New York City.
- U**  
**UNIVERSITY OF CHICAGO PRESS**—5750 Ellis Ave., Hyde Park Station, Chicago.  
**UNIVERSITY OF MAINE**—Orono, Maine.  
**UNIVERSITY OF NEW MEXICO PRESS**, Albuquerque, N. Mex.  
**UNIVERSITY OF PENNSYLVANIA**—Philadelphia, Pa.  
**UNIVERSITY TUTORIAL PRESS, Ltd.**—25 High St., St. Giles', London, W. C. 2.  
**VAN NOSTRAND, D. Co., Inc.**—250 Fourth Ave., New York City.  
**VANGUARD PRESS, Inc.**—424 Madison Ave., New York City.  
**VARIETY, Inc.**—154 W. 46th St., New York City.
- W**  
**WEBB BOOK PUBLISHING Co.**—53-79 E. 10th St., St. Paul, Minn.  
**WEST PUBLISHING Co.**—50 W. Kellogg Blvd., St. Paul, Minn.  
**WILEY, JOHN, & SONS, Inc.**—440 Fourth Ave., New York City.  
**WILSON, H. W., Co.**—950-972 University Ave., New York City.

## Bibliography

(Continued from page 392)

- RADIO AND TELEVISION RETAILING**, Monthly, McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.  
**RADIO AND TELEVISION TODAY**, Monthly, Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.  
**THE RADIO AND TELEVISION WEEKLY**, Weekly, Phonograph Publications Co., Inc., 99 Hudson St., N. Y.  
**RADIO ART**, Quarterly, Broadcast Publishing Corp., 420 Lexington Ave., N. Y.  
**RADIO DAILY**, Radio Daily Corp., 1501 Broadway, N. Y.  
**RADIO GUIDE**, Weekly, The Cecelia Co., 731 Plymouth Court, Chicago.  
**RADIO MARKETS**, Title of quarterly issue of Radio Art.  
**RADIO REVIEW**, Women's National Radio Committee, 113 W. 57th St., N. Y.  
**RADIO-TELEVISION JOURNAL**, Monthly, Henderson Publications, Inc., 1270 Sixth Ave., N. Y.  
**RADIO TIMES**, Weekly, British Broadcasting Corp., Broadcasting House, London, W. 1.  
**RADIO TRADE-BUILDER**, Monthly, Hugh C. MacLean Publications, Ltd., 347 Adelaide St., W., Toronto.  
**SALES MANAGEMENT**, Semi-monthly, Sales Management, Inc., 420 Lexington Ave., N. Y.  
**SERVICE BULLETIN OF THE FREC**, Federal Radio Education Committee, U. S. Office of Education, Washington, D. C.
- STAND BY**, Monthly, American Federation of Radio Artists, 2 West 45th St., N. Y.  
**SURVEY OF CURRENT BUSINESS**, Monthly, with weekly supplements, U. S. Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C.  
**TIDE**, Semi-monthly, Tide Publishing Co., Inc., 232 Madison Ave., N. Y.  
**VARIETY**, Weekly, Variety, Inc., 154 W. 46th St., N. Y.  
**WASHINGTON RADIO LETTER**, Weekly, National Press Bldg., Washington, D. C.  
**WESTERN ADVERTISING**, Monthly, 654 Market St., San Francisco.
- PERIODICALS: TECHNICAL**
- BELL LABORATORIES RECORD**, Monthly, Bell Telephone Laboratories, Inc., 463 West St., N. Y.  
**BELL SYSTEM TECHNICAL JOURNAL**, Quarterly, American Telephone & Telegraph Co., 195 Broadway, N. Y.  
**BELL TELEPHONE QUARTERLY**, Quarterly, American Telephone & Telegraph Co., 195 Broadway, N. Y.  
**BROADCAST NEWS**, Four or five times a year, RCA Mfr. Co., Inc., Camden, N. J.  
**COMMUNICATIONS**, Monthly, Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.  
**ELECTRICAL COMMUNICATION**, Quarterly, International Standard Electric Corp., 67 Broad St., N. Y.  
**ELECTRICAL ENGINEERING**, Monthly, American Institute of Electrical Engineers, 33 W. 39th St., N. Y.
- ELECTRICAL AND RADIO WORLD TRADE NEWS**, Three times a month, Electrical Division, U. S. Dept. of Commerce, Washington, D. C.  
**ELECTRONICS**, Monthly, McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.  
**GENERAL RADIO EXPERIMENTER**, Usually monthly, General Radio Co., 30 State St., Cambridge, Mass.  
**ELECTRONICS AND TELEVISION AND SHORT-WAVE WORLD**, Monthly, Bernard Jones Publications, Ltd., Chancery Lane, London, W. C. 2.  
**INTERNATIONAL SHORT WAVE RADIO**, Monthly, International Short Wave Club, East Liverpool, O.  
**JOURNAL OF THE ACOUSTICAL SOCIETY OF AMERICA**, Quarterly, American Institute of Physics, 175 Fifth Ave., N. Y.  
**JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS**, Monthly, E. and F. N. Spon, Ltd., 57 Haymarket, London.  
**JOURNAL OF THE SOCIETY OF MOTION PICTURE ENGINEERS**, Monthly, Soc. of Motion Picture Engineers, Hotel Pennsylvania, N. Y. C.  
**JOURNAL OF THE TELEVISION SOCIETY**, 3 times a year, The Television Society, "Lynton" Newberry, Berkshire, England.  
**PICK-UPS**, Quarterly, Western Electric Co., 195 Broadway, N. Y.  
**PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS**, Monthly, Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.
- PROCEEDINGS OF THE RADIO CLUB OF AMERICA**, Monthly, Radio Club of America, Inc., 11 W. 42nd St., N. Y.  
**QST**, Monthly, American Radio Relay League, Inc., West Hartford, Conn.  
**RCA REVIEW**, Quarterly, RCA Institutes Technical Press, 75 Varick St., N. Y.  
**RADIO**, Monthly, Radio, Ltd., 1300 Kenwood Road, Santa Barbara, Cal.  
**RADIO AMATEUR CALL BOOK MAGAZINE**, Quarterly, Radio Amateur Call Book, Inc., 608 S. Dearborn St., Chicago.  
**RADIO & TELEVISION**, Monthly, Popular Book Corp., 99 Hudson St., N. Y.  
**RADIO NEWS**, Monthly, Ziff-Davis Pub. Co., 608 S. Dearborn St., Chicago.  
**RADIO PATENT SERVICE**, Weekly, Radio Manufacturers Ass'n., 1317 F Street, N.W., Washington, D. C.  
**RADIO TECHNICAL DIGEST**, Bi-monthly, Radio, Ltd., 1300 Kenwood Road, Santa Barbara, Cal.  
**RADIO-CRAFT**, Monthly, Radcraft Publications, Inc., 99 Hudson St., N. Y.  
**REPORT OF RADIO RESEARCH IN JAPAN**, National Research Council of Japan, Imperial Academy House, Ueno Park, Tokyo, 3 times a year. (In English.)  
**SERVICE**, A monthly digest of radio and allied maintenance, Monthly, Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.  
**WIRELESS ENGINEER AND EXPERIMENTAL WIRELESS**, Monthly, Iiffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.  
**WIRELESS WORLD**, Monthly, Iiffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.

# Government Agencies Dealing With Radio

**INTERDEPARTMENTAL RADIO ADVISORY COMMITTEE**—Chairman: E. K. Jett, FCC; Secretary: Gerald C. Gross, FCC; Assistant Secretary: P. F. Siling, FCC. Membership:

Department of Agriculture—E. W. Lovelace, member; Wallace L. Kadderly, alternate.

Department of Commerce—Dr. J. H. Dellinger, Bureau of Standards, member.

Federal Communications Commission—Chief Engineer E. K. Jett, member; Gerald C. Gross, alternate.

Department of Interior—C. D. Monteith, member; John S. Cross, alternate.

Department of Justice—T. D. Quinn, member.

Department of Labor—Albert Reitzel, member; H. J. Walls, alternate.

Maritime Commission—D. S. Brierley, member; J. T. Walsh, alternate.

Navy Department—Admiral S. C. Hooper, member; Comdr. John Redman, alternate.

Postoffice Department—C. P. Graddick, member.

Department of State—Thomas Burke, member; F. C. deWolf, alternate.

Treasury Department—Comdr. J. F. Farley, U. S. Coast Guard, member; Lieut. D. E. McKay, U. S. Coast Guard, alternate.

War Department—Maj. Gen. J. O. Mauborgne, member; Capt. Wesley T. Guest, alternate.

**FEDERAL COMMUNICATIONS COMMISSION**—Postoffice Dept. Bldg., Washington, D. C. Telephone: District 1674 [see pages 439-440].

**U. S. COURT OF APPEALS FOR THE DISTRICT OF COLUMBIA**—Chief Justice: D. Lawrence Grouer. Associate Justices: Harold M. Stephens, Justin Miller, Henry White Edgerton, Fred M. Vinson. Clerk: Joseph W. Stewart. (Appeals from FCC.)

**OFFICE OF GOVERNMENT REPORTS**—Executive office of the President, White House, Washington, D. C. Telephone: District 2370. Director: Lowell Mellett. Special Assistant to Director: Robert I. Berger.

**DEPARTMENT OF COMMERCE**—Washington, D. C. Chief of Electrical Division: John H. Payne. Chief of Marketing Research Division, Bureau of Foreign & Domestic Commerce: Wilford L. White. Telephone: District 2200.

**DEPARTMENT OF STATE**—Division of International Communications, Washington, D. C. Chief of Telecommunications Branch: Francis C. de Wolf. Telephone: District 4510.

**DEPARTMENT OF AGRICULTURE**—Washington, D. C. Director of Radio: Morse Salisbury. Telephone: District 6350.

**DEPARTMENT OF LABOR**—Immigration Service, Washington, D. C. Radio Engineer: Hoy J. Walls. Telephone: National 8472.

**FEDERAL TRADE COMMISSION**—Washington, D. C. Radio & Periodical Division: PGad B. Morehouse, director; E. J. Adams, W. F. Davidson. Telephone: National 8206.

**U. S. FOOD & DRUG ADMINISTRATION**—Department of Agriculture, Washington, D. C. Chief: Dr. W. G. Campbell. Telephone: District 6350.

**U. S. OFFICE OF EDUCATION**—Federal Security Agency, Washington, D. C. Director, Division of Publications, Radio & Exhibits: William Dow Routwell. Telephone: District 1820.

**BUREAU OF STANDARDS**—Department of Commerce, Washington, D. C. Chief of Radio Section: Dr. J. H. Dellinger. Telephone: Cleveland 1720.

**CIVIL AERONAUTICS AUTHORITY**—Department of Commerce Bldg., Washington, D. C. Telephone: Republic 2565. Chief of Radio Development Section: W. E. Jackson.

**U. S. ARMY SIGNAL CORPS**—War Department, Washington, D. C. Chief Signal Officer: Gen. Joseph O. Mauborgne. In charge of radio: Capt. Wesley T. Guest. Telephone: National 2520.

**U. S. NAVAL COMMUNICATIONS**—Navy Department, Washington, D. C. Director: Rear Admiral Leigh Noyes. Director of Naval Communication, Office of Chief of Naval Operations. Telephone: District 2900.

**U. S. COAST GUARD**—Treasury Department, Washington, D. C. In charge of radio: Comdr. J. F. Farley. Telephone: National 6400.

**FEDERAL BUREAU OF INVESTIGATION**—Department of Justice, Washington, D. C. Assistant Chief: C. A. Tolson. Telephone: National 0815.

**U. S. FOREST SERVICE**—Department of Interior. Assistant Bureau Chief: E. W. Loveridge. Telephone District 6350.

**POSTOFFICE DEPARTMENT**—Supt. of Air Mail: Charles P. Graddick. Telephone: District 5360.

**U. S. NAVAL OBSERVATORY**—Massachusetts Ave. & 34th St., N. W., Washington, D. C. Superintendent: Capt. J. S. Hellweg. U. S. N. Telephone: Decatur 2723.

## Frequency Modulation: History and Progress

(Continued from page 374)

setts, Rhode Island and New Hampshire. It is about 50 miles to the Boston, Springfield and Providence metropolitan areas. While the transmitting antenna of W1XOJ is 1,800 feet above sea level, which provides a very efficient radiating system, this advantage of height is counter-balanced by the hilly and mountainous nature of the area to be served.

### 'Practically Perfect' Reception Reported

Observations by the writer and his technical assistants show conclusively that even with the present power of 2 kw., the reception is better for an average distance of 50 miles from W1XOJ than is provided by the best A-M station in the regular broadcast band located within the same area. Except in the very noisy downtown areas of the large cities within this radius, the service is practically perfect.

There is no question that with the 50 kw. amplifier now being installed virtually interference-free service will cover all the area within a radius of 75 miles from W1XOJ, and the same service will be obtained in residential and rural areas for a distance of 100 miles and more under favorable conditions.

Yankee Network's W1XOJ is located 43 miles airline from the studios in Boston. To provide wire facilities to W1XOJ's location on the summit of Mt. Asnebumskit, capable of transmitting without distortion the range of frequencies and with low noise level equal to the capabilities of the new system, was too costly. The problem is solved by transmitting the programs by means of an F-M relay

using 250 watts power on a frequency of 133,030 kc. The relay circuit has provided a noise-free path for the programs from studio to station capable of transmitting a frequency range of from 30 to 17,000 cycles per second flat within 2 db. The distortion over this frequency range is of the order of 1%. No distortion is experienced even during the heaviest lightning storms at Mt. Asnebumskit where the relay signals are received and rebroadcast. The relay uses simple directive transmitting and receiving antennas.

### An Economic as Well As Technical Possibility

If F-M were an invention to improve the present broadcasting service and required the complete replacement of transmitters and receivers for its accomplishment, its application might rightly be considered an economic impossibility. Since, however, F-M naturally goes to the undeveloped ultra-high frequencies for application, the establishment of F-M broadcast service offers no large economic problem. To be sure, this is a sort of hen-and-egg problem; until stations broadcast good programs over F-M it will be difficult to sell F-M radios. Until the public buys F-M radios, there will be no audience to give advertisers an incentive to put money into programs. The number of receivers that have been sold in New England and the favorable reaction of F-M listeners leave no doubt that, while for a time broadcasting on F-M will be a supplementary service, it will not be long before the reverse will be true and that only a very compelling desire for a particular program will cause

the listener to accept his program from the present facilities.


The full upsetting implications of the new system have only begun to penetrate the radio world. The tide of radio development has been shifting steadily toward the wide open spaces of the ultra-shortwaves, but development has been slow because of the limitations of the present system.

Armstrong's system at one stroke removes, practically speaking, the limitations which beset the regular broadcast band and the development of broadcasting services on the ultra-shortwaves. Sufficient experimentation has been done to demonstrate the great superiority of the new system in the ultra shortwaves as a broadcast service.

In the May 1936 issue of the *Proceedings of the I.R.E.*, there appeared a paper written by Major Armstrong describing his system. This paper concludes with this challenge to the broadcasting art:


"The conclusion is inescapable that it is technically possible to furnish a broadcast service over the primary areas of the stations of the present day broadcasting system which is very greatly superior to that now rendered by these stations."

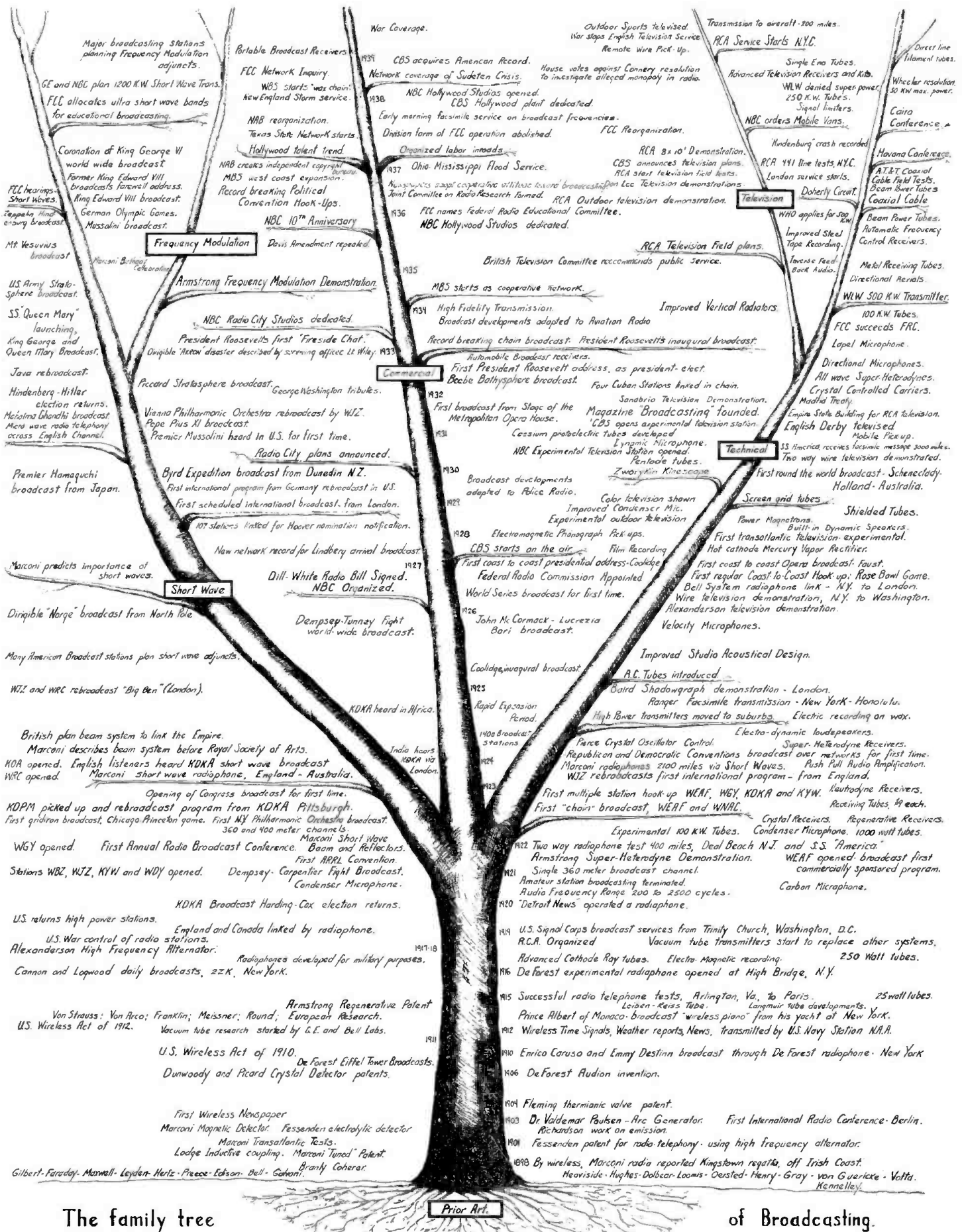
The demonstrated results of the F-M pioneers—Armstrong, Runyon, Shepard, Doolittle and General Electric—now show the major's "challenge" of 1936 to be an understatement. Public interest, convenience and necessity demand the best broadcasting system the U. S. economy can support. It is now up to the broadcasters.



**PAUL F. GODLEY**  
Consulting Radio Engineer

Phone:  
Montclair (N. J.) 2-7859





The family tree

of Broadcasting.

Drawn for BROADCASTING by Charles R. Leutz, radio engineer and author of Super-Heterodyne Receivers, Modern Radio Reception and Short Waves.

# A Chronology of THE DEVELOPMENT OF RADIO AND BROADCASTING

- 640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.
- 1650—Otto von Guericke invented the air pump and the first frictional electric machine.
- 1654—Robert Boyle observed that electric attraction may take place through a vacuum.
- 1676—Olaus Roemer discovered that light travels at a finite velocity.
- 1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.
- 1735—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.
- 1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.
- 1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.
- 1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.
- 1794—Alessandro Volta invented the voltaic cell.
- 1825—Georg Ohm propounded the law named for him—Ohm's Law.
- 1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.
- 1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magnet and dynamo.
- 1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.
- 1832—The idea of telegraphing was discussed by Samuel F. B. Morse.
- 1833—Professor K. A. Steinheil of Munich discovered the use of the earth return later utilized in telegraph, telephone and wireless.
- 1847—Thomas Alva Edison was born on February 11 at Milan, O.
- 1849—John Ambrose Fleming was born on Nov. 29 in England.
- 1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.
- 1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.
- 1865—An induction machine was constructed by Wilhelm Theodor Holtz.
- 1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.
- 1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".
- 1874—Guglielmo Marconi was born at Bologna, Italy, April 25.
- 1875—The telephone was invented by Alexander Graham Bell.
- 1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".
- 1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.
- 1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.
- 1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.
- 1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.
- 1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.
- 1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".
- 1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.
- 1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.
- 1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)
- 1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.
- 1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.
- 1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.
- 1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.
- 1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.
- 1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.
- 1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.
- 1892—Sir William Crookes predicted wireless telegraphy without wires would soon be possible.
- 1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.
- 1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.
- 1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.
- 1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.
- 1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.
- 1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.
- 1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the SS *Flying Huntress*.
- 1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.
- 1899 (April 28)—Steamer *R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.
- 1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.
- 1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.
- 1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.
- 1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.
- 1900 (Feb. 28)—S. S. *Kaiser Wilhelm der Grosser* left port as the first seagoing passenger ship equipped with wireless service.
- 1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.
- 1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.
- 1901 (Jan. 1)—The bark *Madora* was reported by wireless to be waterlogged on Ratal Bank and assistance was sent.
- 1901 (Feb. 11)—Marconi established wireless communication between Nicon, Isle of Wight, and the Lizard station, 196 miles apart.
- 1901 (March)—Wireless service for the Public was established between the five main islands of the Hawaiian group.
- 1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.
- 1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.
- 1902 (Feb.)—Marconi on S. S. *Philadelphia* picked up messages from Poldhu, 2,099 miles distant.
- 1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on the Italian cruiser *Carlo Alberto*.
- 1902—Professor Reginald A. Fessenden introduced the electrolytic detector.
- 1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.
- 1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.
- 1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.
- 1903—First ocean daily "newspaper" was printed on board S. S. *Compania*, with news supplied by wireless.
- 1903 (Aug. 4)—First International Radio-telegraphic Conference was held at Berlin.
- 1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.
- 1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.
- 1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.
- 1904—Wireless apparatus was featured at the St. Louis World's Fair.
- 1905—The *New York Times* received evening wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.
- 1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.
- 1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.
- 1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.
- 1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.
- 1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.
- 1908 (Feb. 2)—S. S. *St. Cuthbert* affre off Sable Island was sighted by steamer *Genic* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune*.
- 1908 (Feb. 3)—Marconi wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.
- 1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.
- 1909 (Jan. 23)—S. S. *Republic* collided with S. S. *Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.
- 1909—Marconi was awarded the Nobel Prize in physics.
- 1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on S. S. *Arcton* at sea and by wireless amateurs in Connecticut.
- 1910—Marconi flashed wireless messages from Ireland to Buenos Aires.
- 1910—S. S. *Principessa Matilda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.
- 1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.
- 1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.
- 1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.
- 1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.
- 1912—Frederick A. Kolster, of Bureau of Standards, developed a decimeter to make direct measurements of wireless waves.
- 1912—United Wireless Co. absorbed by American Marconi Co.
- 1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.
- 1912 (April 14)—S. S. *Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.
- 1912—United States Naval radio station, NAA, opened at Arlington, Va.
- 1912 (July 3)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.
- 1912 (July 28)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.
- 1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateur stations.
- 1913 (June)—Radio Telegraph A. C. of Canada was passed by Parliament.
- 1913—Station POZ, Nauen, Germany, flashed a message 1.55 miles.
- 1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hirondelle* equipped with a wireless piano heard by amateurs as far distant as the Great Lakes.
- 1913 (Oct. 11)—S. S. *Volturmo* affre at sea flashed an SOS and ten ships rushed to her side.
- 1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.
- 1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.
- 1914—Direct communication was established between WSL, Savville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvick.
- 1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.
- 1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.
- 1914—Nauen, Germany, flashes warning to *Kronprinzessin Cecilie*, 850 miles off the Irish Coast, to rush to a neutral port with its cargo of \$10,000,000 in gold. The ship anchored at Bar Harbor a few days later.
- 1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feedback circuit.
- 1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".
- 1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.
- 1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.
- 1915 (July 28)—Radio telephone successfully between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.
- 1916 (Nov. 5)—President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.
- 1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.
- 1916 (Nov.)—Station 27K, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Lowwood broadcast music between 9 and 10 p. m., daily except Sunday.
- 1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.
- 1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.
- 1918 (April)—A high power station LCM, was opened at Stavanger, Norway.

- 1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.
- 1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.
- 1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.
- 1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.
- 1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.
- 1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from S.S. *George Washington*.
- 1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.
- 1919 (Aug. 24)—United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.
- 1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.
- 1919—England and Canada linked by vacuum tube radiophone transmitters.
- 1919—President Wilson returning from Peace Conference on board S.S. *George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.
- 1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.
- 1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by U.S.S. *Chicago*; project suggested to navy by Lieut. Comdr. Thomas Appleby in 1918; first system of kind in world.
- 1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.
- 1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.
- 1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.
- 1920 (Aug. 26)—Station WJZ, Detroit. (Then 5MK; later WBL; WWJ, July 7, 1922), owned by *Detroit News* and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.
- 1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.), founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns.
- 1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.
- 1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.
- 1921—Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.
- 1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.
- 1921—Nobel Prize for physics awarded Professor Eduard Branly for his radio research work and invention of coherer.
- 1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.
- 1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.
- 1921 (Oct. 1)—Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.
- 1921 (Nov. 11)—President Harding's address at funeral of the Unknown Soldier at Arlington was broadcast.
- 1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.
- 1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).
- 1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and S. S. *America* 400 miles at sea.
- 1922 (Feb. 20)—Station WGY, Schenectady, went on the air.
- 1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.
- 1922 (June)—Marconi came to America in his yacht *Eletra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.
- 1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.
- 1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.
- 1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.
- 1922 (Sept. 7)—Station WVEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.
- 1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.
- 1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.
- 1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.
- 1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.
- 1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.
- 1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.
- 1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.
- 1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.
- 1923 (March 4)—Station KDMA, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.
- 1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.
- 1923 (May 15)—Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.
- 1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.
- 1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.
- 1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.
- 1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.
- 1923 (Dec. 4)—Opening of Congress broadcast for first time.
- 1924 (Jan. 9)—Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.
- 1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.
- 1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.
- 1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.
- 1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Eletra* off England to Australia.
- 1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.
- 1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.
- 1924—Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.
- 1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.
- 1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.
- 1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.
- 1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.
- 1924 (Nov. 30)—Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.
- 1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.
- 1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.
- 1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.
- 1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.
- 1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.
- 1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.
- 1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.
- 1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the song of Big Ben atop the House of Parliament, London, as it struck midnight.
- 1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.
- 1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.
- 1926 (Jan. 1)—John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.
- 1926—S.S. *Antinos* in distress at sea flashed an SOS and the S.S. *President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.
- 1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.
- 1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.
- 1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.
- 1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.
- 1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.
- 1926—World Series was broadcast for the first time by WJZ's nationwide hookup.
- 1926 (Nov. 1)—National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.
- 1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.
- 1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.
- 1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times*.
- 1927 (Jan. 21)—First coast-to-coast broadcast of an opera featured *Faust* from the Chicago Civic Opera Auditorium.
- 1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at Joint session of Congress.
- 1927 (March 2)—Federal Radio Commission appointed by President Coolidge Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.
- 1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.
- 1927—Arrival of Charles A. Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.
- 1927 (Sept. 18)—Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.
- 1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.
- 1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.
- 1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.
- 1928 (March 7)—Passengers on S.S. *Bergaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.
- 1928 (July 12)—Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.
- 1928 (Aug. 11)—Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.
- 1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.
- 1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.
- 1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.
- 1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.
- 1929—Screen grid tubes were developed for radio receiving sets.
- 1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.
- 1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.
- 1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.
- 1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.
- 1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.
- 1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.
- 1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first worldwide broadcast.
- 1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.
- 1930 (April 9)—Two-way wire television in which speakers at the ends of a 8-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.
- 1930—The pentode tubes for radio receivers were introduced.
- 1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.
- 1930 (June)—S.S. *America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.
- 1930 (June)—Plans were announced for a \$250,000,000 Radio City to be built on Manhattan Island.
- 1930 (June 16)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.
- 1930 (June 30)—First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.
- 1930 (July 30)—Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.
- 1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Phonetic circuit.
- 1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American broadcast from the Orient.
- 1931 (Jan. 1)—Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.
- 1931 (Jan. 11)—Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.
- 1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast

(Continued on page 398)

# CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 397)

- inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.
- 1931 (March 31)—Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.
- 1931 (April 26)—Television station W2XCR went on the air in New York.
- 1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.
- 1931 (June)—Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.
- 1931 (July 21)—Experimental television station W2XAB opened by Columbia Broadcasting System in New York.
- 1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.
- 1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny," explained the political plight in an American rebroadcast from London.
- 1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.
- 1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.
- 1931 (Dec. 12)—Fifteen nations and insular possessions participated in worldwide tribute to Marconi on thirtieth anniversary of first transatlantic signal.
- 1931 (Dec. 25)—Hanael and Gretel was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEA and WJZ were linked with the microphone.
- 1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.
- 1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnapers of Charles A. Lindbergh Jr., to flash news bulletins and to appeal to the kidnapers.
- 1932 (March 13)—German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.
- 1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.
- 1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.
- 1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.
- 1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.
- 1932 (Sept. 22)—William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.
- 1932 (Nov. 9)—Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.
- 1932 (Dec. 10)—First program direct from Java was clearly rebroadcast in the United States.
- 1933 (March 4)—President Roosevelt's inaugural broadcast internationally by record-breaking hookup.
- 1933 (March 12)—President Roosevelt broadcast his first "fireside chat" on banking moratorium.
- 1933 (April 4)—Dirigible Akron disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.
- 1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.
- 1933 (July 24)—President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.
- 1933 (Oct. 22)—President Roosevelt's fourth "fireside chat" covered his stewardship to date.
- 1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.
- 1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.
- 1934 (May 1)—WLV, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.
- 1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irwin Stewart, George Henry Payne, Hampson Gary.
- 1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 11,000 feet.
- 1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of S.S. Queen Mary.
- 1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.
- 1934 (Sept. 30)—Mutual Broadcasting System starts as cooperative four-station hookup (WFR, WGN, WLW, WXYZ), carrying first commercial program.
- 1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feedback" circuit.
- 1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.
- 1935 (Feb. 1)—Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.
- 1935 (March 11)—Former Rep. Annin S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.
- 1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.
- 1935 (April 28)—President Roosevelt's seventh "fireside chat" covered relief problems.
- 1935 (May 7)—Plans to spend \$1,000,000 for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.
- 1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.
- 1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.
- 1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.
- 1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.
- 1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.
- 1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.
- 1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.
- 1935 (Nov. 11)—Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.
- 1935 (Dec. 7)—Hollywood studios of NBC dedicated.
- 1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.
- 1935 (Dec. 27)—Lenox Riley Loehr elected president of NBC, succeeding M. H. Aylesworth.
- 1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.
- 1936 (Jan. 3)—President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.
- 1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations; K TSA, San Antonio; WACO, Waco; KNOX, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.
- 1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.
- 1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.
- 1936 (March 19)—KNX, Hollywood, purchased by CBS for \$1,300,000 in biggest deal in history; transfer subsequently approved by FCC.
- 1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.
- 1936 (March 24)—WFO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.
- 1936 (March 31)—CBS reports record gross income of \$17,637,804 for 1935, with net profit of \$3,228,194.
- 1936 (April 24)—American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."
- 1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.
- 1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.
- 1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.
- 1936 (May 1)—Zeppelin Hindenburg broadcasts to United States and Germany on first Atlantic crossing.
- 1936 (May 13)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May, 1937, received Morris Liebman Memorial Prize for work on this circuit.
- 1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.
- 1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul E. Peter as secretary.
- 1936 (May 27)—British superliner Queen Mary broadcasts scheduled programs to U. S. networks on maiden voyage to United States.
- 1936 (June)—Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.
- 1936 (June 4)—Public television demonstration started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.
- 1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.
- 1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 4th annual NAB convention in Chicago, July 6-8.
- 1936 (June 15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.
- 1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of \$1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.
- 1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and artists seeking about \$4,000,000 in damages.
- 1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.
- 1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.
- 1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.
- 1936 (Sept. Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated \$2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.
- 1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.
- 1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.
- 1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9, banquet with 1,500 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7½ x 10½ inches and 5½ x 7½ inches, respectively.
- 1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.
- 1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 4 p. m., with E. M. I. and Baird systems alternating.
- 1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1920.
- 1936 (Dec. 3)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.
- 1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world, what is believed to be largest world audience ever to listen to a single speech.
- 1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands continentally by adding Don Lee Broadcasting System of California and other stations.
- 1937 (Jan. Feb.)—Rad performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of President Roosevelt, Red Cross and nation's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.
- 1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.
- 1937 (Feb. 11)—Philco Radio & Television Corp. demonstrated 441-line television before press.
- 1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts Hollywood in Person series on NBC network, followed March 28 by Paramount on Parade on NBC-Red, followed later by Metro-Goldwyn-Mayer and Warner Bros. tieup on networks for major national advertisers.
- 1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.
- 1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstopping industry in the event of ASCAP music crisis.
- 1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organizing announcing and production departments of CBS.
- 1937 (May 6)—Crash of German Dirigible Hindenburg, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.
- 1937 (May 12)—Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner mark-

ing first outside events pickup to be televised. CBS inaugurates W2XE as international shortwave service.

1937 (May 12)—Television projected to motion picture size, 8 x 10 ft. by RCA in demonstration before Institute of Radio Engineers. Engineers R. R. Law and Vladimir K. Zworykin described development.

1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.

1937 (July 27)—Dr. James Rowland Angell, upon retirement as president of Yale, becomes educational counselor of NBC. NAB simultaneously announces its participation in a \$250,000 fund, partially endowed by Rockefeller and Carnegie foundations, to advance educational broadcasting.

1937 (July 28)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.

1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.

1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Harbor, Me.

1937 (July 30)—American Federation of Radio Artists formed as autonomous union of all radio talent except musicians under AFofL.

1937 (Aug. 17)—Frank R. McIninch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC, appointed by President Roosevelt to FCC with instructions to reorganize.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.

1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.

1937 (Oct. 8)—Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of W.D.S. Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.

1937 (Oct. 13)—Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafted such a plan (Dec. 9, 1937), and ordered regular convention in Washington Feb. 14, 1938, to consider it.

1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McIninch, with all seven-men to participate in handling of broadcast, telephone and telegraph matters, effective Nov. 15.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia writes radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilities in given localities, and that FCC should hand down statement for facts and grounds for decision at time of ruling rather than weeks or months later.

1937 (Dec. 13)—Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting.

1938 (Feb. 1)—International Telecommunications Conference convenes in Cairo, Egypt, with delegates from 71 countries. Continues until April 8.

1938 (Feb. 14-15)—NAB in convention in Washington orders sweeping reorganization, with board members named on regional basis. Authorizes board to select new paid president. Facsimile demon-

## Music Licensing Groups Dealing With Broadcasters

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS**—RCA Bldg., New York City. Telephone: Columbus 5-7464. Officers: Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; Schwartz & Froelich, general counsel. Administrative Committee: E. C. Mills, chairman; Gene Buck, Louis Bernstein, Irving Caesar, Walter S. Fischer, Board of Directors; Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, J. J. O'Connor, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Inhbhelt, Jerome Kern, Edgar Leslie, Geo. W. Meyer, Jack Mills, Oscar Hammerstein II, Herman Starr, Gustave Schirmer, Oley Speaks, Deems Taylor, Will Von Tilzer.

**ASSOCIATED MUSIC PUBLISHERS Inc.**—25 West 45th St., New York City. Telephone: Bryant 9-6847. President: M. E. Tompkins, Manager of Music Division: E. R. Voigt.

**CANADIAN PERFORMING RIGHTS SOCIETY**—Royal Bank Bldg., Toronto, Ont. Telephone: ELgin 9219. President: H. T. Jamieson.

**MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.**—45

Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager, agent and trustee; Walter G. Douglas, chairman of board.

**NATIONAL ASSOCIATION OF PERFORMING ARTISTS**—630 Fifth Ave., New York. Telephone: Circle 7-8194. Officials: James J. Walker, president; Fred Waring, vice-president and chairman of board; Josef Hofmann, honorary president; Meyer Davis, Paul Whiteman and Al Jolson, vice-presidents; Frank Crumit secretary; Don Voorhees, treasurer; Maurice J. Speiser, general counsel.

**G. RICORDI & Co.**, Milan, Italy—U. S. Representative: Dr. Renato Tasselli, 12 West 45th St., New York City. Telephone: Murray Hill 2-0300.

**SOCIETY OF EUROPEAN STAGE AUTHORS & COMPOSERS (SESAC)**—113 West 42nd St., New York City. Telephone: Bryant 9-3223. President: Paul Heinicke.

**SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS**—152 W. 42nd St., New York City. Telephone: Longacre 5-9124. Officials: Sholom Secunda, president; Pinchus Jassinovsky, vice-president; Alexander Olshtantsky, treasurer; Henry Lefkowitz, secretary; Salom J. Perlmutter, manager; A. Edward Moskowitz, counsel.

strated to delegates, with BROADCASTING publishing first newspaper on record by facsimile.

1938 (Mar. 30)—NAB board drafts Mark Ehrldge, general manager of the *Louisville Courier-Journal and Times*, as president.

1938 (Apr. 20-23)—National Committee of Independent Broadcasters and international board of American Federation of Musicians work out agreement for increased employment of union musicians.

1938 (Apr. 30)—CBS dedicates new Hollywood radio plant in Columbia Square.

1938 (June 6)—NAB executive committee selects Neville Miller, "flood mayor" of Louisville, as paid president of NAB at \$25,000 per year, to assume duties July 1.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continue to July 29.

1938 (June 14)—House votes 234-101 against Connery Resolution to investigate alleged monopoly in radio.

1938 (June 15)—U. S. Senate ratifies Havana Treaty; FCC announces frequency allocations under treaty June 23.

1938 (Aug. 10)—Elliott Roosevelt, president of Hearst Radio Inc., organizes Texas State Network as independent enterprise with 23 stations, scheduled to start operating Sept. 15.

1938 (Sept. 12)—Major networks provide complete coverage of Sudeten crisis, starting with Hitler's Nuremberg address and continuing until Munich Peace Pact is signed. Radio hailed on all hands for remarkable service.

1938 (Sept. 15)—World Broadcasting System starts first major market "wax chain" with 25 affiliates, to be known as World Transcription System.

1938 (Oct. 15)—Federal Council of Churches of Christ in America publishes study titled *Broadcasting and the Public*, espousing freedom of air, condemning censorship and stating "no administrative government agency is wise enough to be entrusted with power to determine what people shall hear."

1938 (Oct. 17)—New studios of NBC opened in Hollywood.

1938 (Oct. 20)—David Sarnoff, president of RCA, announces at meeting of board of Radio Manufacturers Association that RCA would make television public and have sets on market at time of New York World Fair starting April 30, 1939. Transmitters, made available to broadcasters and many RCA patent licensees indicate intention to begin producing sets.

1938 (Oct. 31)—Cuba orders reallocation effective in conformity with Havana Treaty. Mexican Senate on Oct. 26 declined to ratify the treaty. Canada ratifies Nov. 20.

1938 (Dec. 1)—NBC board orders Niles Trammell, Central Division vice-president, to go to New York Jan. 1 as executive vice-president; Alfred H. Morton promoted as of Dec. 1 to vice-president.

1938 (Dec. 17)—CBS purchases American Record Co. and subsidiaries, including Columbia Phonograph Co., from which Paley interests originally acquired network.

1939 (Jan.)—President Roosevelt, Senator Wheeler and FCC Chairman Frank R. McIninch agree on proposal to reduce FCC to three members; proposal bill meets opposition and is dropped.

1939 (Feb. 12)—American Federation of Musicians signs two-year talent scale contract with networks; strike is averted.

1939 (Feb. 2)—RCA-NBC end 10-day "road show" of television mobile unit in Washington.

1939 (Mar. 1)—WLW reduces power from 500,000 to 50,000 watts as U. S. Court of Appeals denies appeal for stay order from FCC decision.

1939 (Apr. 3)—Eugene O. Sykes, charter member of old Radio Commission and of FCC, retires to practice law; succeeded by Frederick I. Thompson, of Alabama.

1939 (April)—Congress recognizes radio on par with press, and provides gallery facilities for radio reporters, culminating successful fight led by Fulton Lewis Jr., Mutual commentator.

1939 (Apr. 30)—Television brought out as public service in New York by RCA-

NBC, coincident with opening of New York World's Fair. Sets placed on market.

1939 (May 9)—President Roosevelt in first transcribed address under Government auspices described radio as "free as the press" except for such controls as are necessary to prevent complete confusion on the air.

1939 (May 19)—FCC Committee (McNinch, Brown, Walker, Thompson) adjourns Network Monopoly Inquiry which started Nov. 14, 1938.

1939 (May 22)—FCC Television Committee issues Part I of report urging caution and cooperation in dealing with visual medium. Part II proposed allocation plan by size of cities.

1939 (May 23)—FCC issues new rules covering international broadcasting stations; lifts experimental provisions and permits sponsored programs, but lays down rule that programs must "reflect culture of this country" and conduce to "international goodwill." Censorship cry raised by press, members of Congress and organized broadcasters. Rule is subject of hearings July 14, and indefinitely suspended Sept. 27.

1939 (May 24)—Associated Press board of directors lifts ban on use of AP news in sponsored broadcasts under specified rules.

1939 (June)—Yankee Network begins operation of \$250,000 frequency modulated (Armstrong) transmission plant atop Mt. Asuncumskit, Mass. Goes on 16-hour-a-day schedule of Yankee Network programs July 24.

1939 (July 10-13)—NAB at annual convention in Atlantic City adopts code of self-regulation; also votes approval of plan to form own music reservoir to combat ASCAP. NAB board orders code effective Oct. 1, 1939.

1939 (July 27)—President Roosevelt names James Lawrence Fly, general counsel of Tennessee Valley Authority, chairman of FCC to succeed Frank R. McIninch, who retired Sept. 1, due to illness.

1939 (Aug. 1)—New FCC rules governing broadcasting become effective; broadcast station licenses extended from six months to one year. New station classifications provided with horizontal increases in power for qualified regional and local stations.

1939 (Aug. 11)—RCA starts assessing license fee to perform its Victor and Bluebird records averaging \$167 per month per station. Postpones effective date until Dec. 1. Litigation pending as year ended. Decca withdraws station performing rights but does not announce license plan.

1939 (Aug. 24)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on networks as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation.

1939 (Sept. 7)—Supreme Court of Pennsylvania reverses Allegheny Court of Common Pleas' decision ordering NBC to pay 15,000 to Summit Hotel Co. for damages claimed as result of ad lib by Al Jolson, comedian; Supreme Court holds broadcaster not liable for remarks ad libbed by artist employed by sponsor.

1939 (Sept.)—New program fad begins with Bingo type of rendition in which prizes are awarded listeners. Post Office Department rules such programs as Pot O' Gold and Musico do not violate lottery laws.

1939 (Sept. 15)—NAB special convention in Chicago approves \$1,500,000 fund made up of 50% of station payments to ASCAP in 1937, to set up Broadcast Music, Inc., stock to be owned by stations and networks.

1939 (Oct. 1)—Fr. Charles E. Coughlin, Detroit priest, barred from buying time under industry self-regulation code. Nationalwide censorship issue is precipitated with several stations resigning from NAB.

1939 (Nov.)—Formation of Transcontinental Broadcasting System, a new nationwide network, announced by Elliott Roosevelt, to begin Jan. 1, 1940. About 100 stations listed, with principal business Sample-Humes, Inc., Chicago agency. Jan. 1 inaugural deferred for one month after R-H-S withdraws Dec. 30.

1939 (Nov.)—International broadcast stations announce initial sales of sponsored program earmarked for South American audiences. NBC gets United Fruit Co. as first sponsor.

1939 (Dec. 12)—Gov. James M. Cox, 1920 Democratic presidential nominee and owner of WHIO, Dayton, and WIOD, Miami, acquires WSB, Atlanta 50,000 watt, along with its parent, *Atlanta Journal*, for record price of \$2,500,000.

1939 (Dec. 17)—Eyewitness account of scuttling of German battleship *Graf Spee* broadcast over NBC from Montevideo, Uruguay, by James Bowen.

1939 (Dec. 25)—Mexican Congress ratifies Havana Treaty, paving way for placing in effect North American Broadcasting Agreement during 1940.

**PAUL F. GODLEY**  
Consulting Radio Engineer  
Phone: Montclair (N. J.) 2-7859

# The Communications Act of 1934

## (Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

### 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, for the purpose of promoting safety of life and property through the use of wire and radio communication, 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.<sup>1</sup>

#### 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 chief accountant 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 and the chief accountant<sup>2</sup> 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

<sup>1</sup>The provision relating to safety of life and property were added by "An Act to amend the Communications Act of 1934, approved June 19, 1934, for the purpose of promoting safety of life and property at sea through the use of wire and radio communications; to make more effective the International Convention for the Safety of Life at Sea, 1929, and for other purposes." Public—No. 27—75th Congress, 1st Session, approved May 20, 1937.



# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,<sup>2</sup> inspectors, attorneys, examiners, and other employees 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 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: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.<sup>3</sup>

(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.

(o) For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

## 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—PROVISIONS RELATING TO RADIO PART I—GENERAL PROVISIONS

### 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 considered 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<sup>4</sup>

### 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;

<sup>2</sup> Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities." Public—No. 662—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:

<sup>2</sup> The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934." Public, No. 423, 74th Congress, approved, Jan. 22, 1936.

<sup>3</sup> The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>4</sup> Subsection (o) of section 4 was added by "An Act to amend the Communications Act of 1934", Public—No. 97—75th Congress, approved May 20, 1937.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

(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;

(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;

(b) 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) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be 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 suspension.<sup>4</sup>

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.<sup>4</sup>

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.

(c) 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.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.<sup>5</sup>

## 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 licensee 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) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.<sup>7</sup>

(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.

<sup>4</sup> Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>7</sup> Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

(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 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 stop the United States or any person aggrieved from proceeding against such person for 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.

## REVOCACTION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either 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 as 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 fifteen 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 or 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 trade 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 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: 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.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

## 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, and 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: *Provided*, However, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.\*

## 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 continued 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 will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, 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 other periods of time during which it is proposed to operate the station, the purpose 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 or affirmation.

(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. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made 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 or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

\* The proviso in section 318 were added by "An Act to amend section 318 of the Communications Act of 1934." Public—No. 26—75th Congress, 1st Session, approved March 29, 1937.

## DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio 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 in 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) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.\*

(b) All radio stations, including Government stations and stations on board 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 hearing 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 or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be 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 radio 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.

\* Sections 321, 322 and 323 were amended by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

## 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 to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

## 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. 219), 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, or suspending a radio operator's license<sup>10</sup>), 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.

(3) By any radio operator whose license has been suspended by the Commission.<sup>10</sup>

(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 or order<sup>11</sup> 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.

<sup>10</sup> The provisions in sections 402 (a) and (b) (3) relating to suspension of a radio operator's license were added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

<sup>11</sup> The words "or order" were added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress: Approved June 19, 1934: With Amendments

## 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 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 be 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.

### VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than \$500 for each and every day during which such offense occurs.

\* \* \*

### 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

# The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)  
*Passed by 73rd Congress; Approved June 19, 1934; With Amendments*

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.

# Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive	Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. NW. Washington, D. C. National 3870	William Green, Pres.	Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-0930	Kenneth Webb, Pres.
Congress for Industrial Organization	CIO	1106 Connecticut Ave. Washington, D. C. District 3582	John L. Lewis, Pres.	American Advertising Guild	CIO	112 E. 19th St. New York City Algonquin 4-9119	John Bronfein, Pres.
American Communications Association (Formerly American Radio Telegraphists Association)	CIO	10 Bridge St. New York City Bowling Green 9-3007	Mervyn Rathbone, Pres.	American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Kenneth Crawford, Pres. Milton Kaufman Ex. V.P. Victor Pasche, Secy.-Treas.
International Brotherhood of Electrical Workers	AFL	1200 15th St. NW. Washington, D. C. District 3766	Daniel W. Tracy, Pres.	Associated Actors & Artistes of America	AFL	545 Fifth Ave. New York City Vanderbilt 6-6340	Frank Gillmore, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2545	Joseph N. Weber, Pres.	<i>Organizations affiliated with Associated Actors &amp; Artistes of America</i>			
American Guild of Radio Announcers and Producers	....	545 Fifth Ave. New York City Vanderbilt 6-6340	Roy S. Langham, Pres. Roger Bower, Sec.	Actors Equity Ass'n	AFL	45 W. 47th St. New York City Bryant 9-3550	Arthur Byron, Pres. Bert Lytell, First V.P. and Acting Pres. Paul Dullzell, Ex. Secy.-Treas.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	George E. Browne, Pres.	American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Mrs. Emily Holt, Ex. Secy.
Association of Technical Employees of NBC	....	201 N. Wells St. Chicago Randolph 8884	E. C. Horstman, Pres.	American Guild of Musical Artists Inc.	AFL	576 Fifth Ave. New York City Longacre 3-6223	Ernest Charles
Associated Broadcast Technicians (AFL)	IBEW (AFL)	1200 15th St., N.W. Washington, D. C. District 3766	Daniel W. Tracy, Pres.	American Guild of Variety Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-6216	Dorothy Bryant, Ex. Secy.
				Screen Actors Guild	....	7046 Hollywood Blvd. Hollywood, Cal. Crestview 1-2166 545 Fifth Ave. New York City Vanderbilt 6-6340	Kenneth Thomson, Ex. Secy.

# DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

(Note: All assignments are subject to revisions in 1940 under The Havana Treaty)

\* Denotes time is sold for advertising, according to best available information.

## BAHAMAS

[Receiving Sets, 845. Set Tax, 5 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nassau	ZNS	Government	790 6991	1,000 100

Log compiled as of Dec. 8, 1939.

## BRITISH HONDURAS

[Receiving Sets, 1,000. Set Tax, \$1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belize	ZIK2	Government	10600	250

Log compiled as of Dec. 8, 1939.

## COSTA RICA

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alajuela	T15CV	*Carlos Videche Aguilar	575	100
Cartago	T13MC	*M. Cardos	670	100
Heredia	T14NRH	*Armando Cespedes	750	750
San Jose	TIRH	*Rafael Hine	970	250
" "	TIEP	*Eduardo Pinto H.	830	3,000
" "	TIFA	*Francisco Arle	1000	250
" "	TIGPH	*Gonzalo Pinto H.	1225 650	500 1,000
" "	TIHO	*Guillermo Zuniga R.	1030	250
" "	TIHJ	*Iola Monje Peralta	775	450
" "	TILS	*Luis Saez Mata	880	500
" "	TING	*Narciso Garcia	750	375
" "	TIPG	*Perry Girton	625	5,000
" "	TIRCC	Carlos Borge (Prbo)	1200	500
" "	TIOS	*G. Castro	940	2,000
" "	TIRS	*Rogelio Sotela B.	925	100
" "	TIXD	*Andrea Venegas	800	100
" "	TIGH	*Gonzalo Garcia	690	1,000

### SHORT WAVE STATIONS

Heredia	T14NRH	*Armando Cespedes	9695	750
Las Juntas de Abangarez	TIRVM	Ruben Venegas Mora	6035	500
Puntarenas	T18WS	Abel Salazar F.	6375	1,000
San Jose	TIEP	*Eduardo Pinto H.	6695	1,000
" "	TIGPH	*Gonzalo Pinto H.	5825	1,000
" "	TIPG	*Perry Girton	9615	1,000
" "	TIRCC	Carlos Borge (Prbo)	6180	500
" "	TILS	*L. Saez Mata	6165	2,000
" "	TIRH	*Rafael Hine	6150	250

Log compiled as of Dec. 8, 1939.

## HAITI

[Receiving Sets, 2,700. Set Tax, 20c per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Radio-Haiti†	1820 6200 9620 17850 21670	25,000
"	HHW <sup>1</sup>	*Ricardo C. Widmaier, Jr.	1230	55
<b>SHORT WAVE STATIONS</b>				
Port au Prince	HH2S	*Societe Haitienne de Radiodiffusion	5980	100
"	HH3W <sup>1</sup>	*Ricardo C. Widmaier, Jr.	9780	100

Log compiled as of Dec. 8, 1939.

†Off the air since Dec. 1, 1937. On June 9, 1933, a concession was granted by the Haitian Government to the "Societe Auxiliaire d'Etudes et de Gestion" to operate a radio broadcast and television station in Haiti. A local company, Radio-Haiti, was formed to exploit this concession, but has not yet begun operations.

<sup>1</sup>HHW and HH3W transmit simultaneously.

## CUBA

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bayamo	CMKL	*Alberto Alvarez Ferrera	950	200†
Caibarien	CMHD	*Manuel Alvarez	1270	200
Camaguey	CMJA	*Rafael Valdes Jimenez	860	200
"	CMJC	*Fernando T. Bolanos	1390	200
"	CMJE	*Primo Alonso Casales	1230	200
"	CMJF	*Gertrudis de la Cruz Perez	930	200
"	CMJK	*Jones Castrillon y Cia.	1020	500
"	CMJX	*Rodolfo Gonzalez Solis	660	200
"	CMJW	*Andres Moran Cisneros	1070	200
Cardenas	CMGE	*Genaro Sabater	1370	200
Ciego de Avila	CMJH	*Luis Marauri	1360	200
"	CMJI	*Gilberto Gessa	1130	200
"	CMJO	*Bonifacio Hdefonso	1260	200
Cienfuegos	CMHJ	*Romualdo Ugalde	1160	200
"	CMHM	*Jose R. Femenias	1450	200
"	CMHO	Enrique Lasanta Oliver y Felix Gonzalez	1020	200
"	CMHX	*Francisco Chavarry	1480	200
Cruces	CMHK	*Virgilio Villanueva	1210	200
Guantanamo	CMKS	*Candido Savon Suarez	710	200
Guines	CM9RT	*Raul Torres Pardal	1580	200
Havana	CMBG	*Domingo Fernandez Cruz	690	5,000
"	CMBD	*Luis Perez Garcia	1290	200
"	CMBF	*Cia. Cubana de Radio y Television S. A.	1290	5,000
"	CMBG	*John L. Stowers	1470	200
"	CMBH	*Alberto Alvarez Ferrera	1600	5,000
"	CMBI	*Cambo y Gabriel S. A.	750	5,000
"	CMBQ	*Rufino Pazos Hernandez	1150	5,000
"	CMBR	*Enrique Artalejo	1250	200
"	CMBX	*Virente Espinosa	1050	200
"	CMBY	*Pages y Cia.	1410	200
"	CMBZ	*Manuel y Guillermo Salas	1010	200
"	CMC	*Rafael Valdes	1350	200
"	CMCA	*Augusto Testar y J. M. Gonzalez	1350	200
"	CMCB	*Metropolitan Radio de Cuba S. A.	1250	200
"	CMCD	*La Voz del Aire S. A.	630	15,000
"	CMCF	*Dr. Oscar Gutierrez Sanchez	810	5,000
"	CMCG	*La Onda S. A.	1090	200
"	CMCH	*Radio Popular S. A.	1050	200
"	CMCI	*Rafael Rodriguez	1560	200
"	CMCK	*Luis Casas Romero	970	5,000
"	CMCM	*Cia. Transradio Columbia S. A.	850	200
"	CMCO	*Enrique Lasanta	1210	200
"	CMCQ	*Andres Martinez	1410	200
"	CMCR	*Aurelio Hernandez	1580	200
"	CMCU	*Jorge Garcia Serra	1110	200
"	CMCW	*Jose Vilarino	1510	200
"	CMCX	*Juan de Dios Carreno	1470	200
"	CMCY	*Autran y Carbo	590	15,000
"	CMK	*Fausto Montiel	720	200
"	CMOA	*Juan Fernandez Duran	1210	200
"	CMOX	*Perez y Christholm	1510	200
"	CMQ	*Combo y Gabriel S. A.	780	25,000
"	CMW	*Troncoso y Gil	550	2,500
"	CMX	*Francisco Lavin	880	10,000
"	CM9RT	Raul Torres Pardal	1580	200



## CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Holguin	CMKF	*Manuel J. de Gongora	1460	200
"	CMKO	*Manuel Angulo Farran	1280	200
Manzanillo	CMKM	*Raimundo Comas Soler	1080	200
Matanzas	CMGF	*Bernabe R. de la Torre	1120	200
"	CMGH	*Manuel Garcia Alvarez	710	200
"	CMGE	*Genaro Schaber	1370	200
Moron	CMJP	*Cesar Canals	1420	200
Palma Soriano	CMKZ	*Joaquin Venero Obregon	1430	200
Pinar del Rio	CMAB	*Francisco Martinez	1240	200
"	CMAR	*Jose A. Luzon	1400	200
Placetas	CMHP	*Candide de los A. Guevara	1100	200
Sagua Grande	CMHA	*Abelardo Menocal	1090	200
Santa Clara	CMHI	*Amado Trinidad	830	5,000
"	CMHW	*Guillermo Domenech	680	200
Santiago de Cuba	CMKD	*Radio Fmisor CMKD	910	1,000
"	CMKQ	*Angela Viededo Quintero	1490	500
"	CMKG	*Emilio Grau Medina	1000	10,000
"	CMKC	*Roberto Miguel Gonzalez	1250	200
"	CMKR	*Jaime Nadal	1400	200
"	CMKW	*Claudio Alvarez Soriano	1080	1,000
"	CMKX	*Oscar Vidal Benitez	1190	200
Sancti-Spiritus	CMHB	*V. E. Weiss y O. Ramirez	1240	200
Trinidad	CMHT	*Fernando E. Soto del Valle	920	200

### SHORT WAVE STATIONS

Camaguey	COKG	*Emilio Grau Medina	6200	1,200
"	COJK	*Jones Castrillon y Cia.	8663.9	1,000
Havana	COCD	*La Voz del Aire S. A.	6130	1,000
"	COCH	*General Broadcasting Co.	9437	5,000
"	COCM	*Cia. Transradio Columbia S. A.	9833	1,000
"	COCO	*Luis Casas Romero	6010	5,000
"	COCQ	*Cambo y Gabriel S. A.	9670	5,000
"	COCX	*Francisco Lavin	11650	1,000
"	CLA-5	Direccion de Radio	11250	200
"	CMY	Observatorio Colegio Montserrat	18990 9500 8415 6995 3497	200
"	....	Ejercito Constitucional (in project)	4990 6390	....
Matanzas	COGF	*Bernabe R. de la Torre	11800	1,000

Log compiled as of Dec. 8, 1939.

† Stations listed as operating at 200 watts power are licensed to operate at 100-200 watts.

## CURACAO

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Willemstad	PJC1	West Indie Radio Omroep Maatschappij	5937 9105	150

Log compiled as of Dec. 8, 1939.

## EL SALVADOR

[Receiving Sets, 8,000-10,000. Set Tax, 5 Colones †]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Government	640	500
"	YSP	*Fernando Alvareros Sosa	790 1560	115
SHORT WAVE STATIONS				
San Salvador	YSM	Government	11710	400
"	YSD	"	7894	400
"	YSP	*Fernando Alvareros Sosa	10400	250

Log compiled as of Dec. 8, 1939.

† Collection of this tax is negligible.

## DOMINICAN REPUBLIC

[Receiving Sets, 7,000. Set Tax, 50 Cents Annually †]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIG	*Andres Cordero Puello	900	100
"	HIN	*J. M. Bonetty Burgos	1090	100
"	HIX	*Gobierno Dominicano	800	300
"	HIZ	*Frank Hatton	1370	100
"	H18Q	*Julio Garcia Alardo	1475	100
SHORT WAVE STATIONS				
Ciudad Trujillo	HIG	*Andres Cordero Puello	6280 (9290)	100
"	HIL	*J. C. Teixido	6500	100
"	HIN	*J. M. Bonetty Burgos	6243	700
"	HIT	*F. A. Sanabria	6330	100
"	H11Z	*Frank Hatton	6316	100
"	H11X	*Gobierno Dominicano	6340	900
"	H12D	*Accion Catolica Dna.	6026	100
"	H12X	*Gobierno Dominicano	11960	900
"	H13X	* " "	17400	900
"	H16H	*Emilio Garden Jr.	6115	100
La Romana	H13C	*Antonio Herrero H.	6105	30
La Vega	H17R	*Escuela Normal	9000	15
San Cristobal	H18T	*Raul Henriquez	6122	30
San Fco. Macoris	H14V	*Luis Raul Betances	6170	100
San P. Macoris	HIH	*Domingo Dominguez	6780	250
"	HI1J	*F. M. Donastorg	6025	100
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	200
"	HI3U	*Fernando Bertran	6015	100
"	HI9B	*Jacinto L. Sanchez	6383	200

Log compiled as of Dec. 8, 1939.

† Tax law not enforced in practice, and it is estimated not more than 25% of owners pay Set Tax.

## GUATEMALA

[Receiving Sets, 12,000. Set Tax, \$3.00 per Annum †]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TG1	*Departamento de Comunicaciones Electricas	1310	300
"	TGX	*Periodico "Liberal Progresista"	1400	100
Quezaltenango	TGQ	*Departamento de Comunicaciones Electricas	1450	300

### SHORT WAVE STATIONS

Guatemala	TG2	*Departamento de Comunicaciones Electricas	6190	300
"	TGW	*Radiofusora Nacional	2340	1,000
"	TGWA	*Radiofusora Nacional	9450	10,000
"	TGWB	*Radiofusora Nacional	6490	1,000
"	TGWC	*Radiofusora Nacional	2320	1,000
"	TGXA	*Periodico "Liberal Progresista"	6130	1,000
Quezaltenango	TGQA	*Departamento de Comunicaciones Electricas	6400	300

Log compiled as of Dec. 8, 1939.

## HONDURAS

[Receiving Sets, 16,000. No Set Tax †]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	1575	50
SHORT WAVE STATIONS				
La Ceiba	HRD	*Genoveva v de Castaneda	6235	250
San Pedro Sula	HRP1	*Filiberto Diaz Zelaya	6351	100
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	5875	500

Log compiled as of Dec. 8, 1939.

**MEXICO**

[Receiving Sets, 300,000-350,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguascalientes	XEAD†	*Alejandro A. Diaz	1240	500
"	XEBI	*Pedro C. Rivas	1000	250
Campeche	XEA	*Luis A. Maury	1400	250
Cananea	XEFQ	*Pedro L. Diaz	1010	500
Chihuahua	XEBU	*Feliciano Lopez Islas	1240	50
"	XEBW	*Angel Mora T.	1340	250
"	XEFI	*Ramiro G. Uranga	1440	1,090
"	XEM	*Pedro Meneses Jr.	1390	500
Cordoba	XEAG	*Diodoro Zuniga	1310	250
"	XECW	*Juan Cedas M.	1240	250
Durango	XEE	*Alejandro O. Stevenson Jr.	1210	50
Guadalajara	XED	*Cia. Radiofonografica, S. A.	1160	1,000
"	XEHK	*Carmen Villasenor	1230	125
"	XELW	*Salvador Galindo de la Torre	1310	250
General Anaya	XEDA	*Pedro R. Diaz	1220	200
Guaymas	XEDR	*Modesto Ortega	1490	100
Guzman	XEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1210	250
"	XEJR	*Anastasio Gomez Gallardo	1490	100
Irapuato	XEBO	*Alfonso Martinez	1330	500
Juarez	XEF	*Gilberto Gil	1450	100
"	XEFV	*Dario Cordoba	1210	50
"	XEJ	*Pedro Meneses Jr.	1020	1,000
"	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
Los Mochis	XEOX	*Felipe G. de Leon	1230	250
Matamoros	XEAM	*Manuel L. Salinas	750	25
Mazatlan	XEBL	*Ignacio L. Sais	1220	500
"	XEDS	*Alejandro A. Schober	1400	500
Merida	XEFC	*Julio Molina Font	1340	100
"	XEME	*Perfecto Villamil Cicero	1240	400
"	XEZ	*Jorge L. Palomeque	680	2,000
Mexicali	XEAA	*Alberto Gonzalez	750	200
"	XEAO	*Chavez y Castro Sucs.	660	250
"	XECL	*Alfonso A. Lacarra	1110	1,000
Mexico City	XEA1	*Carmen Gutierrez	1250	500
"	XEB	*El Buen Tono, S. A.	1030	20,000†
"	XEBS	*Maria Remedios Delgado	1340	200
"	XEBZ	*Refugio Esparza Vda. de Valezzi	810	100
"	XEFO	*Partido Revolucion Mexicana	940	5,000
"	XEHR	*Manuel R. Canale	1230	250
"	XEJP	*Salvador Monterrubio R.	1130	100
"	XEK	*Arturo Martinez	990	200
"	XEKR	*Exposicion Viajera	1280	100
"	XEL	*Financiera de Inversiones, S. A.	1150	250
"	XELZ	*Maria Cardona de Zetina	1370	100
"	XEMX†	*Alfonso Traalosheros Avalos	1280	100
"	XEN	*Guillermina P. de del Conde	780	1,000
"	XEQ	*Radio Panamericana, S. A.	730	50,000
"	XEQK	*Angel H. Ferreiro	1500	400
"	XERC	*Carlos Dragome Narro	830	500
"	XERH	*Gabriel Hernandez Llergo	1430	500
"	XESM	*Salvador San Martin	1400	200
"	XEW	*Cadena Radiodifusora Mexicana	890	100,000
Minatitlan	XEDW	*Hector Silva	1150	300
Monterrey	XEFB	*Jesus Quintanilla	870	200
"	XEG	*Rodolfo Junco de la Vega	1230	250
"	XEH	*Radio Tarnava	740	250
"	XET	*El Pregonero del Norte, S. A.	690	5,000
"	XEX	*El Heraldo del Comercio, S. A.	1310	500
Morelia	XEI	*Tiburcio Ponce	1370	125
"	XEBC†	*Fernando Corona	1240	100

**MEXICO—(Continued)**

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Navajoa	XEAJ	*Emilio Manzanilla	1400	100
"	XEDL	*Francisco Vidal	1240	500
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEBK	*G. Guajardo J. M. Cortes	1080	100
"	XEDF	*Ruperto Villarreal	810	100
"	XEFE	*Rafael T. Carranza	980	250
"	XENT	*Cia. Industrial Universal, S. A.	910	50,000‡
Obregon	XEAP	*Emilio Manzanilla	1840	50
Piedras Negras	XEMU	*Cia. Radio Difusora de Piedras Negras, S. A.	580	250
"	XEPN†	*Cia. Radio Difusora de Piedras Negras, S. A.	740	50,000‡
Reynosa	XEAW	*Cia. Internacional Difusora de Reynosa	960	100,000
Sabinas	XEBX	*Benito Garza Ortegón	640	250
Saltillo	XEAS	*Manuel R. Rodriguez	1160	100
"	XEKS	*J. Antonio de la Pena	1240	100
San Luis Potosi	XECA	*Zeferino Z. Jimenez	1370	100
Tampico	XECA	*Nicolas M. Picot	1230	250
"	XEFW	*Flores y Martinez	1310	300
"	XES	*Difusora Portona	990	250
Tia Juana	XEAC	*Jorge I. Rivera	980	5,000
"	XEAU	*Manuel Acuna Varela	1310	250
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEC	*Luis E. Enciso	1150	100
"	XELO	*Cia. Radio Difusora de Piedras Negras, S. A.	670	10,000‡
"	XEMO	*Fernando Frederico Ferreira	860	5,000
"	XERB	*Radiodifusora Internacional, S. A.	1090	50,000
Toluca	XECH	*Rodolfo Llamas	1490	250
Torreón	XEBP	*Alejandro O. Stevenson Jr.	1150	250
"	XEDE	*Aurelio G. Zaragoza	1400	100
"	XETB	*Aurelio G. Zaragoza	1310	500
Veracruz	XETF	*Jose Rodriguez Lopez	1220	500
"	XEU	*Fernando Pazos	1010	500
Victoria	XEBJ	*Fernando Elizalde	1340	100
Villa Acuna	XEDH	*Vicente Hernandez	1340	200
"	XERA	*Cia. Mex. Radiodifusora Fronteriza, S. A.	840	180,000‡
<b>SHORT WAVE STATIONS</b>				
Guadalajara	XEDQ	*Radiofonografica de Guadalajara	6155	100
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
"	XEQQ	*Radio Panamericana, S. A.	9680	5,000
"	XEUZ	*Partido Revolucion Mexicana	6130 { 11880 }	100
"	XEWW	*Cadena Radiodifusora Mexicana	9500 { 15160 }	10,000
Monterrey	XETA	El Pregonero del Norte	9555	1,000
Morelia	XEKW	*Jose Martinez Ramirez	6030	500
Tampico	XETW	*Flores y Martinez	6045	100
Veracruz	XEFT	*Jose Rodriguez Lopez	9550	12
"	XEUW	*Fernando Pazos Sosa	6020	20
<b>CULTURAL STATIONS</b>				
Mexico City	XEWI	Institucion Mundial de la V. I.	6015 { 11900 }	400
Silao	XEWE	Jesus Gonzalez A.	720	20
<b>OFFICIAL STATIONS</b>				
Jalapa	XEXB†	Gobierno del Estado de Veracruz	1270	250
Mexico City	XECR	Secretaria de Relaciones Exteriores	7380	20,000
"	XEDP	Dept. de Publicidad y Propaganda	1080	500
"	XEXA	Dept. de Publicidad y Propaganda	6175	100
"	XEXX	Universidad Nacional de Mexico	1170	1,000
"	XEYU	Universidad Nacional de Mexico	9600	250
Oaxaca	XEXH	Gobierno del Estado de Oaxaca	1150	400
"	XEXO	Gobierno del Estado de Oaxaca	6035	50
Orizaba	XEXD†	Gobierno del Estado de Veracruz	1340	350
Tepic	XEXT	Gobierno del Estado de Nayarit	1240	1,000
Texcoco	XEXE	M. Ayuntamiento de Texcoco	1270	17

Log compiled as of Jan. 11, 1940.

†Temporarily not operating.

‡ Authorized to operate with 100,000 watts power.

‡ Authorized to operate with 50,000 watts power.

‡ Authorized to operate with 150,000 watts power.

‡ Authorized to operate with 850,000 watts power.

## NICARAGUA

[Receiving Sets, 4,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
<b>SHORT WAVE STATIONS‡</b>				
Leon	YNDG	*Dionisio E. Gallo	7660	1,000
"	YNJAT	*J. A. Tijerino	5758	1,000
Managua	YNLG	*Ruben Dario, Benjamin Guerra	6610	500
"	YNLGG	*La voz de los Lagos, R. Ernesto Gutierrez U.	6535	200
"	YNOP	*Radio Rayer, Ernesto Andrea	6850 1230	800
"	YNPR	*Pilot, Rodolfo Sengelmann, A. Majewsky	8590	800
"	YNRS	*Radiofusora Nicaraguense, R. Sengelmann	6760	800
Masaya	YN7AG	*Oriente y Mediodia, Rafael T. Arjona	7870	50

Log compiled as of Dec. 8, 1939.

‡ Only long wave transmitter listed for Nicaragua is YNOP, operating on 1230 kc.

## PANAMA

[Receiving Sets, 18,000. No Set Tax]

Colon	HOK	*La Voz de la Victor	610	250
Panama City	HP5C	*Radio Miramar	730	100
"	HOC	*La Voz de la Victor	1440	250
"	HOA	*Ron Dalley	2340	500
<b>SHORT WAVE STATIONS</b>				
Colon	HP5F	*La Voz de Colon	6100	150
"	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	500
"	HP5B	*Radio Miramar	6030	100
"	HP5G	*Ron Dalley	11780	800
"	HP5H	*La Voz del Pueblo	6122	400
"	HP5J	*La Voz de Panama	9595	250

Log compiled as of Dec. 8, 1939.

## NEWFOUNDLAND

[Receiving Sets, 13,000. Set Tax, \$2.00 Annually]

St. Johns	VOWR	Wesley United Church	700	500
"	VONF	*Broadcasting Corp. of Newfoundland	640	10,000
"	VOCM	*Colonial Broadcasting System	1006	100
"	VOAR	Seventh Day Adventists	950	25
<b>SHORT WAVE STATION</b>				
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	5970 9475	300
<b>ST. PIERRE-MIQUELON</b>				
(Receiving Sets 500. Set Tax, 25 Francs Annually)				
St. Pierre	FQN	St. Pierre Radio Club	609	500

Log compiled as of Dec. 8, 1939.

## PHILIPPINE ISLANDS

[Receiving Sets, 47,000]

Manila	KZRM	*Far Eastern Broadcasting Co.	618.5	50,000
"	KZRF	" " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,500
"	KZRH	*H. E. Heacock Co.	1200 710	1,000 10,000
<b>SHORT WAVE STATIONS</b>				
Manila	KZRM	*Far Eastern Broadcasting Co.	6140 9570 11840 15300 17780	1,000
"	KZRF	" " " "	6140 9570 11840 15300 17780	1,000
"	KZIB	*I. Beck Inc.	6040 9500	1,000
"	KZRH	*H. E. Heacock Co.	6100 9635	1,000

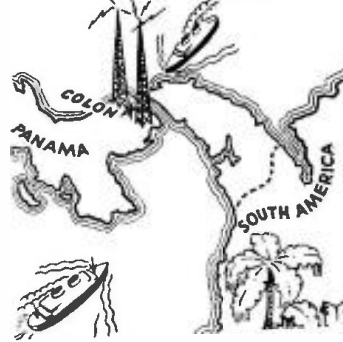
Log compiled as of Dec. 8, 1939.

## BOOST YOUR SALES!

Advertise Over Central America's  
Most Modern Stations

### RICH PANAMA and the CANAL ZONE

buy American



### HOK-HP5K

The Voice of the Victor  
640 kc.—6,005 kc.

COLON  
Republic of Panama

—:—

### HP5A

Star & Herald Radio  
Theatre 11,700 kc.

### HOC

The Voice of the Victor  
1440 kc.

PANAMA CITY  
Republic of Panama

operated by the

PANAMA  
BROADCASTING SYSTEM

## 87 FEATURE SUCCESS STORIES

PLUS HUNDREDS OF RADIO ADVERTISING  
ARTICLES AND NEWS ITEMS APPEARED IN  
THE 1939 ISSUES OF BROADCASTING MAGAZINE

Advertisers By Industry	Number of Feature Stories
Dept. Store & Retail	17
Food	11
Gasoline and Oil	9
Banks & Financial	13
Automotive	7
Cigarettes & Tobacco	4
Household Utilities	4
Real Estate	3
Insurance	3
Dairy	3
Proprietary	2
Miscellaneous*	11

\* Includes stories on sports goods, rugs, soft drinks,  
dog food, coal, watches, bakery, razor blades.

## BROADCASTING

NATIONAL PRESS  
BLDG.



WASHINGTON,  
D. C.

THE MAGAZINE FOR TIME-BUYERS

# DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

\* Denotes time is sold for advertising, according to best available information.

## ARGENTINA

[Receiving Sets, 1,000,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahía Blanca	LU2	*Radio Bahía Blanca (Camillio V. Bertorini)	900	2,500
"	LU7	*Radio General San Martín (Volturno Gennari)	1240	2,500
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S. A.)	1070	50,000
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	10,000
"	LR3	*Radio Belgrano (Jaime Yankelevich)	950	35,000
"	LR4	*Radio Splendid (Antonio C. Devoto)	900	16,000
"	LR5	*Radio Excelior (Alfredo B. Dougall)	830	29,250
"	LR6	*Radio Mitre (S. A. La Nación)	870	25,000
"	LR8	*Radio Paris (C. R. Scherrer y Cia.)	1150	6,500
"	LR9	*Radio Fenix (Gregorio Echavarría)	1080	5,000
"	LR10	*Radio Cultura (Radio Cultura S. Resp. Ltda.)	790	11,500
"	LRA	Radio del Estado (Dirección General de Correos y Telegrafos)	750	10,000
"	LS1	*Radio Municipal (Municipalidad de la Capital)	710	50,000
"	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	10,000
"	LS6	*Radio Rivadavia (Enrique Caride)	1110	5,000
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	6,000
"	LS8	*Radio Stentor (S. A. Stentor, Publicidad Radio)	1230	15,000
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	6,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	6,000
Com. Rivadavia	LU4	*Radio Comodoro Rivadavia (Cia. Broadcasting de la Patagonia)	640	1,000
Cordoba	LV2	*Radio Central (Luis Maunler)	960	5,000
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	7,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1,000
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	2,500
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	500
"	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1310	30,000
Resistencia	LT5	*Radio Charo (Jose M. Noveri)	1080	1,500
Rio Gallegos	LU12	*Radio Rio Gallegos (Cia. Broadcasting de la Patagonia)	680	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maffiandi)	780	6,000
"	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1160	5,100
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	1,000
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1,000
San Juan	LV1	*Radio Craffigna (S. A. Craffigna Ltda.)	730	1,000
"	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1,500
San Rafael	LV4	*Radio San Rafael (Julín Silva)	690	1,000

## ARGENTINA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Santa Fe	LT9	*Radio Roca Soler (Roca Hermanos y Cia.)	1200	1,000
"	LT10	Radio del Inst. Social de la Universidad Litoral	1320	500
Stgo. del Estero	LV11	*Radio del Norte (S. A. El Liberal)	1170	2,500
Tucuman	LV7	*Radio Tucuman (Gonzalez Acha y Munoz)	820	2,500
"	LV12	*Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	5,000
SHORT WAVE STATIONS				
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	7,000
"	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	9660	7,000
"	LRA2 } LRA3 }	Radio del Estado (Dirección General de Correos Telegrafos)	6180 } 11730 }	10,000
"	LRA1	Radio del Estado (Dirección General de Correos Telegrafos)	9690	10,000
"	LRA5	Radio del Estado (Dirección General de Correos Telegrafos)	17380	10,000

Log compiled as of Dec. 8, 1939.

## BOLIVIA †

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP3	*Radio Nacional, Costas Hermanos	1390	1,250
"	CP4	*Radio Illimani, Estado	1040	10,000
"	CP26	*Radio Colon, A. Taborga S.	730	1,000
SHORT WAVE STATIONS				
La Paz	CP2	*Radio Nacional, Costas Hermanos	6110	1,250
"	CP5	*Radio Illimani, Estado	6200	1,000
"	CP6	*Radio Illimani, Estado	9520	1,000
"	CP7	*Radio Illimani, Estado	16300	1,000
"	CP25	*Radio El Norte, G. Teran	9700	500
"	CP35	*Radio Bolivia, Juan C. Salinas	9590	500
"	CP38	*Radio Nacional, Costas Hermanos	9505	1,250

Log compiled as of Dec. 8, 1939.

† In addition there are in Bolivia more than a score of stations with powers of 250 watts or less

## BRAZIL

[Receiving Sets, 500,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Araraquara	PRD4	*Radio Cultura de Araraquara	1570	500
Bauru	PRG8	*Bauru Radio Club	1210	250
Belem	PRC5	*Radio Club de Para	670	2,000
Bello Horizonte	PRH6	*Sociedade Radio Guarany	1340	3,000
"	PRI3	*M. Geraes	880	22,800
"	PRC7	*Sociedade Radio Mineira	690	3,000
Blumenau	PRC4	*Radio Club de Blumenau	1330	250
Campinas	PRC9	*Sociedade Radio Educadora de Campinas	1170	500
Campos	PRF7	*Radio Cultura de Campos	1330	2,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	640	500
Curitiba	PRB2	*Radio Club Paranaense	1420	2,000
Fortaleza	PRE9	*Ceara Radio Club	1320	2,000
Franca	PRB5	*Radio Club Hertz	1240	250
Jaboticabal	PRG4	*Radio Club de Jaboticabal	1250	250

**BRAZIL—(Continued)**

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Jahu	PRG7	*Radio Sociedade Jahuense	1010	250
Joao Pessoa	PR14	*Governo do Estado da Parahaba	1110	10,000
Juiz de Fora	PRB3	*Radio Sociedade de Juiz de Fora	620	500
Marilia	PR12	*Radio Club de Marilia	1090	550
Nittheroy	PRE6	*Radio Sociedade Fluminense	1470	1,000
"	PRD8	*Radio Club Fluminense	1320	1,000
Pelotas	PRH4	*Sociedade Radiocultura de Pelotas	1320	500
Petropolis	PRD3	*Petropolis Radio Difusora S. A.	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	820	250
Pocos de Caldas	PRH5	*R. Cultura de Pocos de Caldas	1160	250
Porto Alegre	PRH2	*Radio Sociedade Farrroupilha Ltda.	600	25,000
"	PRC2	*Radio Sociedade Gaucha	680	5,000
"	PRF9	*Radio Difusora Porto Alegrense	1440	3,000
Recife	PRA8	*Radio Club de Pernambuco	720	25,500
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	730	500
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	250
Rio Preto	PRB3	*Radio Rio Preto S. A.	640	250
Santos	PRG5	*Sociedade Radio Atlantica	580	750
"	PRB4	*Radio Club de Santos	1450	1,000
Sao Paulo	PRAE4	*Soc. de Radio Cultura a Voz de Espaco	300	5,000
"	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Sociedade Radio Educadora Paulista	760	10,000
"	PRB6	*Sociedade Radio Cruzeiro de Sul	1200	5,000
"	PRB9	*Radio Sociedade Record	1000	20,000
"	PRE7	*Sociedade Radio Cosmos	1410	5,000
"	PRF3	*Radio Difusora Sao Paulo	960	5,000
"	PRG2	*Radio Tupy S. A.	1040	25,000
"	PRG9	*Radio Excelsior	1100	20,000
"	PRH3	*Radio Piratininga	620	5,000
"	PRH9	*S. Bandeirante de R. Diffusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1080	500
"	PRD9	*Radio Sociedade de Sorocaba	970	250
Rio de Janeiro	PRA2	*Ministerio da Educacao	800	25,000
"	PRA3	*Radio Club de Brasil	860	10,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1220	22,000
"	PRB7	*Sociedade Radio Educadora de Brasil	900	5,000
"	PRC8	*Radio Sociedade Guanabara	1360	5,000
"	PRD2	*Sociedade Radio Cruzeiro de Sul	1060	10,000
"	PRD5	*Instituto de Educacao	1450	1,000
"	PRE2	*Radio Vera Cruz	1430	5,000
"	PRE3	*Radio Transmissora Brasileira	1180	10,000
"	PRE8	*Sociedade Radio Nacional	960	22,000
"	PRF4	*S. A. Jornal de Brasil	940	10,000
"	PRG3	*Radio Tupy S. A.	1260	10,000
"	PRH8	*Radio Ipanema S. A.	1130	5,000
Uberaba	PRE5	*Radio Soc. Triangulo Mineiro	1390	500
SHORT WAVE STATIONS				
Recife	PRA8	Radio Club Pernambuco	6010	5,000
Rio de Janeiro	PSK	Cia. Radio Brasil	8185	12,000
"	PSH	"	10220	12,000
"	PSE	"	14935	12,000

Log compiled as of Dec. 8, 1939.

**BRITISH GUIANA**

[Receiving Sets, 5,000. Set Tax \$1]

Georgetown	VP3BG	*British Guiana Bcast. Co. Ltd.	4885	750
------------	-------	---------------------------------	------	-----

Log compiled as of Dec. 8, 1939.

**CHILE**

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma	1270	100
"	CA141	*Angel Garcia y Cia.	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
"	CC133	*Miguel Arrau	1330	100
Concepcion	CC64	Hucke y Cia. Ltd.	640	100
"	CC117	*Frederico Sanchez	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Coquimbo	CB96	*Puerta Hermanos	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Punta Arenas	CD103	*Romon Verde	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD136	*Inez Diaz Paz	1360	100
Osorno	CD112	*David Arriagada	1120	100
Puerto Montt	CD147	*Tomas Ginart	1470	100
Quillota	CB113	*Abdon Salinas	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
"	CC145	*Guillermo Espinosa	1450	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
"	CB62	*International Machinery Co.	620	1,000
"	CB78	*Cooperativa Vitalicia	780	1,000
"	CB82	*Soc. Per. El Diario Ilustrado	820	1,000
"	CB89	*Otto Becker Ltd.	890	1,000
"	CB93	*Orlandini y Raggio Ltd.	930	10,000
"	CB97	*Soc. Industrial de Maquinarias	970	1,000
"	CB101	*Heriberto Bewais	1010	1,000
"	CB106	*Manuel Casabianca	1060	5,000
"	CB114	*Spencer y Vivado Ltd.	1140	5,000
"	CB118	*Markoff Hnos. Ltd.	1180	10,000
"	CB126	*Felix Vasquez	1260	1,000
"	CB130	*Enrique Becker Germain	1300	....
"	CB134	*German Holtheuer	1340	1,000
"	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB144B	*Spitz y Cia.	1440	100
"	CB144C	*Ernesto Clark	1440	100
"	CB150	*Markoff Hnos. Ltd.	1500	10,000
San Antonio	CB146	*Enrique Yanez	1400	100
Talca	CC67	*Raul Grez	670	100
"	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC58	*Luis E. Brain	580	500
"	CC125	*Carlos Kachler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD69	*Arturo Lara Soriano	690	1,000
"	CD132	*Carlos Cockbaine	1320	100
Valparaiso	CB76	*Cooperativa Vitalicia	760	10,000
"	CB84	*Spencer y Vivado Ltd.	840	1,000
"	CB90	*Empresa Per. El Mercurio	900	1,000
"	CB103	*Fundacion Santa Maria	1030	400
"	CB116	*Oscar Cornejo Harker	1160	1,000
"	CB120	*Spencer Vivado Ltd.	1200	1,000
"	CB124	*Ramon y Fernando Garcia y Cia.	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB147	*Calcagno y Widow Ltd.	1470	1,000
Vina del Mar	CB64	*Adriano Iz	640	1,000
"	CB68	*Renard y Garcia Tello	680	1,000
"	CB111	*Joaquin Venegas	1110	1,000
SHORT WAVE STATIONS				
Santiago	CB946	*Markoff Hnos. Ltd.	9460	5,000
"	CB960	*Enrique Humeres	9600	100
"	CB1170	*Otto Becker Ltd.	11700	150
"	CB1174	*Orlandini y Raggio Ltd.	11740	4,000
"	CB1180	*Soc. Nacional de Agricultura	11800	1,000
"	CB1185	*Jorge Echegoyen	11850	5,000
Valdivia	CD1190	*Arturo Lara Soriano	11910	250
Valparaiso	CB970	*Cooperativa Vitalicia	9730	7,000

Log compiled as of Dec. 8, 1939.

**COLOMBIA**

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Operator	Frequency In Kilocycles	Power In Watts
Aguadas (Caldas)	HJ6FAJ	*Roberto Pelaez	1500	25
Barranquilla	HJ1ABA	*Voz de Barranquilla, Clara E. de Buitrago	1330	251
"	HJ1ABH	*Emisora Atlantico, Andres G. Jimeno	1080	500
"	HJ1ABK	*Voz de la Patria, Mario Luis Hernandez	1310	251
"	HJ1ABN	*Voz de la Victor, Gabriel Paez Reina	1140	251
Bogota	HJ3CAB	*Emisora Nueva Granada, Roberto Ramirez	1120	960
"	HJ3CAC	*Voz de Bogota, Gustavo Uribe	870	1.000
"	HJ3CAE	*Voz de Bogota, Gustavo Uribe	1220	460
"	HJ3CAG	*Radio Santa Fe, Julio Bernal	1060	251
"	HJ3CAI	*Voz de la Victor, Manuel J. Gaitan	1160	2.400
"	HJ3CAJ	*Radio Mundial, Vicente Garcia	1380	300
"	HJ3CAK	*Ecos de Tequendama, Pedro P. Martinez Q.	1290	251
"	HJ3CAL	*Emisora Cundinamarca	590	251
"	HJ3CAM	Colombian Government	970	5.000
"	HJ3CAW	*La Nueva Granada, Roberto Ramirez	970	2.500
"	HJ3CAZ	*Voz de Colombia, Cipriano Rios Hoyos	1010	1.100
Bucaramanga	HJ7GAK	*Radio Santander Francisco Bueno	1280	280
"	HJ7GAE	*Radio Bucaramanga, Emilio Montoya	1130	350
Cali	HJ5EAB	*Voz del Valle, Eduardo Cordoba	1150	300
"	HJ5EAF	*Voz de Igueronia, H. Bueno D.	1340	251
"	HJ5EAE	*Radio Cali, Jose T. Calderon	1090	251
"	HJ5EAC	*Radio Jorge Isaacs, Manuel Gomez P.	1300	251
Cartagena	HJ1ABF	*Laboratorios Fuentes, Jose M. Fuentes	1240	251
"	HJ1ABR	*Radio Cartagena, R. Lequerica G.	1400	251
Cienaga	HJ2BAI	*Ecos del Cordoba, Victor R. Pereira	1430	250
Cucuta	HJ2BAC	*Voz de Cucuta, Pompilio Sanchez	1270	251
Manizales	HJ6FAD	*Radio Manizales, Alberto Hoyos	1390	480
"	HJ6FAX	*Emisora Flectra, Antonio Pinzon	1260	251
Medellin	HJ4DAC	*Voz de la Montana, Francisco Cuartas	1350	251
"	HJ4DAV	*Voz del Hogar, Octavio Gaviria	1420	250
"	HJ4DAK	*Voz de Antioquia, Carlos Escobar P.	1250	750
"	HJ4DAQ	*Emisora Claridad, Alberto Estrada	1320	1.800
"	HJ4DAR	*Voz del Triunfo, Luis Eduardo Ramirez	1380	251
"	HJ4DAT	*Radio Notivara, Joaquin Londono	1370	251
Monteria	HJ1ABL	*Jose M. Fuentes	1410	251
"	HJ1ABM	*Julio Sanchez	1210	251
Pereira	HJ6FAE	*Cesar Arango	1470	251
"	HJ6FAF	*Antonio Giraldo	1350	453
Popayan	HJ5EAG	*Voz Belalcazar, Pablo Barbosa V.	1450	200
Sincelejo	HJ1ABC	*Eugenio Quintero	550	30
Yarumal	HJ4DAI	*Ecos del Norte, Ramon Correa	1420	30
SHORT WAVE STATIONS				
Armenia	HJFH	*Voz de Armenia, Hoyos & Gutierrez	4875	600
Barranquilla	HJAB	*Voz de Barranquilla, Clara E. de Buitrago	4785	750
"	HJAG	*Emisora Atlantico, Andres G. Jimeno	4905	1.000

**COLOMBIA—(Continued)**

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bogota	HJCD	*Emisora Nueva Granada, Colombia Broadcasting	4845 (9400)	1.000
"	HJCF	*Voz de Bogota, Gustavo Uribe	4855 (9710)	750
"	HJCH	*Voz de la Victor, Manuel J. Gaitan	4895	750
"	HJCT	Ministry of National Education	9630	5.000
"	HJCX	*Voz de Colombia, S. A. Cipriano Rios Hoyos	6018	750
Bucaramanga	HJGB	*Radio Santander, Francisco A. Bueno	4775	750
Buenaventura	HJEH	*Ferrocarriles Nacionales	4755 (9510)	1.000
Cali	HJED	*Voz del Valle, Eduardo Cordoba	4825	750
Cartagena	HJAE	*Laboratorios Fuentes, Jose M. Fuentes	4835	500
"	HJAP	*Radio Cartagena, R. Lequerica G.	4925	600
Cucuta	HJBC	*Voz de Cucuta, Pompilio Sanchez	4815	600
Ibague	HJFI	*Lamus, Rivera & Barrios	4795	750
Manizales	HJFB	*Radio Manizales, Alberto Hoyos	6105	1.000
Medellin	HJDE	*Voz de Antioquia, Carlos Escobar P.	6145	1.000
"	HJDP	*Emisora Claridad, Alberto Estrada	4885	1.000
"	HJDU	*University of Antioquia, Clodomiro Ramirez, Rector	4805	250
"	HJDX	*Emisora Medellin	4795	1.000
Pereira	HJFK	*La Voz Amiga, R. C. Torrijos	4865 (9730)	1.000
"	HJFC	*Voz de Pereira, Cesar Arango M.	6054.3	500
Santa Marta	HJBJ	*Voz de Santa Marta, Julio Sanchez	5875	750

Log compiled as of Dec. 8, 1939.

**DUTCH GUIANA (Surinam)**

[Receiving Sets. 531. No Set Tax]

Paramaribo	PZH		6795	100
------------	-----	--	------	-----

Log compiled as of Dec. 8, 1939.

**ECUADOR**

[Receiving Sets, 6,500. Set Tax 10.00 Sucres]

Guayaquil	HC2CW	*Ondas del Pacifico	900	25
"	HC2ET	*El Telegrafo	1160	40
"	HC2JSB	*Ecuador Radio	1100	200
"	HC2RB	*Erick Williams	1250	300
"	HC2ROZ	*Radio Ortiz	1200	100
Quito	HCJB	*La Voz de los Andes	978	100
SHORT WAVE STATIONS				
Ambato	HC1VT	*La Voz del Tunguragua	6550	30
Guayaquil	HCODA	*La Voz del Alma	9447	200
"	HCT	Government	5003	300
"	HC2CP	Radio del Partido Nacional	9195	...
"	HC2CW	*Ondas del Pacifico	9180	25
"	HC2ET	*El Telegrafo	4600	300
"	HC2RB	*La Voz del Litoral	9800	50
"	HC2RL	Quinta Piedad	6635	200
"	HC2JSB	*Ecuador Radio	7860	200
"	HC2ROZ	*Radio Ortiz	7500	100
Portoviejo	HCJB4	*Voz de Manabi	4300	25
Quito	HCETC	*Teatro Bolivar	9355	100
"	HCJB	*La Voz de los Andes	4107 6230 12460	500
"	HC1EC	*El Comercio	8600	50
"	HC1GQ	Nariz del Diablo	9180	250
"	HC1PM	*El Palomar	5725	150
"	HC1RE	La Voz de la Sierra	6320	25
"	HC1RJ	El Dia	7600	50
"	HC1RV	Diario Hablado	3987	50
Riobamba	PRADO	Carlos Cordovez	6630	2.000

Log compiled as of Dec. 8, 1939.

## PARAGUAY

[Receiving Sets, 11,200. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ancunon	ZP1	*Artaza Hermanos	970	100
"	ZP4	*Irsen & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jordan Livieres	1300	100
"	ZP9	*Artaza Hermanos	920	1,500
"	ZP10	Hipolito Carron	1330	100
"	ZP11	*Juventud Antoniana	1200	100
"	ZP13	*Fulvio Picozzi Villagra	1430	100
Encarnacion	ZP3	*Julio Cormillot	900	100
SHORT WAVE STATIONS				
Ancunon	ZP8	*Irsen & Saccarello	11850 9615 9270	120
Villarrica	ZP14	*Friedmann Hermanos	6090 11720	1,000

Log compiled as of Dec. 8, 1939.

## PERU

[Receiving Sets, 40,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ica	OAX5B	*J. Antonio Umbert	1280	200
Lima	OAX4A	Government	854	10,000
"	OAX4B	*Empresa Peruana Parlante Bolivar y Carcovich	1200	250
"	OAX4E	*Ing. Juan P. Goicochea	960	200
"	OAX4J	*Radio Internacional	1320	250
"	OAX4L	*Radio Miraflores	1250	200
SHORT WAVE STATIONS				
Arequipa	OAX6B	*Maximo J. Landa	11710	150
Chiclayo	OAX1A	*J. Carlos Montjoy	6380	200
Cuzco	OAX7A	*Carlos Lizarraga Fisher	5940	100
Huancayo	OAX4P	*J. Alberto Maduero	5968	250
Ica	OAX5C	*J. Antonio Umbert	9405	150
Lima	OAX4G	*Empresa Peruana Parlante Bolivar y Carcovich	6300	250
"	OAX4I	*Radio Internacional	9340	200
"	OAX4T	*Government	9562	10,000
"	OAX4Z	"	6082	15,000
"	OAX4R	"	15150	10,000
Trujillo	OAX2A	*Rafael Larco Hoyle	6000.57	250

Log compiled as of Dec. 8, 1939.

## URUGUAY

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Julio J. Rabassa	1480	300
Durazno	CW25	*Artola, Evangelista Cia.	1430	500
Florida	CW33	*O. F. Barreiro	1200	75
"	CW3	*R. J. Caisiols	580	500
Mercedes	CX52	*Pedro Telesca	1570	50
Minas	CW43	*Volante y Harispu	1470	100
Montevideo	CX4	Direccion Agronomia	610	5,000
"	CX6	S. O. D. R. E.	650	10,000
"	CX8	*Ramon Puyal	690	500
"	CX10	Ferrera, Gestoso y Cia.	730	1,000
"	CX12	*Luis A. Artola	770	5,000
"	CX14	*"El Espectador"	810	5,000
"	CX16	*S. A. D. R. E. P.	850	10,000
"	CX18	*"El Espectador"	890	1,500
"	CX20	*Carlos L. Romay	930	2,000
"	CX22	*Harispu Hnos.	970	250
"	CX24	*S. A. D. R. E. P.	1010	2,500
"	CX26	*A. Canepa y Cia.	1050	2,000
"	CX28	*W. F. Moran	1090	3,000
"	CX30	*Silva y Larrea	1130	1,000
"	CX32	*Bianchi y Patron	1170	500
"	CX34	*A. Canepa y Cia.	1210	500
"	CX36	*Vasquez y Walder	1250	250
"	CX38	S. O. D. R. E.	1290	5,000
"	CX40	*Julio J. Rabassa	1330	500
"	CX42	*Hector Bernazza	1370	1,000
"	CX44	Julio J. Rabassa	1410	250
"	CX46	*G. Bertacchi	1450	1,500
"	CX48	*Vasquez y Cia.	1490	1,500
"	CX50	Dr. B. Ayala	1530	250

## URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Paysandu	CW35	Buenaventura, Malher y Ordoqui	1240	250
"	CW39	*Miguel Penna	1320	100
Real de San Carlos	CW37	J. Clavelli de Beruatti	1400	4,500
Rivera	CW19A	*J. D. Garcia	1340	60
Rocha	CW19	*Harispu y Machado	1340	50
Salto	CW23	*Domingo Giordano	820	250
"	CW27	*L. B. Berres	680	250
"	CX31	*Salvador E. Pera	1120	250
San Jose	CW41	*Harispu y Bruccoleri	1360	50
"	CW47A	*Fasola, Rios y Munoz	1460	100
Tacuarembu	CW46A	*Luis S. Bini	1470	250
SHORT WAVE STATIONS				
Colonia	CXA8	Jaime Yankelovich	9640	2,500
Montevideo	CXA2	*Racine y Schmidt	9570	5,000
"	CXA4	S. O. D. R. E.	6125	5,000
"	CXA5	†Figueira Canapa y Cia.	9480	2,500
"	CXA6	†S. O. D. R. E.	9550	5,000
"	CXA7	†A. Conapa y Cia.	11785	2,500
Real de San	CXA8	*Jaime Yankelovich	9640	2,500

Log compiled as of Dec. 8, 1939.

† Under construction.

## VENEZUELA

[Receiving Sets, 138,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barquisimeto	YV3RC	*Arturo Ramos Maggi	1270	250
"	YV3RE	*A. Segura	1475	300
Bolivar	YV6RA	*Enrique Torres Valencia	1400	250
"	YV6RD	*Miranda & Behrens	1450	250
Caracas	YV6RA	*Almacen Americano	960	5,000
"	YV6RB	*Herman Degwitz	1200	2,000
"	YV6RE	*Dr. Manuel de Goya	1110	200
"	YV6RG	*Gonzalo Veloz Mancera	1010	1,000
"	YV6RI	*Edmundo Suegart	1370	1,000
"	YV6RQ	*Victor M. Soto	882	1,000
"	YV6RR	*Mario Garcia Arocha	1320	1,800
La Guaira	YV6RK	*Gonzalo Veloz Mancera	1050	500
Maracaibo	YV1RA	*Luis Garcia	1500	250
"	YV1RC	*Pedro A. Bermudez	1400	600
"	YV1RD	*Luis Mantellini Hijo	1153	250
"	YV1RF	*N. V. Quintero	1120	300
"	YV1RK	*Jose A. Higuera	1250	250
"	YV1RM	*Gilberto Rincon Harris	780	250
Maracay	YV4RG	*Luis Croquer	1158	200
San Cristobal	YV2RB	*J. M. Diaz Gonzalez	980	500
Valencia	YV4RA	*Herman Degwitz	1350	500
"	YV4RE	*Luis Croquer	1400	200
SHORT WAVE STATIONS				
Barquisimeto	YV3RX	*Arturo Ramos Maggi	4990	300
"	YV3RB	"	9565	300
"	YV3RN	*Amilcar Segura	4820	300
Bolivar	YV6RU	*Enrique Torres Valencia	4885	250
"	YV6RT	*Miranda & Behrens	4900	250
Puerto Cabello	YV4RQ	*R. A. Segura	5020	2,000
Caracas	YV5RN	*Almacen Americano	5035	2,500
"	YV5RM	*Herman Degwitz	5010	2,500
"	YV5RO	*Dr. Manuel de Goya	4940	200
"	YV5RH	*Gonzalo Veloz Mancera	4920	500
"	YV5RY	*Edmundo Suegart	4790	1,000
"	YV5RS	*Victor M. Soto	4960	1,000
"	YV5RU	*Mario Garcia Arocha	4830	300
Coro	YV1RI	*Roger Leyba	4910	300
"	YV1RJ	*Jose Mendoza	4975	500
Maracaibo	YV1RV	*Luis Garcia	4800	250
"	YV1RU	*Luis Mantellini Hijo	4810	250
"	YV1RH	*N. V. Quintero	4890	250
"	YV1RL	*Jose A. Higuera	4860	200
"	YV1RN	*Gilberto Rincon H.	6500	200
"	YV1RT	*Pedro A. Bermudez	4770	2,000
Maracay	YVQ	Government	6672	20,000
"	YV4RX	*Luis Croquer	4840	500
San Cristobal	YV2RN	*J. M. Diaz Gonzalez	4870	500
Valencia	YV4RO	*Herman Degwitz	4950	500
"	YV4RP	*Luis Croquer	4930	250
Valera	YV1RZ	*L. Jeiami	4850	250

Log compiled as of Dec. 8, 1939.

# DIRECTORY OF EUROPEAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries  
(Note: Complete reallocation of frequencies and powers ordered under Plan of Montreux promulgated April 15, 1939, to go into effect March 4, 1940, but this may be discarded or deferred due to war.)

\*Denotes time is sold for advertising, according to best available information.

## ALBANIA

[Receiving Sets, 3,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tirana	ZAA	Direction Generale des P.T.T. (Government)	{ 4880 6084 7850 9960 15630	3,000

Log compiled as of Dec. 8, 1939.

## BELGIUM

[Receiving Sets, 1,139,746. Set Tax, 20-78 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antwerp	ON4EB	*M. De Caluwe	{ 1483 1492	130
Binche	.....	*M. Laveine	{ 1483 1492	130
Brussels	I.N.R. (French)	Institut National Belge de Radiodiffusion	620	15,000
"	I.N.R. (Flemish)	"	932	15,000
"	ON4RC	*M. Rombauts	1465	130
"	ON4GT	*M. Mestag	1465	130
Chatelineau	ON4CE	*M. Lucas	{ 1483 1492 1500	130
Courtrai	.....	*West Vlaamsche Radio	{ 1438 1483	130
Ghent	.....	Radio-Vlaanderen	{ 1122 1492	130
Libramont	.....	*M. Delrez	{ 1483 1122	130
Liege	ON4RW	*M. Delvigne	{ 1438 1500	65
"	ON4FC	*M. Lamboray	1438	65
"	ON4EX	*M. Habran	{ 1438 1500	65
Loxbergen	.....	*M. Keersmaekers	{ 1500 1465	130
Sersing	.....	*M. Henrion	{ 1438 1500	65
Vellereille	.....	*M. Tricote	{ 1438 1483	65
Verviers	.....	*M. Masson	{ 1483 1500	65
"	.....	*M. Houben	{ 1492 1500	65
SHORT WAVE STATIONS				
Ruselede	ORK	Institut National Belge de Radiodiffusion	10330	9,000
"	ORY	"	11850	45,000†

†Under construction. Log compiled as of Dec. 8, 1939.

## BULGARIA

[Receiving Sets, 54,435. Annual Set Tax, 60 to 350 Leva]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sofia	.....	*Administration des P.T.T. (Government)	850	100,000
Stara-Zagora	.....	"	1402	2,000
Varna	.....	"	1276	2,000
SHORT WAVE STATION				
Sofia	LZA	Administration des P.T.T. (Government)	{ 8490 14970	1,500

Log compiled as of Dec. 8, 1939.

## DENMARK

[Receiving Sets, 812,429. Receiving Tax, 10 Knouer]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Copenhagen	OXQ	Stataradionien (Government)	1176	10,000
Kalundborg	OXP	"	240	60,000
SHORT WAVE STATION				
Skamlebaek	{ OZF OZG OZH }	Stataradionien (Government)	{ 9520 11305 15320 }	6,000

Log compiled as of Dec. 8, 1939.

## EIRE (Ireland)

[Receiving Sets, 163,241. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	.....	*Department of Post & Telegraph	565	100,000
Cork	.....	" " " " "	1240	1,000
Dublin	.....	" " " " "	1348	500
SHORT WAVE STATION				
Athlone	.....	*Department of Post & Telegraph	{ 9595 17840 }	3,500

\*Advertising from Irish Industry only. Log compiled as of Dec. 8, 1939.

## ESTONIA

[Receiving Sets, 79,427. Tax, Ekr. 9.00 to 15.00]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tallinn	.....	*Riigi Ringhaaling (Government)	1348	1,000
Tartu	.....	" " " " "	512	500
Turi	.....	" " " " "	731	50,000

Log compiled as of Dec. 8, 1939.

## FINLAND

[Receiving Sets, 337,961. Set Tax, 100 Finnish Marks]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Helsingfors I	.....	Suomen Yleisradio (Government)	749	10,000
Helsingfors II	.....	" " " " "	1522	1,000
Joensuu	.....	" " " " "	310	1,000
Kuopio	.....	" " " " "	258	1,000
Lahti I	.....	" " " " "	166	{ 150,000 220,000 }
Oulu	.....	" " " " "	431	10,000
Pietarsaari	.....	" " " " "	1500	250
Pori	.....	" " " " "	776	1,000
Sortavala	.....	" " " " "	610	1,000
Tampere	.....	" " " " "	1348	700
Turku	.....	" " " " "	895	50,000
Vaasa	.....	" " " " "	1420	10,000
Viipuri	.....	" " " " "	527	10,000
SHORT WAVE STATIONS				
Helsingfors III	OFH	Suomen Yleisradio (Government)	6120	200
Lahti II	{ OFD OFE }	" " " " "	{ 9500 11780 }	1,000
Lahti III	{ OJE OJH }	" " " " "	{ 15190 17800 }	1,000
Pori	.....	" " " " "	{ 6120 9500 11780 15190 17800 21550 }	50,000

Log compiled as of Dec. 8, 1939.

## FRANCE

[Receiving Sets, 5,104,639. Set Tax, 15-350 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
GOVERNMENT STATIONS				
Grenoble (P.T.T.)	.....	1 Rue Hauquelin Grenoble	583	15,000†
Bordeaux (P.T.T.)	.....	136 Rue Ernest-Renau, Bordeaux	1077	60,000†
Limoges (P.T.T.)	.....	6 Blvd. Victor-Hugo, Limoges	895	500†
Lyon (P.T.T.)	.....	47 Cours Gambetta, Lyon	648	100,000
Marseilles (P.T.T.)	.....	32 Rue Croix-de-Regnier, Marseilles	749	100,000
Montpellier (P.T.T.)	.....	9 Blvd. General Sarraill, Montpellier	1339	600†
Nice (P.T.T.)	.....	2 Place Grimaldi	1185	60,000
Paris (P.T.T.)	.....	103 Rue de Grenelle, Paris	695	120,000
Lille (P.T.T.)	.....	36 Blvd. de la Liberte, Lille	1213	60,000
Radio-Paris (Poste National)	.....	11 Rue Francois Ier, Paris	182	450,000
Rennes (P.T.T.)	.....	Hotel des Potes, Rennes	1040	120,000
Strasbourg (P.T.T.)	.....	11 Rue de la Nuce-Bleue, Strasbourg	859	80,000
Toulouse (P.T.T.)	.....	50 Rue Gambetta, Toulouse	776	120,000
Paris (Tour Eiffel)	.....	Grand Palais, Porte F., Paris	1456	20,000



## FRANCE—(Continued)

PRIVATE STATIONS				
City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bordeaux (*Sud Ouest)	.....	2 Cours Tournon, Bordeaux	1366	25,000
Paris (*Ile-de-France)	.....	11 Rue Christophe Colomb, Paris	1276	2,000
Paris (*Poste Parisien)	.....	4 Rue General Foy, Paris	959	60,000
Agen (*Radio Agen)	.....	Rue Lamouroux, Agen	968	2,000
Paris (*Radio Cite)	.....	1 Blvd. Haussmann, Paris	1068	20,000
Lyon (*Radio Lyon)	.....	39 Rue Marseille, Lyons	1393	25,000
Juan Les Pins (*Radio Mediterranee)	.....	Les Plateaux Fleuris, Antibes	1321	25,000
Montpellier (*Radio Montpellier)	.....	16 Rue de la Republique, Montpellier	968	2,000
Nimes (*Radio Nimes)	.....	2 Rue Greffes, Nimes	1483	2,000
Fecamp (*Radio Normandie)	.....	Villa la Grandiere, Fecamp	1095	20,000
Toulouse (*Radio Toulouse)	.....	51 Rue Alsace-Lorraine, Toulouse	913	60,000
Paris (*Radio 37)	.....	35 Rue Francois 1er, Paris	832	2,000
SHORT WAVE STATION (PARIS-MONDIAL)				
Allouis (Bourges)	.....	98 Bis Blvd. Haussmann	{ 9680 11845 16296 17850	100,000
Pontoise	{ TPA2 TPA3 TPA4	"	{ 15243 11885 11718	12,000
Essarts-le-Roi	{ TPB3 TPB6 TPB7 TPB12 TPB25	"	{ 17765 15130 11885 9550 7280	25,000
TELEVISION STATION				
Paris (Station d'Etat)	.....	103 Rue de Grenelle	{ 46 mc. (image) 42 mc. (sound)	25,000

Log compiled as of Dec. 8, 1939.

†To be replaced by a new 120,000 watt station under construction.

‡To be replaced by a new 10,000 watt station under construction.

## GERMANY

[Receiving Sets, 13,171,943. Set Tax, 2 Reichsmark per month]

Berlin	.....	Reichs-Rundfunk-Gesellschaft (Government)	841	100,000
Bremen	.....	"	1330	2,000
Breslau	.....	"	950	100,000
Danzig ‡	.....	"	1303	500
Dresden	.....	"	1285	250
Flensburg	.....	"	1330	2,000
Frankfurt on Main	.....	"	1185	25,000
Freiburg	.....	"	1294	5,000
Gleiwitz	.....	"	1231	5,000
Goerlitz	.....	"	1231	5,000
Graz	.....	"	886	15,000
Hamburg	.....	"	904	100,000
Hanover	.....	"	1330	2,000
Heilsberg	.....	"	1031	100,000
Innsbruck	.....	"	591	1,000
Kaiserslautern	.....	"	1429	500
Kassel	.....	"	1195	500
Kattowice ‡	.....	"	1204	12,000
Klagenfurth	.....	"	886	5,000
Koeln	.....	"	653	100,000
Koblenz	.....	"	1195	2,000
Koenigsauerhausen	.....	"	191	100,000
Koenigsberg	.....	"	1348	2,000
Leipzig	.....	"	785	120,000
Linz	.....	"	1267	15,000
Magdeburg	.....	"	1330	500
Memel	.....	"	565	10,000
Munich	.....	"	740	100,000

## GERMANY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nuremberg	.....	Reichs-Rundfunk-Gesellschaft (Government)	519	1,000
Posen	.....	"	868	.....
Saarbruecken	.....	"	1249	17,000
Salzburg	.....	"	{ 1348 519	{ 2,000 1,000
Stettin	.....	"	1330	2,000
Stuttgart	.....	"	574	100,000
Stolz ‡	.....	"	1330	5,000
Trier	.....	"	1195	2,000
Troppau	.....	"	1231	10,000
Vienna	.....	"	592	100,000
Vorarlberg (Bregenz)	.....	"	1294	5,000
SHORT WAVE STATIONS				
Zeesen	DJA	Reichs-Rundfunk-Gesellschaft (Government)	9560	
"	DJB	"	15200	
"	DJC	"	6020	
"	DJD	"	11770	
"	DJE	"	17780	
"	DJH	"	17845	
"	DJJ	"	21565	
"	DJL	"	15110	
"	DJM	"	6079	
"	DJN	"	9540	
"	DJZ	"	11801	50,000
"	DJP	"	11855	
"	DJQ	"	15280	
"	DJR	"	15340	
"	DJS	"	21460	
"	DJX	"	9676	
"	DJY	"	6072	
"	DXB	"	9610	
"	DZB	"	10042	
"	DZC	"	10290	
"	DZG	"	15380	
"	DZH	"	14460	
TELEVISION STATION				
Berlin	.....	Reichs-Rundfunk-Gesellschaft (Government)	Visual 47800	20,000
			Sound 45000	2,500

## PROTECTORATE BOHEMIA AND MORAVIA

[Receiving Sets, 742,366. Set Tax 10 Crowns, 1 Reichsmark monthly]

Brno (Bruenn)	.....	Protectorate Government	922	32,000
Prague	.....	"	638	120,000
"	.....	Reich Government	1118	60,000
SHORT WAVE STATIONS				
Prague	OLR2A	Protectorate Government	6010	
"	OLR3A	"	9550	
"	OLR4A	"	11840	24,000
"	OLR5A	"	15230	to
"	OLR2B	"	6030	34,000
"	OLR4B	"	11760	
"	OLR5B	"	15320	
"	OK1MPT	"	5145	
OCCUPIED POLISH TERRITORY				
Lodz I	.....	Reichs-Rundfunk-Gesellschaft (Government)	224	
Lodz II	.....	"	1389	
Krakow	.....	"	1022	
Warsaw	.....	"	1384	

Log compiled as of Dec. 8, 1939.

‡Formerly in Polish Broadcasting system.

## GREAT BRITAIN

(All Stations Operated by British Broadcasting Corp.)

[Receiving Sets, 9,085,050. Set Tax, 10 Shillings Annually]

### GOVERNORS†

Sir Allen Powell, *Chairman*

C. H. G. Millis, *Vice-Chairman*

### MAJOR OFFICIALS

F. W. Ogilvie, *Director-General*

Sir Cecil Graves, *Deputy Director-General*

Sir Noel Ashbridge, *Engineering Controller*

B. E. Nicolls, *Programme Controller*

Sir Stephen Tallents, *Public Relations Controller*

T. Lochhead, *Administration Controller*

### OFFICES

**Headquarters**  
Broadcasting House, London, W. 1  
Telephone: Welbeck 4468  
Cable: Broadcasts, London

**North Region**  
Broadcasting House  
Piccadilly, Manchester  
Telephone: Manchester Central 2931

**Midland Region**  
Broadcasting House  
282 Broad St., Birmingham  
Telephone: Birmingham Midland 3761

**Scottish Region**  
Broadcasting House  
5-6 Queen St., Edinburgh  
Telephone: Edinburgh 30111

**Northern Ireland Region**  
Broadcasting House  
31 Linenhall St., Belfast  
Telephone: Belfast 25834

**Welsh Region**  
Broadcasting House  
38 Park Place, Cardiff  
Telephone: Cardiff 3207

### West of England Region

Broadcasting House  
21 Whiteladies Road,  
Clifton, Bristol  
Telephone: Bristol 33052

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Droitwich National		Wychbold, Nr. Droitwich, Worcestershire	200	150,000
North Regional		Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	668	70,000
Scottish Regional		Westerglen, Nr. Falkirk, Stirlingshire	767	70,000
Welsh Regional		Washford, Nr. Watchet, Somerset	804	70,000
Burghead		Burghead, Morayshire	767	60,000
Penmon		Trof-y-Afon, Penmon, Anglesey	804	5,000
London Regional		Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	877	70,000
Lisnagarvey		Hillsborough Road, Blairis, Nr. Lisburn, Northern Ireland	977	100,000
Midland Regional		Wychbold, Nr. Droitwich, Worcestershire	1013	70,000
Start Point		Kingsbridge, South Devon	1050	100,000
Stagshaw		Whittington, Nr. Newcastle-upon-Tyne, Northumberland	1122	60,000
London National		Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	1149	40,000
North National		Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	1149	40,000
Scottish National		Westerglen, Nr. Falkirk, Stirlingshire	1149	50,000
Aberdeen		Redmoss, Nigg by Aberdeen	1285	5,000
Clevedon		Strade Road, Clevedon, Somerset	1474	20,000

### SHORT WAVE STATIONS

Borough Hill, Daventry	6050		
GSA			
GSL			6110
GSW			7230
GSU			7260
GSB			9510
GSC			9580
GRY			9600
GRX			9690
GSD			11750
GSN			11820
GSE			11860
GSF			15140
GSO			15180
GSI			15260
GSP			15810
GSG			17790
GSV			17810
GSH			21470
GSJ			21530
GST			21550
GRZ			21640

### TELEVISION STATION

Alexandra Palace	Alexandra Palace, London, N. 22	S. 41500	3,000
		V. 45000	17,000

Log compiled as of Dec. 8, 1939.

†Five of the seven former members of the Board of Governors ceased to be Governors under Order in Council, as provided in BBC's charter, on Sept. 5, 1939. Decision to reduce the size of the board in wartime, so as to consist of the chairman and vice-chairman only, was taken "with a view to insuring efficient working and the necessary speed in the taking of decisions," according to the BBC.

## GREECE

[Receiving Sets, 23,375. Set Tax, 300 Dr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athens	.....	*Government	601	15,000
Salonique		"	804	15,000†
Jannina		"	1285	5,000†

†Under construction. Log compiled as of Dec. 8, 1939.

## HUNGARY

[Receiving Sets, 476,818. Set tax, 28.80 Pengo]

Budapest I	HAL	Magyar Telefonhírmondó es Radio (Government)	546	120,000
" II	HAL2	"	359.5	18,000
Kassa	.....	"	1168	750
Magyarovar	HAE2	"	1821	1,250
Miskolc	HAE3	"	1438	1,250
Nyiregyhaza	HAE	"	1122	6,250
Pecs	HAE4	"	1465	1,250

### SHORT WAVE STATIONS

Budapest	{HAS3	Magyar Telefonhírmondó es Radio (Government)	{15370	6,000
	{HAT4	"	{9125	
"	HAD	"	{7200	5,000
			{9630	
			{11850	
			{21680	

Log compiled as of Dec. 8, 1939.

## ICELAND

[Receiving Sets, 15,459. Set Tax, 30 Crowns]

Reykjavik	TFU	*Ríkisutvarpid (Government)	208	100,000
Eldar	TFE	"	615	1,000

### SHORT WAVE STATION

Reykjavik†	TFJ	Ríkisutvarpid (Government)	12235	7,000
------------	-----	----------------------------	-------	-------

Log compiled as of Dec. 8, 1939.

†TFJ has been closed until further notice since the outbreak of war.

\*Limited sale of time for advertising in Icelandic language.

## ITALY

[Receiving Sets, 1,100,000. Set Tax, 81 Lira]

City	Call Letters	Operator	Frequency	Power
Ancona	IIAN	Ente Italiano per le Audizioni Radiofoniche (E.I.A.R.)	1357	1,000
Bari I	IIBA	"	1059	20,000
Bari II	IIBA2	"	1857	1,000
Bologna	IIBO	"	986	50,000
Bolzano	IIBZ	"	536	10,000
Catania	IICT	"	565	10,000
Florence I	IIFI	"	610	20,000
Florence II	IIFI2	"	1258	1,000
Genoa I	IIGE1	"	1140	10,000
Genoa II	IIGE2	"	1857	5,000
Milan I	IIMI	"	814	50,000
Milan II	IIMI2	"	1357	4,000
Milan III	IIMIS	"	1429	1,000
Naples I	IINA1	"	1303	10,000
Naples II	IINA2	"	1429	1,000
Palermo	IIPA	"	565	3,000
Rome I	IIRO1	"	713	120,000
Rome II	IIRO2	"	1222	60,000
Rome III	IIRO3	"	1357	1,000
Trieste	IITS	"	1140	10,000
Turin I	IITO1	"	1140	30,000
Turin II	IITO2	"	1357	5,000
Turin III	IITO3	"	1429	5,000
Padova	IIPD	"	1348	250
San Remo	.....	"	1348	5,000
Verona	.....	"	1429	250
Venice	.....	"	1492	5,000
Benevento	.....	"	1357	250
Catanzaro	.....	"	1357	250
Cosenza	.....	"	1357	250
Aquila	.....	"	1402	250
Potenza	.....	"	1402	250
La Spezia	.....	"	1402	250
Taranto	.....	"	1402	250
Cagliari	.....	"	1402	3,000
Boiogna II	.....	"	1537	5,000

**ITALY—(Continued)**

**SHORT WAVE STATIONS**

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts	
Rome (Prato Smeraldo)	I2RO1	E.I.A.R.	6085	100,000	
	I2RO2	"	6980		
	I2RO3	"	9630		
	I2RO4	"	11810		
	I2RO5	"	15170		
	I2RO6	"	15300		
	I2RO7	"	17770		
	I2RO8	"	17820		
	I2RO9	"	9670		or
	I2RO10	"	15190		25,000
	I2RO11	"	7220		
	I2RO12	"	15100		
	I2RO13	"	11900		
	I2RO14	"	15230		
	I2RO15	"	11760		
	I2RO16	"	21510		
Rome	ICC	"	6355	30,000	
"	IRF	"	9815	30,000	
"	IQY	"	11705	20,000	

**TELEVISION STATIONS**

Rome (Monte Mario)	E.I.A.R.	40540	2,000
		43478	500

Log compiled as of Dec. 8, 1939.  
 †Under construction.

**LATVIA**

[Receiving Sets, 148,020. Listening Tax, 20 Lats]

Kuldiga	.....	Ministry of Social Relations	1104	50,000
Liepaja	.....	" " "	1429	1,000
Madona	.....	" " "	583	50,000
Riga	.....	" " "	1258	15,000

Log compiled as of Dec. 8, 1939.

**LITHUANIA**

[Receiving Sets, 54,718. Set Tax, Lits 1.5 to Lits 7]

Kaunas ‡	.....	*Public Activity Administration (Government)	625	120,000
"	LYX	"	153	7,000
Kaunas	LYR	*Public Activity Administration (Government)	9290	500

‡ Under construction. Log compiled as of Dec. 8, 1939.

**LUXEMBURG**

[Receiving Sets, 37,209. Set Tax, 36 Francs]

Luxemburg	.....	*Luxemburg Radio Co.	232	200,000
Luxemburg	.....	*Luxemburg Radio Co.	{ 9527 11782	6,000

Log compiled as of Dec. 8, 1939.

**NETHERLANDS**

[Receiving Sets, 1,131,137. † No Set Tax]

Kootwijk <sup>1</sup>	Hilversum I	Govt. Postal Administration	160	{ 10,000 120,000
Hilversum <sup>2</sup>	Hilversum II	N.V. Phillips Radio	995	{ 15,000 60,000
Jaarsveld <sup>3</sup>	Jaarsveld	Nozema, Amsterdam	722	20,000
Bloemendaal	.....	Calvinist Church	1500	100
Huizen <sup>4</sup>	PCJ	N.V. Phillips Radio	9590	60,000
"	PCJ2	" " "	15220	60,000
"	PHI	" " "	11730	20,000
			17770	20,000
			21480	12,000

<sup>1</sup>As of March 31, 1939, includes 384,084 "wired radio" connections. Log compiled as of Dec 8, 1939.

<sup>2</sup>Operates with 10,000 watts during day and 120,000 watts at night.

<sup>3</sup>Operates with 15,000 watts during day and 60,000 watts at night, simultaneously with Hilversum I.

<sup>4</sup>Transmits programs formerly broadcast by Hilversum II.

<sup>5</sup>These stations broadcast chiefly to Dutch East Indies.

**NORWAY**

[Receiving Sets, 401,931. Set Tax, 20 Kroner]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bergen I	LKB	*Norsk Rikskringkasting (Government)	260	20,000
" II (local)	LLE	"	"	355
Bodo	LKD	"	"	253
Finnmark	LKI	"	"	347
Fredrikstad	LKF	"	"	1276
Hamar	LKH	"	"	519
Hemnesberget ‡	.....	"	"	260
Kristiansand	LKK	"	"	629
Namsos ‡	.....	"	"	850
Narvik	LKG	"	"	1222
Notodden	LKN	"	"	1357
Oslo	LKO	"	"	260
Porgrunn	LKP	"	"	850
Rjukan	LKR	"	"	1348
Stavanger	LKS	"	"	850
Tromso	LKM	"	"	282
Trondheim	LKT	"	"	882
Vest Telemark ‡	.....	"	"	519
Vigra	LKA	"	"	629
Jeloy	LKC	*Norsk Rikskringkasting (Government)	9530	5,000
"	LKJ	"	"	6130
Oslo	LLG	"	"	9610
"	LKQ	"	"	11735
"	LKV	"	"	15170
"	LLN	"	"	17825

‡Under construction. Log compiled as of Dec. 8, 1939.  
 \*Advertising sold only during brief periods.

**POLAND**

[Receiving Sets, 1,021,874. Set Tax, 12-36 Zlotys]

Baranowice ‡	SP11	Polske Radio (Government)	520	50,000
Cracow ‡	SP3	" " "	1022	10,000
Katowice ‡	SP4	" " "	758	50,000
Lodz ‡	SP7	" " "	1839	10,000
Luck	SP12	" " "	422	20,000
Lwow †	SP6	" " "	795	50,000
Poznan ‡	SP2	" " "	868	50,000
Torun ‡	SP5	" " "	986	24,000
Warsaw I ‡ (Raszyn)	SP1	" " "	224	120,000
Warsaw II ‡ (Mokotow)	SP8	" " "	1384	10,000
Wilno <sup>o</sup>	SP10	" " "	586	50,000
Warsaw	SPW	Ministerstwo Poczty i Telegrafow	13635	10,000
"	SPD	" " "	11535	2,000
"	{ SP19	" " "	15120	5,000
"	{ SP31	" " "	9525	
"	{ SP25	" " "	11740	
"	{ SP48	" " "	6140	5,000

Log compiled as of Dec. 8, 1939. †Now operated by U. S. S. R.  
 ‡Now operated by Germany. <sup>o</sup>Now operated by Lithuania.

**PORTUGAL**

[Receiving Sets, 87,826. Set Tax, 72 Escudos]

Lisbon	.....	Emissora Nacional (Government)	629	15,000
"	CS2ZA	*Portuguese Radio Club	1031	20,000
"	.....	Radio Renascenca	1348	2,500
Porto	.....	Emissora Nacional (Government)	629	10,000 †
Coimbra	.....	" " "	1411	1,000
Lisbon	{ CSW8	Emissora Nacional (Government)	7260	10,000
	{ CSW7	" " "	9740	
	{ CSW3	" " "	9940	
	{ CSW5	" " "	11840	
	{ CSW4	" " "	15215	
"	CSWD	Radio Renascenca	5980	2,000

†Under construction.

Log compiled as of Dec. 8, 1939. In addition, there are various additional stations of 250 watts power or less.

## RUMANIA

[Receiving Sets, 305,072. Set Tax, 380-780 Lei]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bod (Brasov)	Romania	Societe Roumaine de Radiodiffusion	160	150,000
Bucharest	Bucaresti	" " " "	823	12,000
Chisinau	Bessarabia	" " " "	1411	20,000
Timisoara †	.....	" " " "	823	12,000

### SHORT WAVE STATION

Bucharest	Baneasa	Societe Roumaine de Radiodiffusion	9260	500
-----------	---------	------------------------------------	------	-----

†Not yet in operation. Log compiled as of Dec. 8, 1939.

## SOVIET RUSSIA

[Receiving Sets, 3,938,000. Set Tax, 3-24 Roubles]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Achkhabad	RW19	Narkomsviaz (Soviet Government)	364	10,000
Alma-Ata	RW60	" " "	405	10,000
Alexandrovsk	RW38	" " "	662	2,000
Arkhangelsk	RW36	" " "	356	10,000
Astrakhan	RW35	" " "	598	10,000
Baku	RW8	" " "	200	35,000
Chita	RW52	" " "	395	20,000
Dnepropetrovsk	RW30	" " "	913	10,000
Elista	RW48	" " "	704	2,500
Engels	RW55	" " "	937	1,000
Erivan	RV21	" " "	370	10,000
Frunse	RW6	" " "	608	2,500
Gorki	RW42	" " "	520	10,000
Grosnyi	RW23	" " "	676	1,000
Igarka	RW85	" " "	340	2,000
Ijevsk	RW78	" " "	767	4,000
Ioschkar-Ola	RW61	" " "	888	1,000
Irkutsk	RW14	" " "	248	20,000
Ivanovo	RW31	" " "	668	10,000
Kalinin	RW71	" " "	959	2,500
Karaganda	RW46	" " "	686	1,000
Kasan	RW17	" " "	686	10,000
Khabarovsk	RW54	" " "	340	10,000
Kharkov	RW4	" " "	556	10,000
"	RW20	" " "	1185	10,000
Kiev	RW9	" " "	722	35,000
"	RW87	" " "	248	150,000
Krasnodar	RW33	" " "	1050	1,000
Krasnooiarsk	RW66	" " "	833	1,000
Kuibyshev	RW16	" " "	625	10,000
Kursk	RW58	" " "	804	2,500
Leningrad Kolpino	RW53	" " "	271	100,000
Leningrad	RW70	" " "	1040	10,000
Makhach-Kala	RW27	" " "	313	4,000
Minsk- Kolodistchi	RW10	" " "	208	35,000
Moscow	RCZ-RW43	" " "	232	100,000
Moscow Komintern	RW1	" " "	172	500,000
Moscow Stchelkovo	WZSPS RW49	" " "	565	100,000
Murmansk	RW79	" " "	648	10,000
Natchik	RW51	" " "	556	1,000
Novosibirsk	RW76	" " "	217.5	100,000
Odessa	RW13	" " "	968	10,000
Oirot-Toura	RW83	" " "	390	1,000
Omsk	RW44	" " "	472	1,000
Ordshonkidae	RW64	" " "	749	10,000
Orenbourg	RW45	" " "	461.5	1,000
Oukhta	RW67	" " "	968	2,000
Petrosavodsk	RW29	" " "	385	10,000
Piatigorsk	RW18	" " "	610	1,000
Rostov Don	RW12	" " "	395	20,000
Saransk	RW65	" " "	734	1,000

## SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saratov	RW3	Narkomsviaz (Soviet Government)	340	20,000
Simferopol	RW73	" " "	859	10,000
Smolensk	RW24	" " "	610	10,000
Stalinabad	RW47	" " "	350	2,000
Stalingrad	RW34	" " "	648	10,000
Stalino	RW26	" " "	776	10,000
Sverdlovsk	RW5	" " "	375	40,000
Sykytvkar	RW41	" " "	472	1,000
Tashkent	RW11	" " "	256	25,000
Tcheliabinsk	RW72	" " "	577	10,000
Tchevoksaary	RW74	" " "	318	5,000
Tchernigov	RW86	" " "	1013	4,000
Tbilisi (Tiflis)	RW7	" " "	283	35,000
Tiraspol	RW57	" " "	1068	10,000
Turtkul	RW81	" " "	338.3	2,000
Ufa	RW37	" " "	436	10,000
Ulan-Ude	RW63	" " "	350	10,000
Vinnitsa	RW75	" " "	1095	10,000
Vladivostok	RW32	" " "	635	10,000
Voronej	RW25	" " "	419	10,000
Yakutsk	RW62	" " "	227	10,000

### SHORT WAVE STATIONS

Khabarovsk	RW15	Narkomsviaz (Soviet Government)	4273.5	20,000
Moscow	RNE	" " "	{ 6000 12060	20,000
"	RW96	" " "	{ 6030 8520 9685 15180 15270 15410	100,000
"	RAN	" " "	{ 9600 10490 16300	20,000
"	RKI	" " "	{ 7520 1510 15040 16080	25,000
"	RIF	" " "	{ 11900 18020	15,000
"	RIA	" " "	{ 11705 16120	20,000
"	RWG	" " "	{ 7360 14720	15,000
"	RIC	" " "	11640	15,000
"	RKE	" " "	11630	15,000
Irkutsk	RW59	" " "	6050	20,000

Log compiled as of Dec. 8, 1939.

## SLOVAKIA

Banska Bystrica	.....	Government	392	30,000 (Day) 15,000 (Night)
Bratislava	.....	"	1004	13,500 †
Presov	.....	"	1172	3,000

Log compiled as of Dec. 8, 1939.

†To be replaced by station of 120,000 watts under construction.

## SPAIN †

[Receiving Sets, 800,000. Set Tax, 13-100 Pesetas]

Barcelona	EAJ1	Government	795	7,600
"	EAJ15	"	1447	3,000
Madrid	EAJ2	"	904	5,000
"	EAJ7	"	1022	1,300
Sevilla	EAJ5	"	731	5,000
Salamanca	.....	"	968	20,000
San Sebastian	EAJ8	"	1310	1,000
Valencia	EAJ3	"	1258	1,600
Zaragoza	EAJ101	"	850	20,000

### SHORT WAVE STATIONS

Madrid	EAQ	Government	9860	10,000
Burgos	.....	"	11020	.....

Log compiled as of Dec. 8, 1939.

†Although there are some additional stations in Spain, a number are still under military supervision and others are not operating for the time being.

## SWEDEN

[Receiving Sets, 1,313,794. Set Tax, 10 Swedish Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Boras	SCA	Foreningen Boras Rundradiostation	1447	200
Eskestuna	SCB	Eskestuna Radioklubb	1240	200
Falun	SCC	Falu Radioklubb	1086	2,000
Gavle	SCD	Gavle Radioklubb	1483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10,000
Halmstad	SCE	Halmstads Radioklubb	1492	200
Halsingborg	SBQ	Direction Generale des Telegraphes	1402	500
Horby	SBH	Direction Generale des Telegraphes	1131	60,000
Hudiksvall	SBM	Direction Generale des Telegraphes	1402	1,000
Jonkoping	SCH	Jonkopings Radioklubb	1515	200
Kalmar	SCI	Kalmar Radioklubb	1447	200
Karlskrona	SBR	Direction Generale des Telegraphes	1530	500
Karlstad	SBK	Direction Generale des Telegraphes	1312	250
Kiruna	SCL	Kiruna Radioklubb	1258	200
Kristinehamn	SCM	Kristinehamns Radioklubb	1500	200
Lulea	SBS	Direction Generale des Telegraphes	392	10,000
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction Generale des Telegraphes	1312	2,500
Motala	SBG	Direction Generale des Telegraphes	216	150,000
Norrkoping	SBI	Direction Generale des Telegraphes	1312	250
Orebro	SCV	Orebro Radioklubb	1240	200
Ornskoldsvik	SBN	Direction Generale des Telegraphes	1402	500
Ostersund	SBF	Direction Generale des Telegraphes	414	10,000
Saffle	SCP	Saffle Radioklubb	1240	400
Stockholm	SBA	Direction Generale des Telegraphes	704	55,000
Sundavall	SBD	Direction Generale des Telegraphes	601	10,000
Trollhattan	SBJ	Direction Generale des Telegraphes	1312	250
Uddevalla	SCR	Foreningen Uddevalla Rundradiostation	1411	50
Umea	SBL	Direction Generale des Telegraphes	1402	1,000
Uppsala	SCT	Uppsala Radioklubb	1492	200
Varberg	SCU	Varbergs Radioklubb	1240	200
SHORT WAVE STATIONS				
Motala	SBO	Direction Generale des Telegraphes	6065	12,000
"	SBP	Direction Generale des Telegraphes	11705	12,000
"	SBT	Direction Generale des Telegraphes	15155	12,000
"	SBU	Direction Generale des Telegraphes	9535	12,000

Log compiled as of Dec. 8, 1939.

## SWITZERLAND

[Receiving Sets, 582,707. Set Tax, 15 Swiss Francs]

Basle	.....	Societe Suisse de Radiodiffusion	1375	500
Bern	.....	" " " "	1375	500
Beromunster	.....	" " " "	556	100,000
Geneve	.....	" " " "	442	1,300
Monte Ceneri	.....	" " " "	1167	15,000
Sottens	.....	" " " "	677	100,000
SHORT WAVE STATIONS				
Prangins	HBF	Societe des Nations	18450	25,000†
	HBJ	" " "	14535	
	HBL	" " "	9345	
	HBO	" " "	11402	
	HBP	" " "	7797	
	HBQ	" " "	6675	
Schwarzenburg	.....	Societe Suisse de Radiodiffusion	6055	25,000†
			9585	
			11965	
			15805	
			17784	
			21520	

†Under construction. Log compiled as of Dec. 8, 1939.

## TURKEY

[Receiving Sets, 61,677. Set Tax, 2-50 Turkish Pounds]

Ankara	TAR	Direction Generale des P.T.T. (Government)	183	{ 60,000† 120,000
SHORT WAVE STATIONS				
Ankara	TAP	Direction Generale des P.T.T. (Government)	9465	20,000
"	TAQ	"	15195	20,000

Log compiled as of Dec. 8, 1939.

†Built to operate up to 120,000 watts, but actually broadcasting at 60,000 watts.

## VATICAN CITY

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts	
Vatican City	HVJ	Cite du Vatican	6190 9660	11740 17840	{ 6030 9550 15120 25,000

## YUGOSLAVIA

[Receiving Sets, 148,701. Set Tax, 300 Dinars]

Belgrade	.....	*Radio A. D.	686	20,000
Ljubljana	.....	*Radio Oddajna Postaja	527	5,000
Zagreb	.....	*Radiostanica	1086	800
Skoplje	.....	"	629	20,000†
Sarajevo	.....	"	1240	20,000†
Split	.....	"	1303	10,000†
Maribor	.....	"	1420	5,000†

### SHORT WAVE STATIONS

Belgrade	YUA	Bureau de Presse (Government)	6100	1,000
"	YUB	"	6100	
"	YUC	"	9505	
"	YUD	"	9505	
"	YUE	"	11735	10,000
"	YUF	"	15240	
"	YUG	"	15240	

Log compiled as of Dec. 8, 1939.

†Under construction.

### PREMIUMS AND CONTESTS

**HELEN KING**—17 E. 48th St., New York City. Telephone: Wickersham 2-1127. (Contests.)

**KLIX SPECIALTY MFG. Co.**—20 West 22nd St., New York City. Telephone: Gramercy 5-4350. Officials: Joseph Zalkind, president; Alfred W. Spitz, vice-president and general manager; Benjamin Zalkind, secretary-treasurer.

**NATIONAL CONTEST & PREMIUM SERVICE**—25 W. 45th St., New York City. Telephone: Longacre 3-2271. Officials: Lewis Kleid, president; Robert H. Lehman, vice-president. (Contest judging, premiums, booklets, etc.)

**W. S. PONTON Inc.**—635 Sixth Ave., New York City. Telephone: Academy 2-9224. (Premiums and contests for radio sponsors.)

**RADIO & PUBLICATION CONTESTS Inc.**—480 Lexington Ave., New York City. Telephone: Plaza 3-0153. Officials: Mortimer L. Van de Water, president; Jack Todd, vice-president; Al Purvis, secretary. (Contests, premiums and direct mail.)

**ALFRED ROBBINS ORGANIZATION**—33 W. 42nd St., New York City. Telephone: Laekawanna 4-5706. Manager: A. Robbins. (Advertising novelties, premiums.)

**ELSIE N. RUSHMORE**—551 Fifth Ave., New York City. Telephone: Murray Hill 2-3053. Executives: Elsie N. Rushmore, Mrs. William Meigs Jr. (Contests, market surveys.)

**SALES CONTESTS Inc.**—Talbot Realty Bldg., Dayton, O. Telephone: Adams 8154. Officials: N. L. Cramer, president; H. I. Cramer, sales promotion manager; L. A. Glynn, merchandising manager.

**STUNTS Inc.**—148 Lafayette St., New York City. Telephone: Canal 6-4450. President: Daniel H. Bedford Jr.

**TREASURE CHEST PUBLICATIONS**—303 Fourth Ave., New York City. Telephone: Gramercy 3-8171. Officials: William J. Glassmacher, president; B. Gobel, vice-president and treasurer. (Premiums, contests, merchandising.)

### RADIO NEWS SERVICES

**\*ASSOCIATED PRESS**—Associated Press Bldg., 50 Rockefeller Plaza, New York City. Telephone: Circle 6-4111. Officials: Kent Cooper, general manager; William J. McCambridge, assistant general manager; Lloyd Stratton, assistant general manager; O. S. Gramliu, executive assistant, radio and membership.

**CHRISTIAN SCIENCE MONITOR**—1 Norway St., Boston, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd. Associates, William Strinker, Neal Stanford, Sydney Hayward, Everett Smith, Arthur Hilton.

**\*INTERNATIONAL NEWS SERVICE**—235 East 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, Editor-in-chief; Walter Moss, sales manager; George T. Hargreaves, business manager.

**\*RADIO NEWS ASSOCIATION Inc.**—342 Madison Ave., New York City. Telephone: Murray Hill 2-3332. President: Frederick M. Harmon. (Affiliated with Transradio Press Service.)

**\*TRANSRADIO PRESS SERVICE Inc.**—342 Madison Ave., New York City. Telephone: Murray Hill 2-3332. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president; W. G. Quisenberry, vice-president.

**\*UNITED PRESS ASSOCIATIONS**—220 East 42nd St., New York City. Telephone: Murray Hill 2-0400. Officials: Hugh Baillie, president; Edwin Moss Williams, vice-president; Clem J. Randy, vice-president; Al F. Harrison, radio sales manager; Webb C. Artz, radio news manager.

\* Indicates news is sold for commercial sponsorship.

**Advertise in**

**BROADCASTING**

**for Results!**

# DIRECTORY OF OCEANIC BROADCASTING STATIONS

From Latest Data Obtainable from Radio Administrations in Each Country

\*Denotes time is sold for advertising, according to best available information.

## AUSTRALIA

[Receiving Sets, 1,148,021. Annual License Fee, £1/1/-]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5AN	Government	890	500
"	5CL	Government	730	4,000
"	5AD	*Advertiser Newspapers Ltd.	1310	500
"	5DN	*Hume Broadcasters Ltd.	960	500
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1200	500
Albury	2AY	*Amalgamated Wireless (A'sia) Ltd.	1480	200
Armidale	2AD	*New Zealand Broadcasters	1130	200
Atherton	4AT	*Atherton Tableland Broadcasters Pty. Ltd.	680	500
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	970	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Pty. Ltd.	1500	100
Bega	2BE	*Bega & Far South Coast Broadcasters Ltd.	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	300
Brisbane	4QG	Government	800	2,500
"	4QR	Government	940	500
"	4BC	*C'th. Bcstg. Corp. (Queensland) Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Pty. Ltd.	1330	1,000
"	4BK	*Brisbane Bcstg. Co. Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Pty. Ltd.	570	100
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1330	500
Burnie	7BU	*Burnie Bcstg. Service Pty. Ltd.	660	200
Cairns	4CA	*Amalgamated Wireless (A'sia) Ltd.	1000	300
Canberra	2CA	*Canberra Broadcasters Ltd.	1050	2,000
"	2CY	Government	850	10,000
Cessnock	2CK	*Coalfields Bcstg. Co. Pty. Ltd.	1460	300
Charleville	4VL	*Edward Gold	920	100
Charlton	3CV	*Central Victoria Broadcasters Pty. Ltd.	1470	200
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	920	100
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
"	5PI	*Midlands Bcstg. Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Deniliquin	2QN	*Deniliquin Bcstg. Co. Ltd.	1440	100
Derby	7DY	*North East Tasmanian Broadcasters Pty. Ltd.	1450	200
Dubbo	2DU	*Western Broadcasters Pty. Ltd.	660	150
Fremantle	6PM	*6PM Broadcasters Ltd.	1390	500
"	6PR	*Nicholsons Ltd.	880	500
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	500
Geraldton	6GE	*Great Northern Broadcasters Ltd.	1370	500
Goulburn	2GN	*Goulburn Bcstg. Co. Pty. Ltd.	1390	200
Grafton	2NR	Government	700	7,000
"	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	200
Griffith	2RG	*Irrigation Area Newspapers Pty. Ltd.	1070	100
Gunnedah	2MO	*2MO Gunnedah Ltd.	1370	100
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	600	2,000
"	7ZR	Government	1160	500
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	500
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	500
Ipswich	4IP	*Ipswich Bcstg. Co. Pty. Ltd.	1440	100
Kalgoorlie	6GF	Government	720	2,000
"	6KG	*Goldfields Broadcasters (1933) Ltd.	1210	500
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2,000

## AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Katoomba	2KA	*2KA Ltd.	780	1,000
Kempsey	2KM	*Radio Kempsey Ltd.	980	300
Kingaroy	4SB	*South Burnett Bcstg. Co. Ltd.	1060	2,000
Launceston	7NT	Government	710	7,000
"	7EX	*7EX Pty. Ltd.	1000	500
"	7LA	*Findlay & Wills Broadcasting Pty. Ltd.	1100	500
Lismore	2LM	*Richmond River Broadcasters Pty. Ltd.	900	500
Lithgow	2LT	*Lithgow Broadcasters Pty. Ltd.	1080	100
Little Plain	2NZ	*Northern Broadcasters Ltd.	1170	2,000
Longreach	4LG	*Central Western Bcstg. Co. Pty. Ltd.	1100	500
Lubeck	3LK	*Herald & Weekly Times Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service Pty. Ltd.	1390	100
Maryborough	4MB	*Maryborough Bcstg. Co. Pty. Ltd.	1400	200
Melbourne	3AR	Government	620	10,000
"	3LO	Government	770	10,000
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB	*Herald & Weekly Times Ltd.	1030	600
"	3KZ	*Industrial Printing & Publicity Co.	1180	600
"	3UZ	*Nilsens Bcstg. Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	200
Mount Gambier	5SE	*South Eastern Bcstg. Co. Ltd.	1370	100
Mudgee	2MG	*Mudgee Bcstg. Co. Pty. Ltd.	1450	100
Murray Bridge	5MU	*Murray Bridge Bcstg. Co. Ltd.	1460	100
Murwillumbah	2MU	*Tweed Radio & Bcstg. Co. Pty. Ltd.	1470	100
Newcastle	2NC	Government	1230	2,000
"	2HD	*Airsales Broadcasting Co. Pty. Ltd.	1140	500
"	2KO	*Newcastle Broadcasting Co. Pty. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Bcstg. Services Ltd.	990	2,000
Parkes	2PK	*Parkes Bcstg. Co. Pty. Ltd.	1400	200
Perth	6WF	Government	690	3,500
"	6IX	*West Australian Newspapers Ltd.	1240	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
"	6WN	Government	790	500
Port Augusta	5AU	*Port Augusta Bcstg. Co. Ltd.	1400	200
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'sia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	680	300
Renmark	5RM	*River Murray Broadcasters Ltd.	810	2,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Bcstg. Co. Pty. Ltd.	1080	200
Roma	4ZR	*Maranoa Bcstg. Co. Ltd.	1490	100
Sale	3TR	*Broadcast Entertainments Pty. Ltd.	1240	1,000
"	3GI	Government	880	7,000
Shepparton	3SR	*The Argus Bcstg. Services Pty. Ltd.	1260	2,000
Singleton	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1330	200
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	10,000
"	2CH	*New South Wales Council of Churches Service	1190	1,000
"	2GB	*Broadcasting Station 2GB Pty. Ltd.	870	1,000
"	2KY	*The Labour Council of New South Wales	1020	1,000
"	2SM	*Catholic Broadcasting Co. Pty. Ltd.	1270	1,000

## AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sydney	2UE	*Radio 2UE Sydney Pty. Ltd.	950	1,000
"	2UW	*C'lth. Broadcasting Pty. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co. Ltd.	1300	2,000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	1000	500
Townsville	4QN	Government	630	7,000
"	4TO	*Amalgamated Wireless (A'sia) Ltd.	780	200
Ulverstone	7UV	*Northern Tasmanian Bcstg. Pty. Ltd.	900	300
Wagga	2WG	*Riverina Broadcasting Co. Pty. Ltd.	1150	2,000
Wagin	6WA	Government	560	10,000
Warragul	3UL	*The Argus Bcstg. Services Pty. Ltd.	880	200
Warrnambool	3YB	*The Argus Bcstg. Services Pty. Ltd.	1210	200
Warwick	4WK	*Warwick Bcstg. Co. Pty. Ltd.	880	100
Wollongong	2WL	*Wollongong Broadcasting Co. Pty. Ltd.	1430	500
Young	2LF	*Young Broadcasters Pty. Ltd.	1340	300
<b>SHORT WAVE STATIONS</b>				
Braybrook	VK3ME	Amalgamated Wireless (A'sia) Ltd.	9500	3,500
Melbourne	VLR	Government	9580 11880	2,000
Perth	VK6ME	Amalgamated Wireless (A'sia) Ltd.	9590	400
Sydney	VK2ME	Amalgamated Wireless (A'sia) Ltd.	9590	16,000

Log compiled as of Dec. 8, 1939.  
Number in call letters indicates state where station is located. Key: 2—New South Wales; 3—Victoria; 4—Queensland; 5—South Australia; 6—Western Australia; 7—Tasmania. (Station 7PM is located at Port Moresby, Papua, which is in the Queensland administrative area.)

## NEW ZEALAND

Receiving Sets, 323,823. Annual License Fee, £NZ1:5s

Auckland	1YA	Government	650	10,000
"	1YX	Government	880	100
"	1ZB	*Government	1090	1,000
"	1ZM	Government	1250	750
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1220	1,000
"	4ZD	Otago Radio Assn.	1010	20
"	4YO	Government	1140	200
Gisborne	2ZJ	C. T. C. Hands (Government owned)	980	250
"	2ZM	P. R. Stevens " "	1180	120
Greymouth	3ZR	Government	940	100
Invercargill	4YZ	Government	680	5,000
Napier	2YH	Government	760	5,000
Nelson	2YN	Government	920	30
New Plymouth	2YB	North Taranaki Radio Society (Government owned)	810	100
Palmerston Nth.	2ZA	*Government	1400	100
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	Government	990	200
"	2ZB	*Government	1120	1,000
Traveling Rail Car	5ZB	*Government	1360	250

Log compiled as of Dec. 8, 1939.

## CROWN COLONY OF FIJI

[Receiving Sets, 982. Annual License Fee, £1:5s]

Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
<b>SHORT WAVE STATION</b>				
Suva	VPD2	*Amalgamated Wireless (A'sia) Ltd.	9540	10,000

Log compiled as of Dec. 8, 1939.

## TAHITI, SOCIETY ISLANDS (French Oceania)

[Receiving Sets, 380. Set Tax, 20 Francs]

Papeete	FO8AA	Radio Club de Tahiti	7200	200
---------	-------	----------------------	------	-----

Log compiled as of Dec. 8, 1939.

## FOREIGN BROADCASTING REPRESENTATIVES IN U. S.

**BRITISH BROADCASTING CORP.**—London, North American Representative: Felix Greene, 620 Fifth Ave., New York City. Telephone: Circle 7-0630.

**HOWARD C. BROWN Co.**—American Representative: 2UE, Sydney, Australia; 3XY, Melbourne, Australia; CR7AA, CR7BH and CR7AB, South Africa; Australia Radio Publications Pty. Ltd.

**CANADIAN BROADCASTING CORP.**—United States Representative: Mrs. H. L. Swabey, 159 E. 57th St., New York City. Telephone: Eldorado 5-4061.

**MELCHIOR GUZMAN Co. Inc.**—Time & Life Bldg., New York City. Telephone: Circle 7-2450. (Represents various stations in Argentina.)

**MACQUARIE NETWORK — 2GB-2UE.** Sydney, Australia. American Representative: Ralph L. Power, Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

**RADIO CITE, PARIS**—(Compagnie Nationale de Radiodiffusion.) American Representative: Bernard Musnik, 366 Madison Ave., New York City. Telephone: Murray Hill 2-0118.

**REICHS - RUNDFUNK - GESELLSCHAFT, Berlin**—American Representative: Kurt G. Sell, Barr Bldg., Washington, D. C. Telephone: Republic 0855.

## FOREIGN BROADCASTING ASSOCIATIONS

**ASSOCIATION DE BROADCASTERS ARGENTINOS**—(Argentine Broadcasters Association), Diagonal R. S. Pena 760-3 Erpsio-D, Buenos Aires, Argentina. Telephone: M. T. 35-4285.

**AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS**—29 Bligh St., Sydney, N. S. W., Australia. Telephone: B-7876. President: A. E. Bennett.

**CANADIAN ASSOCIATION OF BROADCASTERS**—Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Harry Sedgwick, CFRJ, Toronto, president; H. Gordon Love, CFCN, Calgary, vice-president; T. Arthur Evans, secretary-treasurer. Directors: F. H. Elphicke, CICA, Edmonton; Harry McLaughlin, CIRC, Winnipeg; Phil Lalonde, CKAC, Montreal; Henry Gooderham, CKCL, Toronto; Maj. William C. Borrett, CINS, Halifax.

**COMITE INTERNATIONAL DE LA RADIOELECTRICITE**—(International Committee on Radio), 30 Rue du General Foy, Paris, France. VIII-E. Secretary-General: Robert Homburg. Telephone: Laborde 25-28.

**PRIMERA CADENA ARGENTINA DE BROADCASTING** (In the Yankee radio interests in Argentina)—1560 Broadway, New York City. Representative: Fally Markus. Telephone: Bryant 9-2890.

**SOUTH AMERICAN BROADCASTING UNION**—Palacio Salvo 5, Piso Escrib 3, 7 & 11, Montevideo, Uruguay. Telephone: U.T.E. 8-4456. Cable Address: ISARD-Montevideo. Director: Rafael J. Abella.

**UNION INTERNACIONAL DE RADIODIFFUSION**—(International Broadcasting Union), 51 Quai Wilson, Geneva, Switzerland. Telephone: Geneva 2-90-55. Cable address: Inter-radio-Geneve. Secretary-General: Arthur R. Burrows.

## U. S. BROADCASTING REPRESENTATIVES ABROAD

**Columbia Broadcasting System**  
London, England: 14 Langham Place. Telephone: Langham 1166. Cable Address: Columbia-London. Director of European Office: Edward R. Morrow. Assistant: Bill Henry.

Geneva, Switzerland: 29 Avenue de Miramon. Telephone: Geneva 5-3567. Cable Address: Columbia-Geneva. Chief of Continental Representatives: William L. Shirer.

Paris, France: Vendome Hotel. Cable Address: Vendomotel. Director of Paris Office: Thomas B. Grandin. Assistant: Eric Sevareid.

Berlin, Germany: Adlon Hotel. Cable Address: Adlon-Berlin. Chief of Continental Representatives: William L. Shirer. Assistant: Russell Hill.

Helsinki, Finland: William L. White.

### National Broadcasting Co.

London, England: Electra House, Victoria Embankment. Cable Address: Natbroad-London. Chief of London Office: Fred B. Bate.

Basle, Switzerland: 31 Aeschengraben. Telephone: 31-250. Cable Address: Natbroad-Basle. Chief of Continental Office: Max A. Jordan.

Berlin, Germany: Hotel Esplanade. Cable Address: Natbroad-Berlin. Representative: Warren Irwin.

Paris, France: 4 Rue Sahey. Cable Address: Natbroad-Paris. Representative: Paul Arehinard.

Rome, Italy: Quirinal Hotel. Cable Address: Natbroad-Rome. Representative: Phillips McKenzie.

Moscow, Russia: Staro Pimenovskiy, Per. 14, Kv. 17. Telephone: KI-18-18. Cable Address: Natbroad-Moscow. Representative: Herman Hlicht.

Shanghai, China: Sassoon Arcade, Nanking Road. Cable Address: Radiocorp-Shanghai. Representative: Floyd R. James.

Tokyo, Japan: Nishin Seimi Bldg., Otemachi. Cable Address: Radiocorp-Tokyo. Representative: J. F. Harris.

### Mutual Broadcasting System

London Representative: John Steele, Underdowns, Chaldon Way, Coulsdon, Surrey, England. Telephone: Downland 176. Cable Address: Steele Underdowns Coulsdon. Assistant: Arthur Mann.

Paris, France: 25-27 Rue Pigalle. Telephone: Trinite 18.96. Cable Address: Touradio Rueil Paris. Representative: Waverly Root. Assistant: Victor Lusinchi.

Berlin, Germany: Chicago Tribune office. Cable Address: Sigtrib-Berlin. Representative: Sigrid Schultz.

Rome, Italy: Chicago Tribune office. Cable Address: Tribnews. Representative: James Minifee.

**Lang - Worth quality program service is instantly available in every important market throughout Australasia. For details write**

**LANG-WORTH, Inc.  
New York, N. Y.**

# DIRECTORY OF ASIATIC BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

\*Denotes time is sold for advertising, according to best available information.

## BRITISH INDIA

[Receiving Sets, 79,580. Set Tax, 10 Rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1071	100
Bombay	VUB	All-India Radio	1231	1,500
Calcutta	VUC	" "	810	1,500
Dacca	VUY	" "	1167	5,000
Dehra Dun	VUU	Village Assn.	1333	250
Delhi	VUD	All-India Radio	886	20,000
Lahore	VUL	" "	1086	5,000
Lucknow	VUW	" "	1022	5,000
Madras	VUM	" "	1420	250
Peshawar	VUP	" "	1500	250
Trichinopoly	VUT	" "	758	5,000

### SHORT WAVE STATIONS

Bombay	VUB2	All-India Radio	4880 } 9550 }	10,000
Calcutta	VUC2	" "	4840 } 9530 }	10,000
Delhi	VUD2	" "	4960 } 9590 }	10,000
"	VUD3	" "	9590 } 15290 }	10,000
Madras	VUM2	" "	4920 } 11870 }	10,000

Log compiled as of Dec. 8, 1939.

## BURMA

[Receiving Sets, 3,029. Set Tax, 10 Rupees Annually]

Rangoon	XZZ	Government of Burma	3488	75
"	XYZ	" " "	6007	1,200 †

†To be replaced by station of 10,000 watts. Log compiled as of Dec. 8, 1939.

## CEYLON

[Receiving Sets, 6,013. Set Tax, 10 Rupees Annually]

Colombo	ZOH	Post & Telegraph Department	700	5,000
"	ZOI	" "	6160	300

Log compiled as of Dec. 8, 1939.

## CHINA †

[Receiving Sets, 600,000. † No Set Tax]

Canton	XGOK	.....	750 } 12065 }	1,000
"	XHLA	.....	90	100
"	XKRA	.....	1100	200
Chungking	XGOA	.....	600	75,000
Shanghai	XMHD	.....	1420	1,000
"	XQHC	.....	1300	2,000
"	XMHA	*445 Race Course Road	600 } 11910 }	1,000
<b>SHORT WAVE STATIONS</b>				
Chungking	XGOY	Administration of Central Broadcasting Stations	9500 } 11910 }	35,000
"	XGOX	" "	15190 } 17800 }	35,000
Hankow	XGSA	" "	7010	.....

†Due to military occupation and seizure of stations, no complete record of existing stations is available. Log compiled as of Dec. 8, 1939.

## IRAQ

[Receiving Sets, 10,000. Set Tax, 500 Fils]

Bagdad	HNF	Director General of Posts and Telegraphs	9845	5,000
--------	-----	--	------	-------

Log compiled as of Dec. 8, 1939.

## DUTCH EAST INDIES

[Receiving Sets, 84,512. Set Tax, 1.50 Florins Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
<b>SHORT WAVE STATIONS</b>				
Bandoeng	PLP	Netherlands Indian Radio Broadcasting Co.	11000	1,500
"	PMH	"	6720	1,500
"	PMN	"	10260	1,500
"	YDC	"	15150	1,500
"	YDD	"	6040	200
Batavia	YDA	"	3040 } 7295 }	10,000
Medan	YDX	"	4855 } 7210 }	500
Surabaya	YDB	"	9550 } 15310 }	1,000
"	YDF	"	4945	5,000

Log compiled as of Dec. 8, 1939.

## FRENCH INDO CHINA

[Receiving Sets, 4,500. Set Tax, 1.8-24 Piastres]

Saigon	.....	*Radio Boy-Landry †	6200 } 9300 } 11700 }	100-200
"	.....	*Radio-Saigon (Government) †	1000 } 6116 } 11780 }	100-200
"	.....	Philco Radio (Compagnie Indochinoise de Radiophonie)	4930 } 11830 }	100-200

Log compiled as of Dec. 8, 1939.  
†By order of the Governor General, issued Oct. 4, 1939, these stations may be required to discontinue broadcasting at any time.

## HONGKONG

[Receiving Sets, 12,300. Set Tax, HK \$12 Annually]

Hong Kong	ZBW	Colonial Government	845	2,000
"	ZEK	" "	640	2,000
<b>SHORT WAVE STATIONS</b>				
Hong Kong	ZBW2	Colonial Government	6090	2,500
"	ZBW3	" "	9525	2,500
"	ZBW4	" "	15190	2,500
"	ZBW5	" "	17755	2,500

Log compiled as of Dec. 8, 1939.

## JAPAN

[Receiving Sets, 4,338,517. Set Tax, 50 Sen Monthly †]

**JAPAN PROPER, CHOSEN (KOREA) & TAIWAN (FORMOSA)**

Akita	JOUK	Nippon Hoso Kyokai (Japan Broadcasting Corp.)	650	300
Asahikawa	JOCG	" " "	700	300
Fukui	JOFG	" " "	1020	300
Fukuoka	JOLK	" " "	910	500
Fusan, Chosen	JBAK	Chosen Hoso Kyokai	1030	250
Hakodate	JOVK	Nippon Hoso Kyokai	630	500
Hamamatsu	JODG	" " "	1100	500
Heijo	JBBK	Chosen Hoso Kyokai	820 (Jap.) } 1090 (Kor.) }	500
Hirosaki	JORG	Nippon Hoso Kyokai	840	300
Hiroshima	JOFK	" " "	830	10,000
Kagoshima	JOHG	" " "	1050	500
Kanazawa	JOJK	" " "	610	3,000
Kanko	JBDK	Chosen Hoso Kyokai	1050	250
Keijo	JODK	Nippon Hoso Kyokai	710 } 970 }	10,000 } 50,000 }



**JAPAN—(Continued)**

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kochi	JORK	Nippon Hoso Kyokai	720	500
Kofu	JOKG	" " "	800	500
Kokura	JOSK	" " "	740	1,000
Kumamoto	JOGK	" " "	790	10,000
Kushiro	JOPG	" " "	1010	100
Kyoto	JOOK	" " "	1070	300
Matsumoto	JOSG	" " "	980	500
Matsuye	JOTK	" " "	670	500
Miyazaki	JOMG	" " "	600	500
Morioka	JOQG	" " "	880	500
Nagano	JONK	" " "	1040	500
Nagasaki	JOAG	" " "	930	500
Nagoya	JOCK	" " "	730 } 990 }	10,000
Niigata	JOQK	" " "	920	500
Obhiro	JOOG	" " "	950	500
Okayama	JOKK	" " "	630	500
Osaka	JOBK	" " "	690 } 940 }	10,000
Riri	JBFK	Chosen Hoso Kyokai	570	500
Sapporo	JOIK	Nippon Hoso Kyokai	810	10,000
Seishin	JBCK	Chosen Hoso Kyokai	850	10,000
Sendai	JOHK	Nippon Hoso Kyokai	770	10,000
Shizuoka	JOPK	" " "	780	500
Taichu, Taiwan	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku, Taiwan	JFAK	" " "	750	10,000
Tainan, Taiwan	JFBK	" " "	720	1,000
Tokyo	JOAK	Nippon Hoso Kyokai	590 } 870 }	150,000
Tokushima	JOXK	" " "	980	500
Tottori	JOLG	" " "	890	500
Toyama	JOIG	" " "	1060	500
Yamagata	JOJG	" " "	1080	500
Taihoku	JIE2	SHORT WAVE STATIONS Taiwan Sotokufu Kotsukyoku	9695	10,000
	JVW	Nippon Hoso Kyokai	7257.5	
	JLG	" " "	7285	
	JZI	" " "	9535	
	JLT2	" " "	9645	
Tokyo	JLG3	" " "	11705	50,000
	JZJ	" " "	11800	
	JLU3	" " "	15135	
	JZK	" " "	15160	
	JZL	" " "	17785	
	JVW3	" " "	11725	50,000

Log compiled as of Dec. 8, 1939.  
 †Set tax in Chosen, 75 Sen monthly. According to official statistics there were 123,844 receiving sets in Chosen, as of March 31, 1939. Set tax in Taiwan (Formosa) is 1 yen monthly; number of sets, as of March 31, 1939, was 45,960.

**MANCHUKUO †**

[Receiving Sets, 182,911. Set Tax, 1 Yen Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dairen	JQAK	*Manchuria Tel. & Tel. Co.	760 } 1065 }	1,000
Harbin	MTFY	" " " " " "	674	3,000
Hsinking No. 1	MTCY	" " " " " "	560	10,000
" No. 2	MTCY	" " " " " "	180	100,000
Mukden	MTBY	" " " " " "	890 } 1250 }	1,000
<b>SHORT WAVE STATION</b>				
Hsingking	MTCY	Manchuria Tel. & Tel. Co.	6125 } 9545 } 11775 } 15200 }	20,000

†In addition to this group 14 low power stations are noted for Manchuria, all of which have powers of 100 watts or less. Log compiled as of Dec. 8, 1939.

**PALESTINE**

[Receiving Sets, 40,400. Set Tax, \$3 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Jerusalem	ZJM	Palestine Broadcasting Service (Government)	668	20,000

Log compiled as of Dec. 8, 1939.

**SIAM**

[Receiving Sets, 29,564. Set Tax, 5 to 10 Baht]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bangkok	HS7PJ	*Post & Telegraph Department	825.7	10,000
<b>SHORT WAVE STATION</b>				
Bangkok	{HS8PJ HS6PJ}	*Post & Telegraph Department	9510 } 19020 }	10,000

Log compiled as of Dec. 8, 1939.

**STRAITS SETTLEMENTS AND FEDERATED MALAY STATES**

[Receiving Sets, 9,831. Set Tax, 12 Straits Dollars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Singapore	ZHL	*British Malay Bestg. Corp.	1833	2,000
<b>SHORT WAVE STATIONS</b>				
Kuala Lumpur	ZGE	Post & Telegraph Department	6135	300
Penang	ZHJ	Penang Wireless Society	6080	50
Singapore	ZHP	*British Malay Bestg. Corp.	9690	500

Log compiled as of Dec. 8, 1939.

**SYRIA**

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Beirut	Radio-Levant	French Radio-Orient Co.	1086	4,000

Log compiled as of Dec. 8, 1939.

**DIRECTORY OF AFRICAN BROADCASTING STATIONS**

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium and from Radio Administrations of Some Countries

\*Denotes time is sold for advertising, according to best available information.

**ALGERIA**

[Receiving Sets, 102,769. Set Tax, 15 to 200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	.....	Gouvernement General de l'Algerie	941	11,500†

Log compiled as of Dec. 8, 1939.  
 †To be replaced by 120,000 watt station.

**ANGOLA**

[Receiving Sets, 3,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Benguela	CR6RD	Radio Club de Benguela	10955	.....
Lobito	CR6AA	Alvaro de Cavalho	7174	50
"	CR6RS	Radio Club de Sul de Angola	14629	40
Luanda	CR6RC	Radio Club de Angola	11740	50

Log compiled as of Dec. 8, 1939.

**AZORES**

[Receiving Sets, 1,200. Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ponta Delgada	CT2AJ	Joao Soares, Jr.	4000	50

Log compiled as of Dec. 8, 1939.

**BELGIAN CONGO**

[Receiving Sets, 2,150. Set Tax, 120 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Leopoldville	OQ2AA	Radio-Leo	6140 } 8525 } 15175 }	50

Log compiled as of Dec. 8, 1939.

**CANARY ISLANDS**

[Receiving Sets, 5,000. Set Tax, 12 to 100 Pesetas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Las Palmas	EAJ50	*Inter-Radio, Martin & Co.	1100	200
"	EAAAE	Inter-Radio	7000-7300 } 14000-14200 }	200
Santa Cruz de Tenerife	EAJ43	*Radio Club de Tenerife	7500	200
Santa Cruz de Tenerife	.....	Government	10865	20,000

Log compiled as of Dec. 8, 1939.

## EGYPT

[Receiving Sets, 85,531. Set Tax, P.T.80 Plus P.T.5 per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alexandria	I	Egyptian State Broadcasting	1122	1,000
"	II	" " "	1429	1,000
Assiut‡	.....	" " "	781	1,000
Cairo	I	" " "	620	20,000
"	II	" " "	1348	1,000
<b>SHORT WAVE STATION</b>				
Cairo	SUX	Egyptian State Broadcasting	7865	10,000

Log compiled as of Dec. 8, 1939.  
‡Relays Arabic programs only.

## FRENCH WEST AFRICA

[Receiving Sets, 1,529. No Set Tax]

Dakar	.....	Radio A. O. F.	8800	.....
-------	-------	----------------	------	-------

Log compiled as of Dec. 8, 1939.

## ITALIAN EAST AFRICA

Asmara	IVY	Government	8900	10,000
Addis Ababa	I2AA	E. I. A. R.	9650	1,000‡

‡To be increased to 10,000 watts. Log compiled as of Dec. 8, 1939.

## KENYA

Receiving Sets, 3,000. Set Tax, 30 Shillings]

Nairobi	VQ7LO	*Cable & Wireless Ltd.	857	1,500
<b>SHORT WAVE STATION</b>				
Nairobi	VQ7LO	*Cable & Wireless Ltd.	6080	600

Log compiled as of Dec. 8, 1939.

## LIBYA

Tripoli	I1TP	E. I. A. R.	1104	50,000
---------	------	-------------	------	--------

Log compiled as of Dec. 8, 1939.

## MADAGASCAR

[Receiving Sets, 1,800]

Tananarive‡	.....	Administration des P. T. T.	{6060 9695}	500
-------------	-------	-----------------------------	----------------	-----

Log compiled as of Dec. 8, 1939.

## MADEIRA

[Receiving Sets, 1,200. Set Tax, 6 Escudos Monthly]

Funchal	CS2ZV	Gabriel Ornelas	1411	100
---------	-------	-----------------	------	-----

Log compiled as of Dec. 8, 1939.

## MARTINIQUE

[Receiving Sets, 3,500, No Set Tax]

Martinique‡	.....	Edouard Boullanger, Fils	1500	200
<b>SHORT WAVE STATION</b>				
Fort-de-France‡	.....	*Radio Martinique	9700	1,500

Log compiled as of Dec. 8, 1939.  
‡Reported both stations have suspended operation under war regulations.

## MOROCCO—(French)

[Receiving Sets, 39,405. Set Tax, 15-200 Francs]

Rabat	.....	Government	601	25,000
"	CNR	"	{8035 12830}	12,000

Log compiled as of Dec. 8, 1939.

## MOZAMBIQUE

[Receiving Sets, 4,000. Set Tax, Escudos 30\$00-60\$00]

### SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Lourenco Marques	CR7AA	*Radio Club de Mocambique	6185	250
"	CR7BD	" " "	15250	600
"	CR7BE	" " "	9645	
"	CR7BF	" " "	11835	10,000‡
"	CR7BG	" " "	15285	
"	CR7BI	" " "	17915	

‡Under construction. Log compiled as of Dec. 8, 1939.

## REUNION ISLAND

[Receiving Sets, 500]

St. Denis	.....	Administration des P. T. T.	625	160
-----------	-------	-----------------------------	-----	-----

### SHORT WAVE STATION

St. Denis	.....	Administration des P. T. T.	{4807 9615}	80
-----------	-------	-----------------------------	----------------	----

Log compiled as of Dec. 8, 1939.

## SOUTHERN RHODESIA

[Receiving Sets, 8,445. Set Tax, 10 Shillings]

Bulawayo	ZEB4	Government	619	570
Salisbury	ZEC	"	682	600

### SHORT WAVE STATIONS

Bulawayo	ZEB2	Government	6148	325
Salisbury	ZEA2	"	6000	325

Log compiled as of Dec. 8, 1939.

## TUNISIA

[Receiving Sets, 25,431. Set Tax, 20-200 Francs]

Tunis (Djedeida)	.....	Government	868	20,000‡
------------------	-------	------------	-----	---------

‡To be increased to 120,000 watts. Log compiled as of Dec. 8, 1939.

## UNION OF SOUTH AFRICA

[Receiving Sets, 213,384. Set Tax, £1.0 Od to £1.5 Od]

Bloemfontein	ZTE	South African Broadcasting Corp.	808.6	500
Capetown	ZTC	" " " "	600	10,000
Durban	ZTD	" " " "	749.6	500
Grahamstown	ZTU	" " " "	560	10,000
Johannesburg	ZTJ	" " " "	645	10,000
"	.....	" " " "	780	200
Pietermaritzburg	ZTX	" " " "	697.7	10,000
Pretoria	ZTP	" " " "	952.38	50

### SHORT WAVE STATIONS

Durban	{ZRO ZRD ZTD	South African Broadcasting Corp.	{9755 6165 4870}	300
Johannesburg	{ZRG ZRH	" " " "	{9523 6007}	5,000
"	ZRJ	" " " "	6097	300
Capetown	{ZRK ZRL	Overseas Communications	{6100 9615}	5,000

Log compiled as of Dec. 8, 1939.

# Radio Polls, Awards and Citations: 1939

## 'Radio Guide' Popularity Poll of June, 1939

Based on 729,000 Votes Cast

Star of Stars—Nelson Eddy, 24.2; Jessica Dragonette, 15.9; Edgar Bergen (Charlie McCarthy), 12.6; Jack Benny, 12.4; Don Ameche, 10.6; Bing Crosby, 10.5; Lanny Ross, 3.9; Joan Blaine, 2.3; Orson Welles, 2.1; Jack Baker, 1.9; Rudy Vallee, 1.5; Kate Smith, 1.4.

Man Singer of Popular Songs—Bing Crosby, 36.1; Kenny Baker, 27.0; Lanny Ross, 10.7; Don Ameche, 6.3; Jack Baker, 4.7; Frank Parker, 3.7; Rudy Vallee, 3.6; Dick Powell, 2.2; Jerry Cooper, 1.7; Harry Babbitt, 1.4; Frank Munn, 0.9; Skinny Ennis, 0.6.

Musical Program—Ford Sunday Evening Hour, 34.3; Waltz Time, 14.1; Hi Parade, 10.5; Voice of Firestone, 7.5; N. Y. Philharmonic, 6.4; 99 Men and a Girl, 6.2; American Album of Familiar Music, 5.7; Manhattan Merry-Go-Round, 4.3; NBC Symphony, 3.3; Metropolitan Opera, 2.5; Radio City Music Hall, 2.4; Cities Service Concert, 2.1.

Woman Singer of Classical Songs—Margaret Speaks, 23.4; Jessica Dragonette, 22.1; Gladys Swarthout, 10.9; Jeanette MacDonald, 9.5; Miliza Korjus, 8.5; Jean Dickenson, 7.7; Lucille Manners, 7.0; Lily Pons, 3.7; Grace Moore, 2.2; Rose Bampton, 1.9; Kirsten Flagstad, 1.8; Muriel Wilson, 0.9.

Woman Singer of Popular Songs—Kate Smith, 36.6; Frances Langford, 20.1; Virginia Simms, 13.5; Dorothy Lamour, 13.3; Hildegarde, 4.6; Annette King, 3.8; Judy Starr, 3.5; Fran Allison, 1.4; Joan Edwards, 1.3; Kay St. Germain, 1.2; Connie Boswell, 1.1; Muriel Wilson, 1.1.

Man Singer of Classical Songs—Nelson Eddy, 54.3; Richard Crooks, 10.8; Lawrence Tibbett, 9.6; John Carter, 6.8; Donald Dickson, 6.1; Lanny Ross, 6.0; John Charles Thomas, 1.7; Jack Baker, 1.2; Frank Munn, 0.9; Fred Hufsmith, 0.7; Lauritz Melchior, 0.6; James Melton, 0.6.

Announcers—Don Wilson, 28.4; Ken Carpenter, 21.8; Milton J. Cross, 15.9; Harry Von Zell, 8.7; Frank McNamee, 5.9; Ford Bond, 5.8; Ted Husing, 3.8; Ken Niles, 2.8; Ralph Edwards, 2.5; Bob Brown, 2.3; Ben Grauer, 1.9; Fred Uttal, 1.6.

Man Commentator—Lowell Thomas, 33.8; Walter Winchell, 15.3; H. V. Kaltenborn, 14.8; Boske Key, 10.6; Jimmie Fidler, 9.4; Edwin C. Hill, 9.3; Paul Sullivan, 2.7; Fort Pearson, 1.1; Gabriel Heatter, 0.9; Fulton Lewis Jr., 0.6; Deems Taylor, 0.6; Bob Trout, 0.5.

Comedian—Bergen-McCarthy, 39.1; Jack Benny, 23.1; Graham McNamee, 9.8; Eddie Cantor, 7.8; Fibber McGee, 7.2; Fred Allen, 4.8; Bob Burns, 3.0; Abbott & Costello, 1.8; Al Pearce, 1.1; Ransom Sherman, 0.8; Frank Morgan, 0.7; Robert Benchley, 0.4.

Radio Actor—Don Ameche, 45.1; Orson Welles, 17.3; Les Tremayne, 9.6; Charles Boyer, 9.3; Edward G. Robinson, 4.0; Hugh Studebaker, 2.7; Raymond Johnson, 2.6; Phil Lord, 2.3; Lanny Ross, 2.2; Martin Gabel, 1.3; Pat Murphy, 1.2; Michael Raffetto, 1.0.

Woman Commentator—Dorothy Thompson, 57.2; Kate Smith, 28.3; Mary Margaret McBride, 9.4; Kathryn Cravens, 2.5; Eleanor Roosevelt, 1.5; Hedda Hopper, 0.4; Nellie Revell, 0.1; Adelaide Hawley, 0.1; Dorothy Parker, 0.1; Elizabeth Arnold, 0.1; Lisa Sergio, 0.1; Radie Harris, 0.1.

Dramatic Program—Lux Radio Theater, 30.5; One Man's Family, 28.5; Campbell Playhouse, 11.6; Big Town, 7.7; First Nighter, 7.2; Vic & Sade, 4.7; Woodbury Playhouse, 3.2; Silver Theater, 2.2; Second Husband, 1.6; Bachelor's Children, 0.9; Big Sister, 0.8; Guiding Light, 0.6.

Radio Actress—Claire Trevor, 23.8; Barbara Luddy, 18.3; Joan Blaine, 14.2; Alice Frost, 8.8; Helen Menken, 8.3; Helen Hayes, 8.0; Anne Seymour, 5.3; Betty Winkler, 4.3; Kathleen Wilson, 4.2; Patricia Dunlap, 1.6; Irene Rich, 1.2; Marjorie Hannan, 1.2.

Audience Participation—Kay Kyser's Klass, 42.0; Information Please, 26.5; Battle of the Sexes, 12.2; Professor Quiz, 7.5; True or False, 3.8; Vox Pop, 3.1; Ask-I-Basket, 1.4; We, the People, 0.9; Uncle Jim's Question Bee, 0.8; Hobby Lobby, 0.4; What's My Name?, 0.4; Dr. I. Q., 0.4.

Variety Program—Chase & Sanborn, 36.3; Kraft Music Hall, 15.9; Good News, 10.7; Kate Smith, 7.5; Magic Key, 6.3; Breakfast Club, 6.2; Jello, 5.2; Rudy Vallee Hour, 5.0; Circle, 2.8; Texaco Star Theater, 1.4; Town Hall Tonight, 1.2; Fibber McGee & Molly, 0.7.

Master of Ceremonies—Don Ameche, 36.5; Bing Crosby, 19.9; Don McNeill, 13.9; Robert Young, 11.9; Jack Benny, 4.9; Dick Powell, 3.4; Rudy Vallee, 2.4; Fred Allen, 1.5; Walter O'Keefe, 1.5; Clifton Fadiman, 1.2; Ransom Sherman, 1.1; Basil Rathbone, 0.9.

Children's Programs—Lone Ranger, 23.6; Irene Wicker's Musical Plays, 20.1; Coast to Coast on a Bus, 17.1; Let's Pretend, 15.1; Little Orphan Annie, 5.2; Dick Tracy, 4.3; Malcolm Claire, 3.5; Don Winslow of the Navy, 2.9; Kaltenmeyer's Kindergarten, 2.8; Jack Armstrong, 1.9; Horn & Hardart's Children's Hour, 1.0; March of Games, 1.0.

Educational Programs—American School of the Air, 27.9; Great Plays, 13.2; Music Appreciation Hour, 13.0; World Is Yours, 12.7; America's Town Meetings, 10.4; U. of G. Round Table Discussion, 8.3; Information Please, 3.4; Men Against Death, 2.6; Cavalcade of America, 2.2; People's Platform, 2.1; National Farm & Home Hour, 2.0; Nation's School of the Air, 1.2.

Serial Dramatic Program—One Man's Family, 49.2; Big Sister, 10.2; Bachelor's Children, 8.7; Guiding Light, 6.4; Road of Life, 6.0; Valiant Lady, 3.3; Life Can Be Beautiful, 3.0; Betty and Bob, 2.9; Girl Alone, 2.7; Mary Martin, 2.6; Vic & Sade, 2.4; Second Husband, 2.1.

Dance Orchestra—Wayne King, 35.6; Guy Lombardo, 29.9; Horace Heidt, 15.4; Kay Kyser, 11.2; Eddie Duchin, 4.7; Hal Kemp, 3.0; Sammy Kaye, 2.3; Rudy Vallee, 1.6; Paul Whiteman, 1.4; Abe Lyman, 1.3; Tommy Dorsey, 1.2; Richard Himber, 1.1.

Swing Band—Artie Shaw, 26.6; Benny Goodman, 22.9; Tommy Dorsey, 18.9; Kay Kyser, 13.1; Bob Crosby, 7.0; Larry Clinton, 6.6; Gene Krupa, 1.9; Sammy Kaye, 0.9; Henry Busse, 0.5; Phil Harris, 0.4; Jimmy Dorsey, 0.3; Raymond Scott, 0.3.

Swing Instrumentalist—Tommy Dorsey, 32.3; Artie Shaw, 23.1; Gene Krupa, 13.9; Benny Goodman, 12.5; Henry Busse, 6.1; Jimmy Dorsey, 3.5; Harry James, 0.8; Ray Bauduc, 0.7; Eddie Duchin, 0.5; Milt Hersh, 0.5; Stuff Smith, 0.3; Kay Kyser, 0.2.

Swing Singer—Bea Wain, 32.1; Martha Raye, 15.9; Martha Tilton, 12.8; Virginia Simms, 12.1; Edythe Wright, 8.5; Mildred Bailey, 7.7; Ella Fitzgerald, 4.3; Maxine Sullivan, 1.8; Marion Mann, 1.3; Sully Mason, 1.2; Connie Boswell, 1.0; Judy Garland, 0.8.

Programs Not on Networks—Zeke Manners Gang, WMCA, New York, 25.2; Hank Lawson & the Burns, WEEU, Reading, Pa., 9.8; Wayside Theater, WBBM, Chicago, 9.7; History in the Making, WBBM, 9.4; Memory Baseball, KFYZ, Bismarck, N. D., 6.9; Number Please, WJR, Detroit, 6.5; Night Watch, WIND, Gary, Ind., 6.0; Bernie Armstrong, KDKA, Pittsburgh, 5.6; Mad Hatterfields, WLW, Cincinnati, 5.4; Supper Time Follies, WJLD, Chicago, 5.3; Nine-Twenty Club, WORL, Boston, 5.0; Bradley Kincaid, WGY, Schenectady, 4.5.

## Radio Awards of National Headliners Club\*

1935—William Burke Miller (NBC) for coverage of stratosphere flight; Paul White (CBS) for coverage of Chicago stockyards fire.

1936—Columbia Broadcasting System, for best coverage of a news event (Johnstown, Pa. flood).

1937—Joseph Anton and W. L. Carlson (WHAS, Louisville) for best domestic radio reporting in connection with Ohio-Mississippi floods; H. V. Kaltenborn (CBS) for best foreign radio reporting.

1938—Edward R. Murrow and William Shirer (CBS) for best radio reporting; coverage of foreign affairs from Europe.

1939—Jack Knell (WEEL, Boston) for best radio reporting of a news event (*Squalus* submarine disaster).

\*Radio and press citations and plaque awards made annually by National Headliners Club of the Press Club of Atlantic City, N. J.

## Institute for Education By Radio Citations, 1939

### I. Network, National Organization, or Clear-Channel Station

a. For general use: *Lecture, talk, speech.*  
First Award—Raymond Gram Swing, WOR, Czechoslovakia.  
Honorable mention—Understanding the Orient, "The Roving Prof.", University Broadcasting Council, Chicago.  
Honorable mention—New York Philharmonic: Intervention Talks; New York Philharmonic (CBS).

b. For general use: *Demonstration or participation program.*  
First Award—"Steel Worker", Americans at Work (CBS).  
First Award—Wilberforce University Anniversary Program (WLW).

c. For general use: *Dialog, round-table, conversation, interview, debate, question and answer.*

First Award—"Do We Have a Free Press", America's Town Meeting of the Air (NBC).  
Honorable Mention—"The Bull Session", University Broadcasting Council, (WBBM and CBS).

d. For general use: *All forms of dramatization.*

First Award—"Hell on Ice", Mercury Theatre (CBS).

First Award—"They Fly Through the Air With the Greatest of Ease", Words Without Music (CBS).

Honorable Mention—"Jews in America", Americans All—Immigrants All; Radio Division, Office of Education, Department of the Interior (CBS).

Honorable Mention—"Trojan Women", Great Plays (NBC).

e. For use in school by primary children (approximately Grades I-III).

First Award—"The First Hat", Once Upon a Time (WLW).

Honorable Mention—"Horns That See", Backyard Adventures (WLW).

Honorable Mention—Elementary Class, Series A and B; NBC Music Appreciation Hours.

f. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Honk the Moose", Tales from Far and Near; American School of the Air (CBS).

Honorable Mention—"Rhythm in Music", I Like Music (WLW).

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Housing", Frontiers of Democracy; American School of the Air (CBS).

First Award—"A Visit to a Coal Mine", The Wheels Go Round (WLW).

First Award—"A Drop of Water", And So It Happened (WLW).

First Award—"Robert Louis Stevenson", Adventures in Reading (NBC).

### II. Local and Regional Station or Organization

a. For general use: *Lecture, talk, speech.*  
Honorable mention—"Assemblyman Biemiller Defends the WPA"; The Legislative Forum (WHA, University of Wisconsin).

b. For general use: *Demonstration or participation program.*  
First Award—"Meeting the Boss", Your Job Outlook (WHA, University of Wisconsin).

c. For general use: *Dialog, round-table conversation, interview, debate, question and answer.*  
First Award—"Maternity Discussions", (KFI-KECA).

Honorable Mention—"Youth and Unemployment", American Youth Speaks; (WHA, University of Wisconsin).

d. For general use: *All forms of dramatization.*  
Honorable Mention—"Cyrano de Bergerac", Hour of Drama (WHA, University of Wisconsin).

e. For use in school by primary children (approximately Grades I-III).

First Award—"The Sleeping Beauty", WHA Storybook Players (WHA, University of Wisconsin).

f. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Dust Storms; Our National Heritage"; Ohio School of the Air, Ohio State U.

First Award—Christmas Concert; Rochester Civic Orchestra; Rochester School of the Air (WHAM).

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Fall of the House of Usher", Short Story Time; Wayne University Broadcasting Guild, Detroit.

### Special Class—Children's Programs

First Award—"Pinochio", Once Upon a Time; WOR and Radio Division of Federal Theatre Project.

First Award—"Alice in Wonderland", Irene Wicker's Musical Plays (NBC).

Honorable Mention—"Robinson Crusoe"; Chimney House (NBC).

## 'N. Y. World-Telegram' Poll of Radio Editors, 1939

Ten Leaders in Each Group

Favorite Program—Jack Benny, 85; Information Please, 63; Charlie McCarthy, 55; Fred Allen, 36; Bing Crosby, 34; Kay Kyser's College, 29; Bob Hope, 28; Lux Radio Theater, 25; Orson Welles, 19; Toscanini Concerts, 16; America's Town Meeting, 15; One Man's Family, 13.

Comedians—Jack Benny, 148; Fred Allen, 85; Charlie McCarthy, 80; Bob Hope, 76; Fibber McGee & Molly, 25; George Burns & Gracie Allen, 20; Fanny Brice, 11; Tom Howard & George Shelton, 9; Abbott & Costello, 8; Milton Berle, 7.

Quiz Shows—Information Please, 183; Kay Kyser's College, 55; Professor Quiz, 51; Doctor I. Q., 46; What's My Name, 25; So You Think You Know Music, 19; Milton Berle's Gag Busters, 17; Ask-I-Basket, 16; Pot o' Gold, 15; Vox Pop, 13.

Dramatic Shows—Lux Radio Theater, 139; Orson Welles, 85; One Man's Family, 45; Star Theater, 24; NBC Great Plays, 21; Aldrich Family (Ezra Stone), 19; Columbia Workshop, 18; Ellery Queen, 17; First Nighter, 16; Silver Theater, Edward G. Robinson and Hollywood Playhouse (tied), 13.

Quarter-hour Program—Fred Waring's Orchestra, 88; Walter Winchell, 43; Amos 'n' Andy, 40; Easy Aces, 38; Lum 'n' Abner, 26; I Love a Mystery, 18; Lowell Thomas, 17.

Children's Program—Let's Pretend, 72; Lone Ranger, 42; Little Orphan Annie, 30; American School of the Air, 24; March of Games, 19; Irene Wicker's Singing Lady, 17.

Orchestras—Guy Lombardo, 79; Kay Kyser, 52; Andre Kostelanetz, 37; Wayne King, 30; Glenn Miller, 25; Horace Heidt, 25; Benny Goodman, 24; Eddie Duchin, 16; Fred Waring, 15; Orrin Tucker, 13; Phil Spitalny, 12; Paul Whiteman, 11.

Popular Girl Singer—Frances Langford, 89; Kate Smith, 86; Connie Boswell, 77; Virginia Simms, 29; Mildred Bailey, 24; Bea Wain, 22; Judy Garland, 20; Nan Wynn, 17; Bonnie Baker, 15; Dorothy Lamour, 13.

Popular Male Singer—Bing Crosby, 171; Kenny Baker, 98; Lanny Ross, 27; Tony Martin, 24; Dennis Day, 18; Barry Wood, 17; Frank Munn, 16; Frank Parker, 13; Buddy Clark, 13.

Symphonic Conductor—Arturo Toscanini, 174; John Barbirolli, 94; Alfred Wallenstein, 28; Frank Black, 26; Eugene Ormandy, 24; Andre Kostelanetz, 20; Erno Rapee, 19; Howard Barlow, 17; Leopold Stokowski, 12; Fritz Reiner, 9.

Classical Singer—Nelson Eddy, 86; Lawrence Tibbett, 63; Richard Crooks, 53; Lily Pons, 39; Margaret Speaks, 33; Gladys Swarthout, 28; John Charles Thomas, 25; Marian Anderson, 23; Donald Dickson, 21; Kirsten Flagstad, 20; Lucille Manners, 18; Jan Peerce, 10.

New Star—Alec Templeton, 50; Ezra Stone, 24; Glenn Miller, 12; Raymond Gram Swing, Dennis Day, Mary Martin, John Kieran, Elmer Davis and Barry Wood.

Sports Announcers—Bill Stern, 158; Ted Husing, 153; Red Barber, 35; Clem McCarthy, 24; Sam Taub, 11.

Commentators—Lowell Thomas, 51; H. V. Kaltenborn, 50; Raymond Gram Swing, 36; Walter Winchell, 33; Paul Sullivan, 18; Elmer Davis, 17; Fulton Lewis, 12.

Studio Announcers—Don Wilson, 48; Harry Von Zell, 47; Milton Cross, 38; Ken Carpenter, 29; David Ross, 16; Ben Grauer, 12; Paul Douglas, 9.

# Radio Polls, Awards and Citations: 1939

## Women's National Radio Committee Citations, 1939

**Most Original and Informative Program:** Americans All—Immigrants All (CBS sustaining, presented in cooperation with the U. S. Office of Education).

**Programs Furthering Democracy:** America's Town Meeting of the Air (NBC); People's Platform (CBS); American Forum of the Air (MBS); Foundations of Democracy (CBS); Frontiers of Democracy (CBS). All sustaining.

**Adult Education:** The World Is Yours (NBC); What Price America (CBS); Americans at Work (CBS). All sustaining.

**Quiz Program:** Information Please (sponsored by Canada Dry Ginger Ale on NBC).

**Serious Music:** Sponsored: Ford Sunday Evening Hour (CBS); Standard Oil broadcasts of West Coast Symphony Orchestras (NBC). Sustaining: New York Philharmonic (CBS); NBC Symphony (NBC); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

**Light Music:** Firestone Symphony (NBC); Cities Service Concerts (NBC); American Album of Familiar Music (Bayer aspirin), (NBC).

**Dramatic Programs:** Campbell Playhouse (CBS); Lux Radio Theatre (CBS); Woodbury Playhouse (NBC); Great Plays (NBC sustaining).

**Serials:** One Man's Family (Tenderleaf Tea, NBC).

**Variety Shows:** Good News of 1939 (Maxwell House Coffee, NBC); Chase & Sanborn Hour (NBC).

**Children's Programs:** Entertainment: Let's Pretend (CBS sustaining); Irene Wicker's Musical Plays (NBC sustaining). Educational: Walter Damroch's Music Appreciation Hour (NBC sustaining); American School of the Air (CBS sustaining).

**News Commentators:** H. V. Kaltenborn (CBS); Paul Sullivan (WLW, WHAS).

**Unique Program:** Salute of Nations to World's Fair (NBC, CBS, MBS sustaining).

## Medal of Honor Awards\* Institute of Radio Engineers

- 1917—E. H. Armstrong, New York City
- 1919—E. F. W. Alexanderson, Schenectady, N. Y.
- 1920—G. Marconi,† Italy
- 1921—R. A. Fessenden,† Boston
- 1922—Lee de Forest, New York City
- 1923—John Stone Stone, San Diego, Cal.
- 1924—M. I. Pupin,† New York City
- 1926—G. W. Pickard, Boston, Mass.
- 1927—L. W. Austin,† Washington
- 1928—Jonathan Zenneck, Munich, Germany
- 1929—G. W. Pierce, Cambridge, Mass.
- 1930—P. O. Pedersen, Copenhagen, Denmark
- 1931—G. A. Ferrie,† Paris, France
- 1932—A. E. Kennelly,† Cambridge, Mass.
- 1933—Sir Ambrose (J. A.) Fleming, Sidmouth, S. Devon, England
- 1934—S. C. Hooper, Washington
- 1935—Balth. van der Pol, Eindhoven, Holland
- 1936—George A. Campbell, New York City
- 1937—Melville Eastham, Cambridge, Mass.
- 1938—J. H. Dellinger, Washington
- 1939—Sir George (A. G.) Lee, London, England

\*Given annually in recognition of distinguished service in radio communication; awarded to "one who has been responsible for an important advance in the science or art of radio communication. This advancement may be a single development or it may be a series of developments which in the aggregate have resulted in substantial improvements in radio communication."  
†Deceased.

## Hiram Percy Maxim Amateur Radio Awards\*

1936—Victor H. Clark, W6KFC, Phoenix, Ariz.; for all-around record for year.

1937—Oscar L. Short, W9RSO, Jasper, Mo.; for all-around record for year.

1938—Owen J. Dowd, W2JHB, Brooklyn, N. Y.; for all around record for year.

\*Award is bronze replica of original *Wolf Hour* and \$100 cash, established in honor of the late founder of the American Radio Relay League, by his daughter and son, Mrs. John G. Lee and Mr. Hiram Hamilton Maxim. Made annually in succeeding year to amateur under 21 who has made outstanding record for year in amateur radio.

## Henry J. Kaufman Announcers' Award\*

1935—William E. Coyle (WRC-WMAL)

1936—Larry Elliott (WJSV)

1937—Hugh Conover (WJSV)

1938—Charles Daly (WJSV)

\*Trophy awarded annually to announcer adjudged best among Washington stations by Henry J. Kaufman Advertising, Washington, D. C.

## William S. Paley Amateur Radio Award\*

1936—Walter Stiles Jr., W8DPY, Coudersport, Pa. (for communications work during floods)

1938—Robert T. Anderson, W9MWC, Harrisburg, Ill. (for communications work during floods)

1939—Wilson E. Burgess, W1BDS, Westerly, R. I. (for communications work during New England hurricane).

\*Trophy awarded annually by president of CBS to "individual who, through amateur radio, in the opinion of an impartial board of awards, has contributed most usefully to the American people, either in research, technical development or operating achievement."

## 'Sporting News' Baseball Announcer Awards\*

1937—France Laux, KMOX, St. Louis.

1938—Tom Manning, WTAM, Cleveland.

1939—Walter (Red) Barber, WOR, Newark. Runners up: Frankie Frisch, Colonial Network; Bob Elson, WGN, Chicago.

\*Trophy awarded annually by *Sporting News*, St. Louis baseball newspaper, to "broadcaster who has contributed most to the game and to radio."

## Findings in Second Annual Survey\* By 'Young America'

### "What's your favorite Radio Program?"

1. Gang Busters	11.1%
2. Chase & Sanborn Hour	9.3%
3. Lux Radio Theatre	7.8%
4. Jello	6.6%
5. Lone Ranger	6.1%
6. Maxwell House	5.9%
7. Camels	2.3%
8. One Man's Family	1.9%
9. Ipana	1.1%
10. Dick Tracy	.4%
11. All others	47.5%

### "Who's your favorite Radio Star?"

1. Jack Benny	10.2%
2. Fanny Brice	8.9%
3. Charlie McCarthy	8.5%
4. Eddie Cantor	7.7%
5. Joe Penner	5.5%
6. Don Ameche	3.4%
7. Fred Allen	3.2%
8. Bing Crosby	2.2%
9. Lone Ranger	1.9%
10. Edward Robinson	1.5%
11. All others	47.2%

NOTE: The first ten stars in this year's survey are identical with those of last year's poll. Their positions vary considerably, however. Jack Benny went from 3rd to 1st position, Fanny Brice from 4th to 2nd, Eddie Cantor from 2nd to 4th, Charlie McCarthy from 1st to 3rd.

"When you tune in on a radio program, do you listen to (check only one) main part only, or both advertising and main part?"

Main part only	19.8%
Both	80.2%

"How many different radio programs do you listen to each week?"

Answer: 16 per week (average)

### "What products do the following radio stars advertise? (If you do not know, please put 'x' after each name.)"

Fred Allen	Phillips Lord
Kate Smith	Eddie Cantor
Jack Benny	Charlie McCarthy

NOTE: The above question was included in order that a double check might be made on the value of commercials on a young audience. Full credit was given each respondent for *Gang Busters* instead of a product in the case of Phillips Lord. It was felt, however, that the inclusion of this name was an unfair question. Without including Phillips Lord in the tabulations it was found that an average of 66% of those youngsters answering the above question could identify a name with its product. In other words, 14% less than the 80% who claimed they listened to commercials. Nevertheless, the figures tend to justify the value of radio advertising and the faith which advertisers have in the radio as an advertising medium.

The following percents by individuals were:

Fred Allen	57.3%
Kate Smith	52.4%
Jack Benny	88.0%
Phillips Lord	1.1%
Eddie Cantor	62.0%
Charlie McCarthy	69.2%

### "Do you have a radio of your own in your room at home?"

Yes	41.4%
No	58.6%

100%

\*Conducted in May-June, 1939, by *Young America* Magazine with assistance of International Business Machines Corp. and teachers and principals of 51 elementary and junior high schools in California, Connecticut, Illinois, Massachusetts, Michigan, New Jersey, New York, Ohio and Pennsylvania. Based on 3,000 sample returns from average age level of 13-14.

## 'Motion Picture Daily' Popularity Poll, 1939\*

**OPEN CHAMPIONS**—Edgar Bergen (Charlie McCarthy); Jack Benny; Bing Crosby; Alec Templeton, Kay Kyser, Orson Welles, tied; Bob Hope.

**FILM PLAYERS ON THE AIR**—Don Ameche; Edward G. Robinson; Bing Crosby; Walter Huston; Bob Hope.

**FILM PROGRAMS**—Lux Radio Theatre; Screen Guild Theatre; Good News of 1940; Gateway to Hollywood; Silver Theatre.

**DRAMATIC SERIES**—One Man's Family; Lux Radio Theatre; Campbell Playhouse; Big Town, First Nighter, Arch Oboler's Plays, tied.

**COMEDIANS**—Jack Benny; Bob Hope; Fred Allen; Edgar Bergen (Charlie McCarthy); Robert Benchley.

**COMEDIENNES**—Fannie Brice; Gracie Allen; Mary Livingstone; Barbara Jo Allen (Vera Vague); Marian Jordan (Molly McGee).

**COMEDY TEAMS**—Fibber McGee & Molly; Burns & Allen; Benny & Livingstone; Bergen & "McCarthy"; Howard & Shelton.

**VOCALISTS: MALE (Popular)**—Bing Crosby; Kenny Baker; Lanny Ross; Buddy Clark; Frank Parker.

**VOCALISTS: MALE (Classical)**—Nelson Eddy; Lawrence Tibbett; Richard Crooks; John Charles Thomas; Donald Dickson.

**VOCALISTS: FEMALE (Popular)**—Kate Smith; Connie Boswell; Frances Langford; Virginia Simms; Bea Wain.

**VOCALISTS: FEMALE (Classical)**—Margaret Speaks; Lucille Manners; Lily Pons; Jessica Dragonette; Gladys Swarthout.

**DANCE ORCHESTRAS (Popular)**—Guy Lombardo; Kay Kyser; Wayne King; Glenn Miller, tie; Andre Kostalanetz; Horace Heidt.

**DANCE ORCHESTRAS (Swing)**—Benny Goodman; Glenn Miller; Artie Shaw; Tommy Dorsey; Bob Crosby, Larry Clinton, Kay Kyser, tied.

**ORCHESTRAS (Classical)**—NBC Symphony; New York Philharmonic; Ford Symphony, Andre Kostalanetz, tied; Philadelphia Symphony; Frank Black's NBC.

**MUSICAL PROGRAMS (Popular)**—Kay Kyser's College of Musical Knowledge; Your Hit Parade; Paul Whiteman; Tune Up Time; Fred Warins.

**MUSICAL PROGRAMS (Classical)**—Ford Sunday Evening Hour; NBC Symphony; New York Philharmonic; Firestone; Cities Service.

**COMEDY SERIES**—Jack Benny Show; Aldrich Family; Bob Hope Show; Fibber McGee and Molly; Amos 'n' Andy, Easy Aces, tied.

**CHILDREN'S SERIES**—Let's Pretend (Nita Mack); Lone Ranger; Coast to Coast on a Bus (Milton Cross); Irene Wicker; Malcolm Claire, Jack Armstrong, tied.

**ANNOUNCERS**—Don Wilson; Milton Cross; Ken Carpenter; Harry Von Zell; Bob Trout, Ben Grauer, Andre Baruch, tied.

**COMMENTATORS**—H. V. Kaltenborn; Lowell Thomas; Elmer Davis; Raymond Gram Swing; Paul Sullivan.

**SPECIAL EVENTS OR NEWS**—CBS—War News; NBC—War News; Mutual—War News; CBC—Visit of Royalty; CBS—News Roundup.

**COMMERCIAL TALKS**—Jello Program (Benny); Ford Sunday Evening Hour; Johnson's Wax (Fibber McGee); Kraft Music Hall (Crosby); Canada Dry Information Please.

\*Fourth annual poll of radio editors and columnists announced by *Motion Picture Daily*, trade journal, Dec. 28, 1939.

## Sidney Garfinkel Announcers' Award\*

1937—Abbott Tessman (KGO)

1938—Joe Walters (KSFO)

1939—Dick Wynne (KJBS)

\*Trophy awarded annually for best commercial announcing in San Francisco Bay area by Sidney Garfinkel Adv. Agency, San Francisco.

**National Federation of Press  
Women's Citations, 1939**

*Certificate of Merit Awards*

**FOR OUTSTANDING CONTRIBUTIONS TO RADIO:** David Sarnoff, president, RCA, and chairman of board, NBC, for Toscanini broadcasts; Alfred J. McCosker, president, WOR, and chairman of board, MBS, for MBS rebroadcasts of European news bulletins during Munich crisis.

**NETWORK AWARDS:** CBS, for New York Philharmonic Symphony broadcasts; NBC, for establishing a special department to further women's activities under Margaret Cuthbert; MBS, for Alfred Wallenstein's *Sinfonietta* programs.

**BEST FORENOON WEEK-DAY PROGRAM:** *Getting the Most Out of Life* (Standard Brands on NBC).

**BEST AFTERNOON WEEK-DAY PROGRAM:** *American School of the Air* (CBS sustaining).

**NEWS COMMENTATOR PROGRAM:** *Kaltenborn Edits the News* (Pure Oil Co. on CBS).

**FOREIGN NEWS REPORTING:** William L. Shirer (CBS).

**CONTRIBUTION BY A WOMAN:** Dorothy Thompson's part in *Hour of Charm* (General Electric Co. on NBC).

**GOOD TASTE IN ADVERTISING:** *Sunday Evening Hour* (Ford Motor Co., CBS).

**RURAL PROGRAM:** *National Farm & Home Hour* (NBC sustaining).

**CHILDREN UNDER 12:** Irene Wicker's *Singing Lady* (NBC sustaining).

**CHILDREN OVER 12:** Walter Damrosch's *Music Appreciation Hour* (NBC sustaining).

**DRAMA:** Orson Welles' *Mercury Theatre of the Air* (CBS sustaining, now sponsored by Campbell Soup Co. as *Campbell Playhouse*).

**AMERICAN IDEALS:** George V. Denny Jr. and *America's Town Meeting of the Air* (NBC).

**INTERNATIONAL PEACE:** *Salute of Nations* (by New York World's Fair, 1939, on CBS, NBC, MBS and CBC). Also to Grover Whalen, president of the New York World's Fair, and Dr. John S. Young, director of radio-television, New York World's Fair.

**Miscellaneous Awards**

Raymond Gram Swing, MBS commentator and Elmer Davis, CBS commentator—Included in 1939 Honor Roll of *The Nation Magazine* "for the most illuminating running analysis of Europe's tangled affairs."

William S. Paley, president of CBS; Fulton Lewis Jr., MBS commentator, and Philo T. Farnsworth, radio and television inventor and executive—Selected by annual biographical almanac, *America's Young Men*, on list of "ten outstanding young men of 1939."

**Gold Medal Awards\*  
Veteran Wireless Operators  
Association**

1927—Joseph E. Crony, *S.S. Indiana Harbor*, wrecked on California coast on May 18, 1927.

1928—Giuseppe Biagi, Italian Polar Airship *Italia*, wrecked on a Polar expedition in June, 1928.

1928—Michael J. O'Loughlin, *S.S. Vestris* (British), sunk off Virginia Capes, Nov. 12, 1928. O'Loughlin went down with the ship. Posthumous presentation was made to his parents in Ireland.

1929—Nunzio Digangi, *S.S. Florida* (Italian), sunk in the Atlantic Ocean on January 24, 1929.

1930—Malcolm Hanson, chief of radio staff, Byrd Expedition, in 1929. Presentation was made by radio to Little America.

1931—Guglielmo Marconi, commemorating the 30th anniversary of his conquest of the Atlantic by radio. Presentation made from the NBC studios Dec. 12, 1931, on a worldwide hookup by President Fred Muller of the V. W. O. A. Mr. Marconi accepted the medal by radio from London.

1931—Frank N. Davidson, *S.S. Tahiti* (British), which foundered in the South Seas on Aug. 17, 1930.

1932—Fritz E. Larson, *S.S. Castor* (Swedish), on fire off the Azores, April 28, 1931. Presentation made at Radio World's Fair by General Harbord, acting for President Hoover, by radio to Sweden.

1933—Ray Meyers, chief radio officer, submarine *Nautilus*, who saved the submarine and crew while near foundering in the Atlantic while bound on a cruise under the Polar ice. Presentation made at the eighth annual dinner-cruise, Feb. 11, 1933.

1934—Anne Lindbergh, radio operator on Lindbergh exploration flight in 1933 for outstanding radio work resulting in successful completion of flight touching four continents.

1935—George W. Rogers, chief radio officer, *Morro Castle*, for outstanding devotion to duty when *Morro Castle* burned off Jersey Coast.

1936—Russell McDonald, chief radio officer, *S.S. Mohawk*, for exceptional radio services when *Mohawk* was rammed off coast of New Jersey. Posthumous award. McDonald went down with ship.

1937—No award.

\*For achievement in field of wireless communications.

**Marconi Memorial  
Medal Awards  
Presented by Veteran  
Wireless Operators Ass'n**

1938—Carl O. Petersen, radio member of both Byrd Antarctic expeditions; presented Marconi Medal of Valor for outstanding accomplishments in art of radio communications and particularly for his resourcefulness, courage and ability in effecting the safe navigation of the air exploration party of which he was a member back to its base.

1938—Dr. Eugene C. Woodruff, president, American Radio Relay League; presented Marconi Medal of Service for his outstanding devotion to a amateur radio, and through him the magnificent achievements of amateurs in times of emergency were recognized and applauded.

1939—David Sarnoff, president of RCA and chairman of NBC; presented Marconi Medal of Achievement as a former wireless operator who through ability and initiative achieved marked success in the field of radio communication.

1939—Jack Binns; presented VWOA Silver Commemorative Medal for his heroic and historic "CQD" from *S.S. Republic* in 1909, commemorating 30th anniversary of event.

1939—T. D. Haubner; presented VWOA Silver Commemorative Medal for first using "SOS" in 1909 as signal of distress replacing earlier "CQD" from *S.S. Arapahoe*, commemorating 30th anniversary of event.

**H. P. Davis  
Memorial Award\***

1933—Fred Webber (KDKA)  
1934—Bill Sutherland (KDKA)  
1935—Tony Wakeman (WJAS)  
1936—Bill Sutherland (KDKA)  
1937—Ken Hildebrand (KQV)  
1938—Bill Beal (KDKA)  
1939—David Garroway (KDKA)

\*Gold medal and \$150 cash awarded annually to Pittsburgh station announcer adjudged most excellent in diction, established by Mrs. H. P. Davis in tribute to the late Dr. Davis, pioneer in broadcasting as vice-president of Westinghouse E. & M. Co. and chairman of board of NBC.

**Morris Liebmann  
Memorial Prize of I.R.E.\***

1919—L. F. Fuller, Berkeley, Cal.  
1920—R. A. Weagant, New York City  
1921—R. A. Heising, New York City  
1922—C. S. Franklin, London  
1923—H. H. Beverage, New York City  
1924—J. R. Carson, New York  
1925—Frank Conrad, Pittsburgh  
1926—Ralph Bown, New York City  
1927—A. H. Taylor, Washington  
1928—W. G. Cady, Middletown, Conn.  
1929—E. V. Appleton, Cambridge, England  
1930—A. W. Hull, Schenectady, N. Y.  
1931—Stuart Ballantine, Boonton, N. J.  
1932—Edmond Bruce, New York City  
1933—Heinrich Barkhausen, Dresden, Germany  
1934—V. K. Zworykin, Camden, N. J.  
1935—F. B. Llewellyn, New York City  
1936, B. J. Thompson, Harrison, N. J.  
1937—W. H. Doherty, New York City  
1938—G. C. Southworth, New York City  
1939—H. T. Friis, New York City

\*Annual award to member of Institute of Radio Engineers "who shall have made public during the recent past an important contribution to radio communication." This award was established to perpetuate the memory of the late Col. Morris Liebmann by E. J. Simon, fellow of the I.R.E. It consists of income from a gift of \$10,000 and is not a stated amount as it is the interest from securities in which the principal is invested.

**'Broadcasting' Magazine  
Golf Trophy Awards\***

1932—Dr. Leon Levy, WCAU, Phila.  
1933—Gerald King, Standard Radio, Hollywood.  
1934—Lewis Allen Weiss, Don Lee Broadcasting System.  
1935—Carl Haymond, KMO, Tacoma, Wash.  
1936—Ross Wallace, WHO, Des Moines.  
1937—E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington (tie).  
1938—No award made.  
1939—K. W. Pyle, KFBI, Abilene, Kan., and V. E. Carmichael, KWK, St. Louis (tie).

\*Silver trophy awarded to winners of golf tournaments held in connection with annual conventions of NAB.

**920 CLUB  
BOSTON'S BIGGEST RADIO PROGRAM**

(Participating)

P. A. Starck Piano Company of Chicago says: "Your station has proven to be one of the best mediums for advertising available in Boston."

Jamesway Advertising Agency of Boston says: "The 920 CLUB pulled nearly as many requests as three major stations and 16-station network combined."

Radio Guide's Big Poll showed the 920 CLUB as one of the leading national non-network programs in the entire United States.

[ Write for abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories. ]

920 KILOCYCLES

**WORLD**

BOSTON, MASS.

# The Law of Broadcast Regulation

## Major Trends of 1939

By PAUL M. SEGAL

**B**ROADCASTING is regulated through a statute which blocks out general standards which are to be implemented in detail and thereby enforced by the Federal Communications Commission. This regulation is subject to review on appeal wherever, in individual cases, the Commission acts unlawfully.

Therefore, the three most important fields in the regulation of broadcasting are the promulgation of detailed regulations effectuating the statutory standards, the interpretation of those standards in individual decisions (blocking out in concise manner the meaning of such general terms as "public interest, convenience or necessity"), and the review of such action by the courts.

In each of these fields, 1939 has been an important year. The tendency toward stabilization of the broadcasting business reached a high point; the Commission has begun to build a philosophy of regulation which recognizes the need for a clear exposition of the lines along which it will proceed. A noteworthy aspect of this was the promulgation of regulations, effective August 1, establishing a clear basis of allocation. This came after years of uncertainty.

There have also been developed procedural regulations by means of which all material considerations can be concisely presented so as to permit greater efficiency in the Commission's work.

### **Court Review of Commission Is Clarified**

In the field of review by the courts, there has been clarification of the extent to which the Commission's activities may be questioned. The lesson has been brought home that it is not the function of the courts to correct actions of the Commission which are unwise. The task is to correct those which are unlawful, and then only for those who have rights entitled to protection.

For some years it has been the custom of the Commission upon appeal, to expose all its activities to judicial scrutiny. During 1939 it became the rule to question the propriety of practically every appeal.

The greatest controversy has been over what has been wrongly called the economic-interest question. The Commission is not prohibited from taking action which adversely affects stations economically. But it has been claimed that such adverse effect confers upon affected persons the right to question the Commission's action in other aspects. The court has now taken an attitude of the most practical nature. Its decisions establish that if an appellant has no grounds to reverse the decision of the Commission it is not important that his right to appeal be recognized merely so that the Commission may be

sustained. Hence appeals are dismissed where the claims upon which they are based are not sufficient for reversal. Here, however, the point is not whether the person suing out the appeal will be hurt by an action of the Commission but whether the public will be hurt. The question is not one of economics at all but whether the addition of new services can so injure existing services as, in the end, to deprive the public of something.

In the *Sanders Brothers* case, in January, the court had said that reasons for appeal are adequate when they present an issue of economic injury to an existing station through the establishment of an additional station.

In the *Yankee Network* case, in August, the court said that there would be no value in the rights conferred by statute upon broadcasters if they are not protected from destructive competition. Therefore, a station has the right to seek judicial protection where the addition of another station would destroy its ability to render proper service in the public interest.

### **Does the Court Interfere?**

In the field of appeals by persons who have had their own applications denied, developments have been interesting but of no great importance. In the *Pottsville* and *Heitmeyer* cases the Commission was reversed for denying applications on grounds which the court thought improper. The Commission then called for rehearings of the applications under circumstances as of a time subsequent to reversal by the court rather than as of the time of the Commission's original action. In later proceedings in both cases the court instructed the Commission that it must revert to its original record and correct its errors of law. These cases are before the United States Supreme Court upon the Commission's contention that these later instructions are an interference with administrative discretion.

There are two important decisions of the court on procedural points. The Commission has a rule that it will not consider in any consolidated hearing applications additional to the one under consideration where such applications have been filed after action of the Commission designating the first application for hearing. The court has sustained the validity of this rule.

This presents a problem affecting not only the person who desires to file a strike application to impede some prospective competitor but also a competing applicant seeking to convince the Commission that he is better entitled to some facility than another person who has thought to make application for it. The decision should be considered in connection with changes in certain Commission processes, by

which it has been possible to grant applications a few days after the announcement of their receipt.

Another important procedural decision holds that either the seller or the purchaser may appeal from a decision of the Commission denying an application to approve the sale of a station.

### **Respondents Abolished, Interveners Restricted**

With the position taken by the Commission against the appealability of a large part of its decisions, there has been a parallel development in the elimination of parties respondent, followed by a close restriction of the persons who may intervene in hearings before the Commission.

These two moves comprise what has been called a "policy of encirclement" whereby the Commission seeks to perform its functions with minimum interference, all in the interest of avoiding delays and the recognition that, after all, the Commission, through ability and experience, is better qualified to safeguard the public interest than are those who have heretofore been respondents and interveners and have been testing its decisions in the courts.

This restriction of participants began in the late summer of 1939.

Until July, when the burden was transferred, the Commission had held that the burden of proof upon the public-injury (or "economic") issue was upon the applicant.

Then came the elimination of parties respondent and the requirement that petitions to intervene disclose some public benefit from the intervention. This was followed by the opinion of the Commission in the *Orlando* intervention petition, where the Commission recited its experiences:

"In many cases the major function served by intervenors was to impede the progress of the hearing, increase the size of the record, confuse the issues and pile up costs to the applicant and to the Commission through the introduction of cumulative evidence, unnecessary cross-examination, dilatory motions, requests for oral argument and other devices designed to prevent expeditious disposal of Commission business."

The ruling restricted intervention to a great extent:

"The fact that a proposed intervenor may have the right to contest in a court the validity of an order granting or denying a particular application does not in and of itself mean that such person is entitled as a matter of right to be made a party to the proceedings before the Commission on such application."

From a practical standpoint the most effective step to reduce interventions and appeals was the rule to show cause in the WINN case. An applicant had been given a construction permit for a new station in Louisville. A showing of financial capability had been made. Construction was delayed because of an appeal by an existing station. Dur-

ing the pendency of this appeal, the existing-station-appellant applied for and obtained more operating hours. Upon the claim that the expansion of the service of the existing station would injure him, the new permittee petitioned for rehearing.

Lending color to his claim of an interest in the matter, the permittee set up in his petition that expansion by his competitor would endanger his own ability to render public service. The Commission not only denied the petition but issued an order that the petitioner-permittee show cause why his own construction permit should not be called back on his confessed inability to stand up under competition. Regardless of the tinge of possible jocularity in this action, the effect will be substantially to discourage airing of quarrels among licensees operating in the same area.

### **Even Interference May Not Count**

These considerations may be extended by the Commission even to considerations of interference. This is indicated by the refusal to permit intervention in several cases even upon allegations of electrical interference and by language of the court giving competition and interference similar consideration.

### **Clear Standards Of Station Allocation**

In allocation there has been clarification through the promulgation of standards effective August 1, 1939, accompanied by some slight trend toward confusion in the interpretation of those standards.

Succinctly the Commission has stated the purpose of its allocation plan:

"Stations of the local classification are designed to serve small communities or centers of population and the rural area contiguous thereto; regional stations are designed to serve larger centers of population or metropolitan districts and adjacent rural areas; and clear channel stations are designed to serve large centers of population and vast rural areas."

Under the old rules there had been substantial liberality in granting applications where the need was compelling but in ordinary cases the allocation standards were strictly applied.

Then the new regulations adopted the standards quoted. They required that the facilities to be used should actually be capable of rendering the service for which they were proposed. In several instances the new rules intervened between proposed and final decision, and the change of the Commission's policy appeared in the latter.

For example, application was made to advance a local daytime station into a full-time regional in a town of 15,000. In July the Commission proposed denial of the application because the town was of such size that it should be served by a local frequency. A regional

# The Law of Broadcast Regulation: Major Trends of 1939

frequency would not be suitable. Thereafter on exceptions after the intervention of the new regulations, the application was granted upon the same record.

Under the new rules the same departure has been recognized as under the old rules, namely that greater interference limitations than those provided for by the rules will be permitted where there is a compelling need for the use of the facilities.

Where a local station assigned to a metropolitan area desires regional classification and shows that such classification will increase its coverage, the application may be granted, even though the limitation on the new regional frequency will be substantial.

Although a local station may not be assigned to a metropolitan area which it can not cover, there is an exception to this rule where the metropolitan area is served by other stations. Under such circumstances, where the integrated interests of the metropolitan area are being looked after by other stations, the applicant may then render an additional service to as much of the area as he can reach.

The matter of objectionable interference is being treated with more realism. It is not an obstacle to the granting of an application that the operation proposed will cause interference to another station where the area within which interference may be expected is served by still another station or where many more listeners will be newly served by one station than will be lost by the other.

## Local Service Is Being Encouraged

The Court of Appeals having recognized a distinction between local service by local stations and regional service by regional stations, the distinction became more definite in opinions of the Commission.

A community which is being served only by a regional station can be assumed not to receive adequate local service. In making application for a regional frequency the applicant must propose what can be described as a regional service.

The Commission has considered, among other things, a proposed station's expected network affiliation as indicating that there would be but a small part of the time devoted to programs of a local character.

## Need There Be a Need for Service?

A most interesting development in definition of the term "public interest, convenience or necessity" is as to whether or not a need (in the sense of a real necessity) must be shown before a new station will be granted.

At the outset of the year the Commission was denying applications upon the ground, among others, that the applicant had failed to show that there is a need for an additional broadcasting station "as

an advertising medium for the merchants."

Prior to the summer, the Commission was carefully considering the questions whether or not there was a public need for a proposed new service and whether or not there was sufficient economic support and program talent to give reasonable assurance of operation in the public interest.

One of the clearest expositions of the philosophy of public necessity followed by the Commission was made May 1, 1939:

"The burden of proof is upon an applicant who is desirous of establishing a new broadcast station to satisfy the Commission that the granting of his application will serve the public interest. It is shown that there are five stations now located in the greater metropolitan district. . . Applicant has failed to prove, as he must, that there is a need for the additional or supplemental service to be furnished by him. To do this he should not only show the character of the service he will render but the character and extent of the service now received. It is impossible, upon this record, to compare the proposed program service outlined by the applicant with the service presently enjoyed by the community concerned. This is a fatal defect in the presentation of this case before the Commission."

Careful attention was given by the Commission in June to the matters of economic competition and alleged unfair competitive practices as affecting the matter of need for service.

But in mid-September a Commission opinion granted an application for a new station without a specific finding of a need for the service.

The turn on the matter of need was emphasized in a case which arose from Denver. The application was for a new station. After hearing the Commission denied the application in May because it had been shown by other stations that they devote time to local programs and the applicant had not shown that the existing stations were not adequately supplying the need.

On petition for rehearing, the Commission, on the same record re-canvassed its philosophy of need for service and announced an interpretation of the Communications Act not theretofore expounded. The word "necessity," said the Commission, did not mean necessity in the lay sense, but rather the supplying of something useful. Moreover it was not necessary to prove necessity as such, since the statute says "public interest, convenience or necessity". A convenience to the public such as is represented by the addition of a fifth program to four being heard will authorize a new station.

## Meaning of The Hearing Notice

The elimination of issues growing out of these trends in the Commission's policy has presented certain elements of uncertainty that will doubtless be cleared up. When, upon consideration of any application the Commission (as is now usual) sets

it for hearing upon one type of issue alone, as, for example, interference, there is no way by which the applicant can know the complete significance of the Commission's action. The action may be interpreted as indicating either of two things: first, that the Commission has considered all other problems and decided them in favor of the applicant but requires a hearing on the question of interference; second, that the Commission has decided that there is no merit to the application and it should be denied, but it would be cumbersome to hold a hearing on a number of grounds when it can be simply disposed of on one ground.

## The Applicant's Character Under Scrutiny

During the year greater consideration than ever given heretofore has been given to the matter of the applicant's character both in the new form of application for construction permit and in a number of decisions.

In a proceeding whereby the Commission required a station to show cause why its license should not be revoked for violation of a provision of the Communications Act, the Commission considered not only the violation of the statute but also the conduct of the licensee in connection with advertisements in trade publications. The Commission also held that while the misconduct was not sufficiently gross to justify actual revocation, the conduct of the station was to be remembered as against the day when some other misfeasance might require additions to the record.

The court held that in a renewal case the Commission may consider the applicant's lack of fitness, shown over a period of years.

In the *Pottsville* case the Commission had been reversed for denying an application because the applicant was a non-resident. The Commission has now relaxed the policy but made it more clear. It denied an application upon the ground that it was the apparent intention of the applicant to operate the proposed local station under the supervision and management of persons who are neither associated with community interests nor familiar with community affairs.

## Transfer of Ownership Now Easier

The year has also marked a development of the Commission's policy regarding transfers of license. For some years it has not been clear what were the considerations being recognized by the Commission. There has been talk of passing upon the adequacy of consideration, trafficking in licenses, multiple ownership, newspaper ownership and similar features. The new trend of the Commission has been to eliminate all considerations except those clearly within its jurisdiction.

At the outset of the year the Commission in a transfer case mentioned that the station would

not, as a result of the transfer, be under the control of either of the two daily newspapers published in the community.

In June the Commission for the first time disclaimed any intention to consider the price paid for a station as showing value ascribable to the license itself and confined its investigation to the question whether or not the price paid would deplete the assets of the purchaser for operation of the station.

At first it was said that some public benefit must grow out of a transfer else there was no public interest served. Thus, in April, the Commission, having found that a purchaser was qualified, granted the application because the program service would be broadened, the technical equipment would be improved and better personnel would be employed.

At about the same time the Commission approved a transfer where the program service was to be continued without change.

After the summer, the Commission began granting applications for transfer of station licenses, after hearing, without opinion.

Finally the Commission said concerning a contract by which a station agreed to give up its facilities in order that a timesharing station in another city might operate full time that the contract was "a matter of private concern . . . and does not require Commission consent or approval". In this case, however, granting the application had been otherwise found in the public interest.

In years past the Commission has approved transfers of licenses which gave control to lessees under agreement to retransfer the station to the lessor at the conclusion of the lease. During 1939 the Commission terminated this policy and declared such arrangements contrary to public policy.

## Experimental Authorizations For Experimenters Only

For years there had been a special type of reasoning to justify nominal violations of the letter of regulations when those violations were thought desirable for a public service. These were authorizations denominated experimental but actually for regular service not otherwise authorized. In 1939 this was all wiped out. In the case of the 1500-1600 kilocycle assignments, the regulations were amended to fit the facts. In the case of WLW an experimental authorization for regular operation at one-half megawatt was terminated.

All experimental authorizations must now be for genuine experiments.

And so the year closes with every trend toward greater stability of regulation. This trend, if continued, will bring about a system of regulation satisfactory to the public and the industry,—or it will bring about salutary changes in the statute itself.

In either case, the trend will justify the means.

# SERVICES RELATING TO BUSINESS OF BROADCASTING

## (Members of Federal Communications Bar Association)

[For list of officers, see page 318]

### Washington Attorneys

Albertson, Fred W., Munsey Bldg. Telephone: Metropolitan 3535.  
 Bailey, Clyde S., New P. O. Bldg. Telephone: National 7326.  
 Baldwin, James W., National Press Bldg. Telephone: Republic 0110.  
 Bastian, Walter M., National Press Bldg. Telephone: National 3623.  
 Beebe, Raymond N., 815 Fifteenth St. N. W. Telephone: National 4056.  
 Beelar, Donald C., National Press Bldg. Telephone: Metropolitan 1464.  
 Bennett, Andrew W.  
 Benton, John E., New P. O. Bldg. Telephone: National 7326.  
 Bingham, Herbert M., Tower Bldg. Telephone: District 2141.  
 Blanton, Mathews, Earle Bldg. Telephone: National 8417.  
 Bradley, Fontaine C., Union Trust Bldg. Telephone: National 3730.  
 Brady, John B., Barrister Bldg. Telephone: National 4806.  
 Busby, Jeff., 815 15th St. N. W. Telephone: National 2284.  
 Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.  
 Carson, Byron G., 1010 Vermont Ave. Telephone: National 6788.  
 Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.  
 Cohen, Lester, Colorado Bldg. Telephone: National 2006.  
 Coleman, J. Randolph Jr., 725 13th St. N. W. Telephone: Metropolitan 9900.  
 Colladay, Edward F., 1331 G St. N. W. Telephone: National 0790.  
 Cook, Arthur E., Southern Bldg. Telephone: National 8559.  
 Dalberg, Melvin H., 2126 Connecticut Ave. Telephone: North 3593.  
 David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.  
 Davis, Herbert L., Investment Bldg., Telephone: Republic 1428.  
 Denslow, L. Alton, Colorado Bldg. Telephone: National 9127.  
 Dill, Clarence C., Bowen Bldg., Telephone: National 1823.  
 Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.  
 Driscoll, H. D., Southern Bldg. Telephone: National 7126.  
 Fisher, Ben S., Earle Bldg. Telephone: District 4234.  
 Fletcher, Frank U., National Press Bldg. Telephone: Metropolitan 0023.  
 Gaudette, Orville C., Earle Bldg.  
 Geiger, Alfred L., National Press Bldg. Telephone: National 5085.  
 Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0261.  
 Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.  
 Guider, John W., Colorado Bldg. Telephone: National 2006.  
 Gum, James W., 815 Fifteenth St. N. W. Telephone: National 1823.  
 Hanley, James H., Tower Bldg. Telephone: District 7466.  
 Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.  
 Hayden, James J., Woodward Bldg. Telephone: National 7295.  
 Hennessey, Philip J. Jr., Normandy Bldg. Telephone: Republic 3480.  
 Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.  
 Horne, Richard C. Jr., McGill Bldg. Telephone: National 6719.  
 Hurley, John J., Normandy Bldg. Telephone: Republic 3480.  
 Hyde, Rosel H., FCC. Telephone: District 1654.  
 Jansky, Maurice M., Bowen Bldg. Telephone: Metropolitan 3535.  
 Jevons, Richard A., MBS, 1627 K St. N. W. Telephone: Metropolitan 0012.  
 Johnston, E. D., Munsey Bldg. Telephone: Metropolitan 3535.  
 Keller, Joseph E., Munsey Bldg., Telephone: Metropolitan 3722.  
 Kendall, John W., Earle Bldg. Telephone: District 4234.  
 Kovner, Joseph, 1106 Connecticut Ave. N. W.

Kremer, J. Bruce, Tower Bldg. Telephone: District 2141.  
 Landa, Alfons B., 815 Fifteenth St. N. W. Telephone: National 4056.  
 Leahy, William E., Shoreham Bldg. Telephone: District 0558.  
 LeRoy, Howard S., Colorado Bldg. Telephone: National 9127.  
 Littlepage, John M., Investment Bldg. Telephone: District 3723.  
 Littlepage, Thomas P., Investment Bldg. Telephone: District 3723.  
 Littlepage, Thomas P. Jr., Investment Bldg. Telephone: District 3723.  
 Lohnes, Horace L., Munsey Bldg. Telephone: Metropolitan 3535.  
 Loucks, Philip G., National Press Bldg. Telephone: Metropolitan 1070.  
 Lovett, Elliot C., 729 Fifteenth St. N. W. Telephone: Metropolitan 6263.  
 McCormick, H. L., Munsey Bldg. Telephone: Metropolitan 3535.  
 Miller, Neville, NAB, Normandy Bldg. Telephone: National 2080.  
 Montfort, Louis B., Munsey Bldg. Telephone: National 9280.  
 Milne, T. Baxter, 725 Thirteenth St. N. W. Telephone: Metropolitan 9900.  
 Neal, Annie Perry, FCC. Telephone: District 1654.  
 Neyman, Fanny, FCC. Telephone: District 1654.  
 O'Connor, John, Washington Bldg. Telephone: Republic 1080.  
 Oliver, Fred N., Investment Bldg. Telephone: Metropolitan 0480.  
 Patrick, Duke M., Colorado Bldg. Telephone: National 2006.  
 Porter, George B., FCC. Telephone: District 1654.  
 Porter, Paul A., CBS, Earle Bldg. Telephone: Metropolitan 3200.  
 Porter, William A., Investment Bldg. Telephone: District 3723.  
 Powell, Bolling R. Jr., 725 13th St. N. W. Telephone: Metropolitan 9900.  
 Pratt, Elmer W., Normandy Bldg. Telephone: National 5455.  
 Prime, E. Gardner, Normandy Bldg.  
 Proffitt, James L., 1210 Massachusetts Ave. N. W. Telephone: National 7949.  
 Roberson, Frank, Munsey Bldg. Telephone: Metropolitan 0023.  
 Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.  
 Russell, Percy H. Jr., National Press Bldg. Telephone: Metropolitan 1464.  
 Scharfield, Arthur W., National Press Bldg. Telephone: Metropolitan 1070.

Schroeder, Arthur H., National Press Bldg. Telephone: National 7949.  
 Scott, Frank D., Munsey Bldg. Telephone: National 7538.  
 Segal, Paul M., Woodward Bldg. Telephone: District 5405.  
 Shea, George F., Tower Bldg. Telephone: District 2400.  
 Sherley, Swagar, American Security Bldg. Telephone: National 3726.  
 Smith, Elizabeth, FCC. Telephone: District 1654.  
 Smith, George S., Woodward Bldg. Telephone: District 5405.  
 Smith, Karl A., Colorado Bldg. Telephone: National 2006.  
 Smith, William Montgomery, Shoreham Bldg. Telephone: National 0928.  
 Smith, William P., Metropolitan Bank Bldg. Telephone: District 1192.  
 Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.  
 Stephens, Hubert D., Munsey Bldg. Telephone: Metropolitan 0023.  
 Stollenwerck, Frank, National Press Bldg. Telephone: National 7847.  
 Sutton, George O., National Press Bldg. Telephone: National 7949.  
 Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.  
 Tumulty, Joseph P., 1317 F St. N. W. Telephone: National 0063.  
 Van Den Berg, George, Evans Bldg. Telephone: District 4163.  
 Van Orsdal, Ralph A., 725 Thirteenth St. N. W. Telephone: Metropolitan 9900.  
 Walker, Ralph, FCC. Telephone: District 1654.  
 Warner, Harry P., Woodward Bldg. Telephone: District 5405.  
 Wattawa, John, 1317 F St. N. W. Telephone: District 4844.  
 Wayland, Charles V., Earle Bldg. Telephone: National 9639.  
 Welch, Francis X., Munsey Bldg. Telephone: National 0527.  
 Willebrandt, Mabel Walker, Shoreham Bldg. Telephone: National 0928.  
 Williams, A. Res, Investment Bldg. Telephone: District 3723.  
 Wright, James Warren, Bureau of Engineering, Navy Dept. Telephone: District 2900.

### Other Members

Affleck, Gordon, 720 Gordon Bldg., Salt Lake City.  
 Ashby, Aubrey Leonard, NBC, 30 Rockefeller Plaza, New York City.  
 Beall, James H. Jr., Doscher Bldg., Sweetwater, Tex.  
 Beattie, Edward W., 140 West St., New York City.  
 Bechhoefer, Bernard G., Pioneer Bldg., St. Paul, Minn.  
 Binder, Abraham, 60 E. 42nd St., New York City.  
 Blanchard, Herbert H., Savings Bank Block, Springfield, Vt.  
 Borut, Frank, 220 Broadway, New York City.  
 Bracelen, Charles M., A.T.&T. Co., 195 Broadway, New York City.  
 Briggs, Frankland, 540 Broad St., Newark, N. J.  
 Burr, Kari E., 33 N. High St., Columbus, O.  
 Byrne, Joseph S., 215 Montague St., Brooklyn, N. Y.  
 Caidin, Reuben, 1450 Broadway, New York City.  
 Callahan, Leonard D., 113 W. 42nd St., New York City.  
 Callister, Reed E., 650 So. Spring St., Los Angeles, Cal.  
 Cannon, David H., 650 So. Spring St., Los Angeles, Cal.  
 Carrigan, Joe B., Hamilton Bldg., Wichita Falls, Tex.  
 Chopnick, Max, 9 E. 46th St., New York City.  
 Clary, William W., 433 So. Spring St., Los Angeles, Cal.  
 Colin, Ralph F., 165 Broadway, New York City.  
 Curtis, James Robert, 117 Fredonia St., Long View, Tex.  
 Davis, John Morgan, 1324 Lincoln-Liberty Bldg., Philadelphia.  
 Davis, Manton, RCA, 30 Rockefeller Plaza, New York City.  
 Derrig, Will M., Dept. of Public Service, Olympia, Wash.  
 Dunbar, Frank C., A. I. U. Bldg., Columbus, O.  
 Dunn, H. Arthur Jr., 311 California St., San Francisco.  
 Elsaesser, Frederick R., 32 Sixth Ave., New York City.  
 Emison, John Rabb, Electric Bldg., Indianapolis.  
 Faegre, J. B., Northwestern Bank Bldg., Minneapolis.  
 Feen, A. Pearley, 119 So. Winoski Ave., Burlington, Vt.  
 Fleming, Noel W., 32 Sixth Ave., New York City.  
 Fletcher, Stephen H., 195 Broadway, New York City.  
 Foe, Glen H., 714 Stuart Bldg., Lincoln, Neb.  
 Francis, John J., 60 Park Place, Newark, N. J.  
 Gardner, Addison L. Jr., 231 So. LaSalle St., Chicago.  
 George, Arthur T., 140 New Montgomery St., San Francisco.  
 George, Carl A., Hotel Statler, Cleveland, O.  
 Gerber, Gustave A., 120 W. 42nd St., New York City.  
 Gibbins, George F., 66 Broad St., New York City.  
 Goodrich, Pierre F., Electric Bldg., Indianapolis.  
 Goodwin, Bernard, 1501 Broadway, New York City.  
 Grimshaw, Ira L., NBC, 30 Rockefeller Plaza, New York City.  
 Hannon, William A., 21 W. Tenth St., Kansas City.  
 Harry, Lawrence W., First National Bank Bldg., Fostoria, O.  
 Hausman, Albert E., Wainwright Bldg., St. Louis.  
 Hews, Hayden L., Evans Bldg., Riverside, Calif.  
 Herriott, Irving, 120 So. LaSalle St., Chicago.  
 Hoshour, Harvey, AT&T, 195 Broadway, New York City.  
 Howlett, Harold E., Pontiac Bank Bldg., Pontiac, Mich.  
 Hurd, George F., 52 Broadway, New York City.

### PROCEDURE OF APPLICATIONS FILED WITH 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. All applications for new stations, changes in classification of existing stations, assignments of licenses and others appearing to involve economic and accounting questions are routed to Accounting Department.
6. Routed to Transfer Desk for further charge.
7. Routed to the Law Department for legal recommendation.
8. Routed to Transfer Desk for further charge.
9. Routed to Minute Section for listing for Commission meeting.
10. 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 Section 1.271 of the Commission's Rules of Practice and Procedure. This rule reads:

"Sec. 1.271: Any party whose interests are aggrieved or adversely affected by any decision, order or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in Section 405 of the Act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under Title III of the Act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order or requirement or any matter determined therein is claimed to be unjust, unwarranted or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner with due diligence could not have known or discovered such facts at the time of the hearing."



Hurt, Willson, 30 Rockefeller Plaza, New York City.

Hyde, Charles A., Engineers Bldg., Cleveland.

Irwin, Ellis C., Canal Bank Bldg., Cincinnati.

Jacobs, Carl M., Traction Bldg., Cincinnati.

James, William R., Roosevelt Bldg., Los Angeles.

Joyce, Joseph Grover, R. A. Long Bldg., Kansas City.

Kahn, Alexander, 220 Broadway, New York City.

Karbe, Otto F., 105 N. Seventh St., St. Louis.

Kaye, Sidney M., 165 Broadway, New York City.

Kendall, John C., U. S. Bank Bldg., Portland, Ore.

Kern, Howard L., IT&T Co., 67 Broad St., New York City.

Kerr, William L., Box 190, Pecos, Tex.

Kimball, Ralph H., 60 Hudson St., New York City.

Kopietz, Frank M., Nat'l Bank Bldg., Detroit, Mich.

Krizek, J. F., 722 North Broadway, Milwaukee, Wis.

Kurtz, Alvin A., Public Utilities Commission, Salem, Ore.

La Brun, J. Harry, 1507 Packard Bldg., Philadelphia.

Ladner, Henry, 30 Rockefeller Plaza, New York City.

Lamb, William H., 1835 Arch St., Philadelphia.

Lancaster, Emery, WCU Bldg., Quincy, Ill.

Landon, S. Whitney, 82 Sixth Ave., New York City.

Law, George S., Union Bank Bldg., Pittsburgh.

Leuschner, Frederick, 6253 Hollywood Blvd., Los Angeles, Cal.

Levine, J. L., Hamilton Bank Bldg., Chattanooga, Tenn.

Levinson, Louis, 1622 Chestnut St., Philadelphia.

Levy, Isaac D., 1622 Chestnut St., Philadelphia.

McCaughey, Raymond F., 2 Columbus Circle, New York City.

McDonald, Joseph A., NBC, Merchandise Mart, Chicago, Ill.

Mack, Edwin S., First Wisconsin Nat'l Bank, Milwaukee.

Marks, Norman L., 10 E. 40th St., New York City.

Martin, Paul L., Omaha Nat'l Bank Bldg., Omaha, Neb.

Masters, Keith, 33 No. LaSalle St., Chicago.

Mather, E. Everett Jr., 1835 Arch St., Philadelphia.

May, Philip S., Lynch Bldg., Jacksonville, Fla.

Meyers, Milton H., 182 Grand St., Waterbury, Conn.

Middleton, J. S., Pacific Bldg., Portland, Ore.

Miles, Clarence W., Baltimore Trust Bldg., Baltimore.

Miller, Henry, 117 No. Sixth St., Camden, N. J.

Milligan, Jacob L., Commerce Bldg., Kansas, City.

Milne, Baxter, Wisconsin Tel. Co., 722 No. Broadway, Milwaukee, Wis.

Murray, John J., 20 Pemberton Square, Boston.

Myers, Robert P., 30 Rockefeller Plaza, New York City.

Niner, Isador, 866 Madison Ave., New York City.

O'Brien, Arthur A., Henry Bldg., Seattle.

O'Brien, Seymour, Baltimore Trust Bldg., Baltimore.

Oehler, Karl F., 1365 Cass Ave., Detroit.

O'Ryan, John F., 120 Broadway, New York City.

Pallens, Louis N., 1211 Chestnut St., Philadelphia.

Peck, Herbert M., 500 N. Broadway, Oklahoma City, Okla.

Perry, David R., Altoona Trust Bldg., Altoona, Pa.

Peycke, Tracy J., Telephone Bldg., Omaha, Neb.

Plock, Richard H., Tama Bldg., Burlington, Ia.

Powell, Garland, Radio Station WRUF, Gainesville, Fla.

Price, T. Brooke, 195 Broadway, New York City.

Pryor, J. C., Union Station, Burlington, Ia.

Quigley, Frank, 195 Broadway, New York City.

Rainey, Garnet C., 660 S. Grand Ave., Los Angeles, Cal.

Randall, C. P., Telephone Bldg., Omaha.

Ray, John H., 195 Broadway, New York City.

Ream, Joseph H., 485 Madison Ave., New York City.

Roberts, Glenn D., 1 West Main St., Madison, Wis.

Robinson, C. Ray, Bank of America Bldg., Merced, Calif.

Ronon, Gerald, Packard Bldg., Philadelphia.

Rosenthal, Isador Stanley, 50 Court St., Brooklyn.

Rosenzweig, Manheim, 2 Columbus Circle, New York City.

Russell, Charles T., 140 West St., New York City.

Ryan, William, 122 W. Washington Ave., Madison, Wis.

St. Clair, Orla, 311 California St., San Francisco.

Sammond, Frederic, First Wisconsin National Bank Bldg., Milwaukee.

Seeman, Bernard J., First National Bank Bldg., Denver.

Smith, Milton, 931 14th St., Denver, Colo.

Socolow, A. Walter, 580 Fifth Ave., New York City.

Soule, O. P., Walker Bank Bldg., Salt Lake City.

Sovik, Laurence, University Bldg., Syracuse, N. Y.

Sprague, E. Stuart, 117 Liberty St., New York City.

Stevens, Richard K., Packard Bldg., Philadelphia.

Sullivan, Francis C., Alworth Bldg., Duluth, Minn.

Sweezy, Robert D., NBC, 30 Rockefeller Plaza, New York City.

Temin, Henry, 1420 Walnut St., Philadelphia.

Tucker, John H., Commercial Bldg., Shreveport, La.

Tyler, Varro E., 109 So. Ninth St., Nebraska City, Neb.

Van Allen, John W., Liberty Bank Bldg., Buffalo.

Walker, Henry B., Old National Bank, Evansville, Ind.

Wallace, Harold E., Judge Bldg., Salt Lake City, Utah.

Webster, Bethuel M., Jr., 15 Broad St., New York City.

Weekes, John Wesley, 140 Sycamore St., Decatur, Ga.

Wharton, John H., 67 Broad St., New York City.

Whissell, George B., Telephone Bldg., St. Louis.

Wiggin, Chester H., Rockefeller Plaza, New York City.

Wing, John E., 72 W. Adams St., Chicago.

Wozencraft, Frank W., RCA, 30 Rockefeller Plaza, New York City.

### Radio Coverage Letters

A comprehensive and standard coverage statement prepared for broadcasting stations for a nominal fee based on the nationwide field survey conducted for leading agencies and networks.

### Radio Coverage Reports

Edgar Felix, Director  
7 West 44th St.  
New York, N. Y.

### CONSULTING SERVICES

AUDIT BUREAU OF BROADCASTING COVERAGE—350 Madison Ave., New York City. Telephone: Murray Hill 2-3479. Manager: William H. Appleby.

HERBERT M. BRATTER—Munsey Bldg., Washington, D. C. Telephone: National 9280. (Economic consultant.)

WALTER P. BURN & ASSOCIATES Inc.—7 W. 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president; William G. Davis, research director; Charles Finsilver, art director. (Market research, media promotion, maps.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on procedural, regulatory and technical matters.)

EDGAR FELIX—7 W. 44th St., New York City. Telephone: Murray Hill 2-7462. (Consultant to advertising agencies, networks and stations on matters of coverage and allocation; publisher of *Radio Coverage Reports*.)

ADRIAN JAMES FLANTER—132 W. 43rd St., New York City. Telephone: Pennsylvania 8-8448. (Syndicated promotional service.)

W. E. HENDERSON—45 Laurel Ave., Trenton, N. J. Telephone: Trenton 2-8769. (General consultant on technical, commercial and promotion phases of broadcasting.)

### FREQUENCY MEASURING SERVICES

DOOLITTLE & FALKNER Inc.—7421 So. Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. President: E. M. Doolittle.

COMMERCIAL RADIO EQUIPMENT Co.—7134 Main St., Kansas City, Mo. Telephone: Jackson 5302. Officials: Everett L. Dillard, manager; Robert F. Wolfskill, assistant manager; Edward J. Waters, engineer in charge of frequency measurements.

DONNELLEY MONITORING SERVICE—Donnelley & Sheridan Roads, Lake Bluff, Ill. Telephone: Lake Bluff 546. Officials: Thorne Donnelley, president; Lewis B. Gilmer, vice-president.

RCA COMMUNICATIONS Inc.—66 Broad St., New York City. Telephone: Hanover 2-1811. Vice-President and General Manager: W. A. Winterbottom. Commercial Manager: George F. Sheeklew.

SCIENTIFIC RADIO SERVICE—124 Jackson Ave., University Park Hyattsville, Md. Telephone: Hyattsville 535. Owner and Manager: Harry D. Eisenbauer.

WASHINGTON INSTITUTE OF TECHNOLOGY—McLachlan Bldg., Washington, D. C. Telephone: Greenwood 2134. Manager: G. H. Wintermute.

## HERBERT L. WILSON

*Consulting Radio Engineer*

Associates

Arthur L. Solbrig

F. C. S. Grace

### COMPLETE BROADCASTING ENGINEERING SERVICE

Design of directional antenna systems, phasing and antenna couplers, field surveys, engineering counsel before the FCC, installations of directional and non-directional antennas, proof submitted to the FCC for antenna performances.

### OUR LABORATORIES ARE COMPLETELY EQUIPPED WITH ALL PRECISION INSTRUMENTS

### SAME MAY BE RENTED OR BORROWED

- RCA TMB-75 Field Intensity Meters
- GR Standard Signal Generators
- GR Modulated Oscillators
- GR RF Bridges
- GR Decade Boxes
- GR Audio Oscillators
- GR Distortion Measuring Equipment
- Communication Receivers
- Cathode Ray Oscillographs
- Esterline Angus Recorders

*Overnight Service for Antenna Measurements to Comply with New FCC Rules*

260 E. 161 Street

New York City, N. Y.

# SERVICES RELATING TO BUSINESS OF BROADCASTING

## Market Research and Marketing Groups

**ADVERTISING RESEARCH BUREAU**—1425 Dorchester St., Montreal, Que., Canada. Telephone: Plateau 3858. Director: Jack Selinger.

**AMERICAN MARKETING ASS'N.**—Officers: Nathaniel H. Engle, Dept. of Commerce, Washington, D. C., president; Albert Haring, Indiana University, Bloomington, Ind., secretary; Donald R. G. Cowan, Swift & Co., Chicago, vice-president; Theodore N. Beckman, Ohio State University, Columbus, vice-president; John J. Karol, Columbia Broadcasting System, New York, treasurer. Editor, *Journal of Marketing*: Roland S. Vaile, University of Minnesota, Minneapolis.

**ANDERSON NICHOLS ASSOCIATES**—330 W. 42nd St., New York City. Telephone: Bryant 9-2277. Officials: E. R. Anderson, president; H. B. Nichols, Paul W. Stewart, A. B. Dougall, B. F. Sherman, Robert S. Potter, John F. Russell Jr. Branch: 53 State St., Boston; telephone: Capital 5498; manager, H. Nelson.

**AUDIT BUREAU OF BROADCAST COVERAGE**—350 Madison Ave., New York City. Telephone: Murray Hill 2-3479. Manager: William H. Appleby.

**BOOZ-FRY-ALLEN & HAMILTON**—135 S. LaSalle St., Chicago, Ill. Telephone: State 8344.

**WALTER P. BURN & ASSOCIATES**—7 West 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president; William G. Davis, research director; Charles Finsilver, art director.

**BURNETTE & BRENNER**—280 Madison Ave., New York City. Telephone: Murray Hill 5-6313. Partners: Henry Brenner, Helen Egert, Edward Burnette (equal partners).

**CANADIAN FACTS REG'D.**—100 Adelaide St. W., Toronto, Ontario. Telephone: Adelaide 2007. Director of Sales: N. P. Colwell, Director of Personnel: Ethel Fulford.

**PAUL T. CHERINGTON**—2 Wall St., New York City. Telephone: Rec- tor 2-2820.

**CONLAN SURVEYS**—727 Minnesota Ave., Kansas City, Kan. Telephone: Drexel 3070. Executives: Robert S. Conlan, Frank B. Chidester.

**COOPERATIVE ANALYSIS OF BROADCASTING (CAB)**—330 W. 42nd St., New York City. Telephone: Medallion 3-3898. Manager: A. W. Lehman. (Non-profit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

**CROSSLEY Inc.**—330 W. 42nd St., New York City. Telephone: Bryant 9-5462. Officials: Archibald M. Crossley, president; James Ward, vice-president.

**FACT-FINDERS ASSOCIATES Inc.**—444 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: George P. Johansen, president; C. Robert Baines, vice-president; Harry Brodery, secretary; Walter K. Porzer, general manager. (A division of Advertisers Distributors of America.)

**FAX FINDERS**—1622 No. Highland Ave., Hollywood, Cal. Telephone: Hollywood 7263. Manager: Bert Butterworth.

**FOSTER-PRESTON Inc.**—250 Park Ave., New York City. Telephone: Plaza 3-9510. Officials: R. L. Foster, president; A. H. Preston, vice-president.

**ROY S. FROTHINGHAM**—111 Sutter St., San Francisco. Telephone: Douglas 6440.

**GLIDDEN & WILE**—43 E. Ohio St., Chicago, Ill. Telephone: Superior 0440. Associates: H. C. Glidden, Alan R. Wile, Fred J. Wilkes.

**HERMAN S. HETTINGER**—4537 Spruce St., Philadelphia, Pa. Telephone: Evergreen 9857.

**C. E. HOOPER Inc.**—51 E. 42nd St., New York City. Telephone: Vanderbilt 6-4630. Officials: C. E. Hooper, president; E. A. Tomsett, vice-president; H. G. Boyd, service manager; Edythe F. Bull, field staff manager.

**HOOPER-HOLMES BUREAU Inc.**—102 Maiden Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: Chester E. Haring. (82 branch offices; for addresses, consult local telephone directories.)

**IRWIN & IRWIN**—1627 Locust St., St. Louis, Mo. Telephone: Republic 3179. Manager: M. C. Irwin.

**JOINT COMMITTEE ON RADIO RESEARCH** (Sponsored by American Association of Advertising Agencies, Association of National Advertisers and National Association of Broadcasters)—420 Lexington Ave., New York City. Telephone: Mohawk 4-7982. Chairman: John Benson.

**WALTER MANN & STAFF**—350 Madison Ave., New York City. Telephone: Murray Hill 2-3479. Officials: Walter Mann, president; Theodora Van Doorn, Elizabeth Fairchild.

**MARKET DATA SERVICE, INC.** (Division of Walter P. Burn & Associates)—7 West 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president; William G. Davis.

**MARKET DATA SECTION of Marketing Research Division**—Bureau of Foreign & Domestic Commerce, U. S. Department of Commerce, Washington, D. C. Telephone: District 2200, extension 2383. Chief: Wilford L. White. (Publishes current business statistics and analyses.)

**MARKET RESEARCH CORPORATION OF AMERICA**—444 Madison Ave., New York City. Telephone: Plaza 3-8920. Officials: Percival White, president; Pauline Arnold, vice-president; Matilda W. Riley, secretary-treasurer.

**MARKET RESEARCH OF CLEVELAND Inc.**—Schofield Bldg., Cleveland, O. Telephone: Cherry 4710. Director: Albert E. Straus. Assistant Director: Margaret E. Balough.

**NATIONAL RADIO AUDITORS**—350 Madison Ave., New York City. Telephone: Murray Hill 2-3479. Manager: William H. Appleby.

**A. C. NIELSEN Co.**—2101 Howard St., Chicago. Telephone: Hollycourt 6100. Officials: A. N. Nielsen, president; Frederick K. Leisch, executive vice-president; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch: 500 Fifth Ave., New York; telephone: Pennsylvania 8-7126; managers: James O. Peckham, William R. Farrell, C. G. Shaw. Branch: Bush House, Aldwych, London, England; managers, L. E. Scriven, E. L. Lloyd.

**R. L. POLK & Co.**—431 Howard St., Detroit, Mich. Telephone: Cadillac 9470. Manager: H. H. Geddes.

**PSYCHOLOGICAL CORPORATION**—522 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Paul S. Achilles, managing director; H. C. Link, head of market research division, secretary-treasurer; P. G. Corby, assistant secretary-treasurer; R. S. Schultz, head of industrial division. Branch: 310 So. Michigan Ave., Chicago; telephone, Wabash 3879; managers, A. W. Kornhauser and R. H. McMurry.

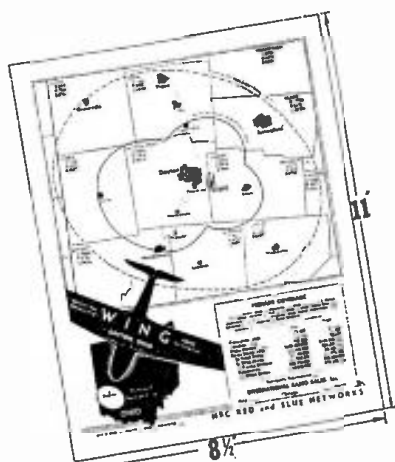
**PUBLISHERS INFORMATION BUREAU Inc.**—National Advertising Records, 790 Broadway, New York City. Telephone: Struyvesant 9-7334. Officials: Anne R. Edgerly, president; Mae B. Irving, treasurer. (Advertising statistics.)

**RESEARCH BUREAU OF AMERICA**—280 Madison Ave., New York City. Telephone: Murray Hill 5-8183. Director: Mrs. Doris Drucker.

**ELMO ROPER**—30 Rockefeller Plaza, New York City, Telephone: Circle 6-7164.

**ROSS FEDERAL RESEARCH Corp.**—18 E. 45th St., New York City. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, general manager; F. X. Miske, controller; R. E. Ross, director of branch operations; E. J. Wall, assistant to the president; W. J. Shine, director of research.

**DANIEL STARCH**—420 Lexington Ave., New York City. Telephone: Mohawk 4-6624. Associates: Charles A. Wolcott, T. M. Shepard.



**\$35 FOR 500 MAPS OF YOUR COVERAGE**

**MAIL OR CONTOURS, BLACK ON WHITE BOND • DATA PANEL \$15 EXTRA • COLOR OR ADDITIONAL COPIES QUOTED ON REQUEST**

**These maps are especially designed for each client, are all-type, clean-cut, titled. Sketch submitted for approval.**

*Time Buyers'*  
**BROADCASTING GRID MAPS**

originally published in Broadcasting as the RADIO MARKET ATLAS. Reproductions on Bond 8½ x 11", of all 36 Grids covering the U. S. always in stock.

1 to 19 Grids, 25c each.  
20 to 99 Grids, 15c each.  
100 or more, 10c each.  
Any selection—Quantity prices.

• MARKET DATA • BROCHURES • SALES PRESENTATIONS • TRADE PAPER COPY •

**WALTER P. BURN & ASSOCIATES, Inc.**

7 West 44th Street • New York City

# Polling Harlem

**C**ERTAINLY no broadcasting station or advertising agency would attempt to judge program preferences by polling Harlem.

But in a sense that is exactly what many stations and advertisers are attempting to do when they limit their radio listening studies to telephone subscribers.

Every research man recognizes, as every business man should, that even a census of one part of a market cannot produce reliable results for the entire market.

You can turn almost at will in the 161-page report of the roster study we made of morning listening in New York for WOR, Columbia and N.B.C. and find results such as these:

On Thursday morning at 8:00 A.M. 84.6% of the WJZ listeners were telephone subscribers, while at 8:15 A.M. this proportion dropped to 66.7% and at 8:45 A.M. to

47.0%. The fluctuations are even greater than that. As stated above, the telephone subscriber portion of WJZ listeners was 84.6% at 8:00 A.M., but at 10:00 A. M. it was 34.1%!

We wonder how long the radio industry will continue to accept data on program listening based on the listening habits of only a small part of the total sets in use.

Hooper-Holmes can help you obtain a complete picture of your listening audience.

★

**WHAT IS THE HOOPER-HOLMES BUREAU?**

*For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.*

*Address all inquiries to Market Research Division, Chester E. Haring, Director.*

**THE HOOPER-HOLMES BUREAU, INC.**

**102 MAIDEN LANE, NEW YORK**

# SERVICES RELATING TO THE BUSINESS OF BROADCASTING

## Publicity and Public Relations Services

**ALBAUGH-OWEN ASSOCIATES**—great Northern Hotel, Chicago, Ill. Telephone Harrison 7900. Officers: Anthal E. Albaugh, president; Delos Owen, vice-president; Douglas Bland, secretary; L. E. Bess, treasurer.

**DAVID O. ALBER**—9 Rockefeller Plaza, New York City. Telephone Circle 6-2388. Associates: Mildred Brown, Leo Guild, Harold Desfor, Ralph Tuckman.

**FRED BAER & ASSOCIATES**—17 E. 49th St., New York City. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

**BALDWIN, BEACH & MERMEY**—205 E. 42nd St., New York City. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Brewster S. Beach, Maurice Mermey.

**EDWARD L. BERNAYS**—420 Lexington Ave., New York City. Telephone: Mohawk 4-4920. Partner: Doris E. Fleischman.

**BRYANT PUBLICITY SERVICE**—5835 N. Camac St., Philadelphia. Telephones: Waverly 6595. Director: Gordon H. Bryant.

**CARL BYOIR & ASSOCIATES**—10 East 40th St., New York City. Telephone: Ashland 4-3466. In charge of Radio: John Stahr.

**THE COMPANY OF PUBLIC RELATIONS Ltd.**—80 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4240. Managing Director: James A. Cowan. Associates: K. M. MacTaggart, George Beatty, James Sheppard, Marie Kane, Grace Joliffe.

**FADELL PUBLICITY BUREAU**—Hotel Radisson, Minneapolis, Minn.. Telephone: Atlantic 6874. Staff: Michael J. Fadell, general manager; Fred E. Fadell, Lester F. Etter, Helen M. Keating.

**FERRIS & LIVINGSTONE INC.**—75 E. Wacker Drive, Chicago, Ill. Telephone: Dearborn 1237. Officials: George E. Livingstone, president; Earle Ferris, treasurer; George Les-

all, secretary; Edward Reynolds, editorial director. Hollywood office: 1650 Vine St., telephone: Hillside 8201; manager: Irving Parker. New York Office: 10 E. 49th St.; telephone: Wickersham 2366; manager: Earle Ferris.

**TOM FIZDALE Inc.**—485 Madison Ave., New York City. Telephone: Eldorado 5-5580. Officers: Tom Fizdale, president; Erwin M. Nathanson, vice-president. Chicago branch: 360 No. Michigan Ave.; telephone, Central 7571. Hollywood branch: 8532 Sunset Blvd., telephone, Bradshaw 2-3101.

**ADRIAN JAMES FLANTER**—132 W. 43rd St., New York City. Telephone: Pennsylvania 6-8488. Executives: Adrian Flanter, president; Lillian Fromm, production.

**ERWIN M. FREY & AFFILIATES**—347 Madison Ave., New York City. Telephone: Murray Hill 3-3047. Officials: Erwin M. Frey, president; Helen V. Denson, executive vice-president; Miss Anetta Peck, Mrs. Katherine DeReeder.

**JOHNSON GARVIS**—22 W. 48th St., New York City. Telephone: Medallion 3-0813.

**GILLIAMS SERVICE Inc.**—225 W. 39th St., New York City. Telephone: Longacre 5-5220. Officials: Thomas F. Gilliams, president; Jim Lepper, in charge of radio.

**GRAHAM & DE HAAS**—122 E. 42d St., New York City. Telephone: Murray Hill 5-2530. Associates: Aaron de Haus, A. Liddon Graham.

**NORMAN W. GREGG, PUBLICITY**—121 N. Clark St., Chicago, Ill. Telephone: State 8845.

**EDWARD T. INGLE**—110 Morning-side Drive, New York City. Telephone: Monument 2-1134.

**INSTITUTE OF PUBLIC RELATIONS Inc.**—Graybar Bldg., New York. Telephone: Mohawk 4-9595. President and Managing Director: Bernard Lichtenberg. Secretary: H.

L. Stoneburgh. Associates: Harford Powel, William S. Maulsby, Morton Satell, T. Howard Kelly, I. D. Robbins, B. N. Lesk, Hannah Dörner, Helene Blanchard. Branch: 310 So. Michigan Ave., Chicago; telephone, Harrison 4417; manager, L. H. Crawford. Branch: 80 Richmond West, Toronto, Ont.; Manager, James A. Cowan.

**JOHN KELLY ASSOCIATES**—347 Madison Ave., New York City. Telephone: Murray Hill 6-4656. Associates: John Kelly, Charles D. Frazer, Harriet Dean.

**KORBEL & COLWELL Inc.**—570 Lexington Ave., New York City. Telephone: Plaza 5-0478. President: Worth Colwell. Vice-President: Edward F. Korbel.

**IVY LEE and T. J. ROSS**—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Associates: Burnham Carter, Harcourt Parish, Edwin F. Dakin, Thomas W. Casey, J. M. Ripley, Ivy Lee Jr., Courtney H. Pitt.

**LEE-STOCKMAN NEWS SERVICE**—30 Vesey St., New York City. Telephone: Rector, 2-3440. Officials: W. Arthur Lee, president; Lyman A. Stockman, vice-president; J. F. Koelish, publicity director.

**AUSTIN C. LESCABOURA & STAFF**—Croton-on-Hudson, N. Y. Telephone: Croton 444. Associate: Wilfred S. Rowe.

**LIGHTFOOT ASSOCIATES Inc.**—342 Madison Ave., New York City. Telephone: Vanderbilt 6-2383. Officers: Warren R. Lightfoot, president; Milton Stern, vice-president; Marie Hughes, secretary.

**MANDEVILLE PRESS BUREAU**—6 East 45th St., New York City. Telephone: Vanderbilt 6-1411. President: Ernest W. Mandeville.

**J. W. MILFORD & ASSOCIATES**—225 W. 39th St., New York City. Telephone Longacre 5-5220.

**MOONEY & PARKER**—424 Madison Ave., New York City. Telephone: Plaza 8-2740. Vice-President: Dick Mooney. Hollywood Office: 1680 N. Vine St. Telephone: Hillside 8201. President: Irving Parker.

**BUDD MULLOY**—139 N. Clark St., Chicago, Ill. Telephone: Randolph 5645. Associates: Cyrus F. Rice, Aileen F. Hutchinson.

**THOMAS W. PARRY CORP.**—319 No. Fourth St., St. Louis, Mo. Telephone: Central 5622. Officers: Thomas W. Parry Jr., president; Lynn C. Mahan, vice-president.

**RALPH L. POWER**—Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

**PUBLICITY ASSOCIATES**—Empire State Bldg., New York City. Telephone: Longacre 5-3210. President: Joseph Israels II. Associate: Amy Vanderbilt. Branch: 20 No. Wacker Drive, Chicago. Telephone. State 2211. Manager, William R. Harshe.

**RHODES & RAND**—360 N. Michigan Ave., Chicago, Ill. Telephone: Randolph 0001. Associates: A. F. Rhodes, Frank Rand.

**LEO R. SACK**—Southern Bldg., Washington, D. C. Telephone: District 0120.

**JAMES P. SELVAGE & FRED SMITH**—16 East 48th St., New York City. Telephone: Plaza 8-6371.

**NORVELLE W. SHARPE**—National Press Bldg., Washington, D. C. Telephone: National 0246.

**THOMAS R. SHIPP & Co.**—Albee Bldg., Washington, D. C. Telephone: National 1760.

**P. C. STONE & ASSOCIATES**—110 East 42nd St., New York City. Telephone: Lexington 2-6176.

**GRAVES TAYLOR & ASSOCIATES**—Hotel Statler, Cleveland, O. Telephone: Prospect 3220. Associates: Henry E. Billingsley, Gretchen Schneider.

# THE GILLIAMS SERVICE, Inc.

225 West 39th Street  
New York City

## RADIO PUBLICITY and PROMOTION

Clipping Returns  
Tabulated and Analyzed

# SERVICES RELATING TO BUSINESS OF BROADCASTING

## Miscellaneous Services and Organizations

**ADVERTISING CHECKING BUREAU Inc.**—79 Madison Ave., New York City. Telephone: Caledonia 5-8333. Eastern Manager: Horace Carver. Service Manager: W. T. Oliver. Branch: 538 So. Clark St., Chicago; telephone. Wabash 6131; manager, James Watts. Branch: 500 Sansome St., San Francisco; telephone, Sutter 6978; manager, Jack Kendrick. (Publicity clipping service, including monthly circulation totals.)

**AMERICAN INSTITUTE OF FOOD DISTRIBUTION**—420 Lexington Ave., New York City. Telephone: Mohawk 4-4413. President: Gordon C. Corbaley. Branch: Munsey Bldg., Washington, D. C.; Telephone. National 4698; manager, Merrill Siekles. (Data on food markets.)

**AUDIT BUREAU OF CIRCULATIONS**—165 W. Wacker Drive, Chicago, Ill. Telephone: Central 7994. Managing Director: James N. Shyrock. Branch: 330 W. 42nd St., New York City; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and magazine audit service.)

**BROADCASTERS PROMOTION SERVICE**—Atlantic City, N. J. Telephone: Atlantic City 5-0121. General Manager: Paul Roberts. (Promotion for radio stations.)

**BURRELLE'S PRESS CLIPPING BUREAU**—125 Barclay St., New York City. Telephone: Barclay 7-5371. Burrelle's Radio Reporter, 230 W. 41st St., New York City; telephone. Longacre 5-2754; manager, John T. Parkerson.

**CHURCHILL ENGINEERING Corp.**—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: Paul K. Horst, Harry W. Acton and George S. Seabury, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

**COMMERCIAL CHECKING SERVICE**—1474 Olive St., Louisville, Ky. Telephone: Shawnee 1312-V. Officials: Newton P. Owen, president; P. A. Johns, vice-president. (Radio checking service for agencies and advertisers.)

**CONTROLLED CIRCULATIONS AUDIT Inc.**—420 Lexington Ave., New York City. Telephone: Mohawk 4-6850. Officials: Frank L. Avery, managing director; J. N. McDonald, president; William A. Wolf, secretary; L. C. Fletcher, treasurer. (Auditing, circulation of business publications.)

**VINCENT EDWARDS & Co.**—342 Madison Ave., New York City. Telephone: Vanderbilt 3-3021. Manager: G. R. Rossiter. (Advertising mat and idea syndicate service.)

**FINCH TELECOMMUNICATIONS Inc.**—1819 Broadway, New York City. Telephone: Circle 6-8080. Laboratory: Bendix Airport, Bendix, N. J. Officials: William G. H. Finch, president; Frank Brick, vice-president and chief engineer; Roscoe Kent, sales manager; Fred Ehlert, advertising and publicity. (Facsimile equipment for radio, wire and carrier current circuits.)

**FOOD - DRUG - COSMETIC REPORTS**—National Press Bldg., Washington, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

**GROCERY LABORATORIES**—280 Madison Ave., New York City. Telephone: Murray Hill 5-6313. Partners: Edward Burnett, Henry Brenner, Helen Ebert.

**HEARST RADIO Inc.**—Affiliated with Hearst Newspapers, 20 E. 57th St., New York City. Officials: E. M. Stoer, president; J. D. Gortatowsky, executive vice-president; Bradley Kelly, vice-president. Telephone: Columbus 5-7300.

**LIFE INSURANCE SALES RESEARCH BUREAU**—64 Pearl St., Hartford, Conn. Telephone: Hartford 2-3211. Manager: John Marshall Holcombe Jr. (Cooperative research and service organization maintained by life insurance companies.)

**GEORGE MCKITTRICK & Co.**—108 Fulton St., New York City. Telephone: Beekman 3-8764. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago; telephone, State 8911; Manager: Norman M. Breeze. (Publishes McKittrick's Directory of Advertisers and Agencies.)

**MUZAK Corp.**—229 Fourth Ave., New York City. Telephone: Algonquin 4-3300. Wired radio subsidiary of the North American Co., operated under arrangement with Warner Brothers Pictures. Officers: Waddill Catehings, president; Joseph D. R. Freed, vice-president and general manager; Peter Holland, treasurer.

**NATIONAL BETTER BUSINESS BUREAU**—405 Lexington Ave., New York City. Telephone: Murray Hill 6-3535. Officials: Edward L. Greene, general manager; K. B. Wilson, operating manager; A. E. Bockman, advertising and media relations; H. M. Cool, consumer interest.

**NATIONAL RADIO RECORDS**—347 Madison Ave., New York City. Telephone: Murray Hill 4-4351. Director: N. Charles Rorabaugh. (Spot and network radio advertising reports.)

**NATIONAL REGISTER PUBLISHING Co.**—330 W. 42nd St., New York City. Telephone: Medallion 3-5850. President: R. H. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

**NATIONAL RETAIL DRY GOODS ASSOCIATION**—101 W. 31st St., New York City. Telephone: Chickerling 4-7313. General Manager: Lev Hahn. Manager, Sales Promotion Division: Alan A. Wells. (Trade association for department and specialty stores.)

**AMOS PARRISH & Co. Inc.**—500 Fifth Ave., New York City. Telephone: Pennsylvania 6-6190. (Counselors to stores and manufacturers on management, merchandising, sales promotion, fashions and advertising.)

**PRENTICE-HALL Inc.**—70 Fifth Ave., New York City. Telephone: Algonquin 4-9200. Officials: Richard P. Ettinger, president; Dr. Charles W. Gerstenberg, chairman of board; Vincent Ross, treasurer; W. F. Kolbe, vice-president; S. B. Cunningham, vice-president; Bernard F. Herberich, director of public relations. (Publishes various trade and business services.)

**PUBLISHERS INFORMATION BUREAU**—799 Broadway, New York City. Telephone: Stuyvesant 9-7334. Officers: Anne R. Ederly, president; Mrs. Sarah E. Barnes, vice-president; Mrs. Mae B. Irving, secretary-treasurer. (Publishes reports on advertising space and expenditures.)

**RADIO STATIONS SALES Co.**—3930 Connecticut Ave., N.W. Washington, D. C. (Program sales service.)

**RADIO WIRE TELEVISION CORP. OF AMERICA**—Fiske Bldg., New York City. Telephone: Circle 5-7600. President: A. W. Pletman. (Entertainment by wire.)

**SCRIPPS-HOWARD RADIO Inc.**—Affiliated with Scripps-Howard Newspapers, 230 Park Ave., New York City. Officials: Jack R. Howard, president; James C. Hanrahan, vice-president; J. B. Epperson, chief engineer. Telephone: Murray Hill 6-6840.

**STANDARD RATE & DATA SERVICE**—330 No. Michigan Ave., Chicago, Ill. Telephone: Randolph 5616. Officials: R. A. Trenkmann, general manager; Walter E. Bothof, president; Albert Moss, vice-president; Albert W. Moss, secretary. (Publishes guides of publications and radio, with their rates.)

**SURETY ADVERTISING BUREAU**—280 Madison Ave., New York City. Telephone: Lexington 2-6556. Officials: Milton M. Rockmore, managing director; Dr. Foster Lee Snell, consulting chemist; A. D. Gellis, chemist; Fred H. Korf, consulting engineer; C. P. Hornung, art consultant; Harry Levine, textile testing consultant; Francis Finkelhor, legal consultant. (Checks advertising and label declarations to conform with State and Federal requirements.)

**TELECOMMUNICATIONS REPORTS Inc.**—National Press Bldg., Washington, D. C. Telephone: District 2678. Editor: Roland Davies; Assistant Editor: Peter H. Cousins. (Weekly news letter covering FCC and other telephone and telegraph regulation activities.)

**TEL-ELECTRIC CORP.**—420 Lexington Ave., New York City. Telephone: Murray Hill 5-3055. Officials: Edward L. Mack, president; James H. Betts, vice-president; Thomas D. Dwyer, vice-president; Harry F. Hagdorn, secretary. (Visual news bulletins for stores, terminals, etc.)

**TEL-PIC SYNDICATE Inc.**—1650 Broadway, New York City. Telephone: Circle 5-4688. Chicago Office: 10 So. La Salle St.; telephone, Franklin 2428; manager, Lee Stern. Officers: W. L. Moore, president and treasurer; Mortimer Van Brink, vice-president; C. Harries, secretary. (News-flash merchandising displays.)

**TRADE-WAYS Inc.**—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: W. H. Hough, president; C. Y. Belknap, executive vice-president; Bernard Weitzer, vice-president; Howard Williams, vice-president; Paul Field, secretary; O. R. Johnson, treasurer. (Marketing counsellors.)

**TRAFFIC AUDIT BUREAU Inc.**—60 E. 42nd St., New York City. Telephone: Murray Hill 2-1527. Miller McClintock, general auditor and manager. (Reports on circulation and coverage of outdoor advertising; controlled by ANA, AAAA and Outdoor Advertising Association of America.)

**VIDEO & SOUND ENTERPRISES**—3160 Dodge St., Omaha, Neb. Telephone: Harney 1173. Manager: Franklin C. Pease. (Merchandising counsel, advertising, public address, sound trucks.)

## TEL-PIC announces radio's newest DISPLAY-SERVICE merchandising plan for STATIONS and ADVERTISERS for 1940!

Offered for the first time Nov. 20, 1939, more than 40 radio stations have purchased this service in less than six weeks.

Exclusive for your territory if still available.

TEL-PIC keeps your sponsor sold and is used as a basis for securing new advertisers. Under our plan the station or sponsor can pay for the service on our budget payment plan.

See TEL-PIC's page ad in BROADCASTING's November 15, 1939 issue, page 59.

Write or wire for full particulars to:

1650 Broadway - TEL-PIC SYNDICATE Inc. • New York City

A partial list of the stations TEL-PIC services:

WNBC	WAIM	WSMB
WMAS	WAGA	KOH
WCOP	WMBR	KWG
WRNL	WMBC	KDON
WTAR	WSAR	WDAE
WTNJ	KGER	WTAL
WPTF	WDBO	KFXM
WCNC	WQAM	WSFA
WBIG	WFTL	WSGN
WDNC	KFBK	WROL
WIS	KERN	WSM
WCSC	KMJ	WMC
WJDX		KARK

# SERVICES RELATING TO BUSINESS OF BROADCASTING

## Consulting Radio Engineers

**ALTEC SERVICE CORP.**—250 W. 57th St., New York City. Telephone: Columbus 5-3255.—Officials: L. W. Conrow, president; G. L. Carrington, vice-president and general manager; H. M. Bessy, secretary-treasurer; E. Z. Walters, comptroller. (Servicing electronic equipment.)

**VICTOR J. ANDREWS**—6429 So. Laverne Ave., Chicago, Ill. Telephone: Portsmouth 7810. Associate: I. D. Kealy.

**STUART L. BAILEY**—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: C. M. Jansky Jr., Millard M. Garrison, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes.

**HERBERT LEE BLYE**—1014 West High St., Lima, O. Telephone: State 2364.

**WILLIAM W. L. BURNETT**—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Jackson 9234.

**JOSEPH A. CHAMBERS**—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4084. Associates: James C. McNary, A. S. Clarke, Grant W. Wrathall, J. H. Woodward, C. T. James.

**COMMERCIAL RADIO EQUIPMENT Co.**—7134 Main St., Kansas City, Mo. Telephone: Jackson 5302. Officials: Everett L. Dillard, manager; Robert F. Wolfskill, assistant manager; Milton R. Woodward, chief engineer; Edward J. Waters, engineer in charge of frequency measurements.

**A. EARL CULLUM Jr.**—2935 N. Henderson Ave., Dallas, Tex. Telephone: 3-6039. Associate: C. M. Danhill.

**GEORGE C. DAVIS**—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: E. C. Page, John Creutz.

**DR. LEE DE FOREST**—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288.

**JOHN H. DE WITT**—Radio Station WSM, Nashville, Tenn. Telephone: 6-7181.

**DOOLITTLE & FALKNER Inc.**—7421 S. Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. Officials: E. M. Doolittle, president; Dudley Gray, chief engineer; C. M. Rodman, sales engineer; F. J. Pippenger, sales manager.

**EDWARDS & MARTIN**—Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676. Associates: S. W. Edwards and R. D. Martin.

**IERMANN FLOREZ**—1 Nevins St., Brooklyn, N. Y. Telephone: Triangle 5-0313.

**GLENN D. GILLET**—National Press Bldg., Washington, D. C. Telephone: National 3373. Associates: Marey Eager, William E. Plummer, Clyde H. Bond.

**PAUL F. GODLEY**—10 Marion Road, Upper Montclair, N. J. Telephone: Montclair 2-7859.

**DR. ALFRED N. GOLDSMITH**—444 Madison Ave., New York City. Telephone: Eldorado 5-0400.

**JOHN V. L. HOGAN**—730 Fifth Ave., New York City. Telephone: Columbus 5-5536. Associates: Wilson Aull Jr., Murray E. Tucker.

**W. J. HOLEY**—1368 Northview Ave., N. E., Atlanta, Ga. Telephone: Vernon 1267.

**C. M. JANSKY Jr.**—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: Stuart L. Bailey, Millard M. Garrison, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes.

**MARTIN V. KIEBERT Jr.**—Russ Bldg., San Francisco, Cal. Northwest Representative: W. R. Zinn, 4002 39th St., Seattle, Wash. (Affiliated with Jansky & Bailey, Washington.)

**CHARLES F. KOCHER**—650 Newport Ave., Detroit, Mich. Telephone: Murray 8761.

**ROBERT H. MARRIOTT**—1470 E. 18th St., Brooklyn, N. Y. Telephone: Dewey 9-6506.

**ROBERT D. MARTIN**—7 So. Howard St., Spokane, Wash. Telephone: Main 1218 (Associated with Edwards & Martin, Union Guardian Bldg., Detroit.)

**HAROLD J. McCREARY**—105 W. Adams St., Chicago, Ill. Telephone: State 4003. Associates: Gene Applebaum, T. H. Stevens, Lewis DeZettle.

**J. C. McNARY**—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4045. Associates: Joseph A. Chambers, A. S. Clarke, Grant W. Wrathall, J. H. Woodward, C. T. James.

**E. C. PAGE**—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: George C. Davis, John Creutz.

**HECTOR R. SKIFTER**—St. Paul Hotel, St. Paul, Minn. Telephone: Cedar 5511.

**DR. GREENLEAF WHITTIER PICKARD**—Seabrook Beach, N. H. Telephone: Newburyport 497-W.

**HAROLD C. SINGLETON**—2005 N. E. 28th Ave., Portland, Ore. Telephone: Trinity 7045. Associate: Earl E. Meissner.

**W. ARTHUR STEEL**—63 Sparks St., Ottawa, Ont., Canada. Telephone: 2-9820.

**WASHINGTON INSTITUTE OF TECHNOLOGY**—McLachlen Bldg., Washington, D. C. Telephone: District 1518. President: Sidney F. Mashbir. Associates: Dr. Frank G. Kear, chief of Broadcast Division; Gomer L. Davies, chief of Aeronautical Division.

**WESTINGHOUSE ELECTRIC & MANUFACTURING Co.**—2519 Wilkens Ave., Baltimore, Md. Telephone: Gilmore 7320. Manager of Radio Division: Walter C. Evans.

**RAYMOND M. WILMOTTE**—730 Fifth Ave., New York City. Telephone: Columbus 5-5536.

**HERBERT L. WILSON**—260 E. 161st St., New York City. Telephone: Melrose 5-0333. Associate: Arthur L. Solbrig.

# THERE IS NO SUBSTITUTE FOR EXPERIENCE

We Were the Pioneers—

IN—Field strength surveys—Site location studies and tests—Synchronization developments.

We Design and Install—

Directive antennas to increase coverage and reduce interference.

We Prepare—

Coverage reports and surveys that are modern and embody present standards.

We Make—

Interference measurements with special and patented equipment.



## GLENN D. GILLET and Associates

### Consulting Radio Engineers

National Press Bldg.

Washington, D. C.

# Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone District 1654  
(For field offices and staffs, see page 440)

## Commissioners and Assistants

James Lawrence Fly, Chairman  
(Democrat; term 1939-1942)  
Secretary: Nathan David  
Asst. Secretary: Charlotta Gallop  
Clerk: Sarah Walker Keys.

T. A. M. Craven, Commissioner  
(Democrat; term 1937-1944)  
Secretary: Margaret Preston.  
Asst. Secretary: Miriam Eastburn.  
Clerk: Margaret O'Leary.

George H. Payne, Commissioner  
(Republican; term 1934-1943)  
Secretary: Abraham Miller.  
Asst. Secretary: Ruth T. Koppialky.  
Clerk: Elizabeth B. Walter.

Frederick I. Thompson, Commissioner  
(Democrat; term 1939-1941)  
Secretary: George W. Bains  
Clerk: Lucille S. Smith.

Thad H. Brown, Commissioner  
(Republican; term 1934-1940)  
Secretary: Corwin R. Lockwood  
Asst. Secretary: Rose L. Stough.  
Clerk: Fausta M. Puffenberger.

Paul A. Walker, Commissioner.  
(Democrat; term 1934-1946)  
Secretary: Edward F. McKay.  
Asst. Secretary: Lenah J. Ferro.  
Clerk: Marjorie Haight.

Norman S. Case, Commissioner  
(Republican; term 1934-1945)  
Secretary: Henry M. Barry.  
Asst. Secretary: Minnie Sparks.  
Clerk: Eva O. Melton

Secretary's Office

T. J. Slowie, Secretary.  
Secretary: Laura L. Hollingsworth.  
John B. Reynolds, Assistant Secretary.  
Secretary: Panay E. Wiltshire.

Law Department

William J. Dempsey, General Counsel.  
Secretary: Patricia M. Crowley.  
George B. Porter, Assistant General Counsel.  
Secretary: Eleanor Browne.

William C. Kopolovitz, Assistant General Counsel.  
Secretary: Margaret Herrell.

James A. Kennedy, Assistant General Counsel.  
Secretary: Louise Duncan.

William E. Bauer, Head Attorney.  
David H. Deibler, Principal Attorney.  
Fanny Neyman, Principal Attorney.  
Ralph Walker, Principal Attorney.  
Walter D. Humphry, Principal Attorney.  
J. Fred Johnson, Jr., Principal Attorney.  
P. W. Seward, Principal Examiner.  
Rosel H. Hyde, Principal Attorney.  
Frank E. Warren, Principal Attorney.  
Robert M. Cooper, Principal Attorney.  
Theodore L. Bartlett, Principal Legal Administrator.  
James D. Cunningham, Principal Attorney.  
George H. Hill, Senior Examiner.  
Robert L. Irwin, Senior Examiner.  
Tyler Berry, Senior Examiner.  
Marshall S. Orr, Senior Attorney.  
Benedict P. Cottone, Senior Attorney.  
Elizabeth C. Smith, Attorney.  
James L. McDowell, Attorney.  
Basil P. Cooper, Attorney.  
Annie Perry Neal, Attorney.  
Hugh B. Hutchison, Attorney.  
Max H. Aronson, Associate Attorney.

George M. Harrington, Associate Attorney.  
John A. Hartman, Jr., Associate Attorney.  
Harrison T. Slaughter, Associate Attorney.  
Eugene L. Burke, Associate Attorney.  
Stephen Tuhy, Jr., Associate Attorney.  
Harry M. Plotkin, Associate Attorney.  
Robert M. Fenton, Assistant Attorney.  
Mary Elizabeth Erickson, Assistant Attorney.  
Violet L. Haley, Assistant Attorney.  
James G. McCain, Assistant Attorney.  
John E. Wicker, Assistant Attorney.  
Russell Rowell, Assistant Attorney.  
Lester W. Spillane, Assistant Attorney.  
Franklin G. Salisbury, Assistant Attorney.  
John H. Litzelman, Assistant Legal Editor  
Maurice Whiton, Junior Attorney.

## License Bureau

Wm. P. Massing, Chief.  
Secretary: Ruth Richter.  
Chief of Broadcast Section: Clara M. Iehl.  
Chief of Commercial Section: John Fulmer.  
Chief of Amateur Section: J. B. Beadle.

## Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania.  
March 15, 1927—November 24, 1927 (Deceased)  
Orestes H. Caldwell, New York.  
March 15, 1927—February 23, 1929  
Eugene O. Sykes, Mississippi.  
March 15, 1927—  
Henry A. Bellows, Minnesota.  
March 15, 1927—October 31, 1927 (Deceased)  
Colonel John F. Dillon, California.  
March 15, 1927—October 8, 1927 (Deceased)  
Sam Pickard, Kansas.  
November 1, 1927—January 31, 1929  
Harold A. Latount, Utah.  
November 14, 1927—July 10, 1934  
Ira E. Robinson, West Virginia.  
March 29, 1928—January 15, 1932  
General C. McK. Saltzman, Iowa.  
May 2, 1929—July 19, 1932  
William D. L. Starbuck, New York.  
May 2, 1929—May 23, 1934  
Thad H. Brown, Ohio.  
January 21, 1932—  
James H. Hanley, Nebraska.  
April 1, 1933—July 10, 1934

## Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas  
July 11, 1934—Dec. 31, 1934  
Anning S. Prall, New York  
January 17, 1935—July 23, 1937 (Deceased)  
Irvin Stewart, Texas  
July 11, 1934—June 30, 1937  
Frank R. McNinch, North Carolina  
October 1, 1937—August 31, 1939  
Eugene O. Sykes, Miss.  
July 11, 1934—April 5, 1939

## Engineering Department

E. K. Jett, Chief Engineer.  
Secretary: Irene Durgin.  
Andrew D. Ring, Assistant Chief Engineer.  
Secretary: Helvi Mustaparta.  
E. M. Webster, Assistant Chief Engineer.  
Secretary: Eva E. Hocutt.  
Andrew Cruse, Assistant Chief Engineer.  
Secretary: Rose E. Hahlen.  
Gerald C. Gross, Principal Scientist (Chief of International Section)  
Secretary: Lillian Conley.  
William D. Terrell, Chief, Field Section.  
Secretary: Mary E. Poloske.  
George E. Sterling, Assistant Chief, Field Section.  
Lynde P. Wheeler, Principal Physicist (Chief, Technical Section)  
R. D. Jones, Principal Engineer.  
Manfred Toepfen, Principal Engineer.  
Edwin Lee White, Principal Electrical Engineer.  
George P. Adair, Principal Engineer (Radio).  
Raymond Asserson, Senior Engineer.  
John A. Willoughby, Senior Engineer.  
A. T. Jenkins, Senior Engineer.  
Marion H. Woodward, Senior Engineer.  
William N. Krebs, Senior Engineer.  
Paul M. Lion, Senior Engineer.  
Philip F. Siling, International Communications Engineer  
K. A. Norton, Radio Engineer.  
George J. Dempsey, Telephone Engineer (Electric)  
Ralph L. Clark, Radio Engineer.  
Edward W. Allen, Engineer (Electric)  
James P. Buchanan, Jr., Associate Engineer.  
L. C. Quaintance, Associate Engineer.  
George K. Rollins, Associate Engineer.  
Clure H. Owen, Associate Engineer.  
Wm. C. Boese, Associate Engineer.  
E. J. Shimeall, Associate Engineer.  
Charles Williams, Associate Engineer.  
H. Underwood Graham, Associate Engineer.  
Howard C. Looney, Associate Engineer.  
Wayne Mason, Associate Engineer.  
Glen E. Nielsen, Associate Engineer.  
Leslie R. Brady, Associate Engineer.  
Ivan H. Loucks, Associate Engineer.  
H. E. Broyles, Assistant Engineer.  
Cecil G. Harrison, Assistant Engineer.  
Ross Bateman, Assistant Engineer.  
Harold Link, Engineering Aide.  
Paul A. Warner, Engineering Draftsman.

## Accounting, Statistical and Tariff Department

William J. Norfleet, Chief Accountant.  
Secretary: Frances Groom.  
Hugo Reyer, Assistant Chief Accountant.  
Riley A. Gwynn, Assistant Chief Accountant.  
Secretary: Doreen C. Pitt.

## Other Sections

Robert E. Hodson, Minute Clerk.  
L. A. Corridon, Chief of Audits & Accounts.  
Paul Sheehy, Chief of Duplicating Section.  
N. F. Cureton, Chief Supplies.  
Waiter S. Davis, Chief Dockets, Mail & Files.

## Press

George O. Gillingham, Director of Information.

PAGE & DAVIS  
Consulting Radio Engineers  
WASHINGTON, D. C.

# Field Offices of the Federal Communications Commission

Chief of Field Division: William D. Terrell, Washington, D. C.

District No.	Address	Phone No.	Inspectors	District No.	Address	Phone No.	Inspectors
1	U. S. Customhouse, Boston, Mass.	Hubbard 6789	Charles C. Kolster, <i>Inspector in Charge</i> Walter J. Butterworth, Myron A. Tong, Roger E. Phelps, Nathan Halenstien, Ralph J. Renton, Milton W. Grinnell, Bruce S. Longfellow.	12	Customhouse, San Francisco, Calif.	Sutter 6208	V. Ford Greaves, <i>Inspector in Charge</i> Francis V. Sloan, Paul R. Fenner, Herbert H. Arlowe, Wm. R. Crabtree, Arthur A. Johnson.
2	641 Washington St., New York City	Canal 6-2100	Arthur Bateheller, <i>Inspector in Charge</i> Charles T. Manning, Eugene C. Cochran, Walter J. Howell, Forest F. Redfern, Martin W. Bannister, Alvin C. Holmes, Edward Harry Hackman, Jesse W. Holland, James E. Barr, Julius Ross.	13	New Courthouse Bldg., Portland, Ore.	Taber 3325	Kenneth G. Clark, <i>Inspector in Charge</i> Robert Landsburg, Joseph H. Hallock, Earl D. Scott, Alfred H. Brodie, Robert A. Phillips, Raymond H. Hard-embergh, Robert L. Stark, Jens I. Skov, Carl A. Johnson
3	Customhouse, Philadelphia, Pa.	Market 6000	Louis E. Kearney, <i>Inspector in Charge</i> Joseph H. Eichel, Harold R. Woodyard.	14	Federal Office Bldg., Seattle, Wash.	Seneca 3100	Landon C. Herndon, <i>Inspector in Charge</i> George V. Wiltse, Alfred K. Robinson, Sigfred F. Berge, Everett G. Henry, Tom B. Wagner.
4	Fort McHenry, Baltimore, Md.	South 2370	Charles A. Ellert, <i>Inspector in Charge</i> L. A. Newcomb, Hyman A. Cohen, Edward W. Chapin, Everett H. Marshall, LeRoy Tuttle, Albert L. Kreis, George B. McLeod, Edward P. Sanders, Milton C. Mobley, Jr., Kaleel Risk.		Sub-Office—P. O. Box 2719, Juneau, Alaska	721	Stacy W. Norman, <i>Inspector in Charge</i>
5	New Post Office Bldg., Norfolk, Va.	24963	Edward Bennett, <i>Inspector in Charge</i> Harry D. Pickett, Darra H. Donahue	15	Customhouse, Denver, Colo.	Keystone 4151	Edwin S. Heiser, <i>Inspector in Charge</i>
6	Federal Annex, Atlanta, Ga.	Main 3517	George S. Turner, <i>Inspector in Charge</i> Adolph Andersen, John G. Preston, Henry Dunphey, William B. Bernard, William R. Foley, <i>Inspector in Charge</i>	16	Main P. O. Bldg., St. Paul, Minn.	Cedar 2686	C. W. Loeber, <i>Inspector in Charge</i> Robert M. Silliman
	Sub-Office—Post Office Bldg., Savannah, Ga.	7602		17	U. S. Courthouse, Kansas City, Mo.	Harrison 2920	William J. McDonell, <i>Inspector in Charge</i> Arnold Shostak, Joseph W. Reid.
7	P. O. Box 150, Miami, Florida.	3-7711	Arthur S. Fish, <i>Inspector in Charge</i> Wm. L. North.	18	U. S. Court House, Bldg., Chicago, Ill.	Harrison 4700	H. D. Hayes, <i>Inspector in Charge</i> H. T. Gallaher, Donald A. Murray, Cyril M. Braum.
	Sub-Office—Post Office Bldg., Tampa, Fla.	M-1773	Paul Herndon, Jr., <i>Inspector in Charge</i>	19	New Federal Bldg., Detroit, Mich.	Cherry 9330	Emery H. Lee, <i>Inspector in Charge</i> Richard J. Cotton, Glen W. Earnhart, John A. Russ.
8	Customhouse, New Orleans, La.	Main 6980	Theo. G. Deiler, <i>Inspector in Charge</i> Louis J. N. duTrell, Amos B. Collins, C. H. Neeb	20	Federal Bldg., Buffalo, N. Y.	Washington 1744	Frank M. Kratokvil, <i>Inspector in Charge</i> Walter L. Davis.
9	Federal Bldg., Galveston, Texas	8943	Louis L. McCabe, <i>Inspector in Charge</i> George Llewellyn, William J. Hoffert, Milburne O. Sharpe.	21	Aloha Tower, Honolulu, Hawaii	3979	Lee R. Dawson, <i>Inspector in Charge</i>
10	U. S. Terminal Annex Bldg., Dallas, Texas	2-5943	Joe H. McKinney, <i>Inspector in Charge</i> W. Irving Abbott, Iver A. Rockman.	22	Ochoa Bldg., San Juan, Puerto Rico	465	W. D. Johnson, <i>Inspector in Charge</i>
11	Rives-Strong Bldg., Los Angeles, Calif.	Mich. 6008	Bernard H. Linden, <i>Inspector in Charge</i> John H. Hornsby, James M. Chapple, Victor G. Rowe, James A. Hornsby, Alfred L. Ritter, Frank L. Kellogg.	--	Grand Island, Neb. (Central Frequency Monitoring Station)	Grand Island 1420	Benjamin E. Wolf, <i>Inspector in Charge</i> George L. Jensen, Fendell B. Peterson, Orrin R. Buchanan, Samuel W. Lichtman, Adelbert C. Lawrence
	Sub-Office—New Calif. Bldg., San Diego, Calif.	Franklin 2280	William E. Downey, <i>Inspector in Charge</i>	--	Naval Training Station, Great Lakes, Ill. Monitoring Station	575	Irving L. Weston, <i>Inspector in Charge</i> Irl D. Ball
							Accounting Field Office -- 45 Broadway, New York, N. Y. Whitehall 4-5930 Jack E. Buckley, Accountant in Charge

## MARTIN V. KIEBERT, JR.

Consulting Radio Engineer

*"For the Service of Broadcasting in the West"*

**RUSS BUILDING**  
San Francisco, Calif.

*affiliated with*  
**JANSKY & BAILEY**  
Washington, D. C.

Northwest Representative:  
**W. R. ZINN**  
4002 39th S. W.  
Seattle, Wash.

## HERMANN FLOREZ

Consulting Radio Engineer

Twenty years' experience

DESIGN                      CONSTRUCTION

EQUIPMENT ANALYSIS

FIELD INTENSITY MEASUREMENTS

1717 Avenue N.

Brooklyn, N. Y.

TRiangle 5-0313



# Index to Advertisers in 1940 Year Book Number

STATIONS		
CFNB, Fredericton, N. B.	192	
CHNC, New Carlisle, Que.	285	
CHNS, Halifax, N. S.	170	
CJLS, Yarmouth, N. S.	212	
CKAC, Montreal, Que.	57	
CKCL, Toronto, Ont.	382	
CKCW, Moncton, N. B.	285	
CKLW, Windsor, Ont.	64	
CKNB, Campbellton, N. B.	169	
HPSK-HPSO, Colon, Panama	411	
KATE, Albert Lea, Minn.	261	
KDKA, Pittsburgh	Inside Back Cover	
KDYL, Salt Lake City	161	
KFBB, Great Falls, Mont.	212	
KFI, Los Angeles	105	
KFPY, Spokane	442	
KFRO, Longview, Tex.	230	
KFRU, Columbia, Mo.	268	
KFWB, Hollywood	236	
KFYR, Bismarck, N. D.	63	
KGFW, Kearney, Neb.	282	
KGNC, Amarillo, Tex.	157	
KGW-KEX, Portland, Ore.	21	
KLO, Ogden, Utah	283	
KLZ, Denver	109	
KMA, Shenandoah, Iowa	275	
KMBC, Kansas City, Mo.	101-102	
KMOX, St. Louis, Mo.	47	
KNX, Los Angeles	39	
KOIN, Portland, Ore.	149	
KOMA, Oklahoma City, Okla.	271	
KRLD, Dallas, Tex.	69	
KSAL, Salina, Kansas	211	
KSCJ, Sioux City, Iowa	43	
KSD, St. Louis, Mo.	6, 133	
KSFO, San Francisco	65	
KSL, Salt Lake City	55	
KSTP, St. Paul-Minneapolis	131	
KTUL, Tulsa, Okla.	271	
KVAN, Vancouver, Wash.	272	
KVOR, Colorado Springs	109	
KWK, St. Louis, Mo.	45	
KWKH-KTBS, Shreveport	207	
KXOK, St. Louis	15	
KXOX, Sweetwater, Tex.	210	
WAVE, Louisville	123	
WBAL, Baltimore	125	
WBEN, Buffalo	49	
WBIG, Greensboro, N. C.	265	
WBNX, New York City	270	
WBT, Charlotte, N. C.	51	
WBZ, Boston	187	
WCAO, Baltimore	71	
WCAR, Pontiac, Mich.	62, 1B6, 1B9, 213, 215, 387	
WCCO, Minneapolis-St. Paul	177	
WCOP, Boston	31	
WCOU, Lewiston, Me.	256	
WCSC, Charleston, S. C.	260	
WDAY, Fargo, N. D.	143	
WDBJ, Roanoke, Va.	274	
WEBC, Duluth, Minn.	208	
WEEL, Boston	178	
WEVD, New York City	279	
WFAA, Dallas	158	
WFBC, Greenville, S. C.	153	
WFBL, Syracuse, N. Y.	269	
WFBM, Indianapolis	81	
WFMD, Frederick, Md.	281	
WFMJ, Youngstown, Ohio	75	
WGR-WKBW, Buffalo	137	
WGTM, Wilson, N. C.	211	
WHAM, Rochester, N. Y.	61	
WHAS, Louisville, Ky.	27	
WHEC, Rochester, N. Y.	141	
WHIO, Dayton, Ohio	209	
WHK-WCLE, Cleveland	267	
WHN, New York City	297, 298	
WHO, Des Moines, Iowa	121, 303	
WIBW, Topeka, Kansas	3	
WIND, Gary, Ind.	83	
WIOD, Miami	7	
WIP, Philadelphia	249	
WIS, Columbia, S. C.	53	
WISN, Milwaukee	213	
WJBO, Baton Rouge, La.	25	
WJJD, Chicago	83	
WJPR, Greenville, Miss.	255	
WJSV, Washington, D. C.	41	
WKBN, Youngstown, Ohio	147	
WKRC, Cincinnati	205	
WKY, Oklahoma City	109	
WLAC, Nashville, Tenn.	277	
WLAW, Lawrence, Mass.	127	
WLNH, Laconia, N. H.	261	
WLS, Chicago	117	
WLTH, Brooklyn	307	
WLW-WSAI, Cincinnati	33-36	
WMC, Memphis	155	
WMCA, New York City	67	
WMEX, Boston	261	
WMMN, Fairmont, W. Va.	165	
WNLN, San Juan, P. R.	167	
WNEW, New York City	97	
WOAI, San Antonio, Tex.	159	
WOL, Washington, D. C.	181	
WOR, Newark, N. J.	138-139	
WORL, Boston	429	
WOV, New York City	73	
WOWO, Fort Wayne, Ind.	119	
WPEN, Philadelphia	251	
WPRO, Providence, R. I.	151	
WPTF, Raleigh, N. C.	273	
WQXR, New York City	204	
WROK, Rockford, Ill.	248	
WRVA, Richmond, Va.	163	
WSB, Atlanta, Ga.	115	
WSIX, Nashville, Tenn.	254	
WSM, Nashville, Tenn.	5	
WSMB, New Orleans, La.	264	
WSOY, Decatur, Ill.	206	
WSPD, Toledo, Ohio	145	
WSUN, St. Petersburg, Fla.	113	
WSYR, Syracuse, N. Y.	259	
WTBO, Cumberland, Md.	253	
WTCN, Minneapolis, Minn.	257	
WTIC, Hartford, Conn.	111	
WTMV, East St. Louis, Ill.	276	
WTOL, Toledo, Ohio	250	
WWJ, Detroit, Mich.	76-77	
WWL, New Orleans, La.	29	
WWVA, Wheeling, W. Va.	165	
WXYZ, Detroit, Mich.	129	
<b>NETWORKS</b>		
Canadian Broadcasting Corp.	193, 246	
Columbia Broadcasting System	Inside Front Cover, 23, 174, 224	
Columbia Pacific Network	13	
Don Lee Broadcasting System	227	
McClatchy Broadcasting Co.	107, 229	
Mutual Broadcasting System	19	
National Broadcasting Co.	8, 9, 78, 217, 218, 233, 234	
New England Network	175	
North Central Broadcasting System	196	
Texas State Network	231	
Yankee Network	1	
<b>EQUIPMENT</b>		
Aerovox Corp.	359	
Allied Recording Products Co.	321	
American Transformer Co.	356	
Amperex Electronics Products	353	
Atlantic Metalcraft & Radio Corp.	354	
Blaw-Knox Co.	315	
Bliley Electric Co.	361	
Cornell-Dubilier Electric Corp.	347	
Daven Co.	358	
Allen B. DuMont Laboratories	340	
Fairchild Aerial Camera Corp.	317	
Finch Telecommunications Labs.	357	
Gates Radio & Supply Co.	341	
General Electric Co.	338-339	
Gould-Moody Co.	93	
International Derrick & Equipment Co.	352	
Isolentite, Inc.	337	
Johns-Manville	355	
Lepp Insulator Co.	323	
Lehigh Structural Steel Co.	349	
John E. Lingo & Son, Inc.	351	
Mirror Record Corp.	332	
Presto Recording Corp.	333	
Radio Corporation of America	Back Cover	
Radio Engineering Labs.	373	
RCA Manufacturing Co.	324-329	
Recoton Corp.	361	
Scientific Radio Service	350	
Universal Microphone Co.	348	
Western Electric	318-319	
Westinghouse Electric & Mfg. Co.	344-345	
Weston Electrical Instrument Corp.	366	
Wincharger Corp.	331	
<b>GENERAL</b>		
Air Features	100	
Australian Radio	369	
Walter P. Burn & Associates	17, 434	
Capitol Radio Engineering Inst.	387	
Clark Phonograph Record Co.	87	
Darby Printing Co.	247	
Edgar Felix	433	
Adrian James Flanter & Associates	290	
Hermann Florez	440	
Forjoe & Co.	85	
Free & Peters, Inc.	10	
Gellatly, Inc.	89	
Glenn D. Gillett & Associates	363, 438	
Gilliam Service, Inc.	436	
Paul F. Godley	360, 368, 370, 371, 384, 394, 399	
Hooper-Holmes Bureau, Inc.	435	
International News Service	203	
Jansky & Bailey	375	
Kasper-Gordon, Inc.	287	
Martin Kiebart, Jr.	440	
Leng-Worth	70, 169, 210, 308, 423	
Fulton Lewis, Jr.	293	
McAlpin Hotel	100	
C. P. MacGregor	306	
Geo. McKittrick & Co.	291	
McNery & Chambers	365	
Mason Dixon Radio Group	197	
Mayflower Hotel	258	
Mertens & Price, Inc.	286	
Metropolitan Broadcasting Service	194	
NBC Thesaurus	91	
Page & Davis	371, 439	
Edward Petry & Co.	79	
RCA Communications, Inc.	335	
Radioscriptions, Inc.	185	
Ready-To-Air Service	289	
Ross Federal	58	
National Advertising Register	199	
Star Radio Programs, Inc.	99	
Tel-Pic Syndicate, Inc.	437	
United Press	201	
Carl Wester & Co.	291	
Herbert Wilson	433	
Howard H. Wilson Co.	266	
Wolf Associates	98	
WOR Transcriptions	94	
World Broadcasting System	183-184	
Frederic W. Ziv, Inc.	94	

# KFPY SPOKANE

890 KC . . . . CBS

5000 WATTS FULL TIME  
plus  
CREATIVE LOCAL PROGRAMMING  
equals  
BROADCASTING SUCCESS  
in  
SPOKANE'S UPSURGING MARKET

ASK ANY KATZ AGENCY OFFICE FOR

- ☐ Ross-Federal's 3 latest Spokane audience surveys
- ☐ Comparative lists of Spokane's local radio advertisers
- ☐ KFPY programs that GET and KEEP audiences

# KFPY

## SYMONS BROADCASTING COMPANY

T. W. Symons Jr., President  
Arthur L. Bright, Vice-President  
Symons Building

# SPOKANE

Nationally Represented by THE KATZ AGENCY

*"On a Silver Platter"...*



# KDKA

**Serves You the Biggest Helping of**

#### **BETTER FACILITIES**

With modern studios in a modern building and a new transmitter location much closer to Pittsburgh, KDKA assures advertisers.

#### **BETTER MAN POWER**

The staff of KDKA, largest and most experienced broadcasting group in Pittsburgh, is another reason why this station is an ace high advertising buy.

#### **BETTER COVERAGE**

Not only in Pittsburgh but in a vast surrounding area as well. More than ever, KDKA is the Master Key to the Master Market!

#### **BETTER SALES SERVICE**

KDKA "goes to town" for its advertisers in SALES SERVICE. Does the kind of a job that cannot be matched in the Pittsburgh area.

**Westinghouse**

50,000 WATTS

# KDKA

980 KILOCYCLES

**NATIONAL BROADCASTING COMPANY • A Radio Corporation of America Service**



# Symbol of the Radio Age



The only organization engaged in every phase  
of radio was dedicated to research from  
the start...has held to this policy for 20 years.  
RCA serves and advances on every radio front.



**Radio Corporation of America**  
RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc.  
RCA Laboratories

National Broadcasting Company  
R. C. A. Communications, Inc.

Radiomarine Corporation of America  
RCA Institutes, Inc.