

STATIONS—Continued

licity: Ervin Lewis. *Musical director:* Ralph Rose, Jr.

Rep: Free, Johns and Field, Inc. *News:* UP. *Seating facilities:* Radio theatre at Akdar Temple seats 2,300. *Merchandising:* Maintains a sales and promotion department offering merchandising services; assists in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." *Foreign language programs:* None; no population of this type. *Artists bureau:* Currently in process of organization. *Stock:* Principal holders are J. T. Griffin, Bryan Mathes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. *Base rate:* \$75 (½ hr.).

Copy restrictions: Allow three minutes of commercial copy per quarter-hour; five minutes per half-hour; beer accepted; no other alcoholic beverages.

KVOO, TULSA

Operator: Southwestern Sales Corp. *Power:* 25,000 watts (simultaneous daytime operation, nighttime sharing with WAPI). *Affiliation:* NBC Southwestern Group. *Opened:* 1925.

Manager: William B. Way.

Rep: Edward Petry & Co., Inc. *Base rate:* \$140 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

No further data available after repeated requests.

OREGON

(216,400 radio homes)

Radio Homes by Counties

Baker	3,700	Harney	1,000	Morrow	900
Benton	3,600	Hood River	2,100	Multnomah	91,400
Clackamas	8,100	Jackson	7,600	Polk	2,400
Clatsop	5,200	Jefferson	300	Sherman	600
Columbia	2,800	Josephine	2,500	Tillamook	2,100
Coos	5,800	Klamath	7,400	Umatilla	5,400
Crook	600	Lake	1,100	Union	3,800
Curry	500	Lane	11,700	Wallowa	1,300
Deschutes	3,400	Lincoln	1,600	Wasco	3,300
Douglas	4,500	Linn	4,800	Washington	5,000
Gilliam	800	Malheur	2,000	Wheeler	500
Grant	800	Marion	13,300	Yamhill	4,500

KAST, ASTORIA

Operator: Astoria Broadcasting Co., Astoria Hotel. *Phone:* 95. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* July 1, 1935. (Note: On Oct. 14, 1936, this station was purchased by the present operators and became affiliated with the Astorian-Budget evening paper.)

Manager: Ted W. Cooke. *Commercial manager, publicity director:* W. H. Sandiford. *Program director:* Paul A. Harden. *Chief engineer:* Lawrence King.

Rep: Walter Biddick Co.; Cox and Tanz. *News:* UP. *Seating facilities:* None. *Merchandising:* Window displays; contact wholesalers and dealers; affiliation with Astorian Budget affords newspaper publicity. *Foreign language programs:* Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance; region has 6,000 Finnish speaking people. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: Beer and wine accepted; no whiskey; patent medicine accepted if copy, product and advertising

claims meet station approval; station reserves right to reject copy.

KOAC, CORVALLIS

Operator: Oregon State Agricultural College. *Power:* 1,000 watts on 550 kc.

This station is non-commercial; college-owned.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, 731 Willamette St. *Phone:* 3. *Power:* 100 watts on 1420 kc. *Affiliation:* Oregon Network (composed of KORE, KXL, Portland, and KSLM, Salem). *Opened:* 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard).

Proprietor: Frank L. Hill. *Station manager, commercial manager:* Glenn E. McCormick. *Program director, publicity:* Day Foster. *Chief engineer:* Harold Gander.

Rep: None exclusively. *News:* Trans-

STATIONS—Continued

radio; UP. *Seating facilities:* Glass-encased reception room, 200 persons. *Merchandising:* Yes, maintains such a service; details do not conform to any set policy. *Foreign language programs:* Never had any; probably very little demand for. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Take wine, beer, whiskey and patent medicines if "legitimate" and conforming to all FCC regulations.

KFJI, KLAMATH FALLS

Operator: KFJI Broadcasters, Inc. *Power:* 100 watts on 1210 kc. *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$25.

No further information available after repeated requests.

KOOS, MARSHFIELD

Operator: Pacific Radio Corp., Hall Building. *Phone:* 432. *Power:* 250 watts on 1390 kc (daytime). *Affiliation:* None. *Opened:* July, 1928. (Note: Also maintains studios in North Bend; affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

President-manager, station manager, publicity director: Walter L. Read. *Commercial manager:* Ben E. Stone. *Program director, artists bureau head, musical director:* Sylvia L. Chandler. *Chief engineer:* Floyd M. Rush.

Rep: Walter Biddick Co. *News:* UP. *Seating facilities:* None (can use local theatre when need arises). *Merchandising:* Full service rendered through commercial department. *Foreign language programs:* Will accept. *Artists bureau:* Yes, but no talent currently listed. *Base rate:* \$40.

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages accepted, subject to station supervision.

KMED, MEDFORD

Operator; Mrs. W. J. Virgin, Sparta Bldg. *Phone:* 305. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* September, 1922.

Owner: Mrs. W. J. Virgin. *Station manager, publicity:* L. P. Bishop. *Program director, musical director:* Gladys Finch. *Chief engineer:* D. H. Rees.

Rep: Walter Biddick Co. (Pacific Coast); Norman Craig (New York). *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Help manufacturers and distributors in securing new retail outlets for their products. *Foreign language programs:* Not accepted; population less than 2% foreign. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary

copy with a "personal" angle is closely edited; all copy subject to rejection by the management.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. *Phone:* Atwater 7209. *Power:* 500 watts on 1300 kc. *Affiliation:* None. (Note: KALE is not owned by, but affiliated with the Oregon Journal, through stock ownership; has purchased KFJR, Portland, and amalgamated it with KALE.)

President: Roy Hunt. *Station manager, program director:* Ted Kooreman. *Technical director:* Louis L. Bookwalter. *Publicity director:* Allen Shepperd.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Give new programs publicity in the "Radio Advertiser," which is circulated to 5,000 retail stores; also advertise new programs in the Oregon Journal. *Foreign language programs:* Accepted if English translations are furnished for scrutiny; controversial subjects not allowed; will refuse whenever justified in doing so. *Artists bureau:* None. *Stock:* Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. *Base rate:* \$30 (half hour).

Copy restrictions: Quarter-hours have

UNDISPUTED FIRST IN PORTLAND

... in local business

both as to number of accounts and volume of advertising.

... in popularity

through years of program selection and public relations activities... plus production leadership, both network and local.

... in showmanship

see Variety's 1935 and 1936 surveys.

K O I N

CBS Key Station for the Pacific Northwest... Free & Peters, Exclusive Representatives.

STATIONS—Continued

limit of 300 words of commercial; spot announcements have limit of 15 words; beer and wine are only alcoholic beverages accepted, and then only after 9 p.m.; no medicinal advertising of any kind.

KBPS, PORTLAND

Operator: Benson Polytechnic School, R. T. Stephens, agent. *Power:* 100 watts on 1420 kc (shares time with KXL).

No other information available.

KEX, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121. *Power:* 5,000 watts on 1180 kc. (divides time with KOB). *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1931. (Note: This station is newspaper-owned by the Portland Oregonian, also owners of KGW, Portland.)

General and station manager: W. Carey Jennings. *Commercial manager:* Chet Blomness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225; studio C, 125 persons (facilities shared with KGW). *Merchandising:* Publicity, information, through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$93.75.

Copy restrictions: Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KGW, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121. *Power:* 5,000 and 1,000 on 620 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also owns KEX, Portland.)

General and station manager: W. Carey Jennings. *Commercial manager:* Chet Blomness. *Program director:* Merton H. Bories. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 225 persons; studio C, seating 125 (these studios shared with KEX). *Merchandising:* Publicity and listings through newspaper affiliate. *Foreign lan-*

guage programs: Not accepted. *Artists bureau:* None. *Base rate:* \$165.

Copy restrictions: Beer and light wine accepted for night broadcasts only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. *Phone:* Atwater 3333. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: Affiliated with Oregon Journal.)

President: Charles W. Myers. *General manager, commercial manager:* C. Roy Hunt. *Sales manager:* Charles Couch. *Production manager, artists bureau head:* Johnnie Walker. *Program director:* H. M. Swartwood, Jr. *Technical director:* Louis Bookwalter. *Musical director:* Joseph Sampietro. *Publicity director:* Lester Halpin.

Rep: Free & Peters, Inc. *News:* INS, Universal. *Seating facilities:* 50 persons. *Merchandising:* Publishes "Radio Advertiser" and circulates the publication to 5,000 retail stores; Oregon Journal lists programs with sponsor names. *Foreign language programs:* Acceptance rules strict to the point of prohibition; none currently on station; English translation must be submitted in advance when applying for foreign language time. *Artists bureau:* Yes; has about 10 artists on roster. *Stock:* Control held by C. W. Myers; the Oregon Journal is a minority holder. *Base rate:* \$90 (half hour).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages, except beer after 9 p.m. only.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc. *Power:* 500 watts on 1040 kc (special temporary authorization authorized; operates limited time with dominant station). *Affiliation:* None.

Rep: None. *Base rate:* \$30 (½ hr.).

No other information available after repeated requests.

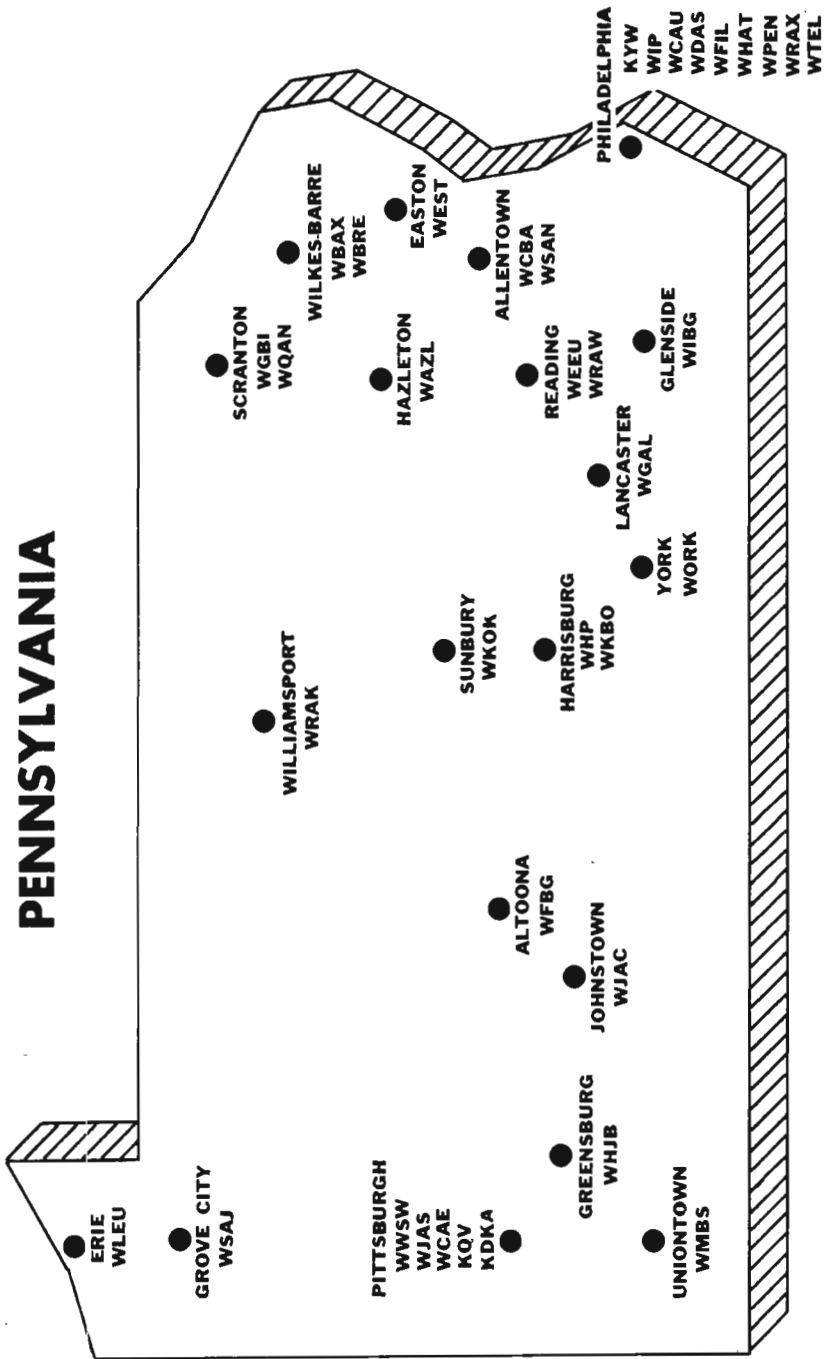
KXL, PORTLAND

Operator: KXL Broadcasters, Multnomah Hotel. *Phone:* Atwater 5124. *Power:* 250 and 100 watts on 1,420 kc. (divides time with KBPS—three hours daytime only). *Affiliation:* with KFPY and KGIR. *Opened:* 1926.

President, station and commercial manager: T. W. Symons, Jr. *Program director:* Allyn Roberts.

Rep: J. H. McGillvra, New York, Chi-

PENNSYLVANIA



STATIONS—Continued

cago; Walter Biddick Co., San Francisco, Los Angeles. *News*: UP. *Seating facilities*: yes; capacity not listed. *Merchandising*: none. *Foreign language programs*: not accepted. *Artists bureau*: none. *Stock*: held by T. W. Symons, Jr., and E. B. Craney. *Base rate*: \$40 (one-half hour).

Copy restrictions: Commercial copy may not be over 15% of program time.

KRNK, ROSEBURG

Operator: Roseburg News Review, Umpqua Hotel. *Phone*: 4. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: None. *Opened*: December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review.)

Manager, chief engineer: J. B. Toles. *Commercial manager*: Marshall Pengra.

Rep: Walter Biddick Co. (Pacific Coast). *News*: AP. *Seating facilities*: 200 persons. *Merchandising*: Complete service offered, including dealer contacts, publicity and listings through newspaper affiliate. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$25.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy.

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. *Phone*: 6131. *Power*: 100 watts on 1370 kc. *Affiliation*: Oregon Network (KSLM, KORE, Eugene, and KXL, Portland). *Opened*: Nov. 1, 1934.

President, manager: H. B. Read. *Commercial manager*: Dwight Hoxie. *Program director*: Boots Grant. *Chief engineer*: Clyde Wiegand.

Rep: None. *News*: Transradio. *Seating facilities*: Yes; capacity not listed. *Merchandising*: None. *Foreign language programs*: No rules listed. *Artists bureau*: None. *Stock*: Principally held by H. B. Read and John C. Kendall. *Base rate*: \$25 (½ hr.).

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; 15% of program time is maximum allowed for commercial use.

PENNSYLVANIA

(1,938,400 radio homes)

Radio Homes by Counties

Adams	5,500	Elk	5,200	Montour	1,900
Allegheny	301,600	Erie	38,200	Northampton	38,600
Armstrong	11,600	Fayette	28,200	Northumberland	19,600
Beaver	26,100	Forest	700	Perry	3,200
Bedford	5,000	Franklin	10,600	Philadelphia	430,300
Berks	54,100	Fulton	800	Pike	1,300
Blair	28,200	Greene	6,300	Potter	3,500
Bradford	11,800	Huntingdon	6,200	Schuylkill	40,600
Bucks	18,000	Indiana	11,400	Snyder	2,300
Butler	15,400	Jefferson	9,000	Somerset	10,700
Cambria	33,200	Juniata	1,700	Sullivan	1,000
Cameron	1,100	Lackawanna	65,200	Susquehanna	5,600
Carbon	9,700	Lancaster	43,200	Tioga	7,000
Centre	9,400	Lawrence	18,700	Union	3,000
Chester	26,500	Lebanon	12,400	Venango	13,000
Clarion	6,100	Lehigh	34,400	Warren	9,400
Clearfield	12,800	Luzerne	87,300	Washington	35,400
Clinton	5,800	Lycoming	20,300	Wayne	6,400
Columbia	8,000	McKean	13,000	Westmoreland	46,500
Crawford	12,400	Mercer	17,700	Wyoming	3,100
Cumberland	12,100	Mifflin	6,500	York	34,500
Dauphin	40,700	Monroe	6,900		
Delaware	62,500	Montgomery	60,000		

WCBA, ALLENTOWN

This station is affiliated with WSAN of the same city. For all data, see WSAN.

WSAN, ALLENTOWN

Operator: WSAN, Inc., 39-41 N. Tenth St. *Phone*: 9511. *Power*: 500 watts on 1,440 kc. *Affiliation*: NBC Optional Basic

Service. Opened: 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city, is affiliated with WSAN).

President: Major J. C. Shumberger. *Station manager*: B. Bryan Musselman. *Commercial manager*: J. H. Musselman. *Program director, artists bureau head, mu-*

sical director: George Y. Snyder. *Chief engineer*: Charles S. Sauerwine. *Publicity director*: Charles R. Petrie.

Rep: None. *News*: Transradio. *Seating facilities*: studio, 100 persons. *Merchandising*: Maintains a merchandising department; details not listed. *Foreign language programs*: Accepted; complete English translation must be furnished to the station. *Artists bureau*: Yes; lists about 25 on its roster. *Base rate*: \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director, Charles Petrie, who has carefully surveyed local reaction to all types of copy."

WFBG, ALTOONA

Operator: The Gable Broadcasting Co. (lessee). *Power*: 100 watts on 1310 kc (shares time with WJAC); (has construction permit for 250 watts until local sunset). *Affiliation*: None.

Rep: Cox and Tanz. *Base rate*: \$78.

No further information available after repeated requests.

WEST, EASTON

Operator: Associated Broadcasters, Inc., 516 Northampton St. *Phone*: 8001. *Power*: 250 and 100 watts on 1200 kc (divides time with WKBO). *Affiliation*: Mason-Dixon Radio Group. *Opened*: 1936.

President: Clair R. McCollough. *Station and commercial manager*: Walter Kirkwood. *Program director*: Wilburt Markle. *Chief engineer*: J. E. Mathiot. *Artists bureau head*: Jane Myers. *Musical director*: Eugene Bethman. *Publicity director*: Richard West.

Rep: Paul H. Raymer Co. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs*: Will accept. *Artists bureau*: Setup nominal only. *Base rate*: \$80.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

WLEU, ERIE

Operator: Leo J. Omelian, Commerce Bldg., 12th and State Streets. *Phone*: 25-229. *Power*: 250 and 100 watts on 1420 kc. *Affiliation*: NBC Optional Basic Blue. *Opened*: April 21, 1935.

Owner: Leo J. Omelian. *Station and commercial manager*: V. Hamilton-Weir. *Program director*: Edward Gouran. *Chief engineer*: Harold Roess. *Musical director*: Anthony Conti.

Rep: None listed. *News*: Transradio. *Seating facilities*: 50 persons. *Merchandising*: Programs given publicity on the air through the "Merchandise Co-Operative Program." *Foreign language programs*: Will accept; special rates apply, given on request. *Artists bureau*: None. *Base rate*: \$90.

Copy restrictions: Beer, wine and patent medicines accepted any time; hard liquor only after 10 p.m.; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations.

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Keswick Theatre Bldg. *Phone*: Ogontz 4570. *Power*: 100 watts on 970 kc. (daytime). *Affiliation*: None. *Opened*: 1924.

President, station manager: Joseph M. Nassau. *Commercial manager*: T. G. Tinsley. *Program and musical director*: Margaret R. Collins. *Chief engineer*: John H. Henninger. *Publicity director*: James A. Nassau.

Rep: None. *News*: Christian Science Monitor. *Seating facilities*: Yes; capacity not listed. *Merchandising*: Will undertake distribution in 600 food stores in area on basis of \$50.00 per week (merchandising is done in units of 200 stores). *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor.

WHJB, GREENSBURG

Operator: Pittsburgh Radio Supply House, Penn Albert Hotel. *Phone*: Greensburg 3740. *Power*: 250 watts on 620 kc (operates to sunset). *Affiliation*: None. *Opened*: Oct. 28, 1934.

Station manager: Roy H. Verret. *Program director, publicity director*: Carolyn Castrane. *Chief engineer*: Lyle Allen.

Rep: Furgason & Aston. *News*: None. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: Have Slovak and Polish programs; each case treated on individual merits. *Artists bureau*: None. *Base rate*: \$76.

Copy restrictions: All copy subject to owners' approval and FCC regulations; no restrictions mentioned against beer, wines, liquors and patent medicines other than referred to above.

WSAJ, GROVE CITY

Operator: Grove City College. *Power*: 100 watts on 1310 kc. (operates specified hours nighttime).

This station is non-commercial; college-owned.

WHP, HARRISBURG

Operator: WHP, Inc., Telegraph Bldg. *Phone:* 43211. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

President: E. J. Stackpole, Jr. *Station manager:* A. K. Redmond. *Sales director:* C. L. Bailey. *Production director:* E. K. Smith. *Chief engineer:* William Wolf. *Musical director:* David Shoop. *Promotion and publicity director:* Dick Redmond.

Rep: None. *News:* Transradio. *Seating facilities:* Shriner's Zembo Mosque, 3,000 capacity; State Forum, 1,800; Majestic Theatre, 1,000. *Merchandising:* Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. *Foreign language programs:* Not accepted. *Artists bureau:* No booking arrangements, but can contact talent for the sponsor. *Base rate:* \$125.

Copy restrictions: Beer accepted, providing commercials are in "good taste"; liquors only after 11 p.m.; station reserves right to censor misrepresentations, or products not conforming to federal laws.

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., Penn Harris Hotel. *Phone:* 4-0-1-9-1. *Power:* 250 and 100 watts on 1200 kc (shares time with WEST). *Affiliation:* None. *Opened:* 1927 (as WCOD; changed to WKBO in 1933). (Note: This station is newspaper-owned by the Harrisburg Telegraph.)

President: A. H. Stackpole. *Station manager, publicity director:* C. G. Moss. *Commercial manager:* George C. Smith. *Program director, artists bureau head, musical director:* Clyde Moser. *Chief engineer:* Charles G. Myers.

Rep: Wellman Service. *News:* Locally from the Harrisburg Telegraph. *Seating facilities:* Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, seating 500, with an admission fee of 20c. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Lists about 45 artists, directors, orchestras, and announcers. *Base rate:* \$95.

Copy restrictions: Beer and wines accepted any time; hard liquors only after 10 p.m.; patent medicines must meet requirements of the Federal Trade Commission; all copy subject to government rules and station approval.

WAZL, HAZELTON

Operator: Hazelton Broadcasting Service, Inc., Broad & Laurel Sts. *Phone:* 1488. *Power:* 100 watts on 1420 kc. (shares time with WDEL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1932.

President: Clair McCollough. *Station and commercial manager:* Victor C. Diehm. *Program director:* Thomas Tito. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Kathryn Kahler. *Musical director:* Henry Cohn. *Publicity director:* James Peiser.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Specialize in such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$80.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards.

WJAC, JOHNSTOWN

Operator: WJAC, Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with WFBG). *Affiliation:* None.

Rep: None. *Base rate:* \$60.

No further information available after repeated requests.

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. *Phone:* 5252. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mason-Dixon Radio Group; Inter-City Broadcasting System. *Opened:* 1922.

Vice-president: Clair R. McCollough. *Station and commercial manager:* Walter O. Miller. *Program and musical director:* Ernest Stanziola. *President, chief engineer:* J. E. Mathiot. *Artists bureau head:* Edward Gundaker. *Publicity director:* Warren Hershey.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings in newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$91.50.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy must conform to station standards.

KYW, PHILADELPHIA

Operator: Westinghouse Electric & Mfg. Co., 1619 Walnut St. (station is programmed by NBC). *Phone:* Locust 3760. *Power:* 10,000 watts on 1020 kc. *Affiliation:* NBC Basic Red. *Opened:* 1921 (in Chicago); moved to Philadelphia in 1934.



The MARKET:

The 85 counties constituting The WCAU Market contain 2,180,211 families of whom 84% own radios. Average annual retail sales total 2½ billions. These families drive over 1½ million motor cars, spend over 200 million a year for food, over 200 million a year for clothes, over 100 million a year in drug stores plus 200 million a year on their homes. And, speaking of homes, Philadelphia has more single-family residences than any other American City. It's United States' third largest market.

The STATION:

WCAU

50,000 WATTS

PHILADELPHIA

ROBERT A. STREET, Commercial Manager

Only 50,000 Watt station—and only Columbia network outlet—in Philadelphia. One of Philadelphia's oldest stations—but the youngest in equipment and spirit.

**WCAU DELIVERS MORE LISTENERS PER DOLLAR
THAN ANY OTHER PHILADELPHIA STATION**

608

Station manager: Leslie W. Joy. *Program director:* James P. Begley. *Chief engineer:* Ernest H. Gager. *Artists bureau head:* Ken Hoffman. *Musical director:* Jan Savitt. *Publicity director:* Jas. A. Aull.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Auditorium, 350 persons; admission by ticket. *Merchandising:* Services rendered to clients at cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* \$440.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity censorship departments.

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St. *Phone:* Locust 7700. *Power:* 50,000 watts on 1170 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: Also operates short wave W3XAU.)

President, station manager: Dr. Leon Levy. *Commercial manager:* Robert A. Street. *Program director:* Stan Lee Broza. *Chief engineer:* John G. Leitch. *Publicity director:* Kenneth W. Stowman.

Rep: Transamerican Broadcasting & Television Corp. (Chicago only). *News:* UP. *Seating facilities:* Auditorium-studio, capacity 260 (has stage and modern kitchen). *Merchandising:* Sales promotion and research department conduct surveys at various times; radio habits checked. *Foreign language programs:* Nothing accepted. *Artists bureau:* None, but talent can be furnished for sponsors. *Stock:* 1,000 shares; held by Dr. Leon Levy and I. D. Levy. *Base rate:* \$500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight reducing tablets, or opium in cold remedies; no grossly exaggerated

claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods cannot have more than a 100-word commercial before and after program; before 6 p.m., quarter hours can't have more than three minutes of copy, half hours more than five minutes, and hours more than eight minutes; after 6 p.m., quarter hours can't have more than three minutes of commercial, half hours more than four and one-half minutes, and hours more than six and one-half minutes; beer okay; no hard liquors.

WDAS, PHILADELPHIA

Operator: WDAS Broadcasting Station, Inc., 1211 Chestnut St. *Phone:* Locust 7400. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

President: Alexander W. Dannenbaum. *Station manager:* P. J. Stanton. *Commercial manager:* A. W. Dannenbaum, Jr. *Program director:* Harold Davis. *Chief engineer:* Frank Unterberger. *Musical director:* Joseph Schreiber. *Publicity:* Jerry Stone.

Rep: None. *News:* UP. *Seating facilities:* Studios; capacity 175. *Merchandising:* Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleischer; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. *Artists bureau:* None (program department, however, places artists elsewhere). *Stock:* Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. *Base rate:* \$75.

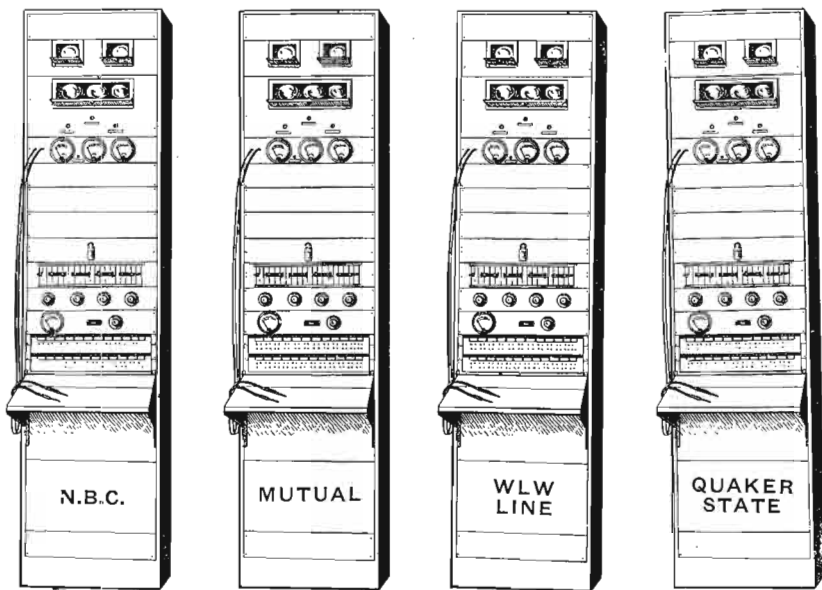
Copy restrictions: No definite rules; copy should be brief and "in good taste"; station reserves right to censor all spoken matter; will accept wine, beer and alcoholic advertising; patent medicines must pass County Medical Society and Federal Trade Commission before acceptance.

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. *Phone:* Walnut 5200. *Power:* 1,000 watts on 560 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System; Quaker State Network; WLW-KQV-WHN hookup. *Opened:* 1922.

President: Samuel R. Rosenbaum. *General manager:* Donald Withycomb. *Commercial manager:* Jack Stewart. *Business manager:* Roger W. Clipp. *Program director:* John Clark. *Chief engineer:* Frank V. Becker. *Musical director:* Erva Giles. *Publicity director:* Joe Connolly.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Use Fleisher Auditorium, capacity 1,600. *Merchandising:* Service is headed by Jerry Moore; procure free advertisement for

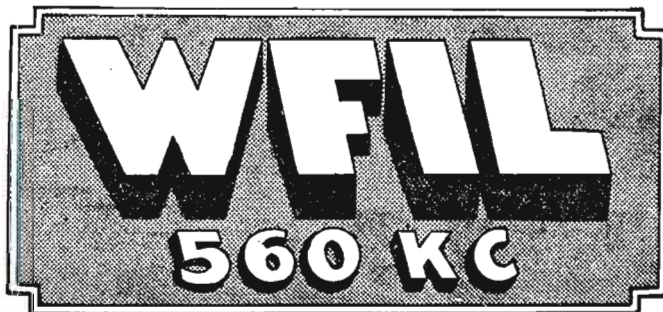


Four Networks To Over Six Million Listeners

Advertisers are buying WFIL to cover America's Third Market because of the excellent programs offered by these Four Networks.

A recent Ross Federal Research Corporation Survey shows WFIL abreast of No. 1 station in Philadelphia, yet WFIL's rates are lower.

For the greatest coverage at the lowest cost, buy WFIL in Philadelphia.



STATIONS—Continued

program via time-trading arrangement with the Record, Inquirer and Evening Ledger; arrange window displays and other tie-in media; exploitation; help devise program; push institutional angle. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200 (half hour).

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times.

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc (shares time with WTEL). *Affiliation:* None. (Note: This station is operated by a subsidiary of the Philadelphia Public Ledger.)

Rep: None. *Base rate:* \$60.

No further information available after repeated requests.

WIP, PHILADELPHIA

Operator: Pennsylvania Broadcasting Co., 35 S. Ninth St. *Phone:* Walnut 6800. *Power:* 1,000 watts on 610 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* March 16, 1922.

President: Benedict Gimbel, Jr. *General manager, commercial manager:* Albert A. Cormier. *Program director:* James Allan. *Chief engineer:* Clifford Harris. *Musical director:* Clarence Fuhrman. *Publicity director:* Murray Arnold.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 150 persons; auditorium, 1,200 persons. *Merchandising:* Uses 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$187.50.

Copy restrictions: Accept beer, wine, hard liquors; rigid supervision over all copy.

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 250 watts on 920 kc. (operates from local sunset to 12 midnight). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1929. (Note: WRAX, Philadelphia, is under same control as WPEN.)

Director: Charles Stahl.

Rep: None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WRAX). *Merchandising:* Special department maintained; information upon request. *Foreign language*

programs: Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* \$115 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

WRAX, PHILADELPHIA

Operator: WRAX Broadcasting Company, Radio Centre, 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 500 watts on 920 kc. (operates from 7 a.m. to local sunset). *Affiliation:* None listed; maintains a direct wire to New York. *Opened:* 1922. (Note: WPEN, Philadelphia, is under same ownership as WRAX.)

Director: Charles Stahl.

Rep: None listed. *News:* None listed. *Seating facilities:* Auditorium, seating 550 persons (shared with WPEN). *Merchandising:* Special department maintained; information upon request. *Foreign language programs:* Station specializes in such programs, with German, Polish, Italian and Jewish programs current; all programs must be introduced and signed off in English, and music titles given in both the foreign and English language; copy is subject to federal and state laws. *Artists bureau:* None. *Base rate:* \$115 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards, Federal, State and FCC rules and regulations.

WTEL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co. *Power:* 100 watts on 1310 kc (shares time with WHAT). *Affiliation:* None.

Rep: None. *Base rate:* \$75.

No further information available after repeated requests.

KDKA, PITTSBURGH

Operator: Westinghouse Electric & Mfg. Co., Grant Bldg. (station is programmed by NBC). *Phone:* Grant 4200. *Power:* 50,000 watts on 980 kc. *Affiliation:* NBC Basic Blue. *Opened:* Nov. 2, 1920.

Station manager: H. A. Woodman. *Commercial manager:* W. E. Jackson. *Program director:* John Gihon. *Chief engineer:* Joseph E. Baudino. *Artists bureau head:* Jas. W. McConnell. *Musical director:* Aneurin Bodycombe. *Publicity director:* Lynden Morrow.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Two studio observation rooms, 40 persons apiece; if and

TO COVER PITTSBURGH

Columbia advertisers, to cover Pittsburgh, must use WJAS.

The 4½ million people in the prosperous Pittsburgh trading area must use WJAS to get Columbia programs.

There is no overlapping coverage from outside Columbia stations in Pittsburgh.

That's why WJAS has the AUDIENCE that makes it Pittsburgh's outstanding radio buy.

W J A S

5000 WATTS - - - PITTSBURGH
BASIC COLUMBIA NETWORK

★ ★ ★ ★ ★ ★ ★ ★

Representatives :

FURGASON & ASTON
NEW YORK, CHICAGO, DETROIT

when guests are admitted to studios, the capacity is increased 125 per studio. *Merchandising*: None listed. *Foreign language programs*: None listed. *Artists bureau*: Yes; lists complete roster of talent. *Base rate*: \$500.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval.

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. *Phone*: Grant 4860. *Power*: 500 watts on 1380 kc. *Affiliation*: WLW Hookup. *Opened*: 1919. (Note: This station is under the same ownership as WJAS, Pittsburgh.)

President: H. J. Brennen. *Station manager*: John J. Laux. *Commercial manager*: Robert M. Thompson, Sr. *Program director*: Chris Christenson. *Chief engineer*: Walter McCoy. *Publicity director*: Jean Lincoln.

Rep: Furgason & Aston, Inc. *News*: UP. *Seating facilities*: Chamber of Commerce Auditorium, seating 700 persons; Moose Temple, seating 1,200. *Merchandising*: No definite service, but will assist in contacting local outlets by mail, announcing new programs, with time, on station letterheads. *Foreign language programs*: Accepted, but allow one minute announcement only in foreign language—rest in English; translation must be furnished in advance. *Artists bureau*: None. *Base rate*: \$250.

Copy restrictions: Accept beer anytime; wine and hard liquor only after 10:30 p.m., and must be in program form; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. *Phone*: Atlantic 5184. *Power*: 5,000 and 1,000 watts on 1220 kc. *Affiliation*:

NBC Basic Red. *Opened*: May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

Station manager: Leonard Kapner. *Program director*: E. D. Harvey. *Chief engineer*: James Schultz. *Musical director*: Earl Truxell. *Publicity director*: James Murray.

Rep: Hearst Radio. *News*: INS. *Seating facilities*: Observation room, seating 25 persons. *Merchandising*: Offer complete service at actual cost. *Foreign language programs*: No set rules; do not encourage such programs. *Artists bureau*: None. *Base rate*: \$475.

Copy restrictions: Beer and light wines accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision.

WJAS, PITTSBURGH

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. *Phone*: Grant 4860. *Power*: 5,000 and 1,000 watts on 1290 kc. *Affiliation*: CBS. *Opened*: Aug. 4, 1922.

President: H. J. Brennen. *Station manager*: Howard E. Clark. *Commercial manager*: Robert M. Thompson, Sr. *Program director*: James Hughes. *Chief engineer*: Walter McCoy. *Musical director*: Ernest Neff. *Publicity director*: Marcella Dever-son.

Rep: Furgason & Aston, Inc. *News*: Transradio; UP. *Seating facilities*: Playhouse, capacity 1,200. *Merchandising*: Yes; details not listed; appears complete. *Foreign language programs*: Accepted, subject to station's approval. *Artists bureau*: None. *Base rate*: \$384.

Copy restrictions: Beer and wine programs taken after 10:30 p.m. if they are of "high quality"; no other liquors; medicines subject to owner's approval; all continuity governed by FCC regulations.

WWSW, PITTSBURGH

Operator: Walker & Downing Radio Corp., Hotel Keystone. *Phone*: Grant 5200. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: Mutual Broadcasting System (part-time). *Opened*: May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post Gazette.)

Station manager: Frank R. Smith, Jr. *Program and musical director, artists bureau head*: Walter E. Sickles. *Chief engineer*: Ancil A. Lewis. *Publicity director*: Kieran Balfe.

Rep: None. *News*: Universal; also Pittsburgh Post Gazette. *Seating facilities*: 100

STATIONS—Continued

persons. *Merchandising*: Complete service available; details and estimates upon request. *Foreign language programs*: Will accept. *Artists bureau*: Setup nominal only. *Base rate*: \$100.

Copy restrictions: Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations.

WEEU, READING

Operator: Berks Broadcasting Co. *Power*: 1,000 watts on 830 kc (daytime). *Affiliation*: None.

Rep: Craig & Hollingbery, Inc. *Base rate*: \$100.

Copy restrictions: Rate card states "advertising of alcoholic beverages not accepted, excepting beer and wine. Only one price quotation permitted. Station reserves the right to decline to broadcast any price mention which it deems to be contrary to the best interests of the public and the advertiser."

No further information available.

WRAW, READING

Operator: Reading Broadcasting Co.

Power: 100 watts on 1310 kc. *Affiliation*: None.

Rep: None. *Base rate*: \$55.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10 p.m."

No further information available after repeated requests.

WGBI, SCRANTON

Operator: Scranton Broadcasters, Inc., 1000 Wyoming Ave. *Phone*: 6296. *Power*: 1,000 and 500 watts on 880 kc (divides time with WQAN). *Affiliation*: CBS. *Opened*: Jan. 12, 1925.

President: Frank Megargee. *Station manager, commercial manager*: R. E. McDowell. *Chief engineer*: K. R. Cooke.

Rep: None. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Letters to dealers; dealer contacts; pre-program announcements. *Foreign language programs*: Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. *Artists bureau*: None. *Base rate*: \$118.75.

Copy restrictions: Accept beer, wine,

TYRO PRODUCTIONS

1697 Broadway

New York City

STATIONS—Continued

liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission.

WQAN, SCRANTON

Operator: The Scranton Times in co-partnership with E. J. Wm. R., and Elizabeth R. Lynett; also Edward J. Lynett, Jr. *Power:* 250 watts on 880 kc. (divides time with WGBI).

This station is non-commercial.

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. *Phone:* 1326. *Power:* 100 watts on 1210 kc (shares time with WBAX). *Affiliation:* Quaker State Network. *Opened:* Sept. 1, 1933. (Note: This station is newspaper-owned by the Sunbury Item).

General manager: B. A. Beck. *Station manager, commercial manager:* Melvin Lahr. *Program director, artists bureau head, musical director:* Paul L. Miller. *Chief engineer:* Clifford Kerstetter.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

Copy restrictions: Copy is acceptable if it conforms to FCC regulations.

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp. *Power:* 250 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. *Phone:* 22736. *Power:* 250 and 100 watts on 1210 kc (specified hours shared with WKOK). *Affiliation:* None. *Opened:* May 10, 1922.

Owner, chief engineer: John H. Stenger, Jr. *Station manager, commercial manager, publicity director:* Hal Seville. *Program director:* Dick Mawson. *Musical director:* William Herbert.

Rep: None. *News:* UP. *Seating facilities:* Orondo Ballroom, 2,000; Grant Dancing School, 500. *Merchandising:* None. *Foreign language programs:* Accepted; English copy must be submitted. *Artists bureau:* Yes. *Base rate:* \$60.

Copy restrictions: Advertising must be in "good taste"; wine, beer, liquor accepted; patent medicines carefully scrutinized.

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 16 N. Main Street. *Phone:* 3-3101. *Power:* 100 watts

on 1310 kc. *Affiliation:* None. *Opened:* 1924.

General and station manager: Louis G. Baltimore. *Commercial manager:* S. R. Baltimore. *Program and publicity director:* Franklin D. Coslett. *Chief engineer:* Charles Sakoski. *Artists bureau head:* Jerry Butler. *Musical director:* Louis Savitt.

Rep: None. *News:* Transradio. *Seating facilities:* Two studios, seating 80 persons; reception room, seating 200; outside auditorium, seating 500. *Merchandising:* None. *Foreign language programs:* Will accept, but must be limited to as few words as possible; Polish and Italian programs current. *Artists bureau:* Yes; lists about 55 artists. *Base rate:* \$63.

Copy restrictions: Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. (Note: This station is newspaper-affiliated with the Williamsport Gazette and Bulletin, and the Williamsport Sun).

Rep: None. *Base rate:* \$75.25.

Copy restrictions: Rate card states "advertising of alcoholic beverages not accepted."

No further information available after repeated requests.

WORK, YORK

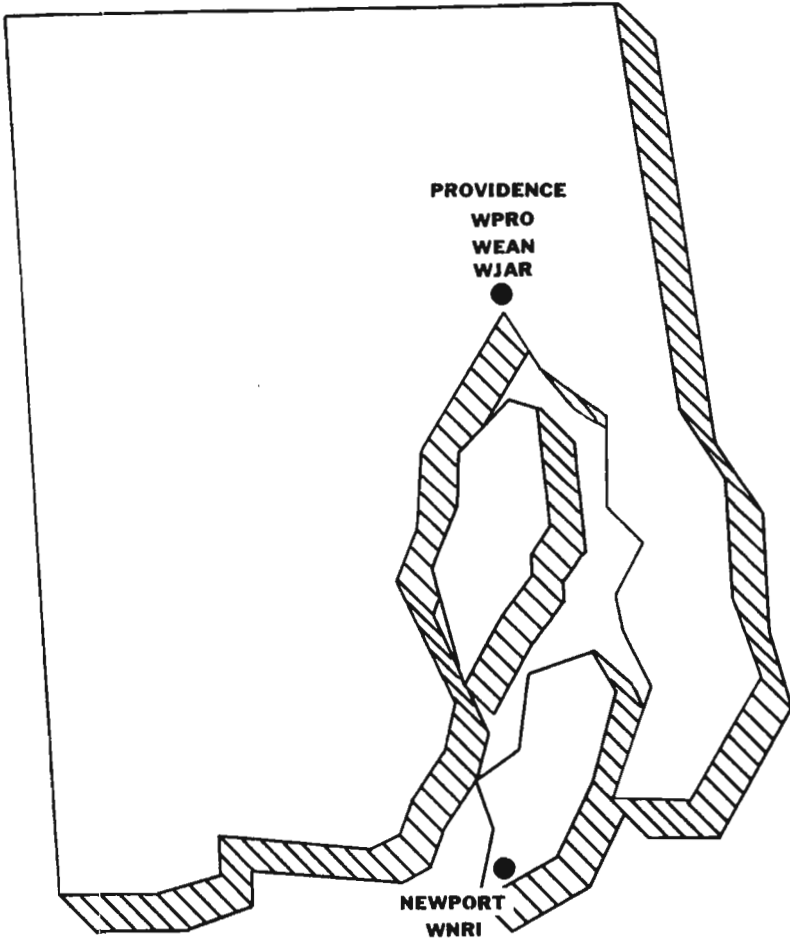
Operator: York Broadcasting Co., Inc., 13 S. Beaver St. *Phone:* 6629. *Power:* 1,000 watts on 1320 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Optional Basic Red or Blue; Inter-City Broadcasting System. *Opened:* March 21, 1932.

President: Clair R. McCollough. *Station and commercial manager:* J. Robert Gulick. *Program director:* Harold Miller. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Wilhelmina Hollinger. *Musical director:* Frank Renaut. *Publicity director:* John Neff.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy must conform to station standards.

RHODE ISLAND



RHODE ISLAND

(150,000 radio homes)

Radio Homes by Counties

Bristol	3,900	Newport	9,800	Washington	7,200
Kent	8,400	Providence	120,700		

WNRI, NEWPORT

Operator: S. George Webb. Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. Phone: Dexter 1500. Power: 1,000 watts on 780 kc. Affiliation: NBC Basic Blue, Yankee Network, Colonial Network. Opened: June 5, 1932.

President: John Shepard III. Station manager, program director: James S. Jennison. Commercial manager: Richard F. Voynow. Chief engineer: Harry H. Tilley. Publicity director: Carlton McVarish (Boston).

Rep: Edward Petry & Co., Inc. News: Yankee Network News Service. Seating facilities: Studio, 40; can supply outside

points with capacity up to 2,000, at cost. Merchandising: Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. Foreign language programs: No. Artists bureau: Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. Base rate: \$200.

Copy restrictions: Alcoholic beverages accepted if copy does not encourage use, but calls attention to name, purity, etc.; patent medicine copy submitted to Proprietary Assn.

WJAR, PROVIDENCE

Operator: The Outlet Co. Power: 1,000 watts on 890 kc. Affiliation: NBC Basic Red. Opened: 1922.

Station manager: John J. Boyle.

Rep: Weed & Co. News: Supplied by

Preview on Coverage

"LISTENING AREA SURVEY" brings mail to WPRO from 52 out of the 67 counties in the six New England States. This double checks with Field Intensity Survey.

MARKET DATA ON ADJOINING PAGES

For "AUDIENCE" DATA follow the choice of the local advertisers. More Providence local advertisers select WPRO than any other station.

Phone, Wire or Write for established programs available for sponsorship, new program ideas and announcement availabilities. Our prompt, accurate service helps you with your lists and proposals.

CHERRY & WEBB BROADCASTING CO.
Providence, R. I.
National Representatives:
PAUL H. RAYMER COMPANY
NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO

PROGRAMMED FOR PEAK AUDIENCE INTEREST

From 6:00 A. M. to midnight, full Columbia Network schedule plus outstanding local broadcasts offer mass interest, human interest programs continuously. Rapid-fire hustling production methods give your programs best presentation to peak audiences.

1 WPRO

ST. IN PROVIDENCE

**1000 W. DAY
500 W. NIGHT**

630 KILOCYCLES

BASIC COLUMBIA STATION

WEAN

Fifteen Years of Leadership in the Rhode Island Market

THE Yankee Network's Providence station. Basic station of the NBC Blue Network. Official state of Rhode Island station. . . . With Yankee Network exclusive features, including Yankee Network News Service, play-by-play broadcasts of American and National league baseball games, intercollegiate football games and other leading sports events, dance pickups and educational features, WEAN holds its dominant position.

Most popular Providence station, as determined by latest Ross Federal telephone survey. . . . Serves a population of 994,000. . . . Leads in local acceptance as shown by largest volume of local business. WEAN, the dominant sales influence in Rhode Island.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. Exclusive National Representatives

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

STATIONS—Continued

local newspaper (Providence Journal and Bulletin). *Seating facilities:* About 200 persons. *Merchandising:* Work out counter and window displays for use in the Outlet Co. (department store, owners of the station). *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Beer and wines accepted; no hard liquor.

(Note: While this information was not supplied by the station, it derives from authentic sources.)

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. *Phone:* GASpee 4237. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* CBS. *Opened:* As WLSI in 1919; as WPAW in 1924.

President: William S. Cherry, Jr. *Station manager:* S. P. Willis. *Commercial manager:* W. T. Bush. *Program director:* H. W. Koster. *Chief engineer:* H. W. Thornley. *Publicity director:* A. C. Rider.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Theatre, 3,400. *Merchandising:* Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. *Foreign language programs:* Accepted Mondays through Fridays, 8:30 to 9 a.m. and 3:30 to 4:30 p.m.; programs must be approved by station, and must be musical programs. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Accept beer and wine; no hard liquor; otherwise the station has adopted copy restrictions of CBS.

SOUTH CAROLINA

(174,600 radio homes)

Radio Homes by Counties

Abbeville	1,800	Dillon	2,000	McCormick	700
Aiken	4,300	Dorchester	1,400	Marion	2,500
Allendale	900	Edgefield	1,400	Marlboro	2,800
Anderson	8,400	Fairfield	1,700	Newberry	3,300
Bamberg	1,600	Florence	6,800	Oconee	3,000
Barnwell	1,600	Georgetown	1,800	Orangeburg	4,900
Beaufort	1,600	Greenville	17,300	Pickens	2,900
Berkeley	1,300	Greenwood	4,300	Richland	14,100
Calhoun	1,100	Hampton	1,300	Saluda	1,200
Charleston	15,600	Horry	3,300	Spartanburg	13,100
Cherokee	2,800	Jasper	700	Sumter	4,900
Chester	3,100	Kershaw	2,700	Union	3,000
Chesterfield	2,700	Lancaster	2,600	Williamsburg	2,200
Clarendon	1,800	Laurens	3,800	York	5,500
Colleton	1,900	Lee	1,700		
Darlington	4,300	Lexington	2,900		

WAIM, ANDERSON

Operator: Wilton E. Hall, Anderson College. *Phone:* 800. *Power:* 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* April 8, 1935. (Note: this station is owned by the publisher of the Anderson Independent and Daily Mail.)

Owner: Wilton E. Hall. *Station and commercial manager:* Ennis Bray. *Program and musical director:* Eddie Vann. *Chief engineer:* John E. Peoples. *Artists bureau head:* Jack Alley. *Publicity director:* James Coggins.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. *Foreign language programs:* Not accepted.

Artists bureau: Yes; lists about 20 artists. *Base rate:* \$40.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission.

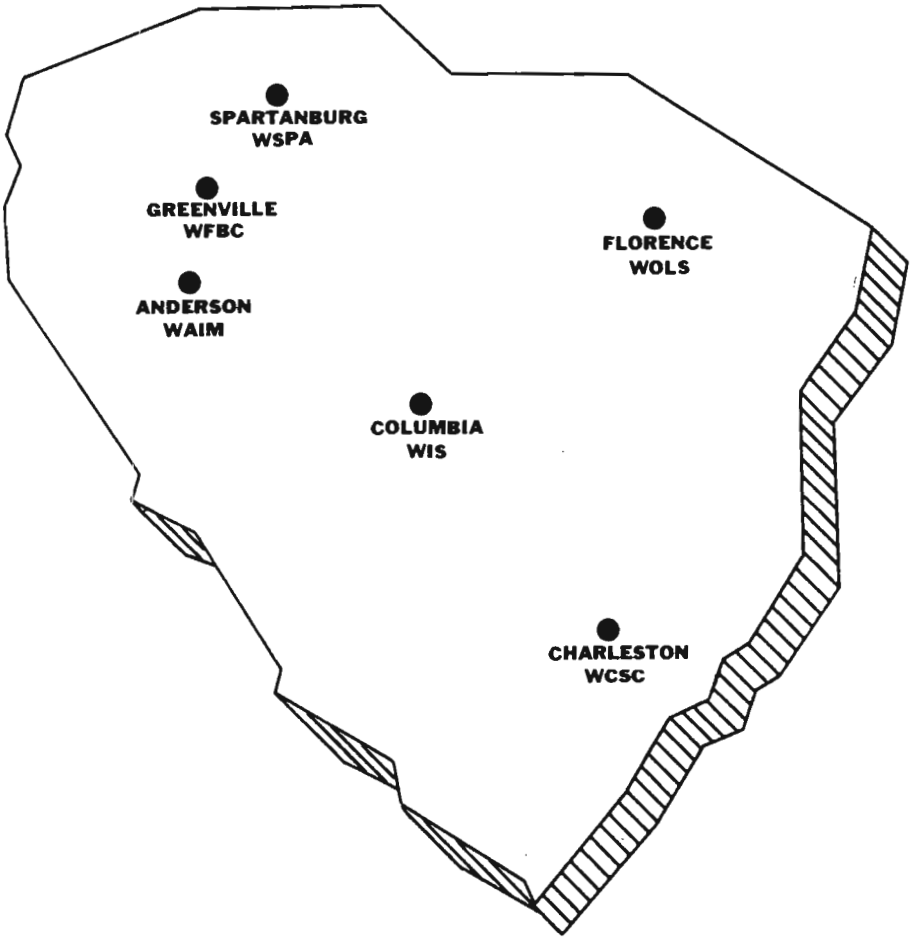
WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. *Phone:* 344. *Power:* 1,000 and 500 watts on 1360 kc. *Affiliation:* NBC Southeastern Service. *Opened:* 1930.

Vice-president: G. Richard Shafto. *Station and commercial manager:* J. D. Saumenig. *Program and publicity director:* George P. Gunn. *Chief engineer:* Douglas M. Bradham.

Rep: Free & Peters, Inc. *News:* UP.

SOUTH CAROLINA



Seating facilities: Reception room; capacity not listed. *Merchandising:* "General services" offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

WIS, COLUMBIA

Operator: WIS, Inc., 1811 Main St. *Phones:* 2-2135, 2-2136. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* NBC Southeastern Group. *Opened:* June, 1930.

President: W. Frank Hipp. *Station manager, commercial manager:* G. Richard Shafto. *Program director:* Graeme M. Fletcher. *Chief engineer:* Scott Helt. *Musical director:* Victor H. Lund. *Publicity director:* Frank Burger.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge preannouncements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State. *Foreign language programs:* None; population less than 1% foreign born.

Artists bureau: Yes; lists about 10 artists. *Base rate:* \$100. (Note: WIS also sold with WPTF, Raleigh, at combination rate.)

Copy restrictions: Adheres strictly to NAB code; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste, and merchandise of reliable manufacture."

WOLS, FLORENCE

Operator: O. Lee Stone. *Power:* 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Imperial Hotel. *Phone:* 363. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* NBC Southeastern Service. *Opened:* May 20, 1933. (Note: This station is newspaper-owned—News and Piedmont.)

President: B. H. Peace, Jr. *Station manager:* B. T. Whitmire. *Commercial manager:* W. S. Lindsay. *Program director, artists bureau head:* Frank Blair. *Chief engineer:* W. C. Etheridge. *Musical director:* Eber Lineberger. *Publicity director:* Dan Crosland.

Rep: Bryant, Griffith & Brunson, Inc. *News:* UP; AP. *Seating facilities:* Large studio, 50; outer lobby to same, 50. *Merchandising:* Display placards and advertising material of sponsors in the studios. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about a dozen singers and announcers. *Base rate:* \$120.

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product.

WSPA, SPARTANBURG

Operator: Virgil V. Evans, Radio Center. *Phone:* 2900. *Power:* 1,000 watts on 920 kc (daytime). *Affiliation:* None. *Opened:* February 17, 1930.

Station head and manager: Virgil V. Evans. *Commercial manager:* Jack Murray. *Program director:* James D. Mugford. *Chief engineer:* Robert M. Wallace. *Musical director:* Ruth Haley. *Publicity director:* Staton Dixon.

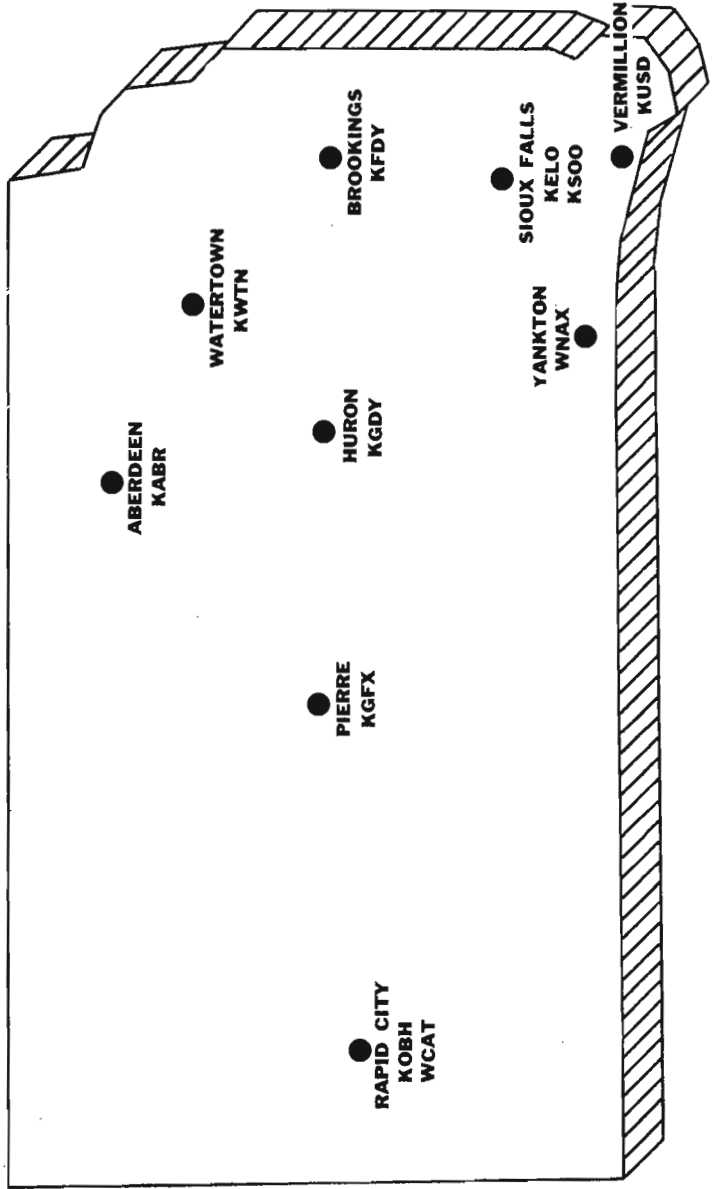
Rep: Cox & Tanz. *News:* UP. *Seating facilities:* 400 persons. *Merchandising:* Contact dealers, work out window displays, suggest publicity tie-ins, etc.; all services rendered free. *Foreign language programs:* Would accept if requests were ever received; however, foreign population is practically non-existent. *Artists bureau:* None. *Base rate:* \$74.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy.

RADIO STATION EMPLOYMENT

According to the U. S. Census of Business of 1935, the full-time employees of radio stations consist of: 11% executives and supervisors; 19.8% office and clerical staff; 22.9% technicians; 19.4% artists; 15.1% announcers; and 11.8% classed as "others." Executives draw 21.8% of the weekly full-time payroll; office staff, 12.7%; technicians, 21.6%; artists, 21.2% announcers, 11.6% and "others," 11.1%.

SOUTH DAKOTA



STATIONS—Continued
SOUTH DAKOTA
 (107,000 radio homes)

Radio Homes by Counties

Armstrong	10	Fall River	1,400	Meade	1,500
Aurora	1,100	Faulk	1,000	Mellette	400
Beadle	4,100	Grant	1,400	Miner	1,100
Bennett	400	Gregory	1,500	Minnehaha	11,300
Bon Homme	1,600	Haakon	700	Moody	1,300
Brookings	2,900	Hamlin	900	Pennington	4,600
Brown	6,100	Hand	1,200	Perkins	1,300
Brule	1,100	Hanson	900	Potter	800
Buffalo	150	Harding	400	Roberts	2,300
Butte	1,400	Hughes	1,600	Sanborn	1,000
Campbell	500	Hutchinson	1,800	Shannon	300
Charles Mix	2,300	Hyde	500	Spink	2,500
Clark	1,500	Jackson	300	Stanley	400
Clay	1,500	Jerauld	900	Sully	500
Codington	3,800	Jones	400	Todd	900
Corson	700	Kingsbury	1,700	Tripp	2,200
Custer	700	Lake	2,200	Turner	2,200
Davison	3,700	Lawrence	2,700	Union	1,700
Day	1,700	Lincoln	1,800	Walworth	1,300
Deuel	1,000	Lyman	700	Washabaugh	140
Dewey	600	McCook	1,400	Washington	100
Douglas	1,000	McPherson	1,000	Yankton	2,500
Edmunds	1,000	Marshall	1,100	Ziebach	300

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Alonzo Ward Hotel. Phone: 4626. Power: 100 watts on 1420 kc. Affiliation: None. Opened: Jan. 21, 1935.

President: H. C. Jewett, Jr. Station manager, commercial manager: A. A. Fahy. Program director, musical director: W. L. Dean. Chief engineer: Delbert Hunt. Publicity director: F. E. Painter.

Rep: Transamerican Broadcasting and Television Corp. and World Broadcasting System. News: Transradio. Seating facilities: None currently; will have accommodations after re-modelling program. Merchandising: Worked out with sponsor according to individual circumstances. Foreign language programs: Not accepted. Artists bureau: None; can, however, procure talent from Northern State Teachers College and Central High School. Base rate: \$80.

Copy restrictions: No liquor, beer, wines or patent medicines; all other copy checked by station according to FCC and Federal Trade Commission standards.

KFDY, BROOKINGS

Operator: South Dakota State College. Phone: 702 K. Power: 1,000 watts on 780 kc (specified hours). Opened: April 23, 1923.

Station manager, program arranger: S. W. Jones.

This station is non-commercial.

KGDY, HURON

Operator: Voice of South Dakota. Power: 250 watts on 1340 kc (daytime). Affiliation: None.

Rep: None. Base rate: \$35.

No further information available after repeated requests.

KGFY, PIERRE

Operator: Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. Power: 200 watts on 630 kc (operates specified hours daytime).

No further information available.

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co., Alex Johnson Hotel. Phone: 2000. Power: 100 watts on 1370 kc. Affiliation: None. Opened: December, 1936.

Director, station manager: Robert J. Dean. Commercial manager: H. L. Jarchow. Program director: Archie W. Hall. Chief engineer: Earl H. Carter. Artists bureau head, publicity director: V. F. Lyon. Musical director: Katherine Walpole.

Rep: None. News: Transradio. Seating facilities: 50 persons. Merchandising: No specific services; place dealer displays sent on transcription tie-up. Foreign language programs: Not accepted. Artists bureau: Yes, lists about 45 artists. Base rate: \$97.50.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising.

STATIONS—Continued

WCAT, RAPID CITY

Operator: South Dakota State School of Mines. *Power:* 100 watts on 1200 kc. (operations specified hours daytime).

This station is non-commercial; college-owned.

KLEO, SIOUX FALLS

Operator: Sioux Falls Broadcast Assn., Inc. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

KSOO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 757. *Power:* 2,500 watts on 1110 kc, limited time (application pending for 5,000 watts). *Affiliation:* Basic NBC Red or Blue optional. *Opened:* Dec. 1, 1926. (Note: This company also has construction permit for KELO, Sioux Falls.)

President, station manager: Joseph Henkin. *Commercial manager:* George R. Hahn. *Program director:* Verl K. Thomson. *Chief engineer:* Maxwell F. Staley. *National sales manager:* Morton Henkin. *Publicity:* Morton Henkin.

Rep: Paul H. Raymer. *News:* Transradio. *Seating facilities:* Theatre, seating 450 persons; coliseum, seating 5,000. *Merchandising:* Service rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to federal, state and local rules and regulations.

KUSD, VERMILLION

Operator: University of South Dakota. *Power:* 500 watts on 890 kc. (shares time with KFNF).

This station is non-commercial; university-owned.

KWTN, WATERTOWN

Operator: Greater Kampeska Radio Corp., Midland National Bldg. *Phone:* 5050. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* August, 1928.

President: Dr. F. Koren. *Station and commercial manager:* M. W. Plowman. *Program director:* Jack Waters. *Chief engineer:* E. A. Blackburn. *Artists bureau head:* Sherman Booen. *Musical director:* Aileen Johnson. *Sales manager:* Morris Wisott.

Rep: Cox & Tanz. *News:* No service listed. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. *Phone:* 484. *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* April 4, 1927.

Secretary, treasurer: Charles Gurney. *Station manager, commercial manager:* Ted Matthews. *Program director, artists bureau head:* Ray Olson. *Chief engineer:* Clifton Todd. *Musical director:* Eddie Texel. *Publicity director:* Chas. Glenn.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Studio auditorium, 275 persons. *Merchandising:* Do contact work through jobbers, distributors and wholesale men. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings.

MONTHLY STATION EMPLOYMENT

Average number of station employees, by months, broken down as follows in 1935 (U. S. Census of Business):

January	11,743	July	12,166
February	12,041	August	12,175
March	12,307	September	12,483
April	12,369	October	13,138
May	12,372	November	13,275
June	12,364	December	13,367

TENNESSEE

(328,900 radio homes)

Radio Homes by Counties

Anderson	1,800	Hamilton	28,300	Morgan	1,000
Bedford	2,100	Hancock	500	Obion	3,400
Benton	800	Hardeman	1,700	Overton	1,100
Bledsoe	500	Hardin	1,100	Perry	500
Blount	2,700	Hawkins	1,700	Pickett	300
Bradley	2,700	Haywood	2,300	Polk	1,400
Campbell	2,300	Henderson	1,600	Putnam	2,300
Cannon	800	Henry	2,800	Rhea	1,200
Carroll	2,800	Hickman	900	Roane	2,400
Carter	2,900	Houston	400	Robertson	2,800
Cheatham	600	Humphreys	900	Rutherford	3,800
Chester	900	Jackson	900	Scott	1,000
Claiborne	1,500	Jefferson	1,300	Sequatchie	300
Clay	500	Johnson	900	Sevier	1,400
Cocke	1,500	Knox	25,300	Shelby	61,400
Coffee	1,700	Lake	1,000	Smith	1,500
Crockett	1,600	Lauderdale	2,300	Stewart	900
Cumberland	900	Lawrence	2,200	Sullivan	8,000
Davidson	47,300	Lewis	400	Sumner	2,700
Decatur	800	Lincoln	2,600	Tipton	2,400
De Kalb	1,200	Loudon	1,600	Trousdale	600
Dickson	1,600	McMinn	2,900	Unicoi	1,300
Dyer	3,800	McNairy	1,600	Union	600
Fayette	1,800	Macon	1,200	Van Buren	200
Fentress	800	Madison	6,800	Warren	1,900
Franklin	2,300	Marion	1,600	Washington	5,900
Gibson	5,200	Marshall	1,600	Wayne	1,000
Giles	2,100	Maury	4,100	Weakley	3,400
Grainger	700	Meigs	300	White	1,300
Greene	2,900	Monroe	1,700	Williamson	2,100
Grundy	700	Montgomery	3,700	Wilson	2,700
Hamblen	1,800	Moore	300		

WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. Phone: 1241. Power: 100 watts on 1500 kc. Affiliation: None. Opened: June 15, 1929. (Note: WOPI rebroadcasts WLW, Cincinnati, and WSM, Nashville, programs at times.)

Vice-president, general manager: W. A. Wilson. Commercial manager: Jack P. Morison. Program director: W. A. Wilson. Chief engineer: R. H. Smith. Musical director, continuity director: Harry S. Hudson. Home economics and women's programs: Charlotte Sangston.

Rep: Cox and Tanz; National Independent Broadcasters. News: Transradio. Seating facilities: Large reception room; also Radiotorum, capacity 350, with 10c. and 15c. admission charge for stage performances. Merchandising: Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. Foreign language programs: No rules. Base rate: \$36.

Copy restrictions: Accept wine and beer; no hard liquor.

WAPO, CHATTANOOGA

Operator: W. A. Patterson. Power: 100 watts on 1420 kc (daytime).

No other information available.

WDOD, CHATTANOOGA

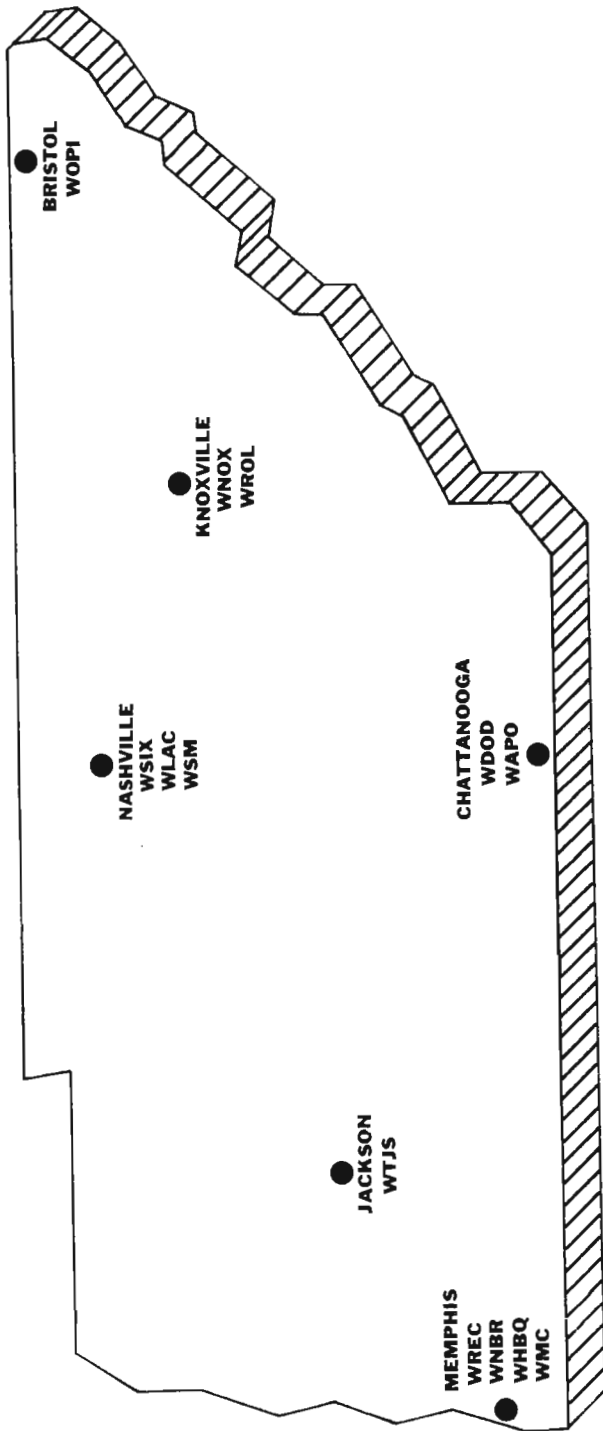
Operator: WDOD Broadcasting Corp., Patten Hotel. Phone: 6-5117. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: CBS. Opened: April 13, 1925.

Station manager: Frank S. Lang. Commercial manager: Carter Parham. Program director, artists bureau head: Dorothy W. McCurdy. Chief engineer: J. R. Donovan. Musical director: Fred King.

Rep: Paul H. Raymer Co. News: Transradio. Seating facilities: WDOD Radio Playhouse, capacity 650; admission to Saturday Night Shin-Dig is 10c. and 30c. Merchandising: Yes; policy varies in accordance with sponsor request; do all that is required. Foreign language programs: None. Artists bureau: Yes; has about 25 artists on hand. Base rate: \$100.

Copy restrictions: Accept beer; also patent medicines.

TENNESSEE



WTJS, JACKSON

Operator: Sun Publishing Co., Market and Baltimore Sts. *Phone:* 3340. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Sept. 29, 1931. (Note: This is a newspaper station—The Jackson Sun.)

Vice-president: Albert A. Stone. *Station manager, commercial manager:* A. B. Robinson. *Program director:* James E. Allen. *Chief engineer:* B. C. Brummel. *Artists bureau head:* Albert Goebel. *Musical director:* Val Morse. *Publicity director:* David Banks.

Rep: The Branham Co. *News:* No outside service indicated; station operates its own weather bureau. *Seating facilities:* 100 persons. *Merchandising:* Complete service; publicity in affiliated paper; advance distribution surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. *Foreign language programs:* None indicated. *Artists bureau:* Entertainment bureau has available musical units and other talent. *Base rate:* \$40.

Copy restrictions: Beer accepted, patent medicine copy must have station scrutiny and approval before acceptance.

WNOX, KNOXVILLE

Operator: Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. *Phone:* 3-3171. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* CBS. *Opened:* 1921; taken over by present owners Jan. 1, 1936. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel).

Manager: R. B. Westergaard. *Commercial manager:* O. L. Smith. *Program director, artists bureau head:* Lowell Blanchard. *Chief engineer:* J. B. Epperson. *Musical director:* Jimmy Hart. *Publicity director:* Joe Towner.

Rep: E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Auditorium, seats 800; also street-front studios; admission ranges from 10c to 35c; average of 12 paid shows weekly. *Merchandising:* complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; specified amount of money must be spent with station to receive all this cooperation. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a roster of 34. *Base rate:* \$120.

Copy restrictions: Accept beer; no wine or liquor; patent medicines accepted.

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 524 S. Gay St. *Phone:* 2-7112. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue. *Opened:* 1927.

President: S. E. Adcock. *Station manager:* C. H. Frazier. *Commercial manager:* Roland Weeks. *Program director, artists bureau head, musical director, publicity:* John Reese. *Chief engineer:* Joe Wofford.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No special services listed. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 10 vocalists, groups, and announcers. *Base rate:* \$80.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval.

WHBQ, MEMPHIS

Operator: Broadcasting Station WHBQ, Inc., Hotel Claridge. *Phone:* 6-3838. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March, 1925.

General Manager: E. A. Alburty. *Commercial manager:* Eugene Pournelle. *Program director:* Emmet McMurray, Jr. *Chief engineer:* Weldon T. Roy. *Artists bureau head:* Harold Bennett. *Musical director:* Arthur King. *Publicity director:* M. Vun Kannon.

Rep: J. J. Devine & Associates. *News:* None. *Seating facilities:* Auditorium studio, 850 persons. *Merchandising:* Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic checkups on effectiveness of program, sales, repeat orders, etc. *Foreign language programs:* Accepted, but only for specified time periods. *Artists bureau:* Setup is nominal only. *Base rate:* \$70.

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquors; proprietary accounts subject to rigid investigation.

WMC, MEMPHIS

Operator: Memphis Commercial Appeal Co., Hotel Gayoso. *Phone:* 6-6940. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Jan. 23, 1923. (Note: This station is newspaper-



★ HE KNOWS HIS BUSINESS!

. . . because he's trained to make pictures. Every phase of this highly specialized work must be co-ordinated by an expert, who, in turn, supervises experts.

★ WMC IS TRAINED TO RADIO

. . . In *Memphis*, WMC stands out as a radio station alert to the need for trained artisans in every phase of radio. From transmitting plant to production room, WMC's staff is completely equipped with trained radio experts.

★ FINEST EQUIPPED STATION IN MID-SOUTH

. . . WMC's new 611 foot half wave vertical antenna stands a monument to its progressiveness. And Mid-South listeners, far and wide, reap the harvest in finer, bell-clear reception

★ SURVEYING THE SURVEYS

. . . The Crossley Survey, and even the CBS PRICE WATERHOUSE surveys . nationally accepted authorities on radio station popularity and coverage, recently established, by facts and figures, WMC first in the Mid-South by an amazingly wide margin.

5000 WATTS DAY • 1000 WATTS NIGHT

WMC
MEMPHIS, TENN.

BOTH RED AND BLUE NBC OUTLET

Owned and Operated by
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

REPRESENTATIVE: E. KATZ SPECIAL ADVERTISING AGENCY

STATIONS—Continued

owned: The Commercial Appeal, which also owns WNBR, of the same city.)

General manager: H. W. Slavick. *Commercial manager:* J. C. Eggleston. *Program director:* F. W. Roth. *Chief engineer:* Clyde E. Baker. *Production director:* Bill Ramsey. *Merchandising manager:* Bill Fielding. *Publicity director:* Robert M. Gray.

Rep: E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Reception room and mezzanine studio, 400 capacity. *Merchandising:* Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 broadsides to acquaint trade with new programs; additional broadsides at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. *Foreign language programs:* Will accept; must be repeated in English; foreign population is limited. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Beer and wine accepted; hard liquors only after 10 p.m. (either announcements or programs); all copy must conform to Federal Trade Commission requirements.

WNBR, MEMPHIS

Operator: Memphis Broadcasting Co., Hotel De Voy. *Phone:* 6-2622. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* NBC Blue. *Opened:* 1925. (Note: This station is newspaper-owned by the Memphis Commercial Appeal, as is WMC of the same city.)

General manager: Henry W. Slavick. *Station manager, program director:* Francis S. Chamberlin. *Commercial manager:* Mallory Chamberlin. *Chief engineer:* Clyde Baker. *Publicity director:* Robert M. Gray.

Rep: None. *News:* None. *Merchandising:* Full service rendered, subject to charge against the sponsor; in cases of "very good advertising contracts" no charges are made. *Foreign language programs:* No rules; very little call for such programs. *Artists bureau:* None. *Stock:* 200 shares held entirely by the Commercial Appeal. *Base rate:* \$160.

Copy restrictions: "Rule of reason governs commercial copy"; beer and wine advertising accepted at any time; hard liquors only after 10 p.m.; patent medicines are accepted providing the "copy is clean."

WREC, MEMPHIS

Operator: WREC, Inc., Hotel Peabody. *Phone:* 5-1313. *Power:* 5,000 and 1,000

watts on 600 kc. *Affiliation:* CBS. *Opened:* 1922.

President and owner: Hoyt B. Wooten. *Station manager:* Hollis Wooten. *Commercial manager:* Bernard Cohn. *Program director:* Bill Trotter. *Chief engineer:* S. D. Wooten, Jr. *Publicity director:* Charlie Maughan.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* none listed. *Merchandising:* amount and kind of service depends on importance of account; generally rendered at actual cost. *Foreign language programs:* no set rules; no requests received to date. *Artists bureau:* none. *Base rate:* \$200.

Copy restrictions: beer, wine, liquor and patent medicine advertising classify as acceptable.

WLAC, NASHVILLE

Operator: WLAC, Inc., 2421 West End Ave. *Phone:* 7-3425. *Power:* 5,000 watts on 1470 kc. *Affiliation:* CBS. *Opened:* November, 1926.

President: J. T. Ward. *Station manager, commercial manager, musical director:* F. C. Sowell. *Production manager:* Tim Sanders. *Chief engineer:* F. D. Binns. *Merchandising and publicity director:* Edwin Gleaves.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Spot pre-program announcements calling attention to a forthcoming series; get out letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; publicity stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day.

Foreign language programs: No information given. *Artists bureau:* None. *Stock:* 100 shares principally held by J. T. Ward. *Base rate:* \$225.

Copy restrictions: Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted.

WSIX, NASHVILLE

Operator: Jack M. and Louis R. Draughon, Hotel Andrew Jackson. *Phone:*

5-5431. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1927; moved from Springfield, Tenn., to Nashville on Sept. 10, 1936.

Station manager, program director: S. A. Cisler. *Chief engineer:* Bascom Porter.

Rep: None. *News:* None. *Seating facilities:* Hotel Andrew Jackson auditorium, 300; Medical Arts Auditorium, 800; no admission charged as yet. *Merchandising:* None. *Foreign language programs:* None running on the station currently. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Spot announcements cannot exceed 125 words; beer advertising accepted; no other alcoholic beverages.

WSM, NASHVILLE

Operator: National Life & Accident Insurance Co., National Bldg. *Phone:* 6-7181. *Power:* 50,000 watts on 650 kc. *Affiliation:* NBC Southcentral Group. *Opened:* Oct. 5, 1925.

Vice-president: E. W. Craig. *Station manager:* Harry Stone. *Commercial manager:* Harben Daniel. *Chief engineer:* J. H. DeWitt, Jr. *Artists bureau head:* George D. Hay. *Musical director:* Peter Brescia. *Publicity director:* Jack Harris.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Auditorium studio seating 400; lease on outside auditorium seating 2,500 persons. *Merchandising:* Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,000 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. *Foreign language programs:* Never requested to date; foreign population small. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$350.

Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to established standards of good taste.

ENGINEERING

For a discussion of engineering considerations fundamental to the solution of broadcast station coverage and allocation problems, as outlined by C. M. Jansky, Jr., see page 763.

*The Right
Place to Start a
Successful Campaign*

National
Representatives:
Edward Petry & Co.,
Inc.

WSM
SHOWMANSHIP
AND POWER

50,000
Watts

Nashville, Tenn.

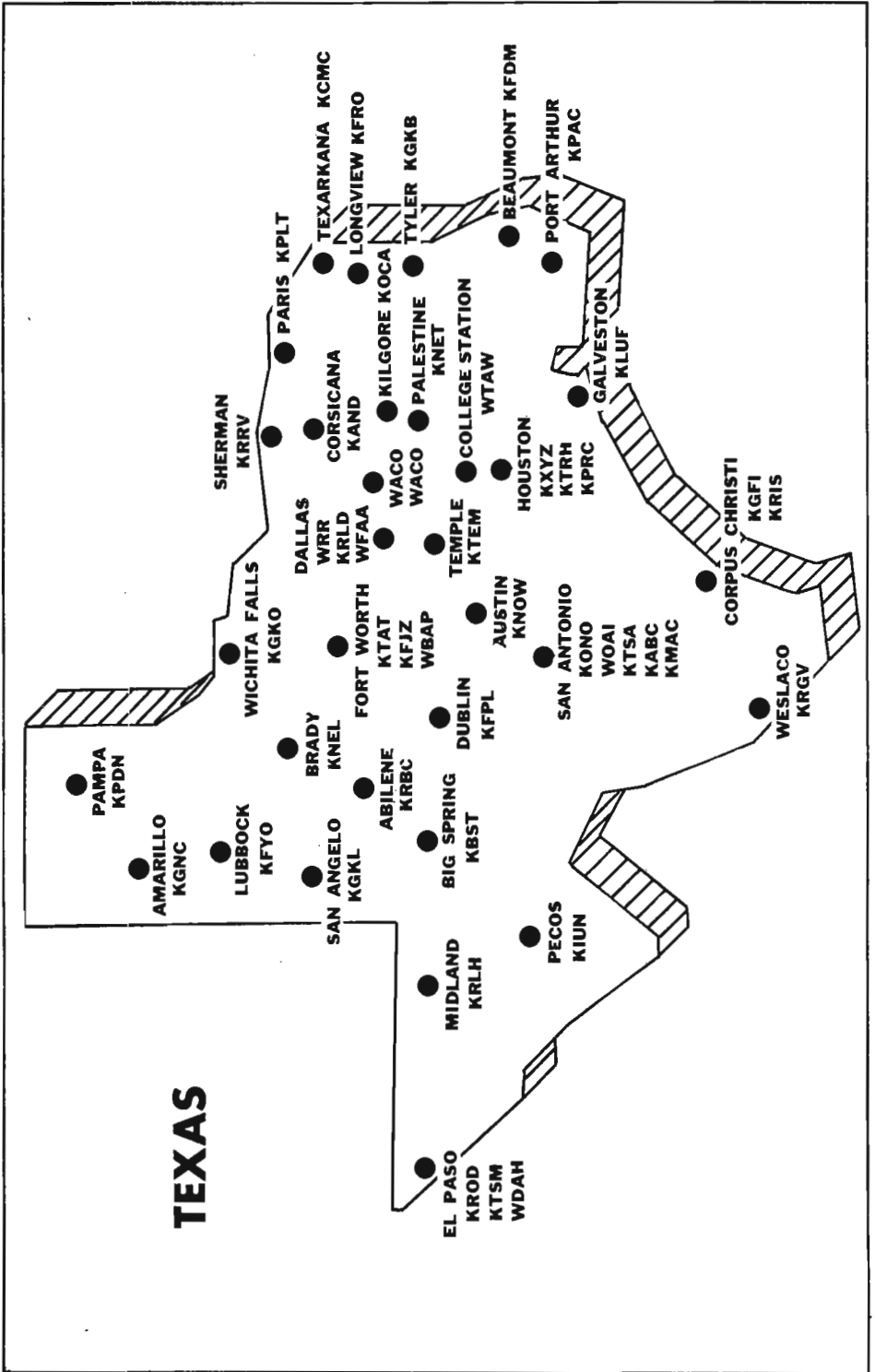
Owned and Operated by The National Life & Accident Insurance Co., Inc.

TEXAS

(862,100 radio homes)

Radio Homes by Counties

Anderson	4,300	DeWitt	3,700	Jefferson	23,600
Andrews	50	Dickens	1,200	Jim Hogg	500
Angelina	3,400	Dimmit	1,000	Jim Wells	1,300
Aransas	200	Donley	1,200	Johnson	4,100
Archer	900	Duval	900	Jones	3,500
Armstrong	400	Eastland	4,000	Karnes	2,300
Atascosa	1,400	Ector	600	Kaufman	4,300
Austin	2,500	Edwards	300	Kendall	1,000
Bailey	500	Ellis	6,000	Kenedy	60
Bandera	400	El Paso	20,300	Kent	400
Bastrop	2,200	Erath	2,600	Kerr	1,600
Baylor	1,000	Falls	3,400	Kimble	600
Bee	2,000	Fannin	4,300	King	100
Bell	6,300	Fayette	3,600	Kinney	400
Bexar	58,200	Fisher	1,400	Kleberg	1,600
Blanco	400	Floyd	1,800	Knox	900
Borden	70	Foard	800	Lamas	5,600
Bosque	1,700	Fort Bend	3,400	Lamb	1,600
Bowie	4,500	Franklin	600	Lampasas	1,400
Brazoria	2,500	Freestone	2,200	La Salle	700
Brazos	3,400	Frio	800	Lavaca	2,900
Brewster	900	Gaines	300	Lee	1,200
Briscoe	500	Galveston	15,200	Leon	1,800
Brooks	600	Garza	800	Liberty	2,100
Brown	3,900	Gillespie	1,900	Limestone	4,000
Burleson	1,600	Glasscock	100	Lipscomb	700
Burnet	1,300	Goliad	800	Live Oak	600
Caldwell	3,500	Gonzales	2,900	Llano	800
Calhoun	600	Gray	3,800	Loving	30
Callahan	1,200	Grayson	9,200	Lubbock	7,400
Cameron	9,500	Gregg	2,500	Lynn	1,100
Camp	1,000	Grimes	2,300	McCulloch	2,100
Carson	1,000	Guadalupe	3,100	McLennan	16,300
Cass	2,600	Hale	3,200	McMullen	80
Castro	400	Hall	1,900	Madison	1,400
Chambers	500	Hamilton	1,800	Marion	800
Cherokee	4,200	Hansford	400	Martin	400
Childress	2,500	Hardeman	2,000	Mason	900
Clay	1,600	Hardin	1,500	Matagorda	2,200
Cochran	140	Harris	88,300	Maverick	900
Coke	400	Harrison	3,900	Medina	1,600
Coleman	2,800	Hartley	200	Menard	600
Collin	5,100	Haskell	1,800	Midland	1,400
Collingsworth	1,700	Hays	2,000	Milam	3,300
Colorado	2,500	Hemphill	700	Mills	1,100
Comal	1,900	Henderson	3,000	Mitchell	1,700
Comanche	1,900	Hidalgo	7,700	Montague	2,200
Concho	800	Hill	4,500	Montgomery	2,800
Cooke	3,100	Hockley	900	Moore	200
Coryell	2,100	Hood	800	Morris	900
Cottle	1,200	Hopkins	3,100	Motley	600
Crane	200	Houston	2,900	Nacogdoches	3,100
Crockett	400	Howard	3,500	Navarro	6,300
Crosby	1,300	Hudspeth	400	Newton	1,000
Culberson	300	Hunt	6,900	Nolan	2,800
Dallam	1,300	Hutchinson	2,100	Nueces	8,600
Dallas	80,400	Irion	200	Ochiltree	900
Dawson	1,400	Jack	1,100	Oldham	200
Deaf Smith	900	Jackson	1,200	Orange	1,800
Delta	1,400	Jasper	1,900	Palo Pinto	2,500
Denton	4,800	Jeff Davis	200	Panola	1,700



STATIONS—Continued

Parker	2,300	Scurry	1,400	Uvalde	1,800
Parmer	600	Shackelford	900	Val Verde	2,100
Pecos	1,000	Shelby	2,700	Van Zandt	3,000
Polk	1,600	Sherman	200	Victoria	3,400
Potter	10,700	Smith	10,200	Walker	1,900
Presidio	900	Somervell	300	Waller	1,200
Rains	500	Starr	700	Ward	500
Randall	800	Stephens	2,300	Washington	3,100
Reagan	500	Sterling	300	Webb	5,500
Real	300	Stonewall	600	Wharton	4,000
Red River	2,700	Sutton	600	Wheeler	1,800
Reeves	1,200	Swisher	1,100	Wichita	14,100
Refugio	1,500	Tarrant	40,700	Wilbarger	3,500
Roberts	200	Taylor	7,400	Willacy	800
Robertson	2,600	Terrell	400	Williamson	5,600
Rockwall	800	Terry	800	Wilson	1,900
Runnels	3,300	Throckmorton	500	Winkler	600
Rusk	5,500	Titus	1,600	Wise	2,000
Sabine	1,000	Tom Green	7,700	Wood	2,700
San Augustine	1,100	Travis	16,300	Yoakum	70
San Jacinto	600	Trinity	1,000	Young	2,600
San Patricio	2,400	Tyler	900	Zapata	100
San Saba	1,100	Upshur	2,100	Zavala	1,000
Schleicher	400	Upton	1,100		

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. *Phone:* 6255. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers.)

President: M. Bernard Hanks. *Station manager:* Max Bentley. *Commercial manager:* Howard Barret. *Program and publicity director:* Doug Doan. *Chief engineer:* W. W. Robertson. *Musical director:* A. D. Whisenant.

Rep: Wilson-Robertson. *News:* AP, UP. *Seating facilities:* Small reception room; capacity not listed. *Merchandising:* Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. *Foreign language programs:* Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. *Artists bureau:* Newly established; listings incomplete. *Base rate:* \$60.

Copy restrictions: No beer, wine or liquor accepted; patent medicine copy strictly censored; commercials limited to 25 per cent of program time, announcements to 100 words; no price quoting permitted.

KGNC, AMARILLO

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. *Phone:* 4242. *Power:* 2,500 and 1,000 watts on 1410 kc. *Affiliation:* NBC Southwestern Group. *Opened:* June 1, 1935. (Note: This station

is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

President, station and commercial manager: O. L. Taylor. *Program and publicity director:* W. S. Izzard. *Chief engineer:* J. H. Speck. *Musical director:* Eddie Baumel.

Rep: Wilson-Robertson, Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered free, except such as involves printed matter, for which advertiser is billed at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted, no hard liquor; price quoting permitted, but all copy checked for truthful representation of product.

KNOW, AUSTIN

Operator: KUT Broadcasting Company, 1312 Norwood Bldg. *Phone:* 26213. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is a subsidiary of Hearst Radio, Inc.)

Station manager: James W. Hagood. *Program director:* Nelson Olmsted. *Chief engineer:* Paul Shaw. *Publicity director:* Paul Forchheimer.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* None. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer accepted any time; wine and liquor advertising after 10:30 p.m., and must have 15-minute program with no direct encouragement to use

Listeners of the Southwest Designate Us

*"Your Neighbor
of the Air"*



From "chaps" to "tails"—home-on-the-range entertainment to classical productions, WFAA is everything to everybody in this cosmopolite Southwest.

Its 50,000 watts of power, its programs of unflinching popular acceptance make it the first on the list in "America's Fastest Growing Market."

MARTIN CAMPBELL, General Manager

NBC WFAA TQN

National Representatives: EDW. PETRY & CO., INC.

RADIO SERVICE OF THE DALLAS NEWS AND DALLAS JOURNAL

STATIONS—Continued

beverage advertised; all copy subject to station approval or revision.

KFDM, BEAUMONT

Operator: Sabine Broadcasting Co., Inc. *Power:* 1,000 and 500 watts on 560 kc. *Affiliation:* NBC Blue.

Rep: Wilson-Robertson. *Base rate:* \$90. No further information available after repeated requests.

KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co. *Power:* 100 watts on 1500 kc.

No further information available; at press time this station had been licensed less than a month.

KNEL, BRADY

Operator: G. L. Burns. *Phone:* 77. *Power:* 100 watts on 1500 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* Nov. 7, 1935.

Manager: G. L. Burns. *Commercial manager, publicity director:* Murray Mofatt. *Program director, artists bureau head:* J. S. Sloane. *Chief engineer:* Rupert Hayes. *Musical director:* Cecil Streigler.

Rep: None. *News:* Furnished by San Angelo Times & Standard. *Seating facilities:* Small reception room. *Merchandising:* None. *Foreign language programs:* Spanish programs currently on station; all announcements subject to strict supervision of station. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$50.

Copy restrictions: Beer and wines accepted; no hard liquors; no announcements may be over 100 words in length.

WTAW, COLLEGE STATION

Operator: Agricultural and Mechanical College of Texas. *Power:* 500 watts on 1120 kc. (operates specified hours).

This station is non-commercial; college-owned.

KGFI, CORPUS CHRISTI

Operator: Eagle Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

Rep: Wilson-Robertson. *Base rate:* \$30 (½ hr.).

No further information available after repeated requests.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. *Power:* 500 and 250 watts on 1330 kc.

At press time this station had a construction permit only; will go NBC Blue.

KAND, CORSICANA

Operator: Navarro Broadcasting Assn. (J. C. West, president). *Power:* 100 watts on 1310 kc.

At press time this station had a construction permit only.

KRLD, DALLAS

Operator: KRLD Radio Corp., Adolphus Hotel. *Phone:* 2-6811. *Power:* 10,000 watts on 1040 kc. *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

Managing director: John W. Runyon. *Station and commercial manager:* Clyde W. Rembert. *Program director:* Ruth Clem. *Chief engineer:* Roy M. Flynn. *Musical director:* Hyman Charninsky. *Publicity director:* Douglas Hawley.

Rep: The Branham Co. *News:* INS. *Seating facilities:* Observation room seating 100 persons; studio seating 20. *Merchandising:* Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. *Foreign language programs:* Will accept, with reservations. *Artists bureau:* None. *Base rate:* \$150 (½ hr.)

Copy restrictions: Accept beer and wine, but no hard liquors; reserves right to censor all copy not meeting station standards.

WFAA, DALLAS

Operator: A. H. Belo Corp., Baker Hotel. *Phone:* 2-9215. *Power:* 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* June 26, 1922. (Note: This station is newspaper-owned—Dallas News and Dallas Journal.)

Station manager: Martin B. Campbell. *Regional sales manager:* Alexander Keese. *Program director:* Ralph W. Nimmons. *Chief engineer:* Raymond Collins. *Merchandising manager:* Irvin Gross. *Musical director:* Karl Lambertz.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Ballrooms of Baker Hotel and Adolphus Hotel. *Merchandising:* Maintains close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. *Foreign language programs:* Never any request for, either by sponsors or listeners. *Artists bureau:* None. *Base rate:* \$250 (half hour).

Copy restrictions: Must be "in good taste"; beer accepted; no wines or other alcoholic beverages.

MILESTONES



OF WBAP PROGRESS

- MARCH, 1922—WBAP pioneered with its first broadcast, power of 5 watts.
- MAY, 1923—WBAP power increased to 500 watts, later to 1000 watts, to 1500 watts.
- JUNE, 1928—WBAP independently broadcast the National Democratic Convention proceedings from Houston, Texas.
- OCTOBER, 1928—WBAP was assigned the frequency of 800 kilocycles and an increase in power to its present 50,000 watts.
- MAY, 1929—WBAP fed NBC a vivid word picture of the Robbins-Kelly Endurance Flight.
- MARCH, 1934—WBAP Technical Staff pioneered in the Southwest with Ultra-High Frequency Transmission.
- SEPTEMBER, 1934—WBAP originated and with others organized the Texas Quality Network.
- DECEMBER, 1936—WBAP scored with one of the longest remote-control independent broadcasts in the history of the nation: the Santa Clara-TCU Football Game direct from the Stadium at San Francisco.
- SUCCESSFUL 1937—WBAP satisfied clients-increase contracts for approximately 90% of the station's salable time.

**FOR PRODUCTION, FOR COVERAGE, FOR RESULTS . . .
ADVERTISERS CHOOSE WBAP IN THE SOUTHWEST**

WBAP

Owned and Operated by The Ft. Worth Star-Telegram
AMON G. CARTER, President

800 KILOCYCLES - - - - - 50,000 WATTS

FORT WORTH, TEXAS

National Representative: EDWARD PETRY COMPANY

WRR, DALLAS

Operator: City of Dallas, Southland Life Insurance Co. Bldg. *Phone:* 2-1411. *Power:* 500 watts on 1280 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1920. (Note: This is a municipally-owned station.)

Chairman municipal radio commission: A. J. Balcom. *Station manager, commercial manager:* John Thorwald. *Program director, artists bureau head:* Chas. B. Jordan. *Chief engineer:* V. R. Simpson. *Musical director:* Ted Parrino. *Publicity director:* Ben M. McCleskey.

Rep: None. *News:* Transradio. *Seating facilities:* About 250 persons. *Merchandising:* No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. *Foreign language programs:* Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. *Artists bureau:* Inactive at present time. *Base rate:* \$65 (½ hr.).

Copy restrictions: Accept beer, wines, and alcoholic beverages; are "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste.

KFPL, DUBLIN

Operator: C. C. Baxter. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$7.50.
No further information available after repeated requests.

KROD, EL PASO

Operator: Dorrance D. Roderick. *Power:* 100 watts on 1500 kc.

At press time this station had a construction permit only.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. *Phone:* Main 46-47. *Power:* 250 and 100 watts on 1310 kc (divides time with WDAH). *Affiliation:* None. *Opened:* August, 1929.

General and station manager: Karl O. Wyler. *Program director:* Roy T. Chapman. *Chief engineer:* E. L. Gemoets. *Artists bureau head:* Conrey Bryson. *Musical director:* James E. Faust.

Rep: Craig & Hollingbery; C. P. MacGregor (Hollywood). *News:* Transradio. *Seating facilities:* None. *Merchandising:* All services offered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 15 artists. *Stock:* Principally held by Mrs. Frances R. Walz and F. L. Koons. *Base rate:* \$120.

Copy restrictions: Accept beer and

wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste.

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. *Power:* 100 watts on 1310 kc. (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Fort Worth Broadcasters, Inc., Trinity Life Bldg. *Phone:* 3-3474. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1927.

President: Ralph S. Bishop. *Commercial manager:* H. Witherspoon. *Program director, publicity:* Roger Phillips. *Chief engineer:* Truett Kimzey.

Rep: None. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* Furnished on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Owned 99¼% by Ralph S. Bishop. *Base rate:* \$48.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials.

KTAT, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., Hotel Texas. *Phone:* 31381. *Power:* 1,000 watts on 1240 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1922.

President: Raymond E. Buck. *Station manager, commercial manager:* Sam H. Bennett. *Program director, artists bureau head:* Roy George. *Chief engineer:* Joe B. Haigh. *Musical director:* Francis Kay. *Publicity director:* Len Finger.

Rep: Free, Johns & Field, Inc. *News:* None. *Seating facilities:* Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. *Merchandising:* Every service rendered at cost; no charge for time or work of employees. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Set-up is nominal only; books sustaining talent for outside engagements. *Stock:* Principal holder is Raymond Buck. *Base rate:* \$125.

Copy restrictions: Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abides by NAB code of ethics; nothing questionable taken.

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. *Phone:* 3-2301. *Power:*

STATIONS—Continued

50,000 watts on 800 kc (note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation). *Affiliation:* NBC, Southwestern Group; Texas Quality Network. *Opened:* May 2, 1922. (Note: This station is newspaper-owned—The Fort Worth Star-Telegram.)

President: Amon G. Carter. *Station manager:* Harold V. Hough. *Commercial manager, program director:* George Cranstun. *Chief engineer:* A. M. Woodford. *Musical director:* Eugene Baugh. *Publicity director:* Elbert Haling.

Rep: Edward Petry & Co., Inc. *News:* None. *Seating facilities:* Audience hall, capacity 200; also Blackstone Hotel ballroom. *Merchandising:* Maintains a service. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Governed by code of NAB; no alcoholic beverages accepted.

KLUF, GALVESTON

Operator: George Roy Clough, 1225 23d St. *Phone:* 760. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* No date given.

Owner: George Roy Clough. *Station manager:* Lawrence Yates. *Program director:* Charles L. Whittier. *Chief engineer:* John Taylor.

Rep: None nationally; R. Terry in Tyler, Texas. *News:* Transradio. *Seating facilities:* About 80 persons. *Merchandising:* Assist sponsors in securing dealerships in territory, and provide general publicity; service is free unless it involves special expenses; in the latter instance the advertiser is billed at cost. *Foreign language programs:* Accepted when ratio of speech to music is such that station is protected against loss of regular listeners. *Artists bureau:* None. *Base rate:* \$55.

Copy restrictions: Only restrictions cited are as to good taste, and FCC regulations.

KPRC, HOUSTON

Operator: Houston Printing Corporation, Lamar Hotel. *Phone:* Fairfax 7101. *Power:* 5,000 watts on 920 kc. *Affiliation:* NBC Supplementary Station, Red or Blue; Texas Quality Network. *Opened:* May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

Station manager: Kern Tips. *Program director:* Alfred Daniel. *Chief engineer:* Harvey Wheeler. *Musical director:* Bert Sloan. *Publicity director:* Edith Riley.

Rep: Edward Petry & Co., Inc. *News:* Several services, not listed. *Seating facilities:* 250 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$150 (½ hr.).

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to station approval.

KTRH, HOUSTON

Operator: KTRH Broadcasting Co., Rice Hotel. *Phone:* Preston 4361. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

Supervisor, station manager: B. F. Orr. *Commercial manager:* Ray E. Bright. *Program and publicity director:* Harry Grier. *Chief engineer:* T. L. Hiner. *Musical director:* Edward Fritsch.

Rep: John Blair & Co. *News:* Chronicle bulletins; Press-Radio. *Seating facilities:* KTRH Radio Theatre, seating 2,000 persons. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted, providing they "conform with a high standard." *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Beer and wine accepted; no liquor advertising; maintains same standards as CBS relative to amount of copy and patent medicines (see CBS program policies).

KXYZ, HOUSTON

Operator: Harris County Broadcast Co. *Power:* 1,000 watts on 1440 kc. *Affiliation:* NBC Blue. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

Rep: Wilson-Robertson. *Base rate:* \$42.25 (½ hr.).

No other information available after repeated requests.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Main & Rusk Streets. *Phone:* 616. *Power:* 100 watts on 1,210 kc. *Affiliation:* East Texas Broadcasting System. *Opened:* December 23, 1936. (Note: this station is affiliated with the Kilgore Daily News.)

General manager: Roy G. Terry. *Station and commercial manager, publicity director:* H. A. Degner. *Program and musical director, artists bureau head:* C. L. Rhodes. *Chief engineer:* H. C. Slife.

Rep: none. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* \$55.

Copy restrictions: beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency."

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Bldg. *Phone:* 411. *Power:* 250 watts on 1370 kc (operates to approximately sundown). *Affiliation:* None. *Opened:* January, 1935.

President: James R. Curtis. *Station manager:* T. R. Putnam. *Chief engineer:* R. E. Bumpass.

Rep: H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News:* AP. *Seating facilities:* About 50 persons. *Merchandising:* Partial service; issue price markers; other helps. *Foreign language programs:* None; market is 99% English speaking. *Artists bureau:* Yes; has several orchestras and other musical talent. *Stock:* 10,000 shares outstanding privately held by James R. Curtis and Rogers Lacy. *Base rate:* \$45 (half hour).

Copy restrictions: Beer and wines okay; no hard liquors; no lotteries, gift enterprises, or gambles allowed; no mentions of competitors directly or indirectly by company name, individual name or brand name; reserves right to cut off any program failing to conform to rules of management, FCC or Federal Trade Commission; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences."

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. *Phone:* 1700. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1927. (Note: station is newspaper-owned; Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal; also station KGNC, Amarillo.)

President: O. L. Taylor. *Station manager:* De Witt Landis. *Commercial manager:* De Witt Landis. *Sales and promotion:* Q. F. Parker. *Program director:* Ollie Cook. *Chief engineer:* Scott Bledsoe. *Artists bureau head:* Wesley Youngblood. *Musical director:* Winton Kyle. *Publicity director:* Bruce Collier.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* None. *Merchandising:* Furnish personal contacts, mail, newspaper publicity displays. *Foreign language programs:* No restrictions on announcements or programs. *Artists bureau:* Has supply of local talent which is put directly under contract to advertiser on commercial programs. *Base rate:* \$60.

Copy restrictions: Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry).

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. *Phone:* 1070. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* West Texas Broadcasting System. *Opened:* December 20, 1935.

Owner: Clarence Scharbauer. *Station manager:* Raymond L. Hughes. *Commercial manager:* Thomas K. Betzel. *Program director:* Bob Steffins. *Chief engineer:* Robert Harmon. *Musical director:* Pete Gates. *Publicity director:* Earl Y. Yates.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must conform to station standards and FCC rules and regulations.

KNET, PALESTINE

Operators: John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. *Power:* 100 watts on 1420 kc (daytime). *Affiliation:* None.

Rep: None. *Base rate:* \$55.

No further information available after repeated requests.

KPDN, PAMPA

Operator: R. C. Hoiles, 212½ N. Ballard St. *Phone:* 1100. *Power:* 100 watts on 1310 kc. (to local sunset). *Affiliation:* None. *Opened:* April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

General and station manager: James E. Lyons. *Program and publicity director:* Monte Rosenwald. *Chief engineer:* Herman Kreiger. *Artists bureau head:* Helen M. Brown. *Musical director:* Ray Monday.

Rep: None. *News:* Transradio. *Seating facilities:* Studio and reception lounge seating 100 persons. *Merchandising:* Posters; displays; publicity and listings in Pampa Daily News. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 45 artists. *Base rate:* \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards.

KPLT, PARIS

Operator: North Texas Broadcasting Co. *Power:* 250 watts on 1500 kc. (daytime). *Base rate:* \$45.

KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. *Phone:* 21. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Sept. 22, 1935. (Note: this station is newspaper-owned by the Pecos Enterprise.)

General, station and commercial manager: Jack Hawkins. *Program director:* Ben Parker. *Chief engineer:* Mona Parker. *Artists bureau head:* Bob Kendrick. *Musical director:* Dick Jay. *Publicity director:* Barney Hubbs.

Rep: Cox & Tanz. *News:* Local. *Seating facilities:* About 25. *Merchandising:* Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. *Foreign language programs:* Accept Spanish programs only. *Artists bureau:* Set-up nominal only. *Base rate:* \$50.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations.

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street. *Phone:* 3320. *Power:* 500 watts on 1260 kc (daytime). *Affiliation:* None. *Opened:* August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

Director, station and commercial manager: Glenn Hewitt. *Program director:* Gabbert Stevens. *Chief engineer:* W. B. Girkin. *Artists bureau head:* Marjorie Vickers.

Rep: None. *News:* Transradio. *Seating facilities:* Studio in Hotel Sabine, seating 700 persons. *Merchandising:* Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. *Foreign language programs:* Accepted if English script is supplied. *Artists bureau:* Setup nominal only. *Base rate:* \$47.50.

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval.

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* West Texas Broadcasting System. *Opened:* 1928. (Note: this station is newspaper-affiliated with the San Angelo Standard and San Angelo Times).

Commercial manager: Earle Yates.

Rep: None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverage advertising accepted.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Texas Theatre Bldg. *Phone:* Garfield 4241. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* September, 1926.

President, station manager: Henry Lee Taylor. *Commercial manager:* Pat Baxter. *Program director, artists bureau head:* Charles Belfi. *Chief engineer:* Kenneth R. Hyman. *Musical director:* Walton Blanton. *Publicity director:* Pat Baxter.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 25 persons; theatre available for special shows, capacity 900, with 25c. admission. *Merchandising:* Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks, surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. *Foreign language programs:* Accepted; currently carrying Spanish programs; commercials must be limited and an English translation supplied in advance. *Artists bureau:* Set-up maintained nominally only. *Stock:* Principal owners are Henry Lee Taylor, president; Thurman Barrett, R. E. Willson. *Base rate:* \$20 (half hour).

Copy restrictions: Beer and wines accepted (latter subject to station approval); no whiskey or hard liquors; 10% coverage in wordage allowed; copy must be in "good taste."

KMAC, SAN ANTONIO

Operator: W. W. McAllister. *Power:* 250 and 100 watts on 1370 kc (shares time with KONO). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$60.

No other information available after repeated requests.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., Milam Bldg. *Phone:* F. 1371. *Power:* 100 watts on 1370 kc (divides time with KMAC). *Affiliation:* None. *Opened:* Jan. 28, 1927.

President, general manager: Eugene J. Roth. *Commercial manager:* James M. Brown. *Program director, artists bureau head, publicity:* Gerald Morgan. *Chief engineer:* George Ing. *Musical director:* Ted Brown.

Rep: Cox and Tanz. *News:* None. *Seating facilities:* Studio, 150; can seat as high as 300 with reception room and studio combined. *Merchandising:* None, other than publicity tie-ups. *Foreign language programs:* Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International

Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate \$25 (half hour).

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; product and copy must conform to "public welfare" and not be in violation of any laws.

KTSA, SAN ANTONIO

Operator: KTSA Broadcasting Company, Plaza Hotel. Phone: Garfield 1251. Power: 5,000 and 1,000 watts on 550 kc. Affiliation: CBS. Opened: 1928. (Note: This station is affiliated with the San Antonio Light. It also owns WACO, Waco.)

Station manager: Harold Burke. Program director: Paul Girard. Chief engineer: W. G. Egerton.

Rep: Hearst Radio. News: INS. Seating facilities: 50 persons. Merchandising: Complete service offered at actual cost. Foreign language programs: No set rules; do not encourage such programs. Artists bureau: None. Base rate: \$140.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. Phone: Garfield 4221. Power: 50,000 watts on 1190 kc. Affiliation: NBC Southwestern Group; Texas Quality Network. Opened: 1922.

General manager, commercial manager: Hugh A. L. Half. Program director: Lew Valentine. Chief engineer: Fred Sterling. Publicity director: Lloyd H. Rosenblum.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: About 500 persons. Merchandising: Complete service offered. Foreign language programs: Accepted, subject to availability of an English translation and acceptance of copy. Artists bureau: None. Base rate: \$275.

Copy restrictions: Beer and wines accepted; no hard liquors; strict censorship on patent medicines, with very few accepted; abide by NAB Code of Ethics, and FCC regulations.

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Co. Power: 250 watts on 1310 kc (day-time).

No other information available.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel Tower. Phone: 4646. Power: 250 watts on 1370 kc (operates to local sunset).

Affiliation: None. Opened: Dec. 1, 1936. (Note: Owner is a commercial stock company.)

General manager, publicity: R. MacKenzie. Commercial manager: Burt Bishop. Program director, musical director: W. W. Roark. Chief engineer: G. Gooch. Artists bureau head: Kirby Nix.

Rep: H. K. Conover (Chicago); Walter Biddick Co. (Coast). News: UP. Seating facilities: Studio-auditorium, 500 persons. Merchandising: Yes. Foreign language programs: Mexican, Bohemian, Slavic languages acceptable. Artists bureau: Run for booking purposes only. Stock: Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. Base rate: \$46.88.

Copy restrictions: Dry county; but will take beer and wines; no hard liquors; patent medicines accepted.

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. Phone: 958. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Foster W. Fort. Program director, artists bureau head: Tom Dillahunt. Chief engineer: Carl M. Wilson. Musical director: William H. Robinson.

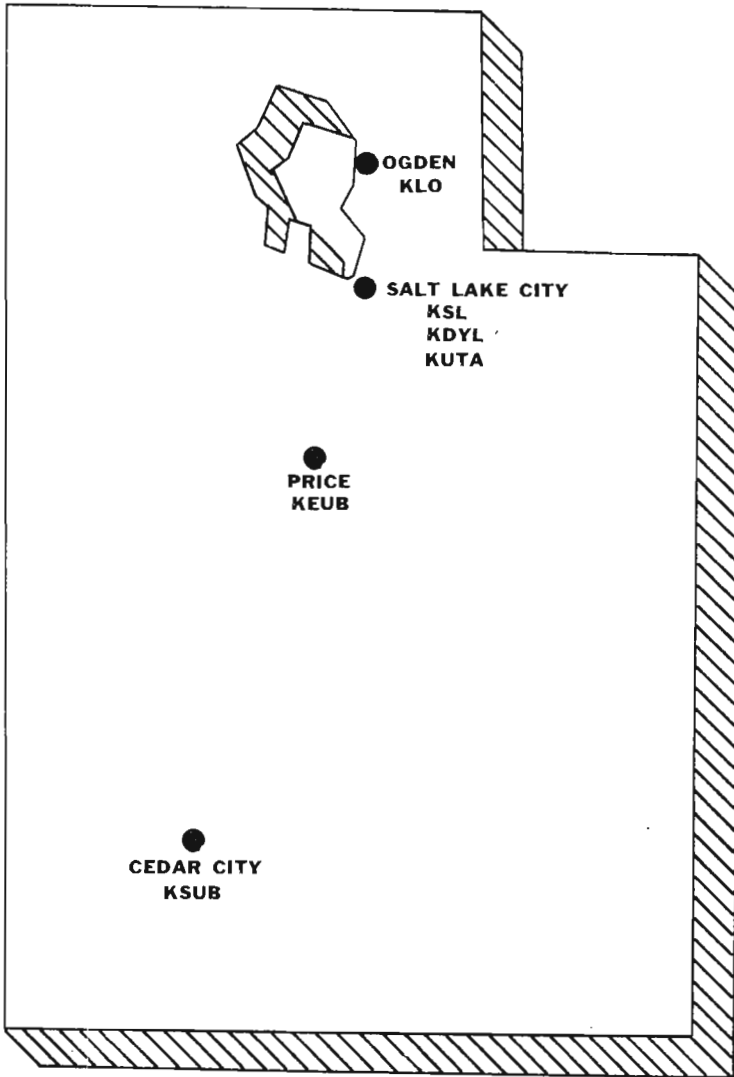
Rep: H. K. Conover Company. News: UP. Seating facilities: Studio, seating 25 persons; City Auditorium seating 1,500. Merchandising: Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of a family, regardless of race, creed or age.

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. Phone: 1106. Power: 250 and 100 watts on 1500 kc. Affiliation: None. Opened: April, 1931,

UTAH



STATIONS—Continued

Operator: James G. Ulmer. **Station manager:** Roy G. Terry. **Commercial manager, program director, publicity director:** M. E. Danbom. **Chief engineer:** John B. Sheppard.

Rep: None. **News:** Transradio. **Seating facilities:** Reception room, capacity of about 100. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted.

WACO, WACO

Operator: KTSA Broadcasting Company, Waco. **Phone:** 2700. **Power:** 100 watts on 1420 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is owned and operated by KTSA Broadcasting Co., a subsidiary of Hearst Radio.)

Station manager: J. W. Pate. **Program director:** Pat Adelman. **Chief engineer:** L. H. Appleman.

Rep: Hearst Radio. **News:** INS. **Seating facilities:** 75 persons. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** No set rules;

do not encourage such programs. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer accepted any time; liquor advertising only after 10 p.m., and must be 15-minute program; patent medicine subject to station approval.

KRGV, WESLACO

Operator: KRGV, Inc. **Power:** 500 watts on 1260 kc (has construction permit for 1,000 watts). **Affiliation:** NBC Blue.

Rep: Wilson-Robertson. **Base rate:** \$67.50. No other information available at the present time.

KGKO, WICHITA FALLS

Operator: Wichita Falls Broadcasting Co. **Power:** 1,000 and 250 watts on 570 kc. **Affiliation:** CBS. **Opened:** 1928.

General manager: D. A. Kahn.

Base rate: \$65 (½ hr.).

Copy restrictions: 3.2 beer accepted; no other alcoholic beverages. (Note: No further data was supplied by the station; a construction permit has been granted for removal of facilities to Fort Worth, at which time changes of various kinds will be made in the general setup).

UTAH

(85,000 radio homes)

Radio Homes by Counties

Beaver	600	Iron	1,200	Sevier	1,500
Box Elder	2,400	Juab	1,100	Summit	1,100
Cache	4,300	Kane	180	Tooele	1,000
Carbon	2,800	Millard	1,000	Uintah	900
Daggett	30	Morgan	300	Utah	7,000
Davis	1,800	Piute	150	Wasatch	600
Duchesne	800	Rich	140	Washington	1,000
Emery	500	Salt Lake	41,600	Wayne	120
Garfield	400	San Juan	300	Weber	10,100
Grand	280	Sanpete	1,800		

KSUB, CEDAR CITY

Operators: Harold Johnson and Leland M. Perry, doing business as Johnson and Perry. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Lomond. **Phone:** 84. **Power:** 500 watts on 1400 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** December, 1926. (Note: this station is affiliated with, but not owned by, the Ogden Standard-Examiner).

General manager: Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell.

Program director: Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens. **Musical director:** Ed Barry.

Rep: Bryant, Griffith & Brunson, Inc.; Walter Biddick Co. (Pacific Coast). **News:** AP. **Seating facilities:** Two auditoriums, one seating 650, the other 400 persons. **Merchandising:** Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. **Foreign language programs:** Never had any; would not be useful in this region. **Artists bureau:** None. **Stock:** Principally held by A. L.

STATIONS—Continued

Glasmann and Paul R. Heitmeyer. *Base rate:* \$125.

Copy restrictions: Beer and wines accepted; no hard liquors; all other advertising matter subject to existing federal, state and municipal regulations.

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price, Utah. *Phone:* 200. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Oct. 30, 1936.

Manager, publicity: Sam G. Weiss. *Commercial manager, program director:* John Richards. *Chief engineer:* Frank C. Carman.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* About 25 persons. *Merchandising:* None. *Foreign language programs:* No restrictions against this type of program. *Artists bureau:* None. *Base rate:* \$16.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations.

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Ezra Thompson Bldg. *Phone:*

Wasatch 7180. *Power:* 1,000 watts on 1290 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* 1922.

President, general manager: S. S. Fox. *Commercial manager:* W. E. Wagstaff. *Program director, artists bureau head:* R. T. Harris. *Chief engineer:* J. M. Baldwin. *Publicity director:* D. N. Simmons.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Studio A, 50 persons; KDYL Open Air Theatre in summer (Liberty Park) has capacity for 2,000; no admission charged. *Merchandising:* Display in KDYL's lobby show cases and windows; tie-ins with KDYL billboards; letters to dealers in certain cases. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists half a dozen orchestras, singers, and actors. *Base rate:* \$200.

Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. *Phone:* Was. 3900. *Power:* 50,000 watts on 1130 kc. *Affiliation:* CBS. *Opened:* April 20, 1921. (Note:

KSL

SALT LAKE CITY, UTAH

50,000 WATTS

CARRYING THE GREATEST LOAD
OF THE FINEST ACCOUNTS IN
RADIO HISTORY. BELIEVE ME, SIR,
THERE'S A MIGHTY GOOD REASON!

• EDWARD PETRY & COMPANY •
NATIONAL REPRESENTATIVES

STATIONS—Continued

KSL is affiliated with, but not owned by, the Salt Lake Tribune.)

President: Sylvester Q. Cannon. *Station manager:* Earl J. Glade. *Commercial manager:* D. H. Vincent. *Program director:* Lennox Murdoch. *Chief engineer:* Eugene G. Pack. *Artists bureau head:* Irma Felt Bitner. *Musical director:* Albert J. Southwick. *Publicity director:* Thomas H. Axelsen.

Rep: Edward Petry and Co., Inc. *News:* INS, Universal, UP. *Seating facilities:* KSL Concert Hall, capacity 800. *Merchandising:* Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements preplugging the programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. *Foreign language programs:* No call for these in view

of the population's high (99%) English-speaking content. *Artists bureau:* Yes; complete roster of talent, including 50 or more artists, producers, musicians, etc. *Stock:* Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens. *Base rate:* \$225.

Copy restrictions: Commercial copy limited to 300 words per quarter-hour; beer accepted; no other alcoholic beverages; patent medicines not accepted unless approved by the American Medical Association.

KUTA, SALT LAKE CITY

Operators: Jack Powers, Frank C. Carman, David G. Smith and Grant Wrathall, doing business as Utah Broadcasting Co. *Power:* 100 watts on 1500 kc.

At press time this station had a construction permit only.

VERMONT

(72,400 radio homes)

Radio Homes by Counties

Addison	3,400	Franklin	5,700	Rutland	10,200
Bennington	4,500	Grand Isle.....	600	Washington	9,000
Caledonia	5,100	Lamoille	2,000	Windham	6,200
Chittenden	10,600	Orange	2,700	Windsor	7,600
Essex	900	Orleans	3,900		

WCAX, BURLINGTON

Operator: The Burlington Daily News, 203 College St. *Phone:* 306; 373. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

Owner: Burlington Daily News, Inc. *President:* Col. H. Nelson Jackson. *Commercial manager:* William J. Kennedy. *Program and publicity director:* Jack Tierney. *Chief engineer:* Robert F. Bigwood.

Rep: None. *News:* AP; Transradio. *Seating facilities:* Memorial Auditorium, seating 2,500 persons; City Hall Auditorium; University of Vermont Gymnasium; Hotel Vermont Dining Room; Sherwood Hotel Grill; Municipal Band Hall. *Merchandising:* Supply publicity, gratis, in Burlington Daily News via listings in WCAX News Flasher; individual write-ups also given various programs from time to time; news releases to other local papers when programs are of "sufficient merit and interest." *Foreign language programs:* Will accept, but none current; large French population in territory. *Artists bureau:* None, as such, but maintains

WCAX Entertainment Service which books dates for sustaining programs within a radius of 50 miles. *Base rate:* \$50.

Copy restrictions: Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations.

WSYB, RUTLAND

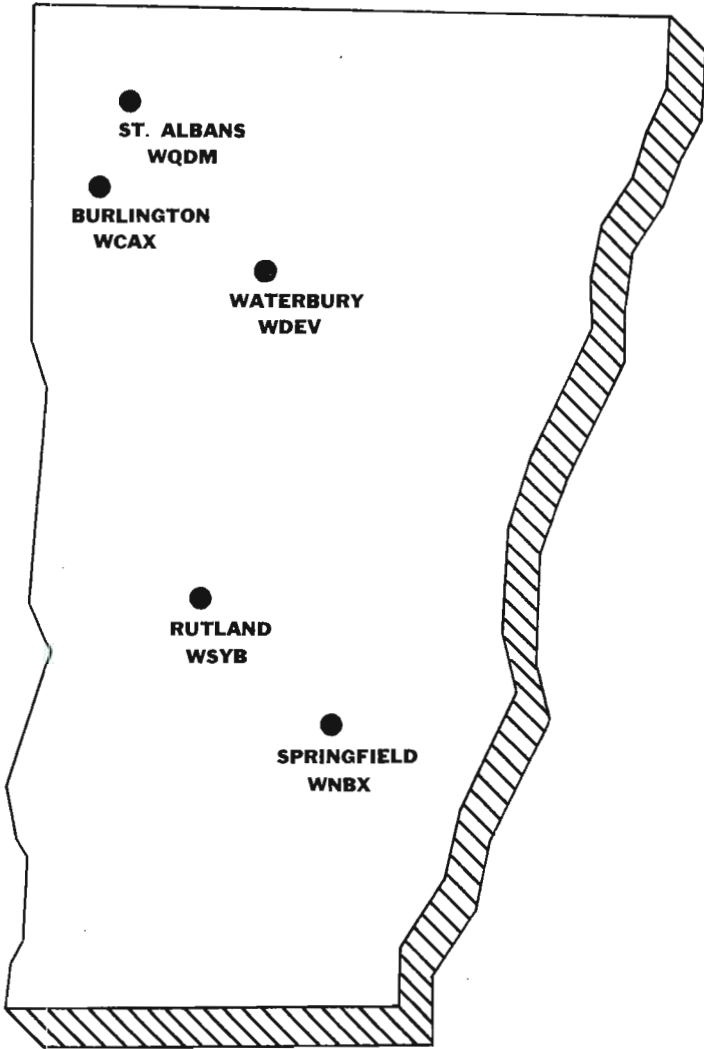
Operator: Philip Weiss Music Co., 80 West Street. *Phone:* 1247. *Power:* 100 watts on 1500 kc. (operates specified hours). *Affiliation:* None. *Opened:* December 7, 1930.

President, publicity director: P. Weiss. *Station manager:* J. H. Weiss. *Chief engineer:* M. R. Francis.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$25 (one hour, 13 times).

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products.

VERMONT



STATIONS—Continued

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 8 Kingman St. *Phone:* 126. *Power:* 1,000 watts on 1390 kc (specified hours daytime). *Affiliation:* None. *Opened:* 1928 (as a 5-watt station; 100 watts in 1929; 1,000 watts in 1937).

Manager, commercial manager: F. Arthur Bostwick. *Program director, musical director:* Florence Bostwick. *Chief engineer:* E. J. Regan. *Artists bureau head:* Harriet Hall. *Publicity director:* Evelyn Stevenson.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* Two studios, about 30 persons apiece. *Merchandising service:* No information available. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about a dozen announcers, writers, etc. *Base rate:* \$60.

Copy restrictions: Accept all advertising except hard liquor and that forbidden by the FCC.

WNBX, SPRINGFIELD

Operator: WNBX Broadcasting Corp., Woolson Block. *Phone:* 663. *Power:* 1,000 watts on 1260 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network;

Colonial Network. *Opened:* Oct. 29, 1933.

Business manager, artists bureau head: Peter A. Krug. *Chief engineer:* Wm. F. Moore. *Musical director:* Grace Cross. *Publicity:* No director; advertising counselors are Leighton & Nelson.

Rep: Cox and Tanz. *News:* UP. *Seating facilities:* About 30 persons. *Merchandising:* Make regular coverage of the market. *Foreign language programs:* Accepted; are scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont.

WDEV, WATERBURY

Operator: Mary C. Whitehill Estate, Waterbury. *Phone:* Waterbury 13-240; Montpelier 200. *Power:* 500 watts on 550 kc. (daytime). *Affiliation:* none. *Opened:* July, 1931. (Note: this station is newspaper-owned by the Waterbury Record.)

General and station manager: Lloyd E. Squier. *Commercial manager, publicity director:* William G. Ricker. *Program*

Artists'
Representatives

•
**WILSON, POWELL
& HAYWARD, Inc.**

•
444 Madison Avenue
New York

•
•
•
•
•
•
•
Radio Direction and
Production

● THE DOMINANT MEDIUM IN THE TWIN STATES

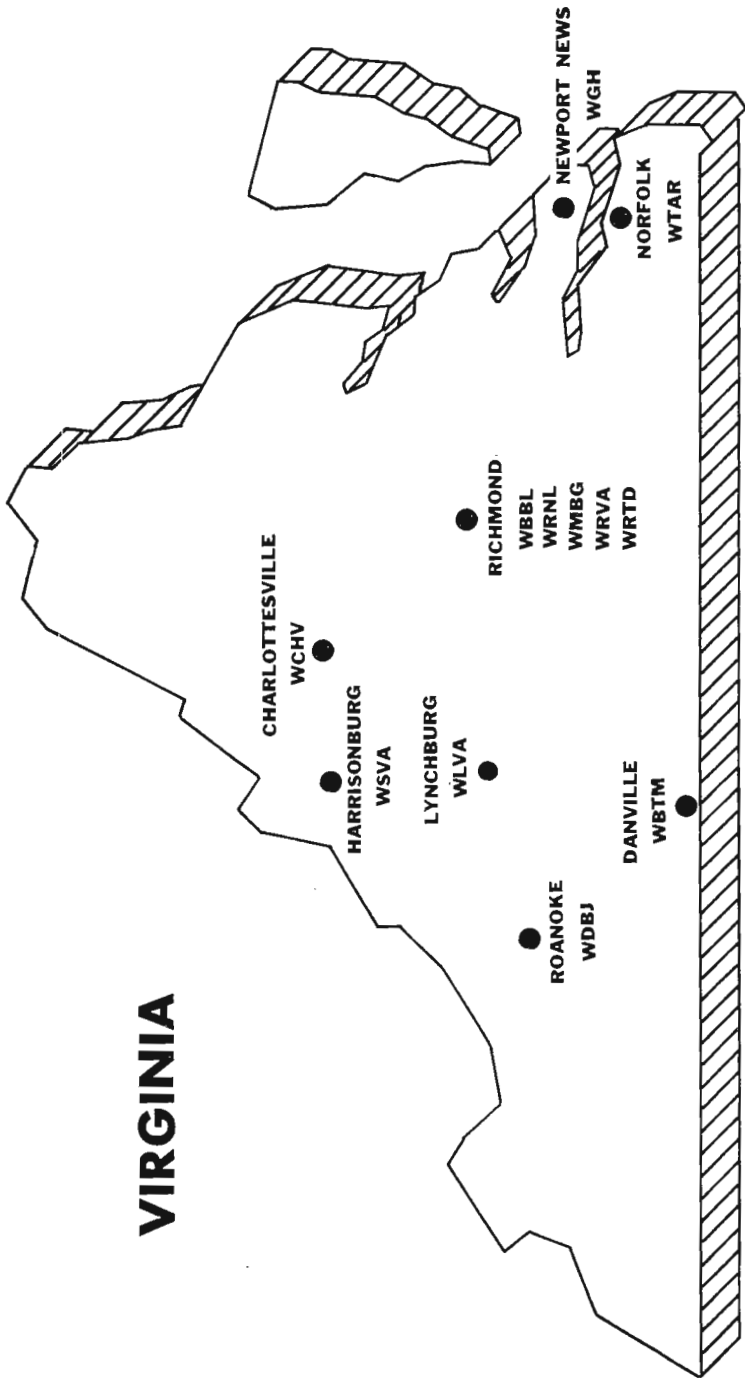
Strategically located to cover over 70% of the population of Vermont and New Hampshire. The only full-time 1,000-watt station in the Twin States. United Press News On the Hour. Mutual, Yankee and Colonial Network Affiliation.

Send for "Bed Rock Logic" . . . 12 Straight-from-the-Shoulder Reasons Why One Medium Dominates the Twin States.



SPRINGFIELD, VT.

VIRGINIA



STATIONS—Continued

director: Ted Nelson. Chief engineer: Melvin H. Stickles. Musical director: Ray Siebert.

Rep: None. News: Transradio. Seating facilities: Montpelier studio, seating 30 persons. Merchandising: Make recommendations only; actual plans must be carried out by the sponsor. Foreign language pro-

grams: Will accept, but do not encourage or solicit same. Artists bureau: Yes. Base rate: \$45.

Copy restrictions: beer, wine and liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations.

VIRGINIA

(336,900 radio homes)

Radio Homes by Counties

Accomac	3,600	Frederick	4,300	Orange	1,900
Albemarle	7,900	Giles	1,300	Page	1,600
Alleghany	3,900	Gloucester	1,000	Patrick	1,200
Amelia	400	Goochland	500	Pittsylvania	9,100
Amherst	1,300	Grayson	2,200	Powhatan	400
Appomattox	600	Greene	400	Prince Edward	1,600
Arlington	12,200	Greensville	1,400	Prince George	2,600
Augusta	7,700	Halifax	3,200	Prince William	1,700
Bath	900	Hanover	1,600	Princess Anne	1,700
Bedford	2,500	Henrico	47,100	Pulaski	2,700
Bland	300	Henry	3,200	Rappahannock	500
Botetourt	2,800	Highland	500	Richmond	700
Brunswick	1,600	Isle of Wight	1,200	Roanoke	22,300
Buchanan	900	James City	1,200	Rockbridge	3,300
Buckingham	800	King and Queen	500	Rockingham	6,500
Campbell	12,400	King George	300	Russell	1,800
Caroline	1,200	King William	900	Scott	1,400
Carroll	2,000	Lancaster	1,100	Shenandoah	2,800
Charles City	300	Lee	2,100	Smyth	2,500
Charlotte	900	Loudoun	2,700	Southampton	2,300
Chesterfield	1,900	Louisa	1,100	Spotsylvania	3,000
Clarke	900	Lunenburg	1,100	Stafford	500
Craig	300	Madison	700	Surrey	500
Culpeper	1,800	Mathews	700	Sussex	1,000
Cumberland	400	Mecklenburg	2,600	Tazewell	3,100
Dickenson	1,100	Middlesex	600	Warren	1,300
Dinwiddie	8,200	Montgomery	3,300	Warwick	9,000
Elizabeth City	4,300	Nansemond	4,100	Washington	5,200
Essex	600	Nelson	1,200	Westmoreland	800
Fairfax	2,900	New Kent	400	Wise	4,900
Fauquier	2,900	Norfolk	44,800	Wythe	2,500
Floyd	1,400	Northampton	2,200	York	600
Fluvanna	600	Northumberland	900		
Franklin	2,300	Nottoway	1,700		

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 7th & Main Sts. Phone: 444; 1111. Power: 250 and 100 watts on 1420 kc. Affiliation: Virginia Broadcasting System. Opened: Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: Hugh M. Curtler. Program director: O. F. R. Bruce, Jr. Commercial manager, publicity director: C. D. Taylor. Assistant program director: Ed Hase. Chief engineer: W. W. Gray. Musical director: F. L. Betts.

Rep: Horace Hagedorn (New York); H. K. Conover (Chicago). News: Transradio. Seating facilities: Studio, 30 persons. Merchandising: Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods, obtain orders, and obtain display space; distribute pamphlets and samples from house-to-house. Foreign language programs: Not accepted. Artists bureau: Set-up is nominal only. Base rate: \$60.

Copy restrictions: Beer, wine, whiskeys accepted; do not encourage patent medicine accounts.

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., 427 Main Street. *Phone:* 2350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* May 24, 1930.

President: L. N. Dibrell. *Station manager:* S. C. Ondarcho. *Program director, artists bureau head:* W. P. Heffernan. *Chief engineer:* D. H. Donahue.

Rep: Horace Hagedorn. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Co-operate with advertiser in any way; complete service now being developed. *Foreign language programs:* Will accept, but advise advertisers against such programs as foreign population very small. *Artists bureau:* Set-up nominal only. *Stock:* Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. (Par value of stock, \$100 per share.) *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicine copy subject to local censorship; no fixed rules for copy, other than that it conform to accepted standards of good taste.

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main and Market Sts. (Staunton, Va., business office: Professional Bldg.). *Phone:* 875; in Staunton, 647. *Power:* 500 watts on 550 kc. (daytime) *Affiliation:* None. *Opened:* June 9, 1935.

President, commercial manager, program director: Floyd Williams. *Chief engineer:* U. L. Lynch.

Rep: None. *News:* Transradio. *Seating facilities:* Auditorium, County Court House, 275 with 10c. and 20c. admission; State Theatre, 650 with 10c. and 20c. admission. *Merchandising:* No merchandising service; will render certain types of cooperation, however. *Foreign language programs:* Not accepted; foreign population very small. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval.

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. *Phone:* 3030. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* April 21, 1930.

President: Edward A. Allen. *Station manager:* Philip P. Allen. *Commercial manager:* Glenn E. Jackson. *Program director:* James H. Moore. *Chief engineer:* Albert E. Heiser. *Musical director:* Dorian

St. George. *Publicity and production director:* James L. Howe.

Rep: Horace Hagedorn. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Maintains a merchandising and production department. *Foreign Language programs:* None. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy.

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., Metropolitan Building. *Phones:* Newport News 2297, Norfolk 33419 and 33410, Portsmouth 991. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Virginia Broadcasting System; optional programs from CBS. *Opened:* Dec. 1928.

President, station manager: Edward E. Bishop. *Commercial manager:* Edward E. Edgar. *Program director:* J. Marshall Braxton. *Chief engineer:* Horace E. Slone. *Artists bureau head:* Joel Wahlberg. *Musical director:* Wilby Goff. *Publicity director:* Gene Stratton.

Rep: Horace Hagedorn (New York); John M. Muir (Philadelphia). *News:* Transradio; Christian Science Monitor.

THE "WGH" NETWORK

- ... maintains studios, offices, and local personnel in three large, prosperous Virginia cities.
- ... provides an intimate, effective and popular radio service to three separate communities . . . yet maintains enthusiastic general interest.
- ... offers live local program originating from three studios in Newport News, Norfolk, and Portsmouth.
- ... offers national and regional advertisers this personalized service. . .

AT ONE LOW COST

WGH EDWARD E. BISHOP
General Manager
NEWPORT NEWS, VA.
National Representative:—
HORACE HAGEDRON
New York City

STATIONS—Continued

Seating facilities: Newport News, 250; Norfolk, 50; Portsmouth, 50; Portsmouth, remote pick-up, 500. *Merchandising:* Contact dealers; will utilize newspapers and give programs publicity in advance. *Foreign language acceptance:* Would be acceptable if public interest in them were apparent, and if text conformed to station policies. *Artists bureau:* Yes; has about 20 performers under contract. *Base rate:* \$60.

Copy restrictions: All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted.

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. *Phone:* 2—5671. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginia-Pilot.)

General manager: Campbell Arnoux. *Sales manager:* John W. New. *Program director:* Shirley Hosier. *Chief engineer:* J. L. Grether. *Sales promotion director:* Ralph S. Hatcher.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Studio, 75-100 persons. *Merchandising:* Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. *Foreign language programs:* Will accept so long as the complete contents are made clear and are acceptable to the standards of the station. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements.

WRNL, RICHMOND

Operator: WLBG, Inc., Medical Arts Bldg., Petersburg, Va. *Phone:* 805. *Power:* 500 watts on 880 kc (operates to sunset). *Affiliation:* Virginia Broadcasting System. *Opened:* 1927. (Note: This station previously was listed as WPHR, Petersburg; it is affiliated with the Richmond News Leader.)

Managing director, publicity director: Earl Sowers. *Commercial manager:* Charles Alden Baker. *Program director, artists bureau head:* Bill Stell. *Chief engineer:* Walter Royal Selden. *Musical director:* Marynelle Gutridge.

Rep: Horace Hagedorn. *News:* UP. *Seating facilities:* Studio, 200 persons. *Merchandising:* Yes; service available for rates on application. *Foreign language programs:* Accepted on same rates as other business.

Artists bureau: Maintains a complete roster of about 40 artists. *Stock:* No stock outstanding; privately held shares are entirely in the hands of John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader, and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. *Base rate:* \$60.

Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines okay; patent medicines accepted if complying with Pure Food & Drugs Act, and approved by the Virginia State Pharmaceutical Board.

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). *Power:* 100 watts on 1210 kc. (shares hours with WMBG, Sunday only).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 914 W. Broad St. *Phone:* 3-6776. *Power:* 500 watts on 1350 kc. *Affiliation:* NBC Red. *Opened:* October, 1926.

President and general manager: Wilbur M. Havens. *Commercial manager:* Robert Mitchell. *Program director, musical director:* Garnet Tate. *Chief engineer:* Wilfred Wood. *Artists bureau head:* Jack Hooper. *Publicity director:* Courtney Quicke.

Rep: Furgason & Aston, Inc. *News:* Transradio. *Seating facilities:* New studio building, when completed, will have an auditorium capacity of 250, as well as a reception room with a view of the studios, seating 60. *Merchandising:* Yes; service is rendered; diversified as to product exploited. *Artists bureau:* Yes; lists about a dozen artists, teams, etc. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC.

WRTD, RICHMOND

Operator: Richmond Times Dispatch, State Planters Bldg. *Phone:* 3-7471. *Power:* 100 watts on 1500 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* June 27, 1937. (Note: This station is owned by the Richmond Times Dispatch.)

General and station manager: Ovelton Maxey. *Program director:* Cleveland

Thomas. *Chief engineer:* David Bain. *Publicity director:* Norman Rowe.

Rep: Edward Petry & Co., Inc. *News:* None. *Merchandising:* Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors, etc. *Foreign language programs:* Will accept, provided copy conforms to station standards. *Artists bureau:* None. *Base rate:* \$105.00.

Copy restrictions: Accept beer and wine, but no hard liquor; patent medicines must be approved by station.

WRVA, RICHMOND

Operator: Larus and Brother Co., Hotel Richmond. *Phone:* 3-6633. *Power:* 5,000 watts on 1110 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* Nov. 2, 1925.

General manager: C. T. Lucy. *Commercial manager:* Barron Howard. *Studio director, publicity:* Walter R. Bishop. *Program director:* Bert T. Repine. *Supervisor of technical department:* H. S. Lucy. *Musical director:* Edward D. Naff.

Rep: Paul H. Raymer Co. *News:* UP.

Seating facilities: Studio A, about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. *Merchandising:* No department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. *Foreign language programs:* Not accepted generally. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 p.m.; no reducing preparations under any conditions; in all other copy, rules of good taste to be observed.

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. *Phone:* 8131. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* June 20, 1924. (Note: WDBJ is newspaper-owned — The Roanoke Times and The Roanoke World-News.)

President: Junius P. Fishburn, president, The Times-World Corp. *Station manager, program director:* Ray P. Jordan. *Commercial manager:* Frank D. Kesler. *Chief engineer:* Robert D. Avery. *Artists bureau*

**W
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SERVING
VIRGINIA'S
MAJOR
MARKETS

HILL DIRECTORY Co.
INCORPORATED
Directory Publishers
MEMBER ASSOCIATION OF NORTH AMERICAN DIRECTORY PUBLISHERS
8 NORTH SIXTH STREET
RICHMOND, VA.

December 31st, 1936.

Mr. Barron Howard,
Station WRVA,
Richmond, Virginia.

Dear Mr. Howard:

We have completed the survey in which we made personal contact with every home in Richmond and some of the suburbs and asked this question, "To which radio station do you listen most of the time?"

Here are the final figures:

WRVA	18,825
WMBG	5,840
Foreign	358
No preference	14,611
No radio	12,809
Total calls	52,243

Very truly yours,
HILL DIRECTORY CO.
O. J. Summicker
Secretary.

STATIONS—Continued

head, musical director: Mary A. Henson.
Publicity director: Marvin Naff.

Rep: Craig & Hollingbery (New York), Sears & Ayer (Chicago), Walter Biddick Co. (Pacific Coast). News: AP. Seating facilities: Studio A, 100 persons; studio B, 25. Merchandising: Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; window and displays in stores of leading dealers; displays in own studio building show windows; publicity with

pictures in radio pages of own two newspapers. Foreign language programs: No rule against acceptance; but not recommended, since population is only 2% foreign born. Artists bureau: Yes; have about 25 singers and musicians under contract. Base rate: \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those used by the Columbia Broadcasting System.

WASHINGTON

(346,900 radio homes)

Radio Homes by Counties

Adams	1,300	Grays Harbor.....	10,400	Pierce	35,800
Asotin	800	Island	900	San Juan.....	600
Benton	1,800	Jefferson	1,500	Skagit	6,600
Chelan	7,900	King	120,200	Skamania	300
Clallam	4,400	Kitsap	7,300	Snohomish	16,100
Clark	6,900	Kittitas	3,700	Spokane	38,000
Columbia	1,100	Klickitat	1,800	Stevens	2,400
Cowlitz	5,400	Lewis	6,800	Thurston	6,100
Douglas	900	Lincoln	2,400	Wahkiakum	700
Ferry	400	Mason	1,700	Walla Walla.....	7,000
Franklin	1,400	Okanogan	3,300	Whatcom	12,600
Garfield	800	Pacific	2,400	Whitman	6,600
Grant	900	Pend Oreille.....	800	Yakima	16,900

KXRO, ABERDEEN

Operator: KXRO, Inc., Morck Hotel. Phone: Aberdeen 4098. Power: 250 and 100 watts on 1310 kc. Affiliation: None. Opened: May 28, 1928.

General and station manager: Harry R. Spence. Commercial manager: Fred G. Goddard. Program director, artists bureau head: Ben K. Weatherwax. Chief engineer: W. M. McGoffin. Musical director: Carlos Pendergast. Publicity director: E. J. Alexander.

Rep: Cox & Tanz; Walter Biddick Co. (Pacific Coast). News: Transradio. Seating facilities: Remote hall, seating 600 persons. Merchandising: Have such a service; supply publicity and work out window displays. Foreign language programs: Accepted if "in the public interest." Artists bureau: Setup nominal only. Base rate: \$25.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation.

KVOS, BELLINGHAM

Operator: KVOS, Inc. Power: 100 watts on 1200 kc. Affiliation: None.

Base rate: \$40. No other information available after repeated requests.

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. Phone: Main 526. Power: 50 watts on 1370 kc (divides time with KEEN). Affiliation: None. Opened: Jan., 1922.

Manager-owner, chief engineer: Lee E. Mudgett. Commercial manager: Dave Wells. Program director, artists bureau head: W. M. Schutt. Musical director: Roy Mack. Publicity and continuity director: Mary Kosher.

Rep: None. News: Transradio. Seating facilities: Lobby, 50 to 75 persons capacity. Merchandising: Render any reasonable service; conduct surveys if desired. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Base rate: \$25.

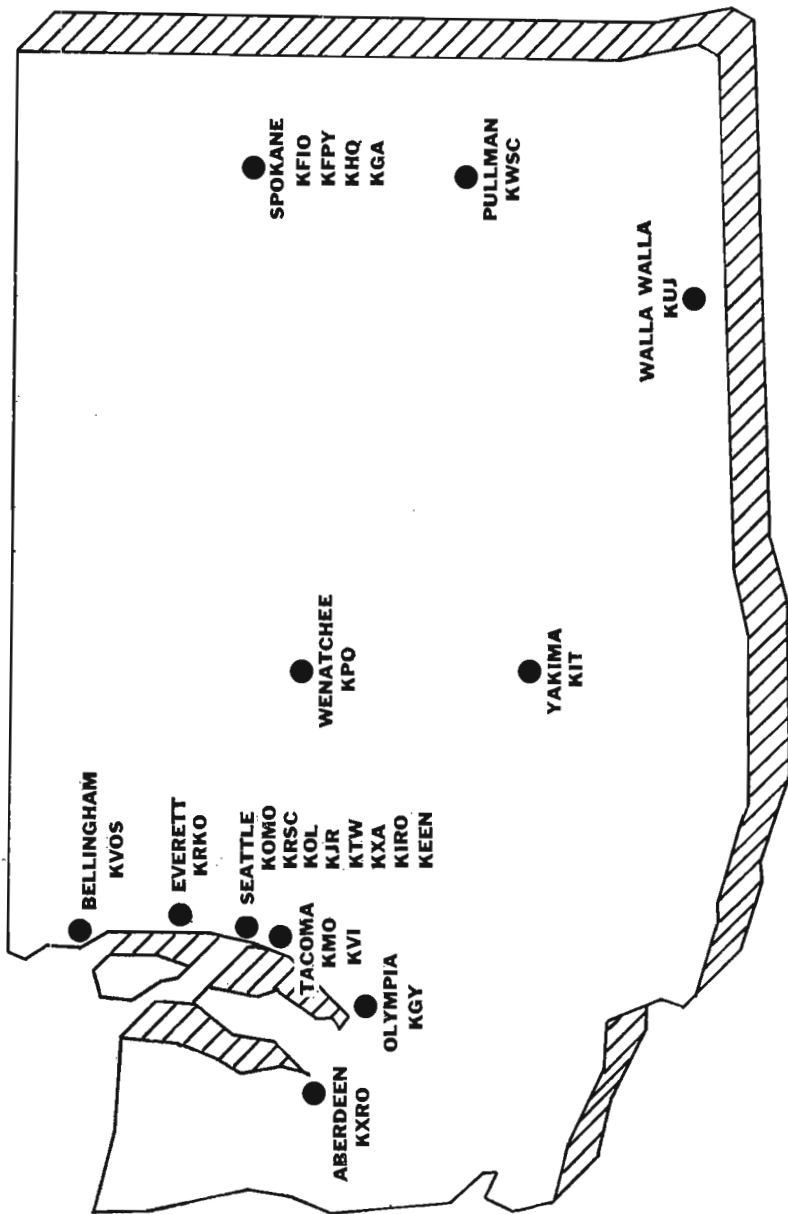
Copy restrictions: No beer, wines or hard liquors; patent medicines must be approved by the Federal Trade Commission.

KGY, OLYMPIA

Operator: KGY, Inc. Power: 100 watts on 1210 kc (unlimited, except when KTW is operating). Affiliation: None.

Rep: None. Base rate: \$35.

WASHINGTON



No other information after repeated requests.

KWSC, PULLMAN

Operator: State College of Washington. *Phone:* 376 M. *Power:* 5,000 and 1,000 watts on 1220 kc (divides time with KTW). *Opened:* Dec. 11, 1922.

Program director: J. Elroy McCaw. *Chief engineer:* H. V. Carpenter.

Seating facilities: 200 persons.

This station is non-commercial; college-owned.

KEEN, SEATTLE

Operator: KVL, Inc., L. C. Smith Tower. *Power:* 100 watts on 1370 kc. (shares time with KRKO). *Affiliation:* None.

President and manager: Arthur C. Dailey. *Secretary and treasurer:* Ervin F. Dailey.

Rep: None. *News service:* No information given. *Seating facilities:* About a dozen persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* held, 33-1/3% apiece, by Arthur C. Dailey, Ervin F. Dailey, and Mary C. Dailey. *Base rate:* \$20.

Copy restrictions: Will take beer advertising, but don't solicit this type of business.

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. *Phone:* Elliot 3933. *Power:* 1,000 watts on 710 kc. *Affiliation:* CBS. *Opened:* Oct. 15, 1935.

President: Louis K. Lear. *Station manager:* H. J. Quilliam. *Commercial manager:* Loren B. Stone. *Program director:* Gene Baker. *Chief engineer:* James Hatfield. *Publicity director:* H. M. Norton.

Rep: John Blair and Co. *News:* INS, Universal. *Seating facilities:* Yes, but capacity not listed. *Merchandising:* Direct mail; window displays and posters. *Foreign language programs:* Accept; currently broadcasting Swedish and Italian programs. *Artists bureau:* None. *Base rate:* \$120 (\$240 after Jan. 1, 1938).

Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally.

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 watts on 970 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1926. (Note: This station is owned by the National Broadcasting Co., Inc.)

General and station manager: Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Spiritous liquor advertising not accepted.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Northern Life Tower. *Phone:* Main 2312. *Power:* 5,000 and 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922.

Vice-president: Archie Taft. *Station manager, commercial manager:* Elmer D. Pederson. *Program director:* Frank Anderson. *Chief engineer:* A. L. Henderson. *Musical director:* Don Isham. *Publicity director:* Margaret Emahiser.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Archie Taft and Louis Wasmer. *Base rate:* \$135 (1/2 hr.).

Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste.

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone:* Elliott 5890. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* 1925.

General and station manager: Birt Fisher. *Commercial manager:* H. M. Feltis. *Program director:* Willard Warren. *Chief engineer:* Francis Brott. *Publicity director:* Bob Ackerley.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$240.

Copy restrictions: Spiritous liquor advertising not accepted.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. *Phone:* Elliott 3480. *Power:* 250 watts on 1120 kc. *Affiliation:* None. *Opened:* November, 1926.

President: P. K. Leberman. *Manager:* Robt. E. Priebe. *Commercial manager:* Romig C. Fuller. *Program director, publicity director:* Ted Bell. *Chief engineer:*

George Freeman. *Musical director:* Robert McCaw.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Stock:* Principal holders are P. K. Leberman and R. E. Priebe. *Base rate:* \$42 (half hour).

Copy restrictions: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words.

KTW, SEATTLE

Operator: The First Presbyterian Church of Seattle, Washington. *Power:* 1,000 watts on 1220 kc. (shares time with WKSC).

This station is non-commercial; church-owned.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. *Phone:* Seneca 1000. *Power:* 500 and 250 watts on 760 kc. *Affiliation:* None. *Opened:* May 1, 1928.

President, general manager: R. F. Meggee. *Station manager:* Florence Wallace. *Program director:* Jackson Latham. *Chief engineer:* Harry J. Price.

Rep: Spot Broadcasting Bureau (Chi-

cago); Cox and Tanz (Philadelphia). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Will accept; translation must accompany copy. *Artists bureau:* None. *Base rate:* \$48.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising.

KFIO, SPOKANE

Operator: Spokane Broadcasting Corp., 526 Riverside Ave. *Phone:* Main 3400. *Power:* 100 watts on 1120 kc (to local sunset). *Affiliation:* None. *Opened:* 1922.

President, station manager: A. L. Smith. *Program director, chief engineer:* C. T. Strong. *Musical director:* G. Longmeier.

Rep: None. *News:* Local. *Seating facilities:* Studio, 50 persons; two theatres, seating 350 each. *Merchandising:* None. *Foreign language programs:* None on station. *Artists bureau:* None. *Stock:* Owned by Arthur L. Smith. *Base rate:* \$25.

Copy restrictions: Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts.

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. *Phone:* Main 1218. *Power:* 5,000 and 1,000 watts on 890 kc. *Affilia-*

KIRO LOOIE SAYS:
*"This is only the beginning,
 boys, only the beginning."*

KIRO, Seattle comes,
 steals show with CBS plug-
 in. Rep is John Blair.

Covers the
 Pacific Northwests
LARGEST MARKET

KOL completely blankets Seattle's rich market area. Its "Listener Loyalty" comes by reason of outstanding local and network programs. If it's KOL is your buy in the Northwest.

Seattle's "Local Color Station"
 5,000 Watts Daytime
 1,000 Watts Night

Representatives
FREE & PETERS

KOL
 COLUMBIAS
 SEATTLE
 STATION

STATIONS—Continued

tion: Columbia. Opened: Oct. 22, 1922.

President: T. W. Symons, Jr. Vice-president, commercial manager: Arthur L. Bright. Program director: W. M. Smith. Chief engineer: George Langford. Musical director: James B. Clark. Publicity director: R. W. Rogers.

Rep: Joseph Hershey McGillvra (New York, Chicago), Walter Biddick Co. (San Francisco, Los Angeles). News: UP; local. Seating facilities: "Golden Concert Studio," capacity 500. Merchandising: No free service; all services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Beer and wine acceptable; no hard liquors; patent medicine accounts not invited.

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: Riverside 1191. Power: 5,000 watts on 1470 kc. Affiliation: NBC Pacific Coast Blue; Northwest Triangle Network. Opened: 1926. (Note: Same owner also has KHQ, Spokane.)

President: Louis Wasmer. Station and commercial manager, program director: Herbert Wixson. Chief engineer: Alger Sparling. Artists bureau head: Harvey

Wixson. Musical director: Marion Boyle. Publicity director: Carl Brewster.

Rep: Edward Petry & Co., Inc. News: Transradio. Seating facilities: 100 persons. Merchandising: Broadcast advance plugs on new programs and special features of programs gratis; other services rendered at actual cost. Foreign language programs: Will accept, but occasion rarely arises, as foreign population is very small. Artists bureau: Yes; lists about 50 artists. Base rate: \$90 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: M-5383. Power: 5,000 and 1,000 watts on 590 kc. Affiliation: NBC Pacific Coast Red Network. Opened: 1920.

President: Louis Wasmer. Station manager, program director, artists bureau head: Harvey Wixson. Chief engineer: A. G. Sparling. Commercial manager: Earl Trumble. Musical director: Marian Boyle. Publicity director: Jessie McGrew.

Rep: Edward Petry and Co., Inc. News: Transradio. Seating facilities: Have such facilities; no stated capacity given. Merchandising: Give pre-program announce-

WE DON'T WHISPER

**NEW POWER
TOWER**

Bring Your Spot Announcements to a Real Market

**A FRIENDLY BUYING
MARKET**

KRSC

Radio Sales Corp.

Seattle, Washington

819 Fairview Pl.

250 Watts

1120 Kc

**TWO MARKETS
At the Price of One!**

SEATTLE

TACOMA

KVI

CBS AFFILIATE

MAIN STUDIOS:
Rust Bldg., Tacoma
SEATTLE STUDIOS:

Olympic Hotel
FREE & PETERS, Representatives

ments, or announce special features to be incorporated into programs; all other services billed at actual cost. *Foreign language programs:* Will accept on occasion; audience small, however, for this type of material. *Artists bureau:* Yes; lists several dozen artists, musicians and writers. *Base rate:* \$115 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor advertising.

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. *Phone:* Main 4144. *Power:* 1,000 watts on 1330 kc. *Affiliation:* None. *Opened:* Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. *Commercial manager:* Burt R. Cole. *Program director:* Harry Jordan. *Chief engineer:* Bob Vaughan. *Musical director:* Larry Huseby. *News editor and publicity director:* Roscoe Smith.

Rep: Transamerican Radio & Television. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Yes; limited policy. *Foreign language programs:* Accepted; must be accompanied by strict English translation. *Artists bureau:* None. *Stock:* 99% held by Carl E. Haymond. *Base rate:* \$65.

Copy restrictions: No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored.

KVI, TACOMA

Operator: Puget Sound Broadcasting Company, Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studio). *Phone:* Broadway 4211 (Tacoma); Main 1171 (Seattle). *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* February, 1929.

President, general manager: Mrs. Vernice Doernbecher Boulianne. *Assistant manager, publicity director:* Dorothy Doernbecher. *Commercial manager:* E. J. Jansen. *Production manager:* Elvin E. Evans. *Tacoma program director:* James Petersen. *Seattle program director:* Ruben Gaines. *Chief engineer:* James W. Wallace. *Musical director:* Gunnar Anderson.

Rep: Free & Peters, Inc. *News:* AP; local. *Seating facilities:* Studio, seating 100 persons; outside auditorium, seating 1,600. *Merchandising:* All services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125 (½ hr.).

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies.

KUJ, WALLA WALLA

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second and Rose Sts. *Phone:* 1230. *Power:* 100 watts on 1370 kc. *Affiliation:* No network; is affiliated with KLRC, Lewiston, Idaho. *Opened:* 1928.

President, general manager: H. E. Studebaker. *Station director:* M. F. Jensen. *Commercial manager:* M. F. Jensen. *Program director, musical director:* M. F. Jensen. *Chief engineer:* Milton McLafferty.

Rep: Walter Biddick; A. T. Sears; Cox and Tanz. *News:* Transradio. *Seating facilities:* Studio, small number. *Merchandising:* Surveys; contacts; letters to trade; other services at cost. *Foreign language programs:* Accepted if sufficient residents of that tongue are in station area. *Artists bureau:* None. *Stock:* Entirely owned by H. E. Studebaker. *Base rate:* \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB code of ethics and station standards.

KPQ, WENATCHEE

Operator: Westcoast Broadcasting Co., KPQ Bldg. *Phone:* 45. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1929. (Note: KPQ is affiliated with KVOS, Bellingham.)

President: Rogan Jones. *Station manager:* Cole E. Wylie. *Commercial manager:* I. J. Sidney. *Program director:* Marc Bowman. *Chief engineer:* Gordon Capps. *Musical director:* Dorothy Lee.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Assist advertisers in distributing promotional matter of all kinds; expect to have location for window displays soon. *Foreign language programs:* Will accept if programs comply with FCC rules. *Artists bureau:* None. *Stock:* Owned principally by Rogan Jones and Cole E. Wylie. *Base rate:* \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FCC regulations.

KIT, YAKIMA

Operator: Carl E. Haymond. *Power:* 250 and 100 watts on 1310 kc (construction permit for 500 and 250 watts on 1250 kc). *Affiliation:* None.

Rep: None. *Base rate:* \$45 (½ hr.).

No further information after repeated requests.

FOR SALE!

132 Top Notch Counties

21^c EACH

Our participation in the recent Fourth Columbia Broadcasting System Listening Area Study brought record returns from 41 counties in Ohio; 45 counties in Pennsylvania and 46 counties in West Virginia. That's a response from a total of 132 counties in our primary-area States alone—we'll throw in the 106 counties in 23 other States heard from for good measure!

With a daytime fifteen-minute rate that gets as low as \$28.00 you can talk to the thousands of Friendly WWVA Listeners in the 132 Ohio, Pennsylvania and West Virginia counties at 21c per county—mind you now, 21c per COUNTY and NOT per listener. That's big value if we could give you only a handful of listeners in each county—but you know better than that!

It ought to be a good idea to do some checking on this "Friendly Voice from Out of the Hills of West Virginia."

JOHN BLAIR & CO. Represent Us

NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

"The Friendly Voice From Out of the Hills of West Virginia"

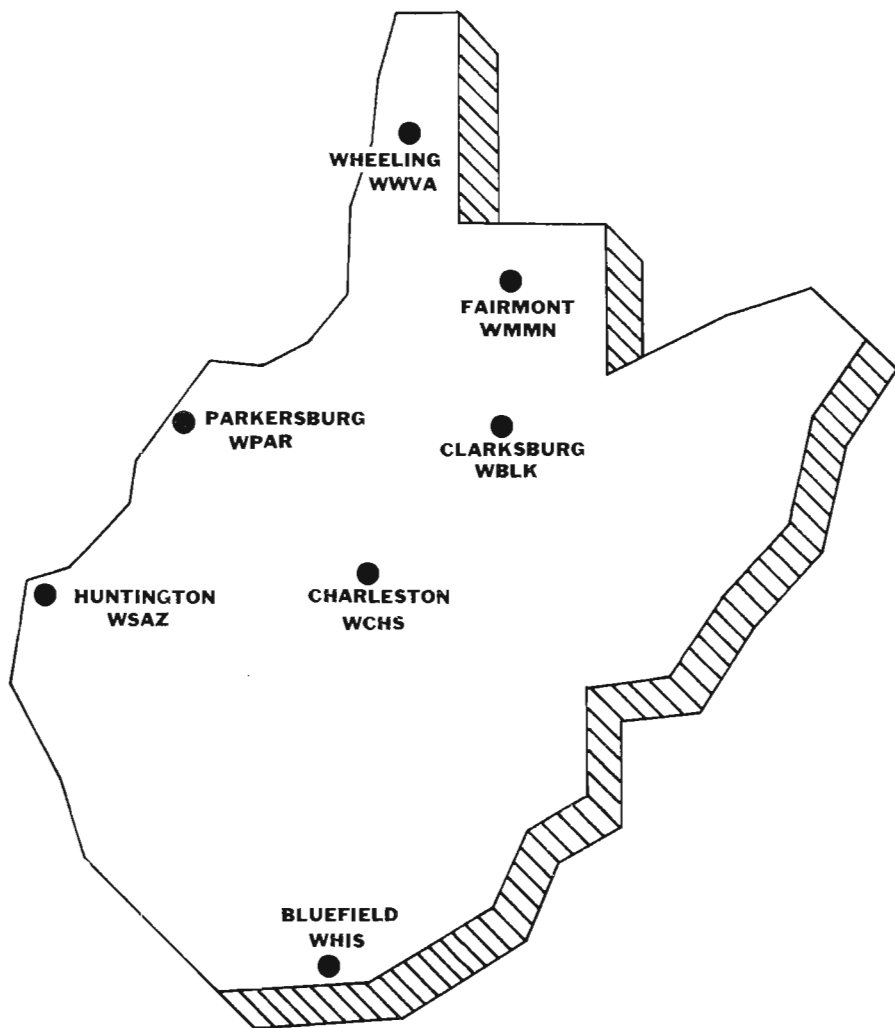
Columbia
Network

WWVA

5,000
Watts

HAWLEY BUILDING - - - - WHEELING, WEST VA.

WEST VIRGINIA



WEST VIRGINIA

(240,000 radio homes)

Radio Homes by Counties

Barbour	1,400	Kanawha	28,800	Preston	2,700
Berkeley	4,200	Lewis	3,100	Putnam	1,300
Boone	2,500	Lincoln	1,300	Raleigh	9,200
Braxton	1,800	Logan	6,900	Randolph	2,900
Brooke	5,000	McDowell	9,200	Ritchie	2,100
Cabell	16,400	Marion	10,900	Roane	2,300
Calhoun	1,200	Marshall	4,800	Summers	2,500
Clay	1,000	Mason	2,000	Taylor	2,800
Doddridge	1,100	Mercer	9,500	Tucker	1,200
Fayette	8,800	Mineral	2,500	Tyler	1,800
Gilmer	800	Mingo	4,600	Upshur	1,800
Grant	700	Monongalia	8,000	Wayne	4,500
Greenbrier	3,800	Monroe	900	Webster	1,200
Hampshire	1,200	Morgan	700	Wetzel	2,700
Hancock	4,200	Nicholas	1,800	Wirt	700
Hardy	700	Ohio	16,900	Wood	11,000
Harrison	13,600	Pendleton	600	Wyoming	1,800
Jackson	2,100	Pleasants	900		
Jefferson	2,200	Pocahontas	1,400		

WHIS, BLUEFIELD

Operator: Daily Telegraph Printing Co., Bodell Bldg. *Phones:* 2618, 2400. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* May, 1928. (Note: This station is newspaper-owned: Telegraph and Sunset News).

President: H. I. Shott. *Station manager, commercial manager:* C. H. Murphey, Jr. *Program director, musical director:* W. G. Saunders. *Chief engineer:* P. T. Flanagan. *Artists bureau head:* Barnes Nash. *Publicity director:* E. B. Jarrett.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* None; facilities for audiences, as well as an auditorium, to be built soon. *Merchandising:* Plug programs in columns of the Telegraph and Sunset News. *Foreign language programs:* Yes; have Hungarian, Polish, Italian. *Artists bureau:* Complete setup. *Stock:* All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. *Base rate:* \$70.

Copy restrictions: Beer accepted; no wines or whiskeys; station reserves right to discontinue any program for reasons satisfactory to itself.

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. *Phones:* 28-131. *Power:* 1,000 and 500 watts on 580 kc. *Affiliation:* CBS; West Virginia Network. *Opened:* February, 1935. (Note: This station is newspaper-owned by the

Clarksburg Exponent, also owners of WLBK, Clarksburg, and WPAR, Parkersburg.)

President, general manager: John A. Kennedy. *Station manager:* Mortimer Watters. *Commercial manager:* Gene B. Ferguson. *Program director:* Nicholas Pagliara. *Chief engineer:* Otis Robinson. *Artists bureau head:* Flem Evans. *Dramatic director:* Clete Lochner. *Publicity director:* Paul Grose.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* WCHS Auditorium, seating 3,000 persons; admission varies with performances. *Merchandising:* Complete service available, rendered at actual cost. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines accepted with restrictions according to public acceptance; all copy must conform to station standards and FCC regulations.

WBLK, CLARKSBURG

Operator: The Exponent Co. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* West Virginia Network. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

Rep: None. *Base rate:* \$35.

Copy restrictions: Accept alcoholic beverage advertising.

No further information available.

STATIONS—Continued

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. (Fairmont), 137 W. Main St. (Clarksburg). *Phone:* 3100 (Fairmont); 4020 (Clarksburg). *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* CBS. *Opened:* Dec. 22, 1928 (present operators since March 20, 1935).

Managing director, commercial manager: O. J. Kelchner. *Program director, artists bureau head:* Howard Donahoe. *Chief engineer:* A. C. Heck.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Station mentions an old fashioned "Square Dance" held in the Armory, with attendance up to 1,150. *Merchandising:* Full cooperation rendered at no extra cost. *Foreign language programs:* Accepted, providing exact English translation is furnished. *Artists bureau:* yes; lists half a dozen units. *Base rate:* \$75.

Copy restrictions: Accept beer advertising any time; other alcoholic beverage advertising only after 10:30 p.m.; patent medicines subject to thorough investigation.

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. *Phone:* 4106. *Power:* 1,000 watts on 1190 kc (to 7 p.m.). *Affiliation:* None. *Opened:* April 5, 1927. (Note: This station is newspaper-affiliated—Huntington Advertiser and Herald-Dispatch.)

President, station manager: W. C. McKellar. *Commercial manager:* J. L. Henry. *Program director:* Fred Burns. *Chief engineer:* Glenn E. Chase. *Artists bureau head:* Dallas Wyant. *Musical director:* Charles Schroeder. *Publicity director:* Vernon Bailey.

Rep: None. *News:* Local. *Seating facilities:* None. *Merchandising:* Services to suit needs of advertiser furnished at cost. *Foreign language programs:* Accepted when accompanied by translation in Eng-

lish. *Artists bureau:* Yes; has several announcers, writers, and musicians on the roster. *Base rate:* \$60 (half hour).

Copy restrictions: Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if not conflicting with the Federal Trade Commission.

WPAR, PARKERSBURG

Operator: Ohio Valley Broadcasting Corp. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS; West Virginia Network.

Rep: None. *Base rate:* \$70.

Copy restrictions: Advertising of alcoholic beverages accepted.

No further information available.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. *Phone:* Wheeling 5383. *Power:* 5,000 watts on 1,160 kc. (divides time with WOWO). *Affiliation:* CBS. *Opened:* Dec. 16, 1926.

President: George B. Storer. *Vice-president, general manager:* J. H. Ryan. *Station manager, commercial manager:* George W. Smith. *Production manager, publicity director:* Paul J. Miller. *Program director, artists bureau head, musical director:* Walter Patterson. *Chief engineer:* Glenn Boundy.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Wheeling Municipal Auditorium, capacity 2,000; admission 25c. *Merchandising:* No regular department; cooperation given as desired. *Foreign language programs:* Accepted; English translation must be submitted in advance. *Artists bureau:* Nominally maintained with a supply of talent, though no commission is exacted from talent; feature acts booked for personal appearances. *Base rate:* \$150.

Copy restrictions: Accept beer and wine; no hard liquor; FCC rules adhered to strictly.

DEFINITION OF SHOWMANSHIP

"Showmanship," a term increasingly in use by broadcasters, has been defined thus by VARIETY: "Showmanship, confessedly vague and all-inclusive as a term, is broadly interpreted as an effort by the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of 'public interest, convenience and necessity' as laid down by the Federal Communications Commission. Reduced to an ultimate realistic basis, showmanship is a competitive lever with which a station—regardless of its size or facilities—fights for business and audiences."

WISCONSIN

(576,600 radio homes)

Radio Homes by Counties

Adams	900	Iowa	2,900	Portage	5,500
Ashland	3,300	Iron	1,200	Price	2,600
Barron	6,100	Jackson	2,400	Racine	18,200
Bayfield	1,700	Jefferson	8,700	Richland	2,900
Brown	14,300	Juneau	2,500	Rock	16,100
Buffalo	2,600	Kenosha	11,400	Rusk	2,100
Burnett	1,300	Kewaunee	2,700	St. Croix	4,100
Calumet	2,300	La Crosse	12,600	Sauk	6,300
Chippewa	6,300	Lafayette	3,100	Sawyer	1,300
Clark	4,800	Langlade	3,300	Shawano	4,500
Columbia	6,400	Lincoln	3,700	Sheboygan	14,800
Crawford	2,300	Manitowoc	11,100	Taylor	2,100
Dane	27,100	Marathon	10,000	Trempealeau	4,200
Dodge	8,500	Marinette	4,600	Vernon	3,900
Door	3,000	Marquette	1,300	Vilas	1,300
Douglas	9,200	Milwaukee	167,800	Walworth	7,900
Dunn	4,000	Monroe	4,200	Washburn	1,600
Eau Claire	9,100	Oconto	3,000	Washington	5,300
Florence	400	Oneida	3,300	Waukesha	10,700
Fond du Lac	13,100	Outagamie	13,500	Waupaca	6,100
Forest	1,200	Ozaukee	3,000	Waushara	1,900
Grant	7,500	Pepin	1,400	Winnebago	17,000
Green	5,100	Pierce	3,600	Wood	7,700
Green Lake	2,400	Polk	4,300		

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow Street. *Phone:* 5312. *Power:* 1,000 watts on 1050 kc. (daytime). *Affiliation:* None. *Opened:* April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

General, station and commercial manager: John J. Stack. *Program director:* Jack H. Lellman. *Chief engineer:* T. Jorgenson.

Rep: Craig & Hollingbery. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None at present, but would accept with same restrictions as other advertising. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. *Phone:* 356. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

President: A. H. Lange. *Station manager:* Lynn N. Fairbanks. *Program di-*

rector: Lucille Fairbanks. *Chief engineer:* Wendell S. Meyers.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer, wine and liquor advertising accepted; will not accept outside advertising competitive to local merchants; all copy must conform to station policies and government regulations.

WHBY, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. *Power:* 250 and 100 watts on 1200 kc.

Rep: Small & Brewer, Inc. *Base rate:* \$80.

No other information available after repeated requests.

WTAQ, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. *Power:* 1,000 watts on 1330 kc. *Affiliation:* CBS.

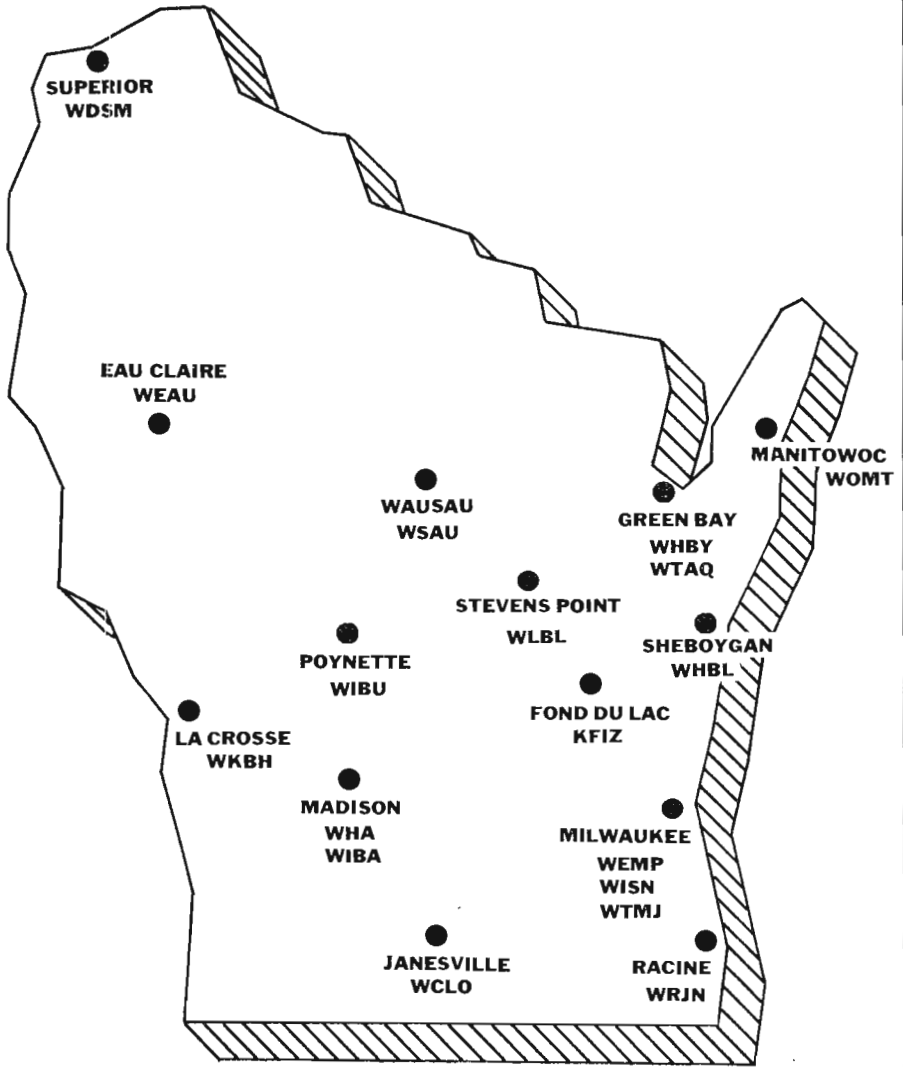
Rep: Small & Brewer, Inc. *Base rate:* \$140.

No other information available after repeated requests.

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee Street. *Phone:* 2500.

WISCONSIN



Power: 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette).

General, station and commercial manager: Sidney H. Bliss. *Program director:* John Dixon. *Chief engineer:* Charles Brannen. *Musical director:* Della Deen Orr. *Publicity director:* Villette DuCray.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Studios A and B, seating 30 persons each; observation reception room, seating 150. *Merchandising:* Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, personnel promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. *Foreign language programs:* No rules; foreign population very small, and no requests for such programs have been received to date. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: No alcoholic beverage advertising accepted; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each.

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. *Phone:* 450. *Power:* 1,000 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1923.

President, station manager: Otto M. Schlabach. *Commercial manager:* Charles F. Callaway. *Program director:* Ralph O'Connor. *Chief engineer:* Al Leeman.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Not listed. *Merchandising:* Salesmen call on the trade locally, while letters are written to dealers outside the city. *Foreign language programs:* Accepted under regular commercial regulations. *Artists bureau:* None. *Base rate:* \$95.

Copy restrictions: None indicated aside from standard rate card clauses.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. *Phone:* University 779. *Power:* 5,000 watts on 940 kc (to local sunset). *Opened:* March-April, 1917.

Program director: H. B. McCarty. *Chief engineer:* O. Buchanan. *Musical director:* H. Frederick Fuller. *Publicity director:* H. A. Engel.

This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. *Phone:* Fairchild 8800. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* NBC Northcentral Group. *Opened:* 1924. (Note: This station is newspaper-owned—Madison Capital-Times and Wisconsin State Journal.)

President: William T. Evjue. *Station manager, commercial manager:* W. E. Walker. *Program director, publicity director:* K. F. Schmitt. *Chief engineer:* M. F. Chapin.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Beer and wine accepted; no hard liquors.

WOMT, MANITOWOC

Operator: Francis M. Kadow. *Power:* 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$60.

No further information available after repeated requests.

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. *Phone:* Marquette 7722. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* October 15, 1935.

General and station manager: C. J. Lanphier. *Commercial manager:* Gene T. Dyer*. *Program director:* Charles LaForce. *Chief engineer:* E. W. Jacker. *Artists bureau head:* Florence Kelly. *Musical director:* Arnold Kreuger. *Publicity director:* Alfred Meltzer.

Rep: Weston, Frykman & Allen. *News:* UP. *Seating facilities:* None. *Merchandising:* Special division maintained; no specific services listed. *Foreign language programs:* Will accept, provided translation is furnished in advance and program is broadcast in English as well as foreign language. *Artists bureau:* Setup nominal only. *Base Rate,* \$85.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval and governmental regulations.

* Gene T. Dyer operates WCBF, WGES and WSBC in Chicago as well.

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. *Phone:* Daly 3900. *Power:* 1,000 and 250 watts on 1120 kc. *Affiliation:*

CBS. *Opened:* July, 1922. (Note: This station is affiliated with the Wisconsin News.)

Station manager: G. W. Grignon. *Commercial manager:* R. N. Weil. *Program director:* Neil Searles. *Chief engineer:* D. A. Weller. *Artists bureau head, musical director:* Elmer Krebs. *Publicity director:* E. Williams.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Publicity and promotion ads in newspapers; blotters introducing new long-term programs. *Foreign language programs:* One Polish and two German participation programs produced by station. *Artists bureau:* Yes; lists about 15 artists. *Base rate:* \$200.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10:30 p.m., and must be live talent show; patent medicine accounts must be approved by Hearst New York office for acceptance.

WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. *Phone:* Marquette 6000. *Power:* 5,000 and 1,000 watts on 620 kc. *Affiliation:* NBC Northcentral Group. *Opened:* July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

Station head: Walter J. Damm (promotion manager of The Milwaukee Journal). *Assistant:* D. B. Abert. *Assistant station manager:* R. G. Winnie. *Commercial manager:* W. F. Dittman. *Program director:* R. G. Winnie. *Chief engineer:* D. W. Gellerup. *Musical director:* W. J. Benning. *Publicity:* D. B. Abert.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Audiences are limited to 25 persons. *Merchandising:* Work undertaken for client at cost. *Foreign language programs:* No announcements; no others as a rule, "only when the content is of genuine public interest." *Artists bureau:* None; musical units on personal appearance tours do so on own contracts. *Base rate:* \$320.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10-minutes, 225 words; 15-minutes, 300 words; 30-minutes, 500 words; 60-minutes, 750 words.

WIBU, POYNETTE

Operator: Wm. C. Forrest. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$35.

No further information available after repeated requests.

WRJN, RACINE

Operator: Racine Broadcasting Corp., Hotel Racine. *Phone:* Jackson 290. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1926. (Note: This station is newspaper-owned by the Racine Journal-Times.)

Manager: Harold J. Newcomb. *Commercial manager:* Richard Shireman. *Program director:* Richard Conrad. *Chief engineer:* F. Lee Dechant. *Publicity director:* Kenneth Hegard.

Rep: Small & Brewer, Inc. *News:* UP; INS. *Seating facilities:* 40 persons; also carry several shows from local theatres, to one of which 5c admission is charged. *Merchandising:* Assist in distribution, letters to dealers and wholesalers; publicity and listings through Journal-Times. *Foreign language programs:* Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine sometimes called Danish Capital of America, and program in that language has been aired weekly since 1927. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 9 p.m.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour show.

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. *Phone:* 1900. *Power:* 250 watts on 1300 kc. *Affiliation:* None. *Opened:* 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

Station and commercial manager: Bert Horswell. *Program director, artists bureau head:* William L. Doudna. *Chief engineer:* Herbert Mayer. *Publicity director:* Mona Pape.

Rep: Small & Brewer, Inc. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete service, operating in conjunction with Sheboygan Press. *Foreign language programs:* Will accept; news broadcast in German current. *Artists bureau:* Currently being organized. *Base rate:* \$67.

Copy restrictions: Beer, wine and liquor advertising accepted; latter must be part of one 15-minute program weekly,

STATIONS—Continued

two 10-minute programs or five 5-minute programs weekly, after 9 p.m.; all copy subject to station approval and governmental regulations.

WLBL, STEVENS POINT

Operator: State of Wisconsin Department of Agriculture and Markets.

Power: 2,500 watts on 900 kc. (shares hours).

This station is non-commercial; owned by the state.

WDSM, SUPERIOR

Operator: Fred A. Baxter. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

WSAU, WAUSAU

Operator: Northern Broadcasting Company, 113-115 Third St. *Phone:* 6521. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* None. *Opened:* January 30, 1937.

Station and commercial manager: W. W. Cribb. *Program director:* Donald R. Burt. *Chief engineer:* R. W. Richard.

Rep: Small & Brewer. *News:* UP. *Seating facilities:* Main studio, seating 35; "special occasions" studio in another building seats nearly 400. *Merchandising:* Complete service offered to all advertisers. *Foreign language programs:* Will accept; copy must have written approval of station management. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management

WYOMING

(44,600 radio homes)

Radio Homes by Counties

Albany	2,800	Hot Springs	800	Sheridan	3,800
Big Horn	1,700	Johnson	800	Sublette	280
Campbell	800	Laramie	6,200	Sweetwater	3,900
Carbon	2,500	Lincoln	1,700	Teton	370
Converse	1,200	Natrona	6,400	Uinta	1,300
Crook	600	Niobrara	700	Washakie	900
Fremont	2,300	Park	1,600	Weston	800
Goshen	1,900	Platte	1,200	Yellowstone Nat. P'k	50

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. *Phone:* 407. *Power:* 500 watts on 1440 kc. *Affiliation:* None. *Opened:* Jan. 2, 1930.

Owner-manager: Donald L. Hathaway.

Rep: Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago); Norman Craig (New York). *News:* Transradio; RNA. *Seating facilities:* Studio, 50 persons; auditorium seating 1,800 available. *Merchandising:* Service is "equipped to carry advertising programs through the dealer"; but no consumer merchandising. *Foreign language programs:* Can be handled; population, however, is less than 1% foreign. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern in restriction of copy; price mentions permitted.

KWYO, SHERIDAN

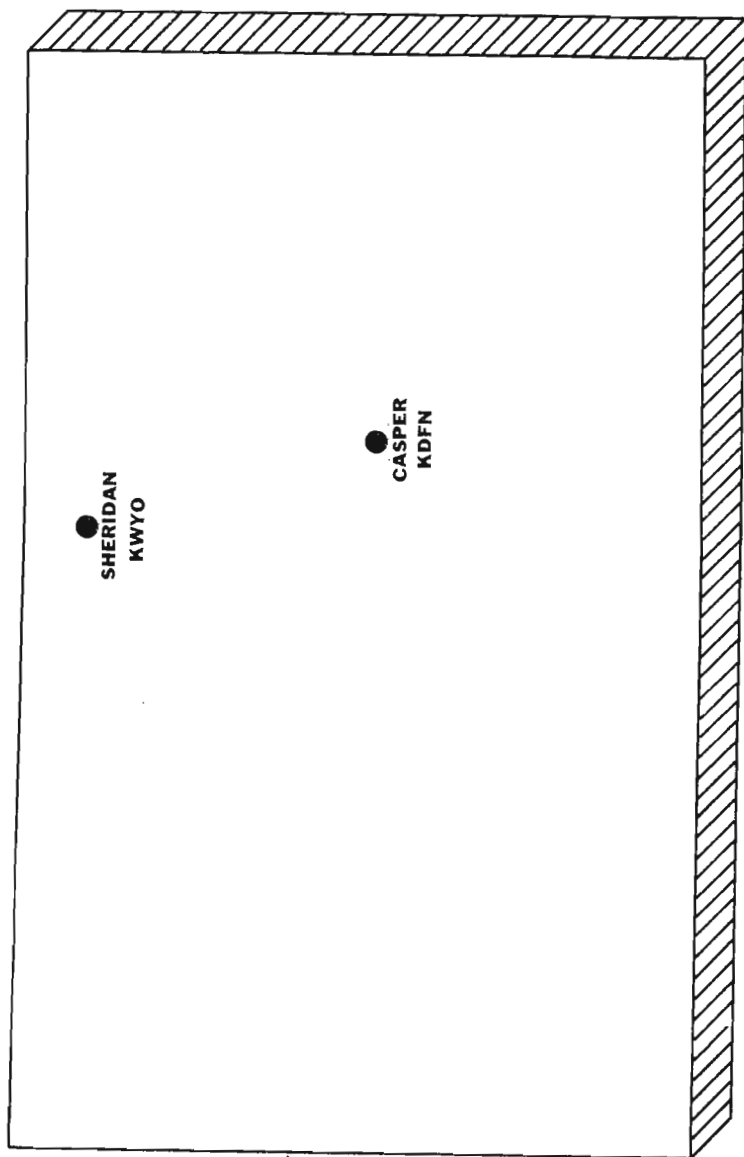
Operator: Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

President, station manager: R. E. Carroll. *Commercial manager, artists bureau head:* B. H. Middleton. *Program, musical and publicity director:* Herb W. Siebert. *Chief engineer:* Eli Daniels.

Rep: Walter Biddick; Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity, work out window displays, etc.; all services rendered free. *Foreign language programs:* Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians, etc. *Artists bureau:* Setup nominal only. *Base rate:* \$36 (½ hr.).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision.

WYOMING



ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. *Phone:* 143 Y; 226 R. *Power:* 250 watts on 780 kc (operates nighttime only). *Affiliation:* None. *Opened:* May 27, 1924.

General and station manager, publicity director: R. E. McDonald. *Program and musical director:* Ken Laughlin. *Chief engineer:* W. J. Wagner.

Rep: Walter Biddick Co. *News:* Local. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* principally held by R. E. McDonald. *Base rate:* \$30.

Copy restrictions: Advertising of alco-

holic beverages accepted on approval; all copy is subject to station standards.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau. *Power:* 100 watts on 1310 kc.

Rep: Northwest Radio Advertising Co., Inc., Seattle. *Base rate:* \$15 (½ hr.).

No other information available after repeated requests.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc., 107-111 Front Street. *Power:* 500 watts on 900 kc.

Base rate: \$20.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 250 watts on 1400 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu.)

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager, artists bureau head:* Don Fitzgerald. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

Rep: Conquest Alliance Co., New York, Chicago. *News:* UP. *Seating facilities:* Studio, seating 200 persons; Princess Theatre, seating 1,800, Hawaii Theatre, seating 1,200 (both available for use after regular theatre performances); outdoor studio in process of construction (these facilities are shared with KGMB). *Merchandising:* contact dealers by phone and personal calls, send letters to the trade and to distributors, advising them of new programs; work out ideas for posters or window displays; supply mailing lists for direct mail campaigns. *Foreign language programs:* Accept Japanese and Filipino programs; participating programs in these languages current. *Artists bureau:* None, as such, but maintain local clearing house for tal-

ent, listing all local Hawaiian musicians, orchestras, etc. *Base rate:* See KGMB.

Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations.

KGMB, HONOLULU

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 1,000 watts on 1,320 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930.

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Commercial manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Musical director:* Dean Stewart. *Publicity director:* Henry Putnam.

Rep: Conquest Alliance Co., New York, Chicago, Los Angeles. *News:* UP. *Seating facilities:* main studio, seating 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances); outdoor studio being constructed. *Merchandising:* dealer contacts by personal call or phone; letters to the trade and distributors; arrange lists for direct mail cam-

paigns; cooperate in working out ideas for posters and window displays. *Foreign language programs:* accept Japanese and Filipino; participating programs in both languages current. *Artists bureau:* setup nominal only; operate a clearing house for local talent, but have no artists under contract. *Base rate:* \$67.50.

Copy restrictions: beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations.

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd., Kapiolani Blvd. and South Street. *Phone:* 2311. *Power:* 2,500 watts on 750 kc. *Affiliation:* Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. *Opened:* May 11, 1922. (Note: This station is newspaper-

owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. *Assistant manager:* Homer N. Tyson. *Program director:* Donald O. Crozier. *Musical director:* Verne W. Thompson.

Rep: E. Katz Special Advertising Agency; Walter Biddick Co., Pacific Coast. *News:* Transradio. *Seating facilities:* Studio 1, seating 50 persons; Studio 2, seating 100; Auditorium, seating 500. *Merchandising:* Complete news and merchandising service offered in co-operation with the Honolulu Advertiser. *Foreign language programs:* Accept at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length, limited number of Japanese, Filipino and Chinese programs current. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer and wine and a limited amount of liquor and patent medicine advertising; all copy subject to station approval and FCC rules and regulations.

PHILIPPINE ISLANDS

KZRM, MANILA

Operator: Erlanger & Galinger, Inc., Inular Life Bldg. *Power:* 50,000 watts on 618.5 kc.

Base rate: \$175.

No other information available after repeated requests.

KZIB, MANILA

Operator: I. Beck, Inc., 89-91 Escolta (New York office: 331 Fourth Avenue). *Power:* 1,000 watts on 900 kc.

Base rate: \$125.

No other information available.

PUERTO RICO

WKAQ, SAN JUAN

Operator: Radio Corporation of Puerto Rica (a subsidiary of International Telephone & Telegraph Corp.; New York office,

67 Broad St.). *Power:* 1,000 watts on 1240 kc.

Base rate: \$50.

No other information available.

RADIO SETS IN CANADA

Current estimates place Canadian radio families at about 1,645,000. In 1936 the Hugh C. MacLean Publishing Co. and the Radio Manufacturers Assn. of Canada put the figure at 1,410,000 (or 61.1% of all families).

Assuming that Canadian radio purchases parallel U. S. percentages, a figure of 1,645,000 radio families is obtained for 1937.

CANADA

ALBERTA

CFAC, CALGARY

Operator: Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. *Phone:* R 1036. *Power:* 1,000 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

General manager: H. R. Carson. *Station manager:* Gordon S. Henry. *Program director:* T. Tweed. *Chief engineer:* R. Erickson. *Musical director:* Cecil B. Cappey. *Publicity director:* F. McDowell. *Commercial manager:* W. Baggs.

Rep: United Broadcast Sales, Toronto; Weed & Co., U. S. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered free. *Foreign language programs:* No rules; requests for commercial programs have never been made, though sustaining features have been presented. *Artists bureau:* None, as such, but maintains talent register; no charge made for registration; talent charged to accounts at cost. *Base rate:* \$90.

Copy restrictions: No beer, wine, liquor or patent medicines accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 p.m.

CFCN, CALGARY

Operator: The Voice of the Prairie, Ltd., Toronto General Trusts Bldg. *Phone:* M-1161. *Power:* 10,000 watts on 1030 kc. *Affiliation:* Alberta Educational Network. *Opened:* 1922

President: H. G. Love. *Commercial manager:* E. H. McGuire. *Chief engineer:* P. B. McCaffery.

Rep: Joseph Hershey McGillvra (U. S.) *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Advertising of beer, wine or liquor prohibited by government; patent medicines accepted if approved by government Department of Health; all

copy subject to station approval and regulations of the Canadian Broadcasting Corp.

CJ CJ, CALGARY

Operator: Albertan Publishing Co., Ltd., Ninth Ave., W. *Phone:* M 5858. *Power:* 100 watts on 690 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

President: Gordon Bell. *Station manager:* H. A. Webster. *Commercial manager:* F. Shaw. *Chief engineer:* R. Henderson.

Rep: None. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* Services being developed; no more specific data available. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFRN, EDMONTON

Operator: Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. *Phone:* 23561. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 1, 1934.

Station manager: G. R. A. Rice. *Business manager:* H. F. Nielsen. *Program directors:* David Hill, S. Lancaster. *Chief engineer:* F. C. Makepeace. *Musical director:* R. Wright. *Publicity director:* D. E. Neale.

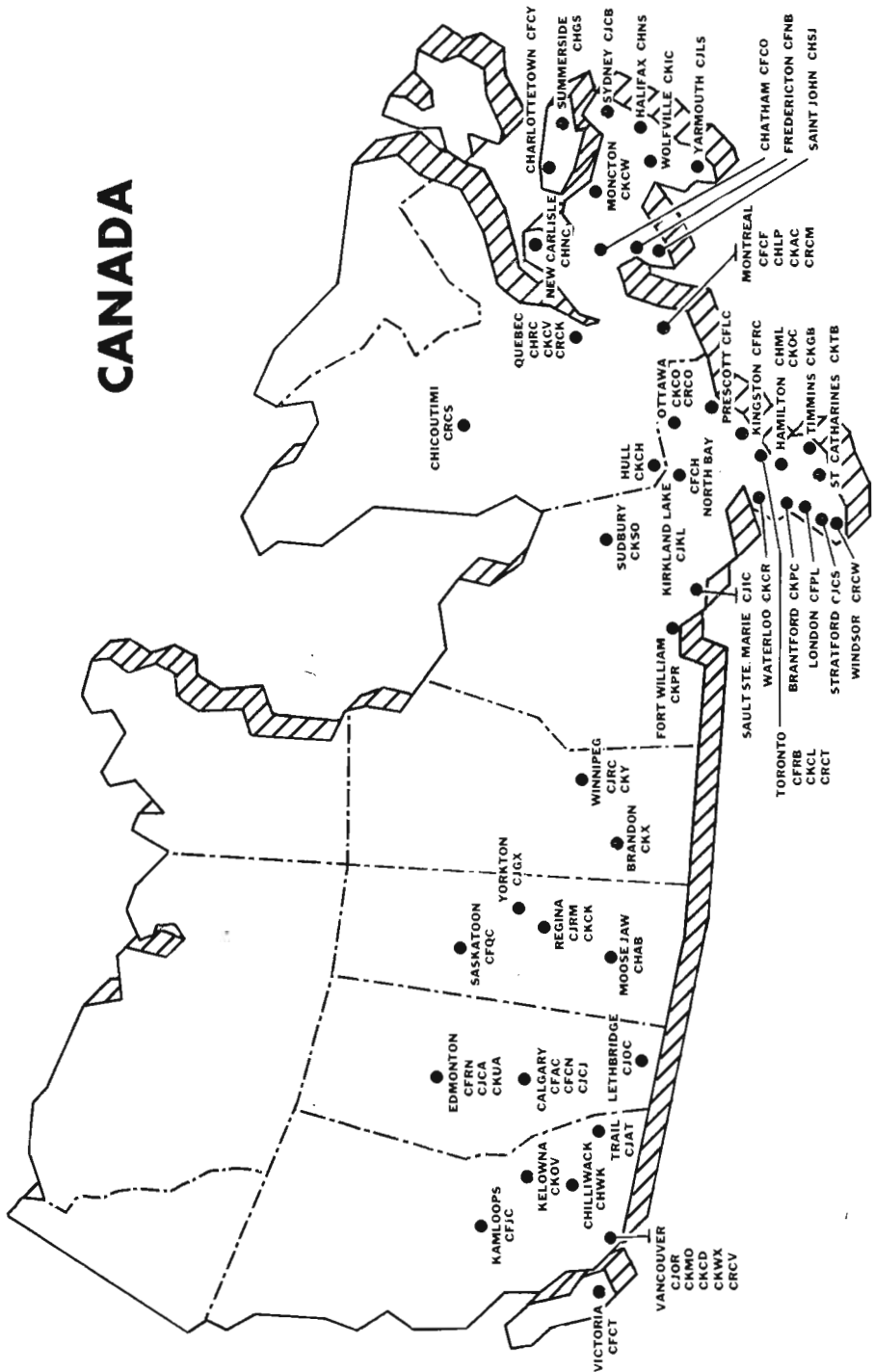
Rep: Joseph Hershey McGillvra (New York, Chicago, Toronto); All Canada Broadcasting System (Winnipeg). *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; must be accompanied by testified English translation. *Artists bureau:* None. *Base rate:* \$55.

Copy restrictions: No alcoholic beverages of any type; all patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 p.m.

CJCA, EDMONTON

Operator: Taylor and Pearson Broadcasting Co., Ltd. *Power:* 1,000 watts on 730 kc.

CANADA



STATIONS—Continued

Affiliation: Dominion Broadcasting Co.; Foothills Network.

Rep: Joseph Hershey McGillvra (U. S.).
Base rate: \$80.

No further information available after repeated requests.

CKUA, EDMONTON

Operator: University of Alberta. *Power:* 500 watts on 580 kc.

This station does not sell time—university-owned.

CJOC, LETHBRIDGE

Operator: Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. *Phone:* 3872. *Power:* 100 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 28, 1928.

President: J. G. Hutchings. *Station manager:* Gerald Gaetz. *Commercial manager:* Arthur H. Nicholl. *Program director:* Robert Buss. *Chief engineer:* Robert Reagh. *Publicity director:* Cameron Perry.

Rep: United Broadcast Sales, Toronto. *News:* Canadian Press. *Seating facilities:* 15 persons. *Merchandising:* Limited service offered by sales department. *Foreign language programs:* Accepted if transcribed and authorized by C.B.C. *Artists bureau:* None. *Stock:* Principally held by H. R. Carson, Ltd. *Base rate:* \$35.

Copy restrictions: Beer, wine or liquor advertising not permitted by Provincial Government; patent medicine copy must be approved by CBC.; all copy must conform to station standards and Canadian Broadcasting Corp. rules and regulations.

BRITISH COLUMBIA

CHWK, CHILLIWACK

Operator: Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. *Phone:* 6106. *Power:* 100 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1927.

Managing director, station and commercial manager, publicity director: C. Casey Wells. *Program director:* Ronald G. Wells. *Chief engineer:* Jack Pilling. *Artists Bureau head, musical director:* Bertram Turvey.

Rep: H. K. Conover (Chicago, Milwaukee, Detroit); Niles-Richman (New York). *News:* CBC; local. *Seating facilities:* none. *Merchandising:* "full cooperation" offered. *Foreign language programs:* not accepted. *Artists bureau:* setup nominal only. *Base rate:* \$20.

Copy restrictions: no beer, wine or liquor

advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision.

CFJC, KAMLOOPS

Operator: Kamloops Sentinel, Ltd. *Power:* 100 watts on 880 kc.

Rep: Joseph Hershey McGillvra (U.S.).
Base rate: \$20.

No further information supplied at this time; station will go to 1,000 watts soon and was changing its general setup at time of query.

CKOV, KELOWNA

Operator: Okanagan Broadcasters, Ltd. *Power:* 100 watts on 630 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: \$20.

No further information available after repeated requests.

CJAT, TRAIL

Operator: Kootenay Broadcasting Co., Ltd., Box 2254. *Phone:* 737. *Power:* 1,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* January, 1933.

General and station manager: T. G. Robinson. *Commercial manager:* R. M. Dagg. *Program director:* C. R. Smith. *Chief engineer:* E. C. Connor. *Musical director:* L. W. Muirhead.

Rep: Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* All services rendered at actual cost. *Foreign language programs:* Accept Italian programs only. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of the Canadian Broadcasting Corp.

CJOR, VANCOUVER

Operator: G. C. Chandler. *Power:* 500 watts on 600 kc. *Affiliation:* Dominion Broadcasting Co.

Rep (U. S.): Joseph Hershey McGillvra (East); Walter Biddick Co. (Pacific Coast).
Base rate: \$75.

No further information available after repeated requests.

CKCD, VANCOUVER

Operator: Pacific Broadcasting Co., Ltd., 198 W. Hastings St. *Phone:* Seymour 2750. *Power:* 100 watts on 1010 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is owned by the Vancouver Daily Province.)

Station and commercial manager: W. G.

CANADA



United States Representatives



- | | | |
|------------------|-------------|-------------------|
| ALBERTA | CFAC | <i>Calgary</i> |
| | CJCA | <i>Edmonton</i> |
| | CJOC | <i>Lethbridge</i> |
| BRITISH COLUMBIA | CJAT | <i>Trail</i> |
| | CKWX | <i>Vancouver</i> |
| MANITOBA | CKX | <i>Brandon</i> |
| | CKY | <i>Winnipeg</i> |
| QUEBEC | CFCF | <i>Montreal</i> |
| SASKATCHEWAN | CKCK | <i>Regina</i> |

THESE STATIONS, EACH A LEADER
IN ITS OWN PROVINCE, OPEN
THE DOOR TO THIS VAST UN-
TAPPED CANADIAN MARKET.

**WEED
& COMPANY**
NEW YORK
DETROIT
CHICAGO

STATIONS—Continued

Hassell. *Program director:* Jack Avison. *Chief engineer:* H. G. McCrady. *Musical director:* Geneva Calangis. *Publicity director:* L. F. Hassell.

Rep: None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: None listed.

CKFC, VANCOUVER

Operator: Standard Broadcasting System, Ltd. *Power:* 50 watts on 1410 kc. (divides time with CKMO).

Rep: None. *Base rate:* \$30.

No further information after repeated requests.

CKMO, VANCOUVER

Operator: British Columbia Broadcasting System, Ltd., 812 Robson Street. *Phone:* SEY. 7711. *Power:* 100 watts on 1410 kc. *Affiliation:* British Columbia Network. *Opened:* 1923.

Managing director: B. A. Arundel. *Station and commercial manager:* H. M. Cooke. *Program and musical director:* A. Thompson. *Chief engineer:* R. Macness.

Rep: None. *News:* News Herald (local). *Seating facilities:* None. *Merchandising:* Complete publicity and merchandising service rendered free. *Foreign language programs:* Will accept; translation must be furnished. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Conform to rules and regulations of CBC; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted.

CKWX, VANCOUVER

Operator: Western Broadcasting Co., Ltd., 801 W. Georgia St. *Phone:* Seymour 2288. *Power:* 100 watts on 1010 kc. (station shares time with CKCD). *Affiliation:* Canadian Pacific Communications. *Opened:* 1923.

General and station manager: A. Holstead. *Commercial manager:* Reginald M. Dagg. *Program and musical director:* Fred C. Bass. *Chief engineer:* E. Ross MacIntyre. *Publicity director:* V. L. Reed.

Rep: Weed & Co., New York, Chicago. *News:* Vancouver Sun. *Seating facilities:* None.

Merchandising: Window tie-in material; sales staff cooperates in contacting merchants, creating and carrying out any plans of sponsors. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by A. Holstead and William Hanlon. *Base rate:* \$40.

Copy restrictions: Operate under rules

of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision.

CRCV, VANCOUVER

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 1100 kc.

Base rate: \$110.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CFCT, VICTORIA

Operator: Victoria Broadcasting Association, Radio Center. *Phone:* G 2014; E 2442. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* March 24, 1924.

General and commercial manager: G. W. Deaville. *Station manager:* Bernard Deaville. *Program director, artists bureau head:* Clarence Carville. *Chief engineer:* Cliff Deaville. *Musical director:* Art Farey. *Publicity director:* L. B. Parsons.

Rep: Joseph Hershey McGillvra, New York, Chicago. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* Programs given publicity on several of the station's programs. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$30.

Copy restrictions: Conform to rules and regulations of CBC; no price quoting permitted; patent medicine copy must be passed by management; all advertising must conform to station code of ethics.

MANITOBA

CKX, BRANDON

Operator: Manitoba Telephone System. *Power:* 1,000 watts on 1120 kc.

Rep: Weed & Co. *Base rate:* \$50.

No further information available after repeated requests.

CJRC, WINNIPEG

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Phone:* 92266. *Power:* 1,000 watts on 630 kc. *Affiliation:* Grain Belt Network. *Opened:* February 16, 1934.

General and station manager: H. R. McLaughlin. *Commercial manager:* J. L. C. MacPherson. *Program and musical director:* Harold Green. *Chief engineer:* Ken Cameron. *Publicity director:* George Titus.

Rep: All-Canada Radio Facilities, Ltd., Winnipeg, Toronto, Montreal; Joseph Hershey McGillvra, New York, Chicago.

STATIONS—Continued

News: Transradio. *Seating facilities:* None. *Merchandising:* Supply newspaper publicity, market data and coverage; contact dealers; mail announcements; window displays; etc. *Foreign language programs:* Will accept; translation must be furnished in advance and is strictly censored. *Artists bureau:* Yes. *Base rate:* \$80.

Copy restrictions: All copy subject to rules and regulations and permission of the CBC.

CKY, WINNIPEG

Operator: Manitoba Telephone System, Winnipeg. *Phone:* 37131. *Power:* 15,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 13, 1923. (Note: the same owner also has CKX, Brandon.)

General and station manager: W. H. Backhouse. *Commercial manager:* Guy Herbert. *Program director:* R. H. Roberts. *Chief engineer:* G. H. Mills. *Musical director:* P. H. Richardson. *Publicity and public relations director:* D. R. P. Coats.

Rep: Weed & Co. (U. S.); United Broadcast Sales (Canada). *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* None at present; service to be established in the fall. *Foreign language programs:* Will accept, but no requests received to date. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: No liquor advertising; no price quoting.

CFNB, FREDERICTON

Operator: James S. Neill & Sons, Ltd. *Power:* 1,000 and 500 watts on 550 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* \$50.

No further information available after repeated requests.

CKCW, MONCTON

Operator: Moncton Broadcasting Co., Ltd. *Power:* 100 watts on 1370 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: Joseph Hershey McGillvra. *Base rate:* \$30.

No further information available after repeated requests.

CHSJ, SAINT JOHN

Operator: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. *Phone:* 3-2307. *Power:* 100 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February, 1934. (Note: This station is newspaper-owned by the St. John Telegraph-Journal and Times-Globe.)

Station manager, secretary-treasurer: L. W. Bewick. *Commercial manager:* George Cromwell. *Program director, artists bureau head:* deB. Holly. *Chief engineer:* J. G. Bishop. *Publicity director:* Christine Fewings.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press; Transradio; Telegraph and Times (local). *Seating facilities:* 20 persons. *Merchandising:* Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$40.

Copy restrictions: Conform to rules and regulations of CBC; spot announcements are limited to 100 words and are not accepted after 7:30 p.m. nor on Sunday; no price quoting permitted; all copy subject to station approval and government regulations.

NOVA SCOTIA

CHNS, HALIFAX

Operator: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. *Phone:* B-8319. *Power:* 1,000 watts on 930 kc (operating schedule: 8 a.m. to midnight daily; Saturday, 12 noon to midnight; Sunday, 3 p.m. to midnight). *Affiliation:* Maritime Network; Canadian Broadcasting Corp. *Opened:* May 12, 1926. (Note: CHNS is associated with the Halifax Herald and Halifax Mail for news).

Director: William C. Borrett. *Commercial manager:* John L. Redmond. *Program director:* Lionel L. Shatford. *Chief operator:* Cecil A. Landry. *Musical director:* Richard L. Fry. *Publicity director:* Fletcher Coates.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged—other locations admission free. *Merchandising:* Supply information for sponsors; send out a house organ; newspaper schedules printed with sponsor's name. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abides by Canadian Broadcasting Corp. rules and regulations.

CJCB, SYDNEY

Operator: N. Nathanson, Radio Building. *Phone:* 170-209. *Power:* 1,000 watts on 1200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 14, 1929.

Station manager: N. Nathanson. *Program and musical director:* R. H. Wright. *Chief engineer:* F. G. O'Brien. *Publicity director:* C. Nunn.

Rep: Joseph Hershey McGillvra, New York. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Services, rendered free, include publicity, window displays, etc. *Foreign language programs:* Accepted between 2 and 4 p.m. weekdays. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations.

CKIC, WOLFVILLE

Operator: Acadia University. *Power:* 50 watts on 1010 kc.

This station does not sell time—university-owned.

CJLS, YARMOUTH

Operator: Laurie L. Smith, Grand Hotel. *Phone:* 500. *Power:* 100 watts on 1310 kc. (operating schedule: 10 a.m. to 1 p.m. and 5:30 to 8 p.m. daily; Sunday, 11 a.m. to 12:30 p.m. and 7 to 8:30 p.m.). *Affiliation:* Maritime Network. *Opened:* April 6, 1934.

Station head, chief engineer: Laurie L. Smith. *Commercial manager, program director:* O. W. Loeb.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Publicity and program listings in Nova Scotia and New Brunswick papers. *Foreign language programs:* Accepted if approved by Canadian Broadcasting Corp. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: None listed.

ONTARIO**CKPC, BRANTFORD**

Operator: Telephone City Broadcast, Ltd. *Power:* 100 watts on 930 kc. *Affiliation:* Dominion Broadcasting Co.

Base rate: \$40.

No further information available after repeated requests.

CFCO, CHATHAM

Operator: John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). *Phone:* 2626. *Power:* 100 watts on 630 kc. (licensed to operate

full time; actual operating schedules: 7:30 a.m. to 1:30 p.m. and 4:30 to 11 p.m. daily; Sunday, 9:30 a.m. to 12:30 p.m. and 1:45 to 10:30 p.m.). *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

Station head, general manager: John Beardall. *Commercial manager:* Peter A. Kirkey. *Program director:* Ross Wright. *Chief engineer:* Gordon Brooks.

Rep: None. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. *Foreign language programs:* Accepted, subject to regulations of C.B.C. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to governmental regulations.

CKPR, FORT WILLIAM

Operator: Dougall Motor Car Co., Ltd., Radio Hall. *Phone:* S. 315. *Power:* 100 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Feb. 27, 1931.

Station manager: H. F. Dougall. *Program director:* I. Jones. *Chief engineer:* R. H. Parker.

Rep: All-Canada Broadcasting System; United Broadcast Sales. *News:* Canadian Press; also own local service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Outside the English language, Finnish and Ukrainian would be the only ones useful; will accept. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 p.m.

CHML, HAMILTON

Operator: Maple Leaf Radio Co., Ltd. *Power:* 100 watts on 1010 kc. *Affiliation:* Dominion Broadcasting Co.

Rep: None. *Base rate:* \$40.

No further information available after repeated requests.

CKOC, HAMILTON

Operator: Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. *Power:* 1,000 and 500 watts on 1120 kc. *Affiliation:* Dominion Broadcasting Co. *Opened:* 1922.

General manager: James Midgley. *Station manager:* Gordon Anderson. *Chief engineer:* Leslie Horton. *Musical director:* Charles Wellinger.

STATIONS—Continued

Rep: None. *News:* None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$80.

Copy restrictions: None listed, other than that copy must conform to station standards.

CFRC, KINGSTON

Operator: Queen's University, Whig Standard Bldg. *Phone:* 616. *Power:* 100 watts on 1510 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* June 29, 1936. (Note: This station is operated on partnership basis with the Kingston Whig-Standard.)

Station head, program and advertising director: James Annand. *Chief engineer:* H. Stewart.

Rep: J. H. McGillvra, New York. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No policy formulated. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No alcoholic beverage or patent medicine advertising accepted.

CJKL, KIRKLAND LAKE

Operator: Northern Broadcasting Co., Ltd. *Power:* 100 watts on 1310 kc.

Base rate: \$25.

No further information available after repeated requests.

CFPL, LONDON

Operator: London Free Press Printing Co., Hotel London. *Power:* 100 watts on 730 kc.

Rep: None. *Base rate:* \$45.

Copy restrictions: No alcoholic beverages accepted.

No further information available after repeated requests.

CFCH, NORTH BAY

Operator: Northern Broadcasting Co., Ltd., Capitol Theatre Bldg. *Power:* 100 watts on 930 kc.

Base rate: \$25.

No further information available after repeated requests.

CKCO, OTTAWA

Operator: G. M. Geldert, M. D., 272 Somerset St., W. *Phones:* Queen 8225; 2-3611. *Power:* 100 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 22, 1924.

Director: G. M. Geldert, M. D. *Station manager:* A. W. Ryan. *Program director:* H. G. Young. *Chief engineer:* I. R. Henderson. *Artists bureau head:* L. C. Hill. *Musical director:* L. A. Moss. *Publicity director:* L. A. Moss.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Through Radiad Service. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

Copy restrictions: Abide by rules and regulations of the CBC; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 100 words and are not accepted between 7:30 and 11 p.m.; all copy subject to station approval.

CRCO, OTTAWA

Operator: Canadian Broadcasting Corp., Chateau Laurier Hotel. *Phone:* Queen 54. *Power:* 1,000 watts on 880 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 27, 1924.

General and station manager: Charles Shearer.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.; no spot announcements permitted between 7:30 and 11 p.m.

CFLC, PRESCOTT

Operator: The Radio Association of Prescott, George St. *Phone:* 302. *Power:* 100 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

President, station and commercial manager: Charles Plumb. *Program director, artists bureau head:* John G. Andrews. *Chief engineer:* L. F. Knight. *Musical director:* Sid Phillips.

Rep: None. *News:* Canadian Press. *Seating facilities:* Studio, seating 20; two church auditoriums, seating 400 each, 25c admission. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$75.

Copy restrictions: Advertising of any alcoholic beverages and price mentions prohibited by government; all copy subject to station approval.

CKTB, ST. CATHERINES

Operator: The Silver Spire Broadcasting Station, Ltd., 10 King St. *Phone:* 3900. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 7, 1933.

President: E. T. Sandell. *Station manager:* Pauline Smyth. *Program director:* Bernard Mitchell. *Chief engineer:* W. H. Allen. *Musical director:* W. G. Adamson.

Rep: All-Canada Broadcasting System. News: None. Seating facilities: About 75 persons. Merchandising: Will make surveys, etc. Foreign language programs: Accepted; no announcements accepted. Artists bureau: None. Stock: Held by E. T. Sandell. Base rate: \$35.

Copy restrictions: All copy subject to approval of the Canadian Radio Corporation; no alcoholic beverages of any type whatsoever; patent medicine continuity subject to approval of the Department of Health.

CJIC, SAULT STE. MARIE

Operator: The Hyland Broadcasting Co., Windsor Hotel. Phone: 360. Power: 100 watts on 1,500 kc. Affiliation: Canadian Broadcasting Corp. Opened: Oct. 15, 1934.

Commercial manager: J. G. Hyland. Program director: J. C. Whitby. Chief engineer: S. C. Cusack.

Rep: Joseph Hershey McGillvra. News: RNA (Transradio). Seating facilities: None. Merchandising: Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. Foreign language programs: Never any inquiries; foreign announcements of 100 words must be paralleled in English. Artists bureau: None. Base rate: \$35.

Copy restrictions: No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations.

CHLT, SHERBROOKE

Operator: La Tribune. Power: 100 watts on 1210 kc.

Rep: None. Base rate: \$35.
No further data available.

CJCS, STRATFORD

Operator: Central Broadcasting Company, Windsor Hotel. Phone: 1675. Power: 100 watts on 1210 kc. Affiliation: None. Opened: 1922.

General manager: R. H. Thomson. Station and commercial manager: Jack K. Cooke. Program director, chief engineer: C. Snelgrove. Musical director: Chas. Trethewey. Publicity director: Don Bassett.

Rep: Northern Broadcasting Co. News: Canadian Press. Seating facilities: 100 persons. Merchandising: Complete service free. Foreign language programs: Accept French programs. Artists bureau: None. Base rate: \$35.

Copy restrictions: Accept beer advertising; spot announcements limited to 100 words, commercials to 1½ minutes per quarter-hour program; all copy subject to rules and regulations of Canadian Broadcasting Corp.

CKSO, SUDBURY

Operator: Sudbury Star, Ltd., 21 Elgin St. Phone: 280. Power: 1,000 watts on 780 kc. Affiliation: Canadian Broadcasting Corp. Opened: August, 1935. (Note: This station is newspaper-owned: The Sudbury Star.)

President: W. E. Mason. Station manager, commercial manager: John D. Kemp. Program director: W. J. Woodill. Chief engineer: L. C. Parkes.

Rep: None. News: Canadian Press. Seating facilities: Studio, about 50 persons. Merchandising: Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product included. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$60.

Copy restrictions: Medicinal copy accepted; no liquors or wines.

CKGB, TIMMINS

Operator: Northern Broadcasting Co., Ltd., Daily Press Bldg. Phone: 500. Power: 100 watts on 1420 kc. Affiliation: Canadian Broadcasting Corp. Opened: December 7, 1933. (Note: This station is newspaper-affiliated with the Timmins Press.)

President: R. H. Thomson. Station manager: William Wren. Program director: Gordon Archibald. Chief engineer: Edgar Ryan. Publicity director: Donald L. Bassett.

Rep: None. News: Canadian Press. Seating facilities: None. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$25.

Copy restrictions: No liquor advertising permitted in this province; patent medicines must be approved by CBC.

CFRB, TORONTO

Operator: Rogers Radio Broadcasting Co., 37 Bloor St., W. Phone: Midway 3515. Power: 10,000 watts on 690 kc. Affiliation: CBS. Opened: No date given.

Managing director: Harry Sedgwick. Commercial manager: Lloyd Moore. Program director: Roy Locksley. Chief engineer: John Sharpe.

Rep: Joseph Hershey McGillvra (U. S.) News: Local. Seating facilities: 200 persons. Merchandising: Services rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

Copy restrictions: No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health.

CKCL, TORONTO

Operator: Dominion Battery Co., 444 University Ave. Phone: Adelaide 1014.

STATIONS—Continued

Power: 100 watts on 580 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** 1923.

President: Henry S. Gooderham. **Station manager, commercial manager:** A. E. Leary. **Program director, musical director, artists bureau head, publicity:** Maurice Rapkin. **Chief engineer:** Ernest O. Swan.

Rep: None. **News:** Canadian Press. **Seating facilities:** Century and Lansdowne Theatre tie-ups; both about 1,500 capacity. **Merchandising:** Arrange window displays; newspaper tie-ups; public address system tie-ups (station owned). **Foreign language programs:** Have Jewish program; 76,000 Jews claimed to be in the City of Toronto. **Artists bureau:** Yes; artists available to sponsors; no booking charge leveled against artists. **Base rate:** \$60.

Copy restrictions: No alcoholic beverage advertising of any type; abide by rules of CBC; spot announcements limited to 75 words and not accepted between 7:30 and 11 p.m.

CRCT, TORONTO

Operator: Canadian Broadcasting Corp. **Power:** 5,000 watts on 840 kc. **Affiliation:** NBC.

Base rate: \$150.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKCR, WATERLOO

Operator: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. **Phone:** 4360. **Power:** 100 watts on 1510 kc. **Affiliation:** None listed. **Opened:** 1929.

Station manager: W. C. Mitchell. **Commercial manager:** G. Liddle. **Program director:** Doc. Lindsey. **Chief engineer:** Ion Hartman. **Musical director:** Prof. C. F. Thiele.

Rep: None. **News:** None. **Seating facilities:** Medium-sized studio; capacity not listed. **Merchandising:** Cooperate with advertisers to "fullest extent." **Foreign language programs:** No requests have ever been received, but German programs would be acceptable in territory. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer, wine and liquor advertising prohibited by policy of Canadian Broadcasting Corp., by which station operates; accept patent medicines; all copy subject to station approval.

CKLW, WINDSOR

See Detroit, Michigan.

CRCW, WINDSOR

Operator: Canadian Broadcasting Corp.

Power: 1,000 and 500 watts on 600 kc.

Base rate: \$90.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CKNX, WINGHAM

Operator: W. T. Cruickshank and B. Howard Bedford. **Power:** 50 watts on 1200 kc.

Rep: Joseph Hershey McGillvra. **Base rate:** \$20.

No further data available after repeated requests.

PRINCE EDWARD ISLAND

CFCY, CHARLOTTETOWN

Operator: Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. **Phone:** 741; 1303. **Power:** 1,000 watts on 630 kc. **Affiliation:** Canadian Broadcasting Corp. **Opened:** Aug. 15, 1924.

Managing director: Lt. Col. Keith S. Rogers. **Commercial manager, program di-**



BI-LINGUAL BROADCASTS?

Should the programme
be English or French . . .
or both? If you would
like to have the pro-
gramme situation in
Montreal explained . . .
write us for full details.

The logo for N. B. C. Red & Blue, featuring the call letters "N. B. C." in a large, bold, sans-serif font above the words "RED & BLUE" in a smaller, bold, sans-serif font. The text is centered between two black triangles pointing towards each other.

N. B. C.
RED & BLUE

rector, artists bureau head, publicity: L. A. McDonald, Chief engineer: J. Q. Adams. Musical director: Mrs. K. S. Rogers.

Rep: None. News: Canadian Press. Seating facilities: 75 persons. Merchandising: Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. Foreign language programs: Accepted; if programs are not recorded, there is a special announcer's fee. Artists bureau: Yes; talent not listed. Base rate: \$60.

Copy restrictions: No beer, wines or whiskey; no announcements after 7 p.m.

CHGS, SUMMERSIDE

Operator: R. T. Holman, Ltd., 190 Water Street. Phone: 134. Power: 50 watts on 1450 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1925.

President: H. T. Holman. Station and commercial manager: R. L. Mollison. Program director: J. E. Millman. Chief engineer: W. R. Cannon.

Rep: None. News: CBC; Christian Science Monitor. Seating facilities: 50 persons. Merchandising: Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. Foreign language programs: No rules; audience composed entirely of English-speaking people. Artists bureau: None. Base rate: \$25.

Copy restrictions: No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations.

QUEBEC

CRCS, CHICOUTIMI

Operator: Canadian Broadcasting Corp. Power: 100 watts on 950 kc.

Base rate: \$25.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish any more data at this time.)

CKCH, HULL

Operator: Hull Broadcasting Co., Ltd., 85 Champlain Ave. Phone: Sherwood 1820. Power: 100 watts on 1210 kc. Affiliation:

Canadian Broadcasting Corp.; Provincial Network. Opened: June 30, 1932.

Director: Alexander Dupont. Chief engineer: J. F. Champagne. Musical director: Rene Marier. Publicity director: A. W. Monette.

Rep: None. News: Canadian Press. Seating facilities: Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. Merchandising: No service listed. Foreign language programs: Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). Artists bureau: Has complete roster of artists; latter are not under contract to station, however. Stock: Principally held by Josaphat Pharand. Base rate: \$40.

Copy restrictions: Accept advertising for beer, wines and alcoholic beverages; also patent medicines; no announcements between 7 and 11 p.m.

CFCF, MONTREAL

Operator: Canadian Marconi Co., Ltd., Mount Royal Hotel. Phone: Marquette 7086. Power: 500 watts on 600 kc. Affiliation: NBC Canadian Group. Opened: 1921.

Station manager: Victor F. Nielsen. Program director: J. A. Shaw. Chief engineer: K. R. Paul.

Rep: Weed & Co., New York, Chicago. News: Canadian Press; Transradio. Seating facilities: Organ Hall, seating 300 persons. Merchandising: Publicity through radio columns in both English and French newspapers. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$125.

Copy restrictions: Beer and wine accepted with time signals and other services only, and copy must not tend to encourage use of such beverages; no hard liquor; patent medicine copy accepted if approved by National Board of Health; spot announcements limited to 75 words, chain breaks to 15; commercials limited to 250 words per quarter-hour, 600 words per half-hour, 1,000 words per hour.

CHLP, MONTREAL

Operator: LaPatrie. Power: 100 watts on 1120 kc. Affiliation: None.

Rep: None. Base rate: \$75.

No further information available after repeated requests.

CKAC, MONTREAL

Operator: La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St., West. Phone: Lancaster 5125. Power: 5,000 watts on 730 kc. Affiliation: CBS. Opened: June, 1922. (Note: This station is newspaper-owned—La Presse.)

Director: Phil. Lalonde. *Program director:* Yves Bourassa. *Chief engineer:* Leonard Spencer.

Rep: Joseph Hershey McGillvra. *News:* British United Press. *Seating facilities:* Three theatres, 800, 1,100 and 1,500. *Merchandising:* Complete listings in paper; no other services listed. *Foreign language programs:* Station is bilingual; most announcements are given in French as well as English. *Artists bureau:* None. *Base rate:* \$165.

Copy restrictions: Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words.

CBCM, MONTREAL

Operator: Canadian Broadcasting Corp. *Power:* 5,000 watts on 910 kc.

Base rate: \$100.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

CHNC, NEW CARLISLE

Operator: Gaspesia Radio Broadcasting Co., Ltd., New Carlisle. *Phone:* 38. *Power:* 1,000 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 23, 1933.

President: George M. Kempfer. *Station and commercial manager:* Dr. Charles Houde. *Program director:* J. D. Boudreau. *Musical director:* L. J. Allard. *Publicity director:* V. Bernard.

Rep: None. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Publicity and listings in various newspapers. *Foreign language programs:* Will accept, provided literal English or French translation is furnishing in advance. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be approved by stations; all continuities and commercials must conform to station standards and C.B.C. rules and regulations.

CHRC, QUEBEC

Operator: CHRC, Limitee, Victoria Hotel. *Phone:* 2-8178. *Power:* 100 watts on 580 kc. *Affiliation:* None. *Opened:* April 1, 1926.

Director, manager, commercial manager: J. N. Thivierge. *Program director:* T. H. Burham. *Chief engineer:* Oscar Marcoux. *Artists bureau head:* A. Pelletier. *Musical director:* Gilbert Darisse. *Publicity director:* S. Breton.

Rep: Joseph Hershey McGillvra. *News:* Gathered locally by station. *Seating facilities:*

Accommodations for 600; admission free; sponsor pays so much rental per show. Merchandising: Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. *Foreign language programs:* Territory is bilingual; programs taken in French or English; no other languages. *Artists bureau:* Yes; handle over 100 artists per week. *Stock:* Principal holders are the Hon. Senator L. Moraud, Maj. Ed. Flynn, Emile Fontaine, Capt. J. H. Baribeau and J. N. Thivierge. *Base rate:* \$40.

Copy restrictions: Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor.

CKCV, QUEBEC

Operator: CKCV, Ltd., 142 St. John St. *Phone:* 2-1585. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* September, 1925.

President: Jules Brilland. *Station and commercial manager, publicity director:* Paul Lepage. *Program director:* Jean Nel. *Chief engineer:* Charles Frenette. *Musical director:* O. Letourneau.

Rep: All-Canada Broadcasting System. *News:* Canadian Press. *Seating facilities:* 125 persons. *Merchandising:* None. *Foreign language programs:* 90% of programs are given in French. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Abide by the rules of Canadian Broadcasting Corp.

CRCK, QUEBEC

Operator: Canadian Broadcasting Corp. *Power:* 1,000 watts on 1050 kc.

Base rate: \$70.

(Note: Due to problems of current organization, etc., the CBC is unable to furnish more data at this time.)

SASKATCHEWAN

CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. *Phone:* 2377. *Power:* 100 watts on 1,200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July 1, 1933 (as a commercial station. (Note: This station was established in 1922 as 10AB, a community enterprise carried on by public subscription. It was then non-commercial. In 1933 drought conditions forced a revision of service, and commercialization as CHAB, Ltd. It became actively commercial in November, 1934.)

Station manager: H. C. Buchanan. *Commercial manager:* E. Glover. *Program di-*

STATIONS—Continued

engineer, publicity: L. A. Bourgeois. *Chief engineer:* A. E. Jacobson.

Rep: All-Canada Broadcasting System; United Broadcast Sales, Ltd.; Associated Broadcasting Co., Ltd. *News:* Canadian Press. *Seating facilities:* About 200. *Merchandising:* Use Radio Merchandising Service, and Radiad Service. *Foreign language programs:* Will accept; population is overwhelmingly English-speaking, however. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any type; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp.

CJRM, REGINA

Operator: James Richardson & Sons. *Power:* 1,000 watts on 540 kc.

Rep: Joseph Hershey McGillvra (U. S.) *Copy restrictions:* Alcoholic beverage advertising not accepted.

CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. *Phone:* 6785. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* April, 1922. (Note: This station is owned by the Regina Leader-Post.)

General manager: M. V. Chesnut. *Commercial manager:* A. Balfour. *Program director, artists bureau head:* W. Speers. *Musical director:* A. Smith.

Rep: Weed & Co. (U.S.) United Broadcast Sales, Ltd. *News:* Canadian Press. *Seating facilities:* 300 persons. *Merchandising:* Supply listings and publicity

through Leader-Post; make dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. *Foreign language programs:* No set rules, as no requests have been received to date. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: Conform to rules and regulations of Canadian Broadcasting Corp.

CFQC, SASKATOON

Operator: A. A. Murphy & Sons, Ltd., 216 First Avenue, N. *Phone:* 7282; 5374. *Power:* 1,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1923.

Owner, general and station manager: A. A. Murphy. *Commercial manager, program director:* Vernon Dallin. *Chief engineer:* S. Clifton. *Musical director:* C. Cairns.

Rep: Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Abide by rules and regulations of Canadian Broadcasting Corp.

CJGX, YORKTON

Operator: James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Power:* 100 watts on 1390 kc.

Rep: Joseph Hershey McGillvra (U. S.). *Base rate:* \$35.

No further information available after repeated requests.

FOOTNOTE ON CANADA

Throughout the Canadian station write-ups, reference is made to the "rules and regulations of the Canadian Broadcasting Corporation." To define these rules further, however, has not been a possibility at the current time. The Canadian Broadcasting Corporation has within recent months grown out of a predecessor regulatory body, with the result that policies of any kind are still in the formulative stage.

Due to this fact, no notations of policy whatsoever are herein made; the point is left indefinite, rather than have an out-dated set of printed regulations cause confusion later on.

COMMERCIAL BROADCASTING IN FOREIGN NATIONS

Aside from the United States and its territorial possessions and the Dominion of Canada, about 40 other nations and principalities of the world allow radio broadcasting in a commercial sense.

Clearcut descriptions of the various situations are, however, impossible. In many nations radio is very new—as in South America. Changes in station ownership, location, or even existence, are frequent. For that reason, full-length descriptions are here-with omitted as next to useless.

Such data as is presented derives largely from Department of Commerce Reports.

By "set tax" is meant the periodic fee paid by the listener to his government for the privilege of operating a receiving set.

ALGERIA (French possession). Area of 847,500 square miles; population 6,500,000. *Receiving sets:* About 42,000. *Set tax:* Varies from 15 to 200 francs, depending on type of set. There is one commercial station in this country.

ARGENTINA, REPUBLIC OF. Area of 1,150,000 square miles; population 12,370,000. *Receiving sets:* About 1,000,000. *Set tax:* None. There are over 30 commercial stations in this country.

AUSTRALIA, COMMONWEALTH OF. (British possession). Area of 2,975,000 square miles; population, 6,677,000. *Receiving sets:* 855,000. *Set tax:* One pound, one shilling. There are about 75 commercial stations in this country.

BELGIUM, KINGDOM OF. Area of 11,750 square miles; population, 8,215,000. *Receiving sets:* 850,000. *Set tax:* 60 francs. There are about a dozen commercial stations in this country.

BOLIVIA, REPUBLIC OF. Area of 506,000 square miles; population, 3,000,000. *Receiving sets:* 20,000. *Set tax:* None.

BRAZIL, UNITED STATES OF, SOUTH AMERICA. Area of 3,285,000 square miles; population 45,330,000. *Receiving sets:* 330,000. *Set tax:* None. There are about 60 commercial stations in this country.

CANARY ISLANDS (possession of Spain). Area of 4,000 square miles; population, 565,000. *Receiving sets:* About 4,000. *Set tax:* Five to 50 pesetas. One commercial radio station.

CHILE, REPUBLIC OF. Area of 286,300 square miles; population, 4,300,000. *Receiving sets:* 60,000. *Set tax:* None. Over 50 commercial radio stations.

CHINA, REPUBLIC OF. Area of 1,532,000 square miles (China Proper); population, 371,000,000. *Receiving sets:* 300,000 (China Proper). *Set tax:* None. Number of commercial stations is uncertain, and constantly changes. Shanghai has 37 stations (commercial and non-commercial) which is more than any other city in the world.

COLOMBIA, REPUBLIC OF. Area of 444,000 square miles; population, 8,894,-

000. *Receiving sets:* 46,000. *Set tax:* None. There are about 30 commercial stations.

COSTA RICA, REPUBLIC OF. Area of 23,000 square miles; population, 552,000. *Receiving sets:* About 7,000. *Set tax:* None. There are about 10 commercial radio stations.

CUBA, REPUBLIC OF. Area of 44,000 square miles; population, 3,765,000. *Receiving sets:* Somewhat over 100,000. *Set tax:* None. There are about 65 commercial stations.

DANZIG, FREE CITY OF. Area of 754 square miles; population, 410,000. *Receiving sets:* 29,000. *Set tax:* 2.50 Danziger gulden. There is one commercial station in this country.

DOMINICAN REPUBLIC (Santo Domingo). Area of 19,325 square miles; population, 1,500,000. *Receiving sets:* About 6,000. *Set tax:* None. There are about 35 commercial stations in this country.

ECUADOR, REPUBLIC OF. Area of 118,500 square miles (unofficial); population, 2,000,000 (unofficial). *Receiving sets:* Approximately 5,000. *Set tax:* None. There are about 10 commercial radio stations in this country.

FRANCE, REPUBLIC OF. Area of 212,600 square miles; population, 42,000,000. *Receiving sets:* 2,600,000. *Set tax:* 15 to 200 francs. There are 12 commercial stations in France. (Note: An extremely high tax of 48% on gross time costs is charged against foreign advertisers using French radio. This tax must be paid by the advertiser.)

FRENCH MOROCCO (African protectorate of France). Area of 200,000 square miles; population, 5,000,000. *Receiving sets:* 29,500. *Set tax:* 50 francs. There is one commercial radio station.

GUATEMALA, REPUBLIC OF. Area of 45,400 square miles; population, 2,250,000. *Receiving sets:* 8,000. *Set tax:* \$3. There are three commercial radio stations in this country.

HAITI, REPUBLIC OF. Area of 10,200 square miles; population, 2,600,000. *Re-*

- ceiving sets:* About 3,000. *Set tax:* None. There are four commercial radio stations.
- HONDURAS, REPUBLIC OF.** Area of 44,275 square miles; population, 854,000. *Receiving sets:* 8,000. *Set tax:* None. There are two commercial radio stations.
- LITHUANIA, REPUBLIC OF.** Area of 21,400 square miles; population, 2,471,000. *Receiving sets:* Upward of 30,000. *Set tax:* .80 to 4.00 Lits per month. There are two stations, both government-owned and operated; one accepts advertising.
- LUXEMBOURG, GRAND DUCHY OF.** Area of 999 square miles; population, 303,000. *Receiving sets:* 20,000. *Set tax:* None. There is one station in this country, operating commercially on 200,000-watts. Because of the restrictions against radio advertising in neighboring European nations, and the power of its signal, this station is reputed to charge the highest time rates in the world.
- MEXICO, REPUBLIC OF.** Area of 767,000 square miles; population, 16,500,000. *Receiving sets:* 360,000. *Set tax:* None. There are over 70 commercial radio stations.
- NEWFOUNDLAND** (British Dominion). Area of 42,700 square miles (Labrador has an area of 232,500 square miles); population, 285,000 (Labrador's population is 4,700). *Receiving sets:* 8,000. *Set tax:* \$2. There are three commercial radio stations.
- NICARAGUA, REPUBLIC OF.** Area of 49,200 square miles; population, 750,000. *Receiving sets:* 1,700. *Set tax:* None. There are three commercial radio stations.
- PANAMA, REPUBLIC OF.** Area of 33,600 square miles; population, 467,000. *Receiving sets:* 7,000 to 8,000. *Set tax:* None. There are seven commercial stations in this country.
- PARAGUAY, REPUBLIC OF.** Area of 61,650 square miles; population, 850,000. *Receiving sets:* 6,000. *Set tax:* None. There are perhaps half a dozen commercial radio stations in this country.
- PERU, REPUBLIC OF.** Area of 482,000 square miles (League of Nations estimate); population, 6,100,000. *Receiving sets:* 19,000. *Set tax:* None. There are upwards of 15 commercial radio stations in this country.
- POLAND, REPUBLIC OF.** Area of 150,000 square miles; population, 33,310,000. *Receiving sets:* Upwards of 520,000. *Set tax:* 1 to 3 zlotys. There are nine commercial radio stations.
- PORTUGAL, REPUBLIC OF.** Area of 35,490 square miles; population, 6,235,000. *Receiving sets:* 52,300. *Set tax:* 6 escudos per month. There are two commercial radio stations in Portugal on a temporary arrangement. According to a U. S. Department of Commerce bulletin: "Radio advertising is prohibited by law in Portugal, but a special temporary concession has been granted the Radio Club Portugueses to broadcast advertisements. . . ."
- RUMANIA, KINGDOM OF.** Area of 113,880 square miles; population, 19,000,000. *Receiving sets:* Upwards of 200,000. *Set tax:* 50 to 200 lei fixed charge for a license; 300 to 600 lei annually for private subscriptions. There are two commercial stations.
- EL SALVADOR, REPUBLIC OF.** Area of 13,000 square miles; population, 1,550,000. *Receiving sets:* 7,000 (of which about 4,250 are in actual use). *Set tax:* 5 colones. There is one commercial station in this country.
- SIAM, KINGDOM OF.** Area of 198,000 square miles; population, 11,500,000. *Receiving sets:* 28,600. *Set tax:* 50 Stgs to 3 Baht; application form, 10 Stgs. There are three commercial stations in Siam, but, says the U. S. Department of Commerce "commercial advertising is not often done by radio, since it is rather expensive and there are numerous Siamese and Chinese publications in which it can be done to better advantage."
- SPAIN, REPUBLIC OF.** Area of 190,000 square miles; population, 28,719,000. *Receiving sets, taxes, commercial broadcasting stations:* No data available since beginning of the civil war. Prior to that time Spain had a number of commercial stations.
- URUGUAY, REPUBLIC OF.** Area of 72,150 square miles; population, 2,000,000. *Receiving sets:* About 115,000. *Set tax:* None. There are upwards of 30 commercial radio stations.
- VENEZUELA, REPUBLIC OF.** Area of 352,000 square miles; population, 3,260,000. *Receiving sets:* Upwards of 47,000. *Set tax:* None. There are about 25 commercial radio stations.
- YUGOSLAVIA, KINGDOM OF.** Area of 96,300 square miles; population, 14,300,000. *Receiving sets:* 80,000. *Set tax:* About \$7 in U. S. money. There are three commercial stations in this country—i.e., three that will accept advertising, although commercialism is not stressed and there are frequent complaints about it from listeners.

TRANSFERS AND LEASES OF BROADCASTING LICENSES

What the figures below show are the prices paid for purchases, rental, or stock acquisition in various broadcasting stations.

Data for the two tables is taken verbatim from the *Congressional Record* of February 3, 1937. These figures are unaltered in every respect, even where there appear to be very slight errors. The sole omissions from the original are: station location, file number of the case, assignor, assignee, and the date of the transfer grant.

Table I is subheaded "applications for consent under sec. 310 of the Communications Act of 1934 for assignment of licenses granted by Federal Communications Commission for period July 1, 1935, to December 8, 1936."

Table II is subheaded "applications for consent under sec. 310 of the Communications Act of 1934 to transfer control of licensee corporation granted by Federal Communications Commission during period from July 1, 1935, to December 8, 1936."

When a station is listed twice in succession it means there were two succeeding transactions during the designated period.

TABLE I

Station.	Original cost fixed assets.	Replacement cost of fixed assets.	Total claimed value of physical and intangible assets.	Period.	Station earnings (Net profit).	Consid- eration Paid.
KCMO.....	\$10,473.45	\$11,141.45	\$2,500.00	6	\$1,347.82	\$18,000.00
KFJR.....	6,461.72	13,500.00	19,481.80	8	1,008.97	28,500.00
KFVD.....	9,105.20	14,025.00	7,908.10	6	2,381.78	65,000.00
KFYO.....	11,733.58	11,351.73	21,000.00	6	1,792.82	21,000.00
KIDW.....	15,000.00	8,000.00	3,000.00	6	942.54	*1,200.00
KMMJ.....	40,934.79	39,007.30	47,143.20	6	3,037.03	60,000.00
KOIL.....	69,068.02	65,349.34	35,229.88	3	1,686.77	110,000.00
KOMA.....	20,966.01	21,852.00	196,000.00	6	17,597.58	171,000.00
KOY.....	22,010.35	13,833.12	50,000.00	6	4,833.31	50,000.00
KPDN.....	11,734.79	11,734.79	10,914.56	2	1,885.46	15,000.00
KRE.....	14,494.05	11,250.00	6,707.44	6	101.32	16,978.23
KRQA.....	5,062.11	4,047.63	14,332.39	6	869.35	15,000.00
KSO.....	27,600.00	27,600.00	134,950.00	3	6,615.00	1.00
KTAT.....	86,861.04	75,469.99	176,000.00	6	3,000.00	160,000.00
KTAT.....	86,861.04	75,469.99	160,631.22	1	1,099.39	†170,000.00
KTSA.....	72,355.38	78,941.47	208,000.00	6	4,000.00	180,000.00
KVOL.....	4,970.53	4,970.53	7,492.51	3	1,915.57	†7,203.82
KVOR.....	19,848.40	19,727.00	70,629.73	6	4,621.50	80,000.00
KWG.....	12,044.42	12,044.42	46,687.33	6	8,823.58	1.00
KYA.....	52,968.80	27,200.00	25,658.67	3	13,740.70	1.00
WACO.....	14,896.12	17,965.00	62,000.00	6	6,600.00	50,000.00
WATL.....	21,794.00	11,454.00	12,450.00	3	173.25	16,500.00
WATL.....	21,794.00	11,450.00	6,000.00	6	3,803.27	4,500.00
WCSH.....	71,942.20	145,718.04	61,680.09	6	9,426.60	200,000.00
WCOP.....	42,620.80	42,620.80	57,306.05	1	2,129.07	†57,000.00
WCPO.....	53,500.00	55,158.00	42,570.10	6	941.92	53,500.00
WEBR.....	169,884.90	120,964.75	99,250.00	6	7,232.85	120,000.00
(Not known—sic)						
WEEL.....	451,978.00	463,234.00	497,907.00	6	66,486.43	*219,000.00
WELI.....	30,492.96	30,492.96	57,127.10	6	6,184.95	†57,000.00
WEST.....	19,000.00	19,000.00	12,750.00	3	661.78	19,000.00
WQAN.....	18,000.00	18,000.00	338,000.00	1.00
WSGN.....
WSGN.....	12,000.00	12,000.00	6,784.00	7	2,592.42	*6,000.00
(Not known—sic)						
WTAQ.....	21,691.25	32,121.45	24,569.25	3	914.10	30,000.00
WWNC.....	34,440.98	25,254.50	9,223.03	6	11,218.87	1.00

Italics signify a deficit. *Annual rental. †In stock. ‡Per annum.

TABLE II

Station.	Replace- ment cost of fixed assets.	Stock transferred (common).	Percent of total stock issued.	Claimed value of stock transferred including physical and intangible values.	Period.	Station earnings (net profit).	Consid- eration paid.
KCKN	\$13,000.00	100	100	\$15,000.00	12	\$2,207.87	\$18,900.00
KFNF	53,793.30	250	42	25,000.00	1	326.00	37,500.00
KFPY	26,000.00	164%	65%	29,000.00	6	17,926.50	10,193.09
KFRU	29,349.09	350	100	23,549.94	6	94.08	60,000.00
KFRU	29,549.94	350	100	30,000.00	5	1,106.50	91,277.36
KGFG	12,000.00	133½%	66%	12,000.00	15	1,600.00	6,000.00
KGFG	15,157.53	133½%	66%	7,610.00	6	1,076.01	22,250.00
KGKO	17,412.13	350	100	90,000.00	6	3,602.58	105,000.00
KIRO	25,000.00	975	38	10,000.00	5	1,158.00	12,000.00
KLZ	58,100.00	23,400	52	45,000.00	6	24,160.18	104,000.00
KNOW	10,006.50	10,000	100	49,000.00	6	1,100.00	45,000.00
KNX	217,237.85	1,500	100	236,520.21	12	107,933.70	1,250,000.00
WCAX	15,000.00	109	49	13,000.00	6	72.00	Gift
WCBD	30,000.00	100	100	4,700.00	6	5,299.86	10,000.00
WCHV	15,565.50	1,125	28	4,300.00	6	346.77	4,500.00
WCOA	25,500.00	200	{ 200 }	24,000.00	6	1,036.66	37,500.00
			{ sic }				
WDBJ	400	16	Gift
WDNC	14,706.48	684	100	8,000.00	6	4,928.97	13,260.00
WEST	19,000.00	3,500	70	8,925.00	3	661.78	22,500.00
WGCM	Not known	280	100	7,000.00	{ 9,200.00 }
							{ in stock }
WHDL	7,320.84	123	33½%	7,000.00	9	7,666.00	12,300.00
WHK	363,980.80	1,000	100	6	6,000.00	*.....
WHOM	119,294.92	1,875	75	80,000.00	{ 6 }	5,400.00 }	92,750.00
					{ 6 }	11,000.00 }	
WJAY	27,560.30	666%	66%	16,000.00	6	50.00	*.....
WLAP	18,056.13	256	51	9,700.00	12	2,114.86	14,080.00
WMBH	13,000.00	90	42	14,000.00	6	5,220.58	30,000.00
WNBR	32,370.81	224	100	12,000.00	6	400.95	50,000.00
WOC	16,230.13	100	100	16,000.00	6	3,969.50	10,000.00
WOV	85,000.00	766	100	150,000.00	6	22,501.34	239,005.73
WOWO	243,060.83	800	100	157,000.00	12	13,216.75	290,000.00
WRDW	18,153.90	80	100	26,000.00	6	5,063.55	25,000.00

Italics indicate a deficit. *Stock in substance.

TOTAL BROADCAST REVENUE 1936, 1935, 1934

Reports on total broadcast revenue are taken from the annual compilations made by the National Association of Broadcasters. The first comprehensive study of this type was conducted by the N. A. B. for the year 1934. Subsequently the format has been retained virtually intact, thus enabling a three-year comparison on the following pages.

Attention should be called to the fact that under the heading "Broadcast Advertising by Type of Sponsoring Business," a breakdown is included of network business. Elsewhere in this book is another network business breakdown, made by the networks themselves, and somewhat more detailed than the N. A. B. breakdown.

TOTAL REVENUE—Continued

Gross Time Sales

	1936.	1935.	1934.
National networks.....	\$59,671,244	\$50,067,686	\$42,647,081
Regional networks.....	1,367,812	1,110,739	717,117
National non-network.....	24,141,360	17,063,688	13,541,770
Local	22,370,470	19,281,735	15,981,201
Total	\$107,550,886	\$87,523,848	\$72,887,169

Comparisons Between Major Media

	1936.	1935.	1934.
Radio broadcasting.....	\$107,550,886	\$87,523,848	\$72,887,169
National magazines*.....	143,790,669	123,093,289	116,268,492
National Farm papers*.....	7,013,154	5,565,059	5,200,067
Newspapers	568,593,000	517,513,000	485,481,718
Total	\$826,947,709	\$733,695,196	\$679,837,446

(*Publishers Information Bureau.)

Non-Network Radio Advertising by Power of Station

<i>Power of station.</i>	<i>Gross time sales.</i>		
	1936.	1935.	1934.
Over 1,000 watts.....	\$19,617,140	\$16,564,505	\$13,408,584
250 to 1,000 watts.....	9,713,950	14,523,795	12,132,301
100 watts.....	7,180,740	5,257,213	3,982,086
Total	\$46,511,830	\$36,345,513	\$29,522,971

Non-Network Advertising by Geographical Districts

<i>Geographical district.</i>	<i>Gross time sales.</i>		
	1936.	1935.	1934.
New England-Middle Atlantic Area.....	\$10,799,850	\$8,945,782	\$9,815,695
South Atlantic-South Central Area.....	9,214,070	6,060,358	3,944,650
North Central Area.....	18,073,230	13,941,087	10,822,445
Pacific and Mountain Area.....	8,424,680	7,398,286	4,940,181
Total	\$46,511,830	\$36,345,513	\$29,522,971

Non-Network Advertising by Type of Rendition (1936)

<i>Type of rendition.</i>	<i>National</i>		
	<i>non-network.</i>	<i>Local.</i>	<i>Total.</i>
Electrical transcriptions.....	\$8,998,075	\$2,471,845	\$11,469,920
Live talent programs.....	10,869,120	11,452,540	22,321,660
Records	110,860	821,050	931,910
Announcements	4,163,305	7,625,035	11,788,340
Total	\$24,141,360	\$22,370,470	\$46,511,830

Non-Network Advertising by Type of Rendition (1935)

<i>Type of rendition.</i>	<i>National</i>		
	<i>non-network.</i>	<i>Local.</i>	<i>Total.</i>
Electrical transcriptions.....	\$5,870,614	\$1,743,894	\$7,614,508
Live talent programs.....	8,015,119	9,664,411	17,679,530
Records	103,914	745,157	849,071
Announcements	3,074,131	7,128,273	10,202,404
Total	\$17,063,778	\$19,281,735	\$36,345,513

Non-Network Advertising by Type of Rendition (1934)

<i>Type of rendition.</i>	<i>National</i>		
	<i>non-network.</i>	<i>Local.</i>	<i>Total.</i>
Electrical transcriptions.....	\$5,090,925	\$1,308,265	\$6,399,190
Live talent programs.....	5,798,723	8,356,675	14,155,399
Records	55,847	407,280	463,127
Announcements	2,596,275	5,908,980	8,505,255
Total	\$13,541,770	\$15,981,201	\$29,522,971

Broadcast Advertising by Type of Sponsoring Business (1936)

Type of Sponsoring Business.	National Networks.	Regional Networks.	Non-networks.	Local.	Total.			
1a. Amusements	\$1,509	.1%	\$127,470	.5%	\$478,500	2.1%	\$607,479	.6%
1-2. Automobiles and accessories—								
1. Automobiles	\$4,623,743	7.7%	2,660,070	11.0%	1,390,735	6.2%	8,661,618	8.1%
2. Accessories, gas and oils	4,754,419	7.9%	1,902,300	7.9%	905,325	4.0%	7,814,164	7.3%
3. Clothing and apparel.....	370,280	.6%	468,060	1.9%	3,065,900	13.7%	3,909,216	3.6%
4-5. Drugs and toilet goods—								
4. Drugs and pharmaceuticals	5,036,317	8.4%	4,500,610	18.6%	719,620	3.2%	10,361,990	9.6%
5. Toilet goods.....	11,384,111	19.1%	1,220,320	5.1%	241,380	1.1%	12,898,966	12.0%
6-8. Food products—								
6. Foodstuffs	11,211,087	18.8%	5,026,440	20.8%	2,946,020	13.2%	19,543,188	18.2%
7. Beverages	4,469,454	7.5%	717,870	2.9%	1,256,040	5.6%	6,557,078	6.1%
8. Confections	1,281,418	2.2%	378,840	1.6%	82,990	.4%	1,770,777	1.6%
9-10. Household goods—								
9. Household equipment and furnishings	417,799	.7%	858,035	3.6%	2,271,325	10.2%	3,601,323	3.3%
10. Soaps and kitchen supplies	4,174,139	7.0%	1,344,600	5.6%	93,150	.4%	5,673,641	5.3%
11. Insurance and financial..	567,123	.9%	243,630	1.0%	913,610	4.1%	1,737,300	1.6%
12. Radios	1,388,846	2.4%	266,070	1.1%	231,050	1.0%	1,887,294	1.7%
13 Retail establishments.....	146,245	.6%	1,880,850	8.4%	2,086,640	1.9%
14 Tobacco products.....	4,656,641	7.9%	886,080	3.6%	86,755	.4%	5,735,086	5.3%
15 Miscellaneous	5,335,867	8.9%	3,394,720	14.2%	5,807,220	26.0%	14,735,126	13.8%
Total	\$59,671,244	100.0%	\$24,141,360	100.0%	\$22,370,470	100.0%	\$107,550,886	100.0%

TOTAL REVENUE—Continued

Retail Broadcast Advertising Over Individual Stations

	1936.		1935.		1934.	
Automobile and accessories—						
Automobile agencies and used car dealers	\$1,422,050	11.5%	\$991,595	9.3%	\$594,400	8.3%
Gasoline stations, garages, etc.....	472,760	3.8%	638,195	6.0%	525,997	7.3%
Clothing and apparel shops	3,257,360	26.5%	2,810,962	26.4%	1,681,573	23.3%
Drugs and toilet goods—						
Drug stores.....	198,245	1.6%	245,428	2.3%	180,220	2.5%
Beauty parlors.....	102,240	.8%	108,393	1.0%	59,358	.8%
Food products—						
Grocery stores, meat markets, etc.....	667,550	5.4%	587,265	5.5%	568,157	7.9%
Restaurants, eating places	258,150	2.1%	245,506	2.3%	222,461	3.1%
Beverage retailers...	31,960	.3%	42,739	.4%	11,187	.2%
Confectionery stores, etc.	30,980	.3%	26,459	.3%	23,535	.3%
Household goods—						
Household equipment, retailers	747,210	6.1%	652,914	6.1%	413,340	5.7%
Furniture stores....	1,238,490	10.1%	1,045,802	9.9%	612,223	8.5%
Hardware stores....	214,550	1.8%	220,838	2.0%	134,525	1.8%
Radio retailers.....	212,570	1.7%	172,219	1.6%	145,805	2.0%
Department, general stores	2,029,461	16.5%	1,768,990	16.6%	1,351,282	18.7%
Tobacco shops.....	3,090	0.0%	8,702	.1%	8,896	.1%
Miscellaneous	1,416,290	11.5%	1,074,192	10.2%	650,109	9.5%
Total	\$12,302,956	100.0%	\$10,640,199	100.0%	\$7,183,069	100.0%

LOCAL-NATIONAL RATE DIFFERENTIALS

Many stations have two—and sometimes more—rates in the “spot” or non-network sense. One applies to national advertisers, the other to local sponsors. (If there is a third rate it is generally a “regional rate.”)

Below is a comparison between the local and national rates of various stations. Station call letters are omitted:

Station	National Base Rate*	Local Base Rate*
Station 1.....	\$650.00	\$552.50
Station 2.....	360.00	200.00
Station 3.....	250.00 (½ hr.)	150.00 (½ hr.)
Station 4.....	200.00	135.00
Station 5.....	125.00	100.00
Station 6.....	125.00	70.00
Station 7.....	80.00	40.00
Station 8.....	65.00 (½ hr.)	30.00 (½ hr.)
Station 9.....	60.00 (1 hr.)	25.00 (½ hr.)
Station 10.....	50.00	25.00
Station 11.....	48.00 (1 hr.)	19.75 (½ hr.)
Station 12.....	20.00 (½ hr.)	13.00 (½ hr.)

* Note: By base rate the highest hourly rate is hereby meant—i.e., the highest rate against which all subdivisions and discounts are computed; if the base rate is anything else other than the highest hourly rate, it is so indicated.

ADVERTISERS

NETWORK GROSS CLIENT EXPENDITURES

The following income by years is computed at the gross card rates before agency, or other discounts. In the case of the National Broadcasting Co., the Red and the Blue network grosses are combined:

	NBC	CBS	Mutual
1927.....	\$3,760,010
1928.....	8,780,333	\$1,447,398
1929.....	14,310,382	4,785,981
1930.....	20,088,887	7,605,203
1931.....	25,607,041	11,895,039
1932.....	26,504,891	12,601,885
1933.....	21,452,732	10,063,566
1934.....	27,833,616	14,825,845
1935.....	31,148,931	17,637,804	\$1,293,103
1936.....	34,523,950	23,168,148	1,987,573

CBS AND NBC CLIENT REVENUE (1936)

CBS NETWORK ADVERTISERS

Acme White Lead & Color Works	\$60,096	Consolidated Cigar Co.....	48,750
Affiliated Products, Inc. (total)...	400,477	Continental Baking Co.....	639,572
1. Kissproof & Outdoor		Cook, Thos., & Son, Ltd.....	5,740
Girl.....	\$163,457	Corn Products Refining Co.....	242,265
2. Louis Phillipe.....	65,498	Cream of Wheat Corp.....	105,688
3. Edna Wallace Hopper	171,522	Cudahy Packing Co.....	42,090
American Home Products.....	18,170	D. L. & W. Coal Co.....	46,562
American Telephone & Telegraph		Davis, R. B., Co.....	60,630
American Tobacco Co.....	572,615	Du Pont de Nemours, E. I., & Co.	
Atlantic Refining.....	291,162	(total).....	314,759
Bayer Chemical Co.....	60,266	1. Zerone.....	\$6,600
Barnsdall Refining Co.....	4,045	2. Institutional.....	308,159
Beneficial Management Corp....	56,508	Durkee's Famous Foods, Ltd....	2,700
Bisodol Co.....	282,568	Elgin National Watch Co.....	85,884
Boyle Co., A. S.....	112,055	Fels & Co.....	28,001
Brown & Williamson Tobacco Co.	6,930	Ford Motor Co. (total).....	1,528,898
Campbell Soup Co.....	1,294,854	1. Ford Motors.....	\$1,456,773
Carborundum Co.....	82,365	2. Lincoln.....	72,125
Chrysler Corp. (total).....	494,847	General Baking Co.....	175,370
1. Chrysler.....	\$358,857	General Mills, Inc. (total).....	854,496
2. Dodge.....	5,291	1. Bisquick, Softasilk,	
3. Plymouth.....	130,699	Wheaties, etc.....	\$758,690
Clickquot Club Co.....	2,885	2. Wheaties.....	95,806
Coca-Cola Co.....	171,025	General Motors Corp. (total)....	196,035
Colgate-Palmolive-Peet Co.		1. Chevrolet.....	\$97,335
(total).....	1,555,397	2. Pontiac.....	98,700
1. Palmolive Soap.....	\$508,089	Gillette Safety Razor Co.....	286,939
2. Shaving Cream.....	369,828	Gilmore Oil Co.....	480
3. Peet's Granulated		Great A & P Tea Co.....	566,060
Soap.....	17,680	Group of American Banks.....	43,501
4. Super Suds.....	659,800	Gulf Refining Co.....	359,974
		Health Products Corp.....	24,787

NETWORK CLIENTS, 1936—Continued

Hecker H-O Co.....	108,481	Wrigley, Wm., Jr., Co.....	1,017,456
Heinz, H. J., Co.....	306,006	Wyeth Chemical Co.....	20,983
Hormel, Geo. A., Co.....	58,518		
Illinois Central R. R.....	10,110	NBC NETWORK ADVERTISERS	
Illinois Meat Co.....	16,196	Acme White Lead & Color Works	\$73,380
Julian & Kokenge Co.....	32,705	Allegheny Steel Co.....	12,632
Kleenex Co.....	214,707	American Can Co.....	411,784
Knox Gelatine Co.....	37,665	American Home Products Co.	
Kolynos Co.....	244,034	(total).....	762,984
Krueger, G., Brewing Co.....	111,570	1. Anacin.....	\$459,685
Laco Products, Inc.....	9,545	2. Angelus Rouge.....	78,818
Lady Esther Co.....	349,428	3. Bi-so-dol.....	38,134
Larned Co.....	36,300	4. Hill's Nose Drops... ..	32,052
Lehn & Fink Products Co. (total)	372,769	5. Kolynos.....	106,800
1. Hinds Honey &		6. Old Eng. Floor Wax.....	47,495
Almond.....	\$123,354		
2. Lysol.....	53,385	American Oil Co.....	2,073
3. Pebecco.....	196,030	American Radiator Co.....	132,588
Lever Bros. Co. (total).....	1,242,222	American Rolling Mill Co.....	75,788
1. Lifebuoy Soap.....	\$169,760	American Tobacco Co.....	936,089
2. Lux Toilet Soap.....	715,819	Associated Oil Co.....	20,246
3. Rinso.....	356,643	Axton-Fisher Tobacco Co.....	42,000
Liggett & Myers Tobacco Co.....	1,095,810	B. T. Babbitt Co.....	329,480
Los Angeles Bureau of Power &		Bank of America, NT & SA.....	9,504
Light.....	2,323	Best Foods (total).....	40,672
Maltex Co.....	39,000	1. Hellmann's Mayon-	
Mohawk Carpet Mills, Inc.....	177,816	naise.....	\$2,480
Moonglow Cosmetics Co.....	6,560	2. Nucoa.....	38,192
Nash Motors Co.....	89,790	Better Speech Institute.....	96,180
National Ice Advertising, Inc.....	217,330	Bourjois Sales Corp.....	77,508
Packard Motor Car Co.....	111,325	Bowey's, Inc.....	86,784
Pet Milk Sales Corp.....	287,671	Bristol Myers Co.....	738,520
Philco Radio & Television Corp.	745,020	Brown & Williamson Tobacco... ..	47,736
Phillips, Chas. H., Co.....	56,171	California Animal Products Co.....	3,072
Phillips Petroleum Co.....	22,760	California Brewing Assn.....	3,480
Pillsbury Flour Mills Co.....	16,485	California Conserving Co.....	5,440
Pittsburgh Plate Glass Co.....	87,471	Campana Sales Co. (total).....	369,024
Pompeian Co.....	57,283	1. Dreskin.....	\$85,944
Remington-Rand, Inc.....	256,300	2. Italian Balm.....	283,080
Reynolds, R. J., Tobacco Co.....	954,149	Cardinet Candy Co.....	8,704
Royal Typewriter Co.....	42,500	Carnation Co. (total).....	387,060
Sales Affiliates, Inc.....	116,390	1. Albers Bros. Milling.....	\$20,992
Scripps-Howard Newspapers.....	5,400	2. Evaporated Milk.....	366,068
Sears, Roebuck & Co.....	145,340	Caswell, Geo. W., Co.....	16,202
Socony-Vacuum Oil Corp.....	213,738	Chrysler Motor Corp.....	122,731
Sperry Flour Co.....	9,500	Cities Service Co.....	536,641
Standard Oil Co. of Indiana.....	64,288	Clairol, Inc.....	3,264
Standard Oil Co. of N. J.....	124,540	Clicquot Club Co.....	33,570
Stewart-Warner Corp. (total).....	336,735	Climalene Co.....	19,683
1. Alemite.....	\$307,745	Colgate-Palmolive-Peet Co.....	20,800
2. Radios.....	28,990	Cook, Thos. and Son.....	16,704
Studebaker Sales Corp.....	106,476	Cox Gelatine Co.....	11,000
Swift & Co.....	73,659	D. L. & W. Coal Co.....	26,144
Tavannes of America.....	6,000	Duart Mfg. Co., Ltd.....	19,136
The Texas Co.....	163,740	Easy Washing Machine Co.....	6,760
Time, Inc.....	70,660	Elgin National Watch Co.....	99,600
U. S. Tobacco Co.....	374,670	Emerson Drug Co.....	16,992
Vick Chemical Co.....	134,960	Firestone Tire & Rubber Co.....	511,506
Ward Baking Co.....	212,242	Fitch, F. W. & Co.....	275,416
Wasey Products, Inc. (total).....	302,192	Ford Motor Co.....	553,766
1. Barbasol.....	\$55,511	Gebhardt Chili Powder Co.....	7,224
2. Proprietaries.....	246,681	General Electric Co. (total).....	67,904
Wheatena Corp.....	183,345	1. Electrical Appliances.....	\$43,573
Wildroot Co.....	145,915	2. Incandescent Lamps.....	24,331

NETWORK CLIENTS, 1936—Continued

General Foods Corp. (total).....	1,501,945	Molle Co.....	217,139
1. Calumet.....	\$65,244	Moon Glow Cosmetics Co.....	256
2. Diamond Salt.....	14,400	Moore, Benjamin & Co.....	35,900
3. Jello.....	468,120	Morrell, John & Co.....	47,420
4. Log Cabin.....	66,360	Morris, Philip, & Co.....	430,264
5. Maxwell House.....	717,295	National Biscuit Co.....	121,345
6. Minute Tapioca.....	42,966	National Dairy Products (total).....	888,004
7. Sanka.....	127,560	1. Kraft.....	\$780,204
General Mills, Inc. (total).....	394,556	2. Sealtest.....	107,800
1. Bisquick.....	\$158,582	Occidental Life Insurance.....	40,016
2. Gold Medal Flour.....	59,221	Pacific Coast Borax Co.....	248,810
3. Sperry Cereals.....	45,456	Packard Motor Co.....	260,774
4. Sperry Flour.....	45,457	Packer's Mfg. Co.....	41,544
5. Wheaties.....	85,840	Pepsodent Co.....	1,352,064
General Motors Corp. (total).....	1,027,073	Pet Milk Sales Corp.....	13,364
1. Institutional.....	\$625,500	Pillsbury Flour Mills.....	476,130
2. Buick.....	22,866	Pinex Co.....	32,292
3. Cadillac.....	32,388	Pittsburgh Plate Glass Co.....	81,084
4. Chevrolet.....	131,424	Premier Pabst Sales Co.....	3,370
5. Fisher Bodies.....	2,928	Princess Pat, Ltd.....	136,568
6. Frigidaire.....	116,060	Procter & Gamble Co. (total).....	3,303,673
7. Oldsmobile.....	95,907	1. Camay.....	\$572,543
General Shoe Corp.....	84,624	2. Chipso.....	351,876
Goodyear Tire & Rubber Co.....	135,748	3. Crisco.....	695,246
Great A & P Tea Co.....	155,688	4. Dreft.....	22,836
Horlick's Malted Milk Corp.....	545,379	5. Drene.....	13,440
Household Finance Corp.....	239,002	6. Ivory Flakes.....	300,716
Hudson Coal Co.....	24,066	7. Ivory Soap.....	670,506
Humphreys Homeopathic Medicine Co.....	24,560	8. Oxydol.....	676,510
Illinois Central System.....	9,936	Quaker Oats Co.....	124,660
International Cellucotton Products.....	138,896	Radio Corp. of America.....	586,790
International Silver Co.....	35,988	Radio Guide, Inc.....	48,324
Iodent Chemical Co.....	20,448	Rainier Brewing Co.....	6,072
Jell-Well Dessert Co.....	3,640	Ralston Purina Co. (total).....	284,608
Jel-Sert Co.....	13,036	1. Cereal.....	\$123,930
Jergens, Andrew Co. (total).....	596,018	2. Ry Krisp.....	160,678
1. Jergens Lotion.....	\$152,328	Real Silk Hosiery Mills.....	201,345
2. Woodbury's Soap.....	443,690	Regional Advertisers, Inc.....	80,870
Johns-Manville Co.....	5,920	Remington Rand, Inc.....	106,080
Johnson, S. C. & Son, Inc. (total).....	333,935	Richfield Oil Co.....	175,408
1. Auto Wax & Polish.....	\$146,617	Ritchie, H. F., & Co. (total).....	160,957
2. Glo-Coat Floor Wax.....	187,318	1. Eno Salts.....	\$137,123
Kellogg Co.....	562,203	2. Scott's Emulsion.....	23,834
Krueger Brewing Co.....	28,800	Roger & Gallet.....	9,132
Lady Esther Co.....	674,568	Shell Eastern Petroleum Co.....	550,435
Lamont Corliss & Co.....	56,652	Sherwin Williams Co.....	131,448
Langendorf United Bakeries.....	50,637	Signal Oil Co.....	5,040
Larus & Bro. Co.....	85,972	Sinclair Refining Co.....	517,231
Lehn & Fink Co.....	7,632	Smith Brothers.....	69,042
Lewis, A. H., Medicine Co.....	19,078	Smith, L. C., Corona Typewriter Co.....	26,016
Life Savers, Inc.....	48,936	Sonotone Corp.....	30,344
Lincoln & Ulmer, Inc.....	7,168	Spratt's Patent, Ltd.....	16,904
Lipton, Thos. J., Inc.....	39,714	Standard Brands, Inc. (total).....	2,273,783
Loose-Wiles Biscuit Co.....	67,600	1. Chase & Sanborn Coffee.....	\$752,040
Ludens, Inc.....	46,780	2. Fleischmann's Yeast (Baking).....	353,223
Luft, Geo. W., Co.....	73,672	3. Fleischmann's Yeast (Health).....	427,053
Macfadden Publications.....	248,976	4. Royal Desserts.....	367,887
Manhattan Soap Co.....	68,936	5. Tenderleaf Tea.....	373,580
Marrow, J. W., Mfg. Co.....	121,582	Standard Oil Co. of Cal.....	81,290
Maybelline Co.....	27,604		
Miles Laboratories, Inc.....	1,289,764		
Modern Food Process Co.....	14,120		
Modern Magazines, Inc.....	11,700		

NETWORK CLIENTS, 1936—Continued

Sterling Products (total).....	1,621,051	Vick Chemical Co.....	96,208
1. Bayer Aspirin.....	\$478,385	Wander Co.....	391,296
2. Dr. Lyon's Tooth-powder.....	660,013	Warner, Wm. R. Co. (total)....	178,580
3. Phillips Dental Mag-nesia.....	116,424	1. Sloan's.....	\$108,214
4. Phillips Milk of Mag-nesia.....	249,432	2. Vince.....	70,366
5. Phillips Face Cream.....	116,797	Wasey Products Co. (total).....	505,890
Studebaker Sales Corp.....	248,088	1. Barbasol.....	\$53,745
Sun Oil Co.....	523,882	2. Bost.....	27,790
Swift & Co.....	171,056	3. Various Drug Prod-ucts.....	424,355
Tastyeast, Inc.....	107,226	Washington, G., Coffee Refining.....	27,015
Tavannes of America, Inc.....	5,184	Weco Products Co.....	85,248
The Texas Co.....	148,604	Welch Grape Juice Co.....	165,946
Tillamook County Creamery Assn.....	9,728	Wesson Oil & Snowdrift Co.....	45,288
Union Central Life Ins. Co.....	36,396	Western Auto Supply Co.....	15,288
Van Camp Sea Food Co.....	4,472	Western Clock Co.....	5,516
		Wheatena Corp.....	115,360
		Wisconsin Alumni Research Foundation.....	10,192

**CBS AND NBC POLITICAL REVENUE
(YEAR: 1936)**

CBS POLITICAL ADVERTISERS

Democratic National Committee...	\$225,849
Good Neighbor League, Progressive National Committee & Non-Partisan Labor League.....	96,165
Independent Coalition of American Women.....	9,600
Jeffersonian Democrats.....	3,667
Natl. Union for Social Justice.....	6,630
Republican Natl. & State Committees.....	434,442
Townsend National Recovery Plan.....	7,310
TOTAL.....	\$783,663

NBC POLITICAL ADVERTISERS

All Party Roosevelt Agriculture Committee.....	\$6,680
Allied California Citizens.....	288
Anti Monopoly League.....	256
Association of Old Line Democrats.....	9,315
Association for Tax Equality.....	5,686
California Industries Welfare Institute.....	256
California Landon for President Committee.....	1,312
California Recreation & Conservation Council.....	5,882
Communist Committee of California.....	544
Communist Party (Natl. Campaign Comm.).....	31,119
Communist Party (N. Y. State)....	2,912
Crusaders.....	952

Democratic National Committee...	232,656
Democratic State Comm. (California).....	5,376
Father Coughlin (National Union).....	7,080
Good Neighbor League, Labor League & Progressive National Committee.....	4,991
Independent Coalition of American Women.....	22,386
Jeffersonian Democrats of California.....	3,256
Labor's Non Partisan League.....	10,688
National Jeffersonian Democrats...	104,401
Pennsylvania Society.....	4,351
Progressive State Committee.....	216
Republican National Committee...	394,993
Republican State Committee (New York).....	26,744
Roosevelt Agricultural Committee.....	768
Roosevelt Delegation.....	576
Shoreline Improvement Assn.....	144
Socialist Campaign Committee.....	798
Socialist Party.....	10,427
Southern Calif. Business Men's Assn.....	288
Southern & Northern California Republican Committee.....	10,624
Warren Uninstructed Republican Delegation.....	1,440
Young Business Men's Organization of Chicago.....	2,912
TOTAL.....	\$910,317

NATIONAL NON-NETWORK ADVERTISERS

Included in this category are the chief buyers of "spot" time, i.e., individual station time as opposed to chain, or network time. To classify for this listing, an advertiser had to have national or at least regional distribution of his products. In short, local advertisers are not included.

The sequence of the write-ups runs thus:

First, name of the advertiser.

Next, description of his product (or subsidiary companies) if necessary.

Third, name of the agency placing the account.

Last, a description of the time segments purchased.

This listing covers those national or regional advertisers noted by individual stations throughout the United States from the period of June 1, 1936, to the summer of 1937.

A

A.B.C. Brewing Corp. Quarter-hours.

A. & P. Tea Co. Paris & Peart. Quarter-hour transcriptions.

Absorene Manufacturing Co. (Cleansers, paint removers). Ross-Gould Co. 60-word announcements.

Acidolphilus Cream Co. F. P. Wainbojan. Announcements.

Acme Feeds. K. E. Shepard. 5-minute market reports.

Adam Hats. Schillin Agency. Announcements.

Adlerika Co. (proprietary remedies). St. Paul Advertising Co. Five quarter-hours per week.

Aeolian. Placed direct. Varying periods.

Affiliated Home Products (Edna Wallace Hopper beauty products). Blackett-Sample-Hummert. 5 quarter-hours weekly.

Air Conditioning Utilities, Inc. Placed direct. 25-word announcements.

Air-Electric Sales Co. Rhodes-Waddell. 1-minute announcement daily.

Aladdin Lamps. Placed direct. Quarter-hours.

Alaska Pacific Salmon. Sheets Advertising Agency. 5-minute participation, Home Forum.

Albers Bros. Milling Co. (cereals, etc.). Erwin, Wasey. Quarter-hours.

Albert Brewing Co. Farron-Stevens. Announcements.

Albert Mills. Matteson-Fogarty-Jordan. Quarter-hours.

Alkine Laboratories. Schillin Advertising Co. Daily quarter-hours, announcements.

Allegheny Refiners. Quarter-hours, time signals, announcements.

Allegheny Steel. Walker & Downing. Weather reports, announcements.

Allis & Chalmers Mfg. Co. (agricultural and industrial machinery). Bert S. Gittens Agency. 3 quarter-hours weekly.

Aloe's Optical Co. Hilmer V. Swenson. Announcements.

American Bird Products. Weston-Barnett. 1 quarter-hour weekly.

American Book Mart. E. H. Brown Advertising. Quarter-hours.

American Home Products (proprietary, toilet preparations). Blackett-Sample-Hummert. Quarter-hours.

American Express Co. Caples Co. Announcements.

American Institute of Food Products. Scheck Advertising. Half-hours.

American Memorial Co. Groves-Keen. Three 100-word announcements weekly.

American National Bank & Trust Co. Charles Daniel Frey. Quarter-hours.

American Oil. Joseph Katz Co. Three 100-word announcements weekly.

American Packing Co. Placed direct. Quarter-hour newscasts.

American Pad & Textile. Rogers & Smith. 100-word announcements.

American Poultry Journal. Presba, Fellers & Presba. Quarter-hours. Announcements.

American Telephone & Telegraph. Charles Barnett. Announcements.

American Assn. of Washing Machine Manufacturers. Meldrum & Fewsmith. Announcements. 5-minute spots.

American Weekly. Ruthrauff & Ryan. Quarter-hours.

Am-Bro Co. Albert Couchman Advertising. 50-word announcements.

Charles Ammen Co., Ltd. (baby powder). Neisser-Meyerhoff. Announcements.

Anacin Company (dental products and headache tablets). Blackett-Sample-Hummert. Quarter-hour transcriptions.

Andy-Boy Broccoli. Announcements.

Antoine Beauty Shops. Friend Advertising. Participation.

Armand Co. (Cosmetics) H. W. Kastor. Quarter-hours, 1-minute transcriptions, 25-word announcements.

Armour Fertilizer Works. Gottschadl-Humphrey. Six 50-word announcements weekly.

Armstrong Packing Co. Henry M. Haney Advertising. Quarter-hours.

Artophone Corp. Newscasts.

Associated Distributors (Essence of Life Face Cream). H. W. Kastor. Announcements.

Atchison, Topeka & Santa Fe Railroad. Stack-Goble. Announcements.

Atlantic Beer & Ale. Rawson-Morrill Advertising. Quarter-hour newscasts

daily, seven 50-word announcements weekly.

Atlantic Brewing Co. United Broadcasting Co. Hour periods.

Atlantic Refining. N. W. Ayer. Football broadcasts. Sharkey-Louis Fight.

Atlantis Sales (Coleman's Mustard). J. Walter Thompson. Announcements.

Atlas Canning Co. 5-minute spots daily.

Auerbach Co. Placed direct. Quarter-hours.

Auto City Brewing. Charles A. Mason Agency. 5-minute spots. Announcements.

Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes). McCann-Erickson. Quarter-hours, announcements.

B

B. T. Babbitt Co. (Bab-O). Blackett-Sample-Hummert. Announcements.

H. H. Babcock (Blue Coal). Stewart, Hanford & Frohman. Daily quarter-hour.

Bachman Chocolate Manufacturing. E. W. Hellwig. Quarter-hours.

Baker-Moise Hosiery Mills. W. C. Grant Advertising. Quarter-hours.

Barbey's, Inc. (Sunshine Beer). Jerome B. Gray. Announcements.

Barnard, Porter & Remington (varnish). Placed direct. Three 5-minute spots weekly.

Barnsdall Refining Co. Co-operative Advertising. Quarter-hours, announcements.

Barnum Brewing Co. Hurd Advertising. Announcements.

Bathasweet Corp. (toilet preparation). H. M. Kiesewetter Agency. Two quarter-hours weekly, announcements.

Bauer & Black (Blue Jay Corn Plasters, Velure). Ruthrauff & Ryan. 5-minute transcriptions, 6 announcements weekly.

Bay State Fisheries. Spot Broadcasting.

B. C. Remedy Co. (B. C. Headache Powders). Harvey-Massengale. 5-minute spots, announcements.

Beeman's Laboratory (BGO for Athlete's Foot). Groves-Keen. 6 quarter-hour transcriptions weekly.

Bell & Co. (Bell-Ans Indigestion Remedy). Anderson, Davis & Platte. Announcements.

Bell Telephone of Phila. Aitkin-Kynett. Announcements.

Bendix Products (brakes, carburetors). Roche, Williams & Cunyngham. Announcements.

Beneficial Life Insurance. Placed direct. Announcements.

Beneficial Management. Albert Frank-Guenther-Law. Quarter-hours, announcements.

Benrus Watch Co. S. M. Epstein; Ad

Masters. Temperature reports, announce-

Bernard Perfumers. Hilmer V. Swenson. Quarter-hours, 5-minute spots, 2-minute announcements.

Berry Bros. (varnish). Maxon. 5-minute spots.

Berry Seed Co. Lessing Advertising. Quarter-hours.

Best Foods. Benton & Bowles. 30-word announcements, five weekly.

Best Furs. N. J. Newman. Time signals.

Biers Therapy. Hammer Advertising. Quarter-hours.

Bigelow-Sanford Carpet & Rug Co. Placed direct. 5-minute spots.

Bikarb. Key Advertising. Announcements.

Billings Livestock Commission. Placed direct. Announcements.

Birely's Orangeade. Placed direct. Quarter-hours.

Bisceglia Wine Co. Grant, Wadsworth & Casmir. Quarter-hours.

Biscol Tablet Co. Placed direct. Announcements.

Blanchard Storage. R. Lyddon Agency. 3 announcements weekly.

Block Drug Co. (proprietarys, toilet preparations). Husband & Thomas; Redfield-Johnstone. Quarter-hours, 1-minute spots.

Bluebeard Shaving Cream. Announcements.

Bona Allen, Inc. Groves-Keen. Six 100-word announcements weekly.

Bond Street Tobacco. Biow Co. Quarter-hours.

Borden Co. Tracy-Locke-Dawson. 25-word announcements.

Borg-Warner Corp. (Norge). Cramer-Krasselt. Quarter-hours.

NON-NETWORK ADVERTISERS—Continued

Bost Toothpaste. Erwin, Wasey. Quarter-hours, announcements.

Boston Shoe Exchange. Quarter-hours.

Bowman Dairy Co. J. Walter Thompson. 1 half-hour weekly.

A. S. Boyle Co. (Samoline). Blackett-Sample-Hummert. 3 quarter-hours weekly.

Bozzani Motors, Ltd. Lockwood-Shackelford. Announcements.

E. J. Brach & Son. Needham, Louis & Brorby. 100-word announcements.

Bradford Oil Refining. Quarter-hours, announcements.

J. L. Brandeis Co. Bozell & Jacobs. 25-word announcements.

Bravo Products. Campbell-Ewald. Announcements.

M. J. Breitenbach Co. (Gude's Pepto-Mangan). Brooke, Smith & French. Three 1-minute transcriptions weekly.

Bristol Nurseries. Robert Hirschfield. Announcements.

Brooklyn Varnish Mfg. Co. E. M. Frey-stadt. Quarter-hours.

Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes). Batten, Barton, Durstine & Osborn. Half-hour and quarter-hour transcriptions.

Brownbill Shoes. Placed direct. Three announcements weekly.

Buick Motor Corp. Arthur Kudner. Quarter-hour transcriptions, 25-word announcements.

Bulova Watch Co. Biow Co. Time signals, 25, 50 and 100-word announcements.

Joseph Burnett Co. (food extracts, Ready Mix Ice Cream Powder). Batten, Barton, Durstine & Osborn. 1-minute transcriptions.

Burnham & Morrill Co. (B & M Beans). Mitchell-Faust. 2 quarter-hours weekly, announcements.

Burrus Mill & Elevator Co. Placed direct. Quarter-hours.

Buse Co., Edward A. Volney T. James. Quarter-hours.

Butler Stores. Allied Advertising. Announcements.

C

Cadillac Motors. George H. Hartman. Quarter-hours.

Calcium Carbon Co. Fletcher & Ellis. Announcements.

Dr. W. B. Caldwell, Inc. (Syrup Pepsin). Cramer-Krasselt. Quarter-hours.

Campana Sales (Italian Balm, Dreskin). Aubrey, Moore & Wallace. Quarter-hours.

Campbell Cereal. Mitchell-Faust. Quarter-hours, 5-minute spots, announcements.

Campbell Soup Co. Roche, Williams & Cunyngnam. 5 quarter-hours weekly.

Canada Dry Ginger Ale. J. M. Mathes. Announcements.

Candy Cod Laboratories. Mackay-Spaulding. 3 announcements weekly.

Candler Roofing Co. Chapman Agency. News flashes, announcements.

Capatone Products. Montrose-Rosenberg. Quarter-hours.

Capitol City Products (Dixie Margarine, mayonnaise products). J. Horace Lytle. Quarter-hours Monday through Friday, announcements.

Capitol Milling Co. Eleanor Germeo. Hour periods.

Capper Publications. Presba, Fellers & Presba. Announcements.

Cardinal Laboratories. Blackett-Sample-Hummert. Announcements.

Carlsbad Salts. Street & Finney. Announcements.

Carnation Milk Co. Erwin, Wasey. Half-hours.

Carpenter Paper Co. Placed direct. Announcements.

Carter Medicine Co. (Carter's Little Liver Pills). Street & Finney; Spot Broadcasting Co. Five 1-minute transcriptions weekly.

Castleberry's Food Products. Groves-Keen. 6 quarter-hours weekly.

George W. Caswell Co. (coffee and tea). Emil Brisacher & Staff. Half-hours, announcements.

Cataract-Sharpe Mfg. Co. (Rock-Sharpe Crystal). Batten, Barton, Durstine & Osborn. Announcements.

Cat's Paw Rubber Heels. Joseph Katz. Announcements.

Cellowave Sales (permanent waving compound). Beaumont & Hohman. 1 announcement daily.

Celotex (building boards). Hays MacFarland. Quarter-hours.

Central Brewery. 3 half-hours weekly.

Central Covered Wagon Co. Announcements.

Central Laboratories. Rolfe C. Spinning. Announcements.

Central Shoe Co. Quarter-hour weekly.

Charter Co. Gardner Advertising. Announcements.

Chesapeake & Ohio Railway. Lewis Edwin Ryan, Inc. 5-minute spots.

Chevrolet Motor Co. Campbell-Ewald. 3 quarter-hour transcriptions weekly, 25 and 100-word announcements.

Chevrolet Dealers. Placed direct. 1-minute transcriptions.

NON-NETWORK ADVERTISERS—Continued

- Chicago, Burlington & Quincy Railroad.** Reinecke, Ellis, Younggreen & Finn. Half-hours, 100-word announcements.
- Chicago Correspondence School of Music.** Placed direct. Quarter-hours.
- Chicago Mail Order Co.** Matteson-Fogarty-Jordan. Quarter-hours.
- Chicago, Milwaukee, St. Paul & Pacific Railroad.** Placed direct. 1-minute spots.
- Chicago & Northwestern Railroad.** Caples Co. Weather reports, hour programs.
- Chilean Nitrate.** O'Dea, Sheldon & Co. Quarter-hours.
- Chilean Nitrate Educational Bureau.** O'Dea, Sheldon & Co. 2 quarter-hour transcriptions weekly.
- Chocolate Products Co.** George H. Hartman; J. L. Sugden. 3 quarter-hours weekly, 10-minute spots.
- Christian Science State Committee on Publications.** Placed direct. Quarter-hours.
- Chrysler Corp.** Ruthrauff & Ryan; J. Stirling Getchell; Lee Anderson. Twelve 100-word announcements weekly.
- Chrysler Corp. (De Soto).** J. Stirling Getchell. Announcements.
- Chrysler Corp. (Dodge).** Ruthrauff & Ryan. Quarter-hours.
- Chrysler Corp. (Plymouth).** J. Stirling Getchell. Announcements.
- Cities Service.** Placed direct. 1-hour programs.
- Clean Between Toothbrush.** Emil Brischer. 100-word announcements.
- Cline & Johnston (C & J Beans).** Martin Advertising. Half-hours.
- Coca-Cola.** D'Arcy Agency; Crook Agency. Half-hours, time signals.
- Colgate - Palmolive - Peet.** Benton & Bowles. 100-word announcements, temperature reports.
- College Inn Food Products.** Blackett-Sample-Hummert. Quarter-hours, 100-word announcements.
- Colorado Life Co.** Conner Advertising Agency. 5-minute spots.
- Colt Shoe Co.** Broadcast Advertising. Daily announcements.
- Columbia Pictures Corp.** Biow Co. Announcements.
- Comet Rice.** Tracy-Locke-Dawson. 2 quarter-hours weekly.
- Commercial Milling (Flour).** Karl G. Behr. Announcements.
- Commercial Solvents.** Maxon. Quarter-hours, announcements.
- Comic Weekly.** Placed direct. Quarter-hours.
- Compagnie Parisienne.** Northwest Radio Advertising. Five-minute transcriptions.
- G. E. Conkey Feeds.** Rogers & Smith. Five 1-minute announcements weekly.
- Consolidated Drug Trade Products** (proprietary, toilet preparations). Benson & Dall. Half-hour daily.
- Consolidated Gasoline.** Half-hours.
- Consolidated Terminal Co.** Robert St. Clair. Half-hours.
- Consumers Credit Co.** Erwin, Wasey. 5-minute transcriptions.
- Conti Products** (toilet preparations). Birmingham, Castleman & Pierce. 5-minute announcements.
- Continental Baking** (Wonder Bread, Hostess Cake). Benton & Bowles; Mac-Wilkins & Cole. Announcements.
- Continental Oil.** Tracy-Locke-Dawson. Half and quarter-hour transcriptions.
- Coronet Magazine.** Announcements.
- Corzon Co.** Ruthrauff & Ryan. Quarter-hours.
- Coward Shoes.** Quarter-hours.
- Crazy Water Crystals.** Rogers & Smith; Goodman Advertising. Quarter-hour transcriptions.
- Crestolite Co.** Charles A. Mason. Announcements.
- Crosse & Blackwell** (jams, jellies, etc.). Van Sant, Dugdale & Co. Announcements.
- Crowell Publishing Co.** Geyer, Cornell & Newell. Quarter-hours.
- Crystal White Soap.** Benton & Bowles. 100-word announcements.
- CSO Laboratories** (insecticide). Ratcliffe Advertising. Quarter-hours.
- Cudahy Packing Co.** Roche, Williams & Cunyningham. 5 quarter-hours weekly, 100-word announcements.
- Currier's Tablets, Inc.** 5-minute spots.
- Curtiss Candy.** McJunkin Advertising; E. W. Hellwig. Quarter-hours, 5 minute spots, 25-word announcements.
- Curtiss-Wright Co.** (aircraft). R. H. Alber Agency. Transcriptions.
- Cycle Trades of America** (bicycle publicity). Stack-Goble; Greenleaf Advertising. Quarter-hours, 100-word announcements.
- Cystex.** Allen C. Smith. Quarter-hours.

D

- Dean Milk Co.** Mitchell-Faust. 3 quarter-hours weekly.
- Deisel-Wemmer-Gilbert Corp.** (cigars). S. M. Epstein. Quarter-hours, 5-minute newscasts, 100-word announcements.
- Delaware, Lackawanna & Western Coal.** Ruthrauff & Ryan. Quarter-hours.
- Delaware, Lackawanna & Wilmington Co.** Ruthrauff & Ryan. Quarter-hours.

NON-NETWORK ADVERTISERS—Continued

Denver & Rio Grande Western Railroad. Placed direct. Quarter-hours.

De Paolo Co. Chet Crank, Inc. Announcements.

Dethol Mfg. Co. (insecticide). Aitkin-Kynett. 1-minute announcements.

Detroit Biscuit Co. Beckman, Vogel & Beerbohm. Announcements.

Diamond Crystal Salt. Advertisers Broadcasting Co. Quarter-hours.

Dixie Cultivator Corp. J. M. Colville & Son. 50-and 100-word announcements.

Dixie Motor Coaches. Ferguson & Winsett. Half-hours.

Dodge Brothers Corp. Ruthrauff & Ryan. Quarter-hours. 1-minute transcription.

Dodge Dealers. Ruthrauff & Ryan. Announcements.

Dold Packing Co. Batten, Barton, Durstine & Osborn. 1-minute spots.

Domestic Products. McCord Co. Announcements.

Doyle Gasoline & Oil Co. Hart-Conway. 2 quarter-hours weekly.

Drackett Products (Drano). Ralph H. Jones Co. Quarter-hour transcriptions.

Drezma. Neff-Rogow. 5-minute spots, announcements.

Drug Trade Products (proprietarys and toiletries). Benson & Dall; Spot Broadcasting Co. Six 1-hour programs weekly, three-quarter and half-hour programs.

Dryden & Palmer, Inc. (Gravy Master). Samuel C. Croot. Announcements.

Duart Sales (Permanent wave equipment and supplies). Howard E. Williams. Quarter-hours.

Duncan Coffee. Steele Advertising. Two 25-word announcements daily.

R. G. Dun Cigars. S. M. Epstein Advertising. Half-hours.

Dwarfies Corp. (Wheatmix, Wheat Puff, Cereal Mfg.). Hughes Advertising Co. 25-word announcements.

E

Econo Motor Miser. Lockwood-Shackelford. Quarter-hours.

Edelweiss Beer. Blackett-Sample-Hummert. Quarter-hours.

Edgemar Farms. Martin Allen. Announcements.

Edgeworth Tobacco. Marschalk & Pratt. Half-hour transcriptions.

Electric Appliance Society. Jean Scott Frickelton. Announcements.

Electrolux Refrigerators. Batten, Barton, Durstine & Osborn. Announcements.

Elgin National Watch Co. J. Walter Thompson. 25-word announcements.

Elin, Inc. Schillin Agency. Quarter-hours.

Dr. Ellis Sales Co. (beauty aids). Walker & Downing. 5-minute transcriptions.

Emblem Oil. Weather reports, announcements.

Emerson Drug Co. (Bromo-Seltzer). J. Walter Thompson. Announcements.

Empire Spice Mills. Charles Silver & Co. 1 quarter-hour weekly.

Equitable Life Insurance. Atherton & Currier. 5-minute spots.

Erskine & Healy (home appliances). Hart-Conway. 1 announcement daily.

Essence of Life Face Cream. H. W. Kastor & Sons. Announcements.

Ex-Lax, Inc. Joseph Katz Co. Quarter-hour transcriptions.

F

Fairbanks-Morse (refrigerators). Henri, Hurst & McDonald. Quarter-hours, announcements.

Fairfield Pharmacal Co. Kelly, Nathan & Roosevelt. Announcements.

Fairway Foods. Quarter-hours.

Fanchon & Marco (theatrical bookers). Kurtzman Agency. Quarter-hour transcriptions.

Fant Milling Co. (flour). Crook Advertising. Quarter-hours, announcements.

Farmaide Products. Potts-Turnbull. 1-minute announcement daily.

Federal Building & Loan. Stevens & Wallis. Quarter-hours.

Federal Land & Development Co. Allied Advertising Agencies. Quarter and half-hours.

Feigenspan Brewery. Scheck Advertising. Quarter-hours.

Feldman Petroleum. Dade Epstein. Announcements.

Fellows Medical Mfg. Co. (proprietarys). Nelson-Gilliam Associates. Announcements.

Fels & Co. (soap). Young & Rubicam. Quarter-hours.

H. Fendrich, Inc. (cigars). Ruthrauff & Ryan; McJunkin. Quarter-hours, 25 and 100-word announcements.

NON-NETWORK ADVERTISERS—Continued

Ferguson & Co. (wave set). Placed direct. 1 announcement daily.

C. W. Fields, Inc. Hart-Conway. 1 announcement daily.

Firestone Auto Supply. Placed direct. 25-word announcements.

Firestone Service Stores, Inc. Sweeney & James. Announcements.

Firestone Tire & Rubber. Sweeney & James. 25 and 100-word announcements.

First Federal Building & Loan. Gillham Advertising. Quarter-hours.

First National Stores. Radio Broadcasting Co. Quarter-hours.

F. W. Fitch (shampoo, shaving cream). L. W. Ramsey. Quarter-hours.

Fitch Investors Service. E. C. Van Dyke. 5-minute spots.

Fitzpatrick Bros. (Kitchen Klenzer). Neisser-Meyerhoff. Quarter-hour.

Frank H. Flee Corp. (Double Bubble Gum). Biow Co. Announcements.

Flex-O-Glass. Presba, Fellers & Presba. Quarter-hours.

J. A. Folger Co. (coffee). Blackett-Sample-Hummert. Quarter-hour transcriptions.

Fontenelle Brewing Co. Bozell & Jacobs. Half-hours.

J. B. Ford Sales (cleanser). N. W. Ayer. Quarter-hours.

Ford Motor Co. McCann-Erickson; N. W. Ayer; Eastman-Scott; Walker-Saussy. Half-hours, six quarter-hour newscasts weekly, 5-minute transcriptions, 50 and 100-word announcements.

L. C. Forman & Sons (food products). Hart-Conway. Flash announcements.

Foster Milburn Co. (Doan's Pills). Street & Finney. Announcements.

E. Fougere Co. (Vapex). Small, Kleppner & Sieffer. 5-minute spots, 1-minute transcriptions, announcements.

4 States Livestock. Placed direct. 5-minute spots, announcements.

Peter Fox Brewing Co. Gale Pietsch, Inc. Announcements.

Benjamin Franklin Life Insurance Co. Samuel Lewis. Announcements.

Free State Brewing Co. Harry Patz Agency. Quarter-hours.

French Lick Springs Hotel (Pluto Water). H. W. Kastor. Announcements.

Fresh Milk Institute. Ruthrauff & Ryan. Announcements.

Friar's Ale. Holden, Graham & Clark. Announcements.

Oscar Frieder (Ninal). First United Broadcasters. Quarter-hours.

Friend Bros. (Brick Oven Baked Beans). Broadcast Advertising. Announcements.

George C. Frye Co. (Pancreo Bismuth). Lawrence M. O'Connell. Daily announcements.

Furmbilt Clothes. John Austin Driscoll. Announcements.

G

Gallatin Valley Milling Co. Placed direct. Announcements.

Garcia Grande Cigars. Peck Advertising. 1-minute spots.

Gar Wood, Inc. (boats). Farron-Stevens Agency. Announcements.

Gas Appliance Society. Jean Scott Frickelton. Announcements.

Gebhardt Chili Powder. Tracy-Locke-Dawson. Announcements.

General Baking (Bond Bread). Batten, Barton, Durstine & Osborn. 5 quarter-hour transcriptions weekly, 30-word announcements, five weekly.

General Electric Supply Co. Schilling Agency. Half-hours, quarter-hour transcriptions, announcements.

General Foods (Grape-Nuts, Post's Bran Flakes, Certo, Log Cabin Syrup, Calumet Baking Powder, Maxwell House Coffee, Sanka Coffee, etc.). Benton & Bowles; Young & Rubicam; Campbell-Ewald. Half-hour transcriptions, quarter-hours, basketball games, 1-minute spots.

General Kitchens. Charles A. Mason Agency. 5-minute spots.

General Mills (Bisquick Flour, Wheaties). Knox Reeves; Blackett-Sample-Hummert; Simons-Michelson. 2-hour programs, 5 half-hour transcriptions weekly, three-quarter and quarter-hour transcriptions, tie-in announcements.

General Motors. Campbell-Ewald. Quarter-hours, 100-word announcements.

General Paint Co. Walter Advertising Agency. Quarter-hours.

General Petroleum. Announcements.

General Shoe Corp. Placed direct. 25-word announcements.

General Supply Co. Scheer Advertising. Quarter-hours, announcements.

General Tire. D'Arcy Advertising. Announcements.

Germanow-Simon Co. (Flexo Watches). Ed Wolff & Associates. Flash announcements.

Germo Manufacturing (poultry remedies). Placed direct. 1-minute spots.