

STATIONS

U .S. AND CANADA

It has been the intention, insofar as possible, to present herewith a complete, standardized picture of all radio stations in the United States, its territorial possessions, and Canada.

This information was gathered via questionnaire, the data in printed form then being finally checked by the stations for last minute changes and additions. The only instance where this check did not occur was in the case of those stations who sent, or completed, their information too late; or those few stations which failed to reply.

Some explanation of terminology is also made herewith for the reader of this material.

The figures on radio ownership by counties, prefacing each state section, are from the report of the Joint Committee on Radio Research of the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters.

The term "affiliation" used in the station write-ups refers to network, or regional network affiliation.

"Opened" signifies the date on which the station was originally put into operation. In all cases this date will not be uniformly accurate. Radio stations which have changed ownership several times, are perhaps in some instances noted as "opening" on the date on which the latest owner took them over, rather than on the exact original date.

But inasmuch as the date was supplied by the stations in the light in which they consider their picture, no alterations were made.

"Rep" indicates the station representative.

Under "News" is meant the news service, or source of news, servicing the station. UP indicates United Press; INS indicates International News Service; and AP signifies the Associated Press. "RNA," also found under "news," refers to a Transradio Press subsidiary company.

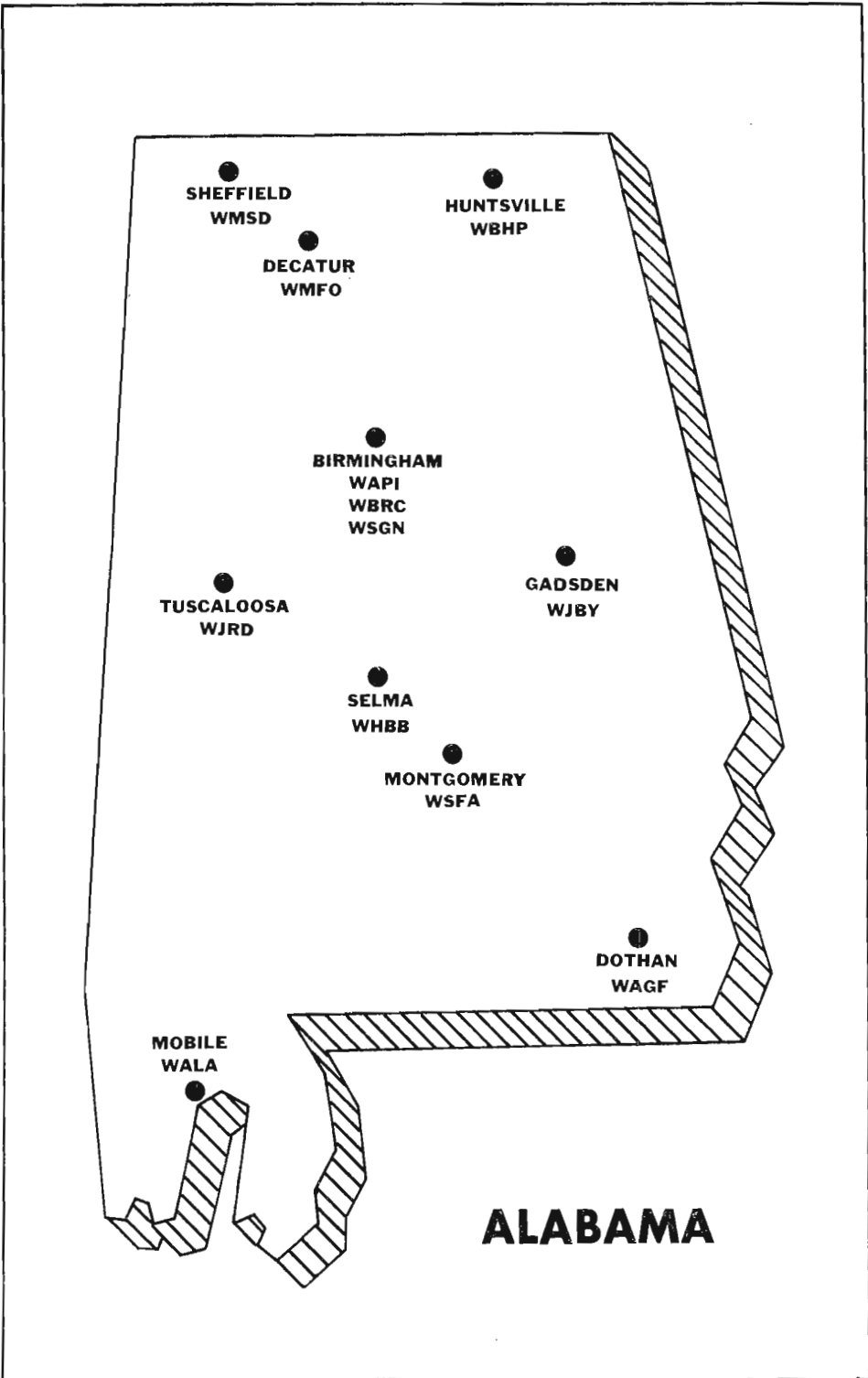
By "merchandising" is meant that body of services which a station performs, either free or at very low cost, to help an advertiser's campaign via acts and functions other than pure broadcasting. Window posters, certain forms of publicity, pre-program announcements, dealer and wholesaler calls, etc., come into this category.

The dividing line between an "artists bureau" and the lack of such is the following: an artists bureau indicates contracts with talent. If such contracts are lacking, the station is not listed as having an artists bureau, although it may supply talent when so requested.

"Base rate" is the master time segment according to which station computes all other rates. Generally a base rate is one evening hour, one time; except in the case of daytime stations, of course, which compute according to their best daytime period. If a base rate for any reason is other than one hour, one time, it is so noted in the write-ups.

"Copy restrictions" refers to such restrictions as are not ordinarily noted in the station's rate card. Common rate card terms and restrictions are omitted wherever possible, due to the standardization of these limitations.

No station, regardless of information sent in or not sent in, is omitted from this listing; nor is it omitted from the maps. The latter are copyrighted by the VARIETY RADIO DIRECTORY exclusively. Warning is hereby extended against their use, unless full permission has been obtained in advance.



SHEFFIELD
WMSD

HUNTSVILLE
WBHP

DECATUR
WMFO

BIRMINGHAM
WAPI
WBRC
WSGN

TUSCALOOSA
WJRD

GADSDEN
WJBY

SELMA
WHBB

MONTGOMERY
WSFA

DOTHAN
WAGF

MOBILE
WALA

ALABAMA

ALABAMA

(258,000 radio homes)

Radio Homes by Counties

Autauga	1,300	Dallas	5,600	Marion	1,700
Baldwin	2,300	De Kalb	2,800	Marshall	3,200
Barbour	2,500	Elmore	2,700	Mobile	19,300
Bibb	1,400	Escambia	2,800	Monroe	2,000
Blount	1,700	Etowah	6,800	Montgomery	15,400
Bullock	1,400	Fayette	1,300	Morgan	4,800
Butler	2,400	Franklin	2,000	Perry	1,900
Calhoun	5,900	Geneva	2,100	Pickens	1,600
Chambers	2,700	Greene	1,300	Pike	2,800
Cherokee	1,200	Hale	1,600	Randolph	2,000
Chilton	2,000	Henry	1,500	Russell	1,900
Choctaw	1,100	Houston	4,300	St. Clair	1,800
Clarke	2,000	Jackson	2,500	Shelby	2,200
Clay	1,300	Jefferson	62,100	Sumter	1,800
Cleburne	800	Lamar	1,200	Talladega	4,200
Coffee	2,300	Lauderdale	4,500	Tallapoosa	2,500
Colbert	2,700	Lawrence	1,600	Tuscaloosa	6,700
Conecuh	1,800	Lee	3,500	Walker	5,100
Coosa	800	Limestone	2,700	Washington	1,000
Covington	3,500	Lowndes	1,300	Wilcox	1,600
Crenshaw	1,800	Macon	2,000	Winston	1,300
Cullman	3,500	Madison	6,300		
Dale	1,700	Marengo	2,600		

WAPI, BIRMINGHAM

Operator: WAPI Broadcasting Corp., Protective Life Bldg. *Power:* 5,000 watts on 1140 kc (shares time with KVOO). *Affiliation:* NBC Southcentral Group. *Opened:* 1922.

President, manager: B. H. Hopson.

Rep: Norman Craig, New York; The Sears Co., Chicago. *News:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$200.

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

(*Note:* This station is owned by Alabama College, The Alabama Polytechnic Institute and The University of Alabama, and has been operated on a five-year lease by B. H. Hopson. On August 1, 1937, WAPI will be taken over by its new lessee, The Voice of Alabama, Inc., in which 45% of the stock is owned by the Columbia Broadcasting System, Inc.)

WBRC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc., Bankhead Hotel. *Phone:* 3-9293. *Power:* 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* May 18, 1925.

Station manager, publicity director: John M. Connolly. *Vice-president, commercial manager:* K. G. Marshall. *Program director:* Dud Connolly. *Chief engineer:* J. C. Bell. *Musical director:* Will Rushing.

Rep: Paul H. Raymer. *News:* INS. *Seating facilities:* Studio, 50; limited arrangement with Pickwick Club, local night club, seating 1,500. *Merchandising:* Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on resume broadcasts. *Foreign language programs:* Not taken commercially; have occasional Jewish and Syrian broadcasts as courtesies. *Artists bureau:* None. *Stock:* Owned by M. D. Smith, Jr. (deceased), K. G. Marshall, and J. C. Bell. *Base rate:* \$75.

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed.

WWSG, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. *Phone:* 7-2184. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue. *Opened:* 1926. (*Note:* This station is newspaper-owned by the Birmingham News and Age-Herald.)

Vice-president, director: Henry P. Johnston. *Station and commercial manager:* Mrs. H. O. Hicks. *Program, musical and publicity director:* Robert McRaney. *Chief engineer:* Paul B. Cram. *Artists bureau head:* Joe Ford.

Rep: Kelly-Smith Co. *News:* Transradio. *Seating facilities:* Studio, seating 150 persons; local night club, seating 1,000. *Mer-*

chandising: Publicity news, listings, new program advertisements—free of charge in News and Age-Herald; window displays, store-to-store and house-to-house surveys, etc., carried out at actual cost. *Foreign language programs*: Will accept; translation must be furnished in advance for approval. *Artists bureau*: None, as such, but maintain clearing house for talent through program department. *Base rate*: \$60.

Copy restrictions: Beer, wine and liquor accepted; only recognized patent medicines accepted; all copy must be approved by station and conform to Federal Trade Commission rules and regulations.

WMFO, DECATUR

Operator: James R. Doss, Jr., P. O. Box 1025. *Phone*: 1010. *Power*: 100 watts on 1370 kc. (daytime). *Affiliation*: None. *Opened*: June 26, 1935.

Owner: James R. Doss, Jr. *Station manager*: James G. Cobble. *Commercial manager*: Johnny Aker. *Program director, artists bureau head*: Easton Pace. *Chief engineer*: Leroy Kelly. *Musical directors*: Cois Lowrey; A. L. Moyer.

Rep: J. J. Devine & Associates, Inc. *News*: UP. *Seating facilities*: "limited audiences"—no capacity given. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: yes, lists about 10 groups, orchestras, etc. *Base rate*: \$10 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., Box 25 (Martin Hotel). *Phone*: 1430. *Power*: 250 watts on 1370 kc (to local sunset). *Affiliation*: None. *Opened*: Dec. 14, 1933.

Station manager: Julian C. Smith. *Commercial manager*: Fred C. Moseley. *Program director*: Sidney W. Spencer. *Chief engineer*: John T. Hubbard. *Publicity director*: Sam Hall.

Rep: J. J. Devine & Associates, Inc. *News*: Transradio. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: Not accepted; no foreign element in this territory. *Artists bureau*: None. *Base rate*: \$30.

Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 S. Sixth St. *Phone*: 88. *Power*: 100 watts

on 1210 kc. *Affiliation*: None. *Opened*: May, 1928.

President: B. H. Hopson. *Station manager, commercial manager*: J. W. Buttram. *Program director*: Fox Lightfoot. *Chief engineer*: Vernon Storey. *Publicity director*: Edwin Mullinax.

Rep: Norman Craig (New York); The Sears Co. (Chicago). *News*: Transradio. *Seating facilities*: None. *Merchandising*: Sales staff calls on dealers, urging display of advertised goods; mail house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. *Foreign language programs*: Not accepted; such population very meager. *Artists bureau*: None. *Base rate*: \$60.

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission.

WBHP, HUNTSVILLE

Operator: Wilton Harvey Pollard. *Power*: 100 watts on 1200 kc.

At press time this station had a construction permit only.

WALA, MOBILE

Operator: Pape Broadcasting Corp., Alabama-Tennessee & Northern R. R. Bldg. *Phone*: Dexter 5893. *Power*: 1,000 and 500 watts on 1380 kc. *Affiliation*: CBS. *Opened*: Feb. 7, 1930.

President: W. O. Pape. *General manager*: J. H. Hunt, Jr. *Commercial and advertising manager*: H. K. Martin. *Program director*: Hubert Grant. *Chief engineer*: R. M. Cole. *Musical director*: Agnes Griffin Purtle. *Publicity director*: H. K. Martin.

Rep: None. *News*: None. *Seating facilities*: Yes; capacity not listed. *Merchandising*: Yes; obtains clerk cooperation and displays in all stores where product is handled; other assistance rendered. *Foreign language programs*: Would not refuse; foreign population, however, very low. *Artists bureau*: None. *Stock*: Principal holder is W. O. Pape. *Base rate*: \$80.

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising.

WSFA, MONTGOMERY

Operator: Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. *Phone*: Cedar 5880. *Power*: 1,000 and 500 watts on 1410 kc. *Affiliation*: CBS. *Opened*: March 31, 1930.

Treasurer, general manager, national advertising manager: Howard E. Pill. *Local advertising manager*: John B. De Motte. *Program director, musical director*: Cald-

STATIONS—Continued

well Stewart. *Chief Engineers:* Paul B. Duncan; C. I. Shelkofsky. *Publicity director:* M. E. Price.

Rep: Joseph Hershey McGillvra. *News:* Transradio; INS. *Seating facilities:* Can use local Shrine Temple, capacity 1,000. *Merchandising:* Offer "reasonable assistance"; pre-plug programs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$50 (½ hr.).

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste."

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 30 Edgewood, Selma. (also studios in the Morengo Theatre, Demopolis, and the Theatorium, Uniontown). *Phone:* 1233. *Power:* 100 watts on 1500 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 11, 1935. (Note: WHBB rebroadcasts a number of programs from WLW, Cincinnati, and WSM, Nashville.)

President, station manager: John S. Allen. *Commercial manager:* John C. Hughes. *Program director, artists bureau head, musical director:* Ward A. Coleman. *Chief engineer:* Homer R. Johnson. *Publicity director:* W. J. Reynolds, Jr.

Rep: J. J. Devine & Associates. *News:* rebroadcasts WSM news. *Seating facilities:* None. *Merchandising:* None; information is handled by Trade Investigation Bureau. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists, bands, etc. *Base rate:* \$20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character.

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Sheffield Hotel. *Phone:* 9122. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* November, 1933.

Station manager: Joe Van Sandt. *Program director, artists bureau head, musical director, publicity:* Beulah Freeman. *Chief engineer:* John W. Watt.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$35.

Copy restrictions: Beer accepted; patent medicines accepted providing they meet government inspection.

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. *Phone:* 1401; 1022. *Power:* 100 watts on 1200 kc. (daytime only). *Affiliation:* none. *Opened:* Oct. 6, 1936.

Director: James R. Doss, Jr. *Station manager, program director, artists bureau head, publicity director:* Ted R. Woodward. *Commercial manager:* J. Leslie Doss. *Chief engineer:* Ellis H. Eudy. *Musical director:* Wilhelmina Quarles.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* Partial service; carried on by local salesmen. *Foreign language programs:* Jewish only accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: Take beer, wines and alcoholic beverages; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter.

ARIZONA

(62,500 radio homes)

Radio Homes by Counties

Apache	1,400	Greenlee	700	Pinal	2,100
Cochise	4,900	Maricopa	25,500	Santa Cruz	1,300
Coconino	2,500	Mohave	1,000	Yavapai	4,200
Gila	3,000	Navajo	2,700	Yuma	2,600
Graham	1,200	Pima	9,400		

KCRJ, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. *Power:* 100 watts on 1310 kc (operates specified hours daytime). *Affiliation:* None. *Opened:* 1930.

Manager: Wallace Ian Webb.

Rep: None. *Foreign language programs:* Apparently accepted according to rate-

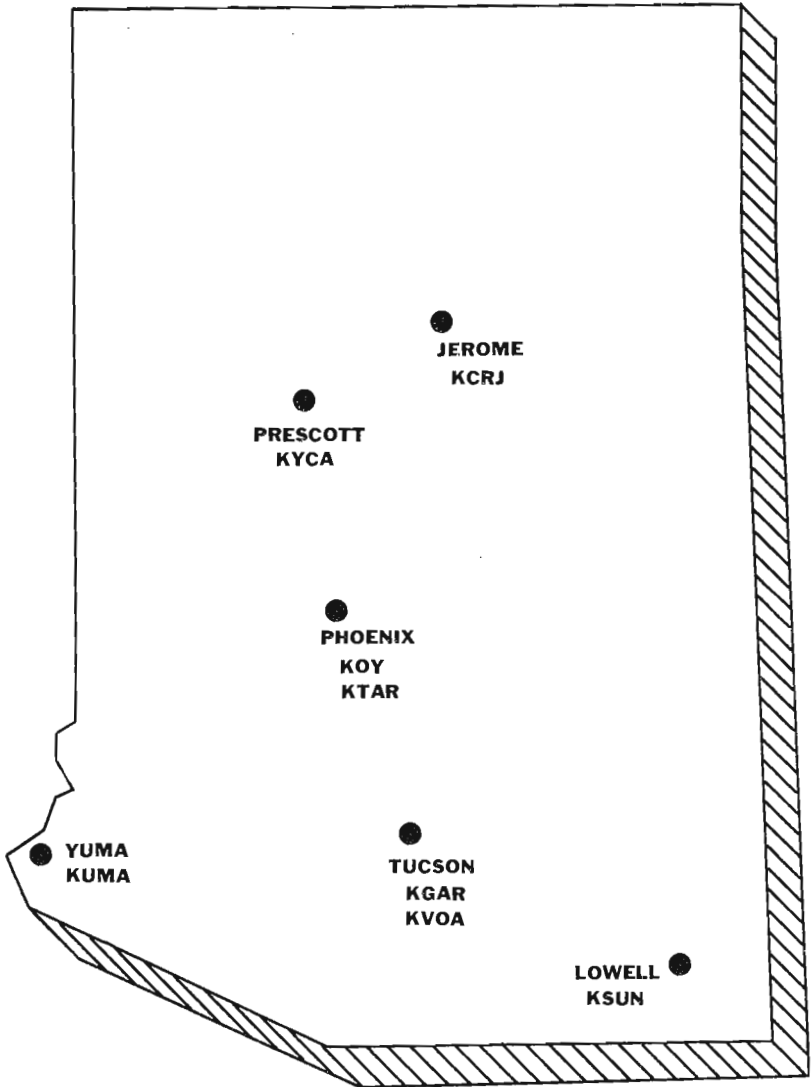
card information; no other data available. *Base rate:* \$13.50.

KSUN, LOWELL

Operator: Copper Electric Co. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1933.

Manager: Carleton W. Morris. *Com-*

ARIZONA



mercinal manager: Robert B. Thompson.

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

No other information available after repeated requests.

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. Phone: 44144. Power: 1,000 watts on 1390 kc. Affiliation: CBS. Opened: 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)

President: Wm. A. Baldwin. Vice-president, general manager: Fred A. Palmer. Program director, artists bureau head, musical director: Jack R. Williams. Chief engineer: Wm. Schmitz. Publicity director: Lucille Brain.

Rep: John Blair & Co. News: Transradio. Seating facilities: Audience room, seats about 40. Merchandising: Furnish market statistics; testimonial letters; mail reports. Foreign language programs: Accepted; copy must be submitted 24 hours in advance and comply with station policies. Artists bureau: Setup is nominal only. Base rate: \$90.

Copy restrictions: Accept beer and wine advertising; also patent medicines.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. Phone: 4-4161. Power: 1,000 watts on 620 kc. Affiliation: NBC supplementary Station, Red or Blue. Opened: June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic and Phoenix Gazette).

General manager: Richard O. Lewis. Commercial manager: J. Richard Heath. Program director: J. Howard Pyle. Chief engineer: Arthur C. Anderson.

Rep: E. Katz Special Advertising Agency. News: UP; Transradio. Seating facilities: None. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$150.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations.

KYCA, PRESCOTT

All particulars missing at press time; FCC record has particulars of construction permit, etc. in suspension.

KGAR, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. Phone: 2929. Power: 250 and 100 watts on 1370 kc. Affiliation: None. Opened: March 29, 1929.

President, general and station manager: Frank Z. Howe. Commercial manager: Harvey E. Davis. Program director: Victor Gillard. Chief engineer: Clifford Livingston.

Rep: Walter Biddick Co. (Pacific Coast). News: Christian Science Monitor. Seating facilities: 35 persons. Merchandising: None. Foreign language programs: Accept Spanish and French programs. Artists bureau: None. Base rate: \$30.

Copy restrictions: Accept beer, wine, hard liquor and patent medicines, provided products are legitimate.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. Phone: 3703-3704. Power: 1,000 watts on 1260 kc. Affiliation: None. Opened May, 1929.

President: Harold Steinfeld. Station manager, commercial manager: King Whyte. Program director: Carl C. Hickman. Chief engineer: Leonard L. Nalley.

Rep: Furgason & Aston, Inc. News: AP. Seating facilities: None. Merchandising: Complete service offered; no charge unless special services are wanted. Foreign language programs: No restrictions on acceptance. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer, wine, liquor and patent medicine advertising accepted.

KUMA, YUMA

Operator: Silver Crest Theatres, P.O. Box 432. Phone: Yuma 88. Power: 100 watts on 1420 kc. (operates specified hours). Affiliation: None. Opened: 1932 (was previously located in Flagstaff as KPFXY).

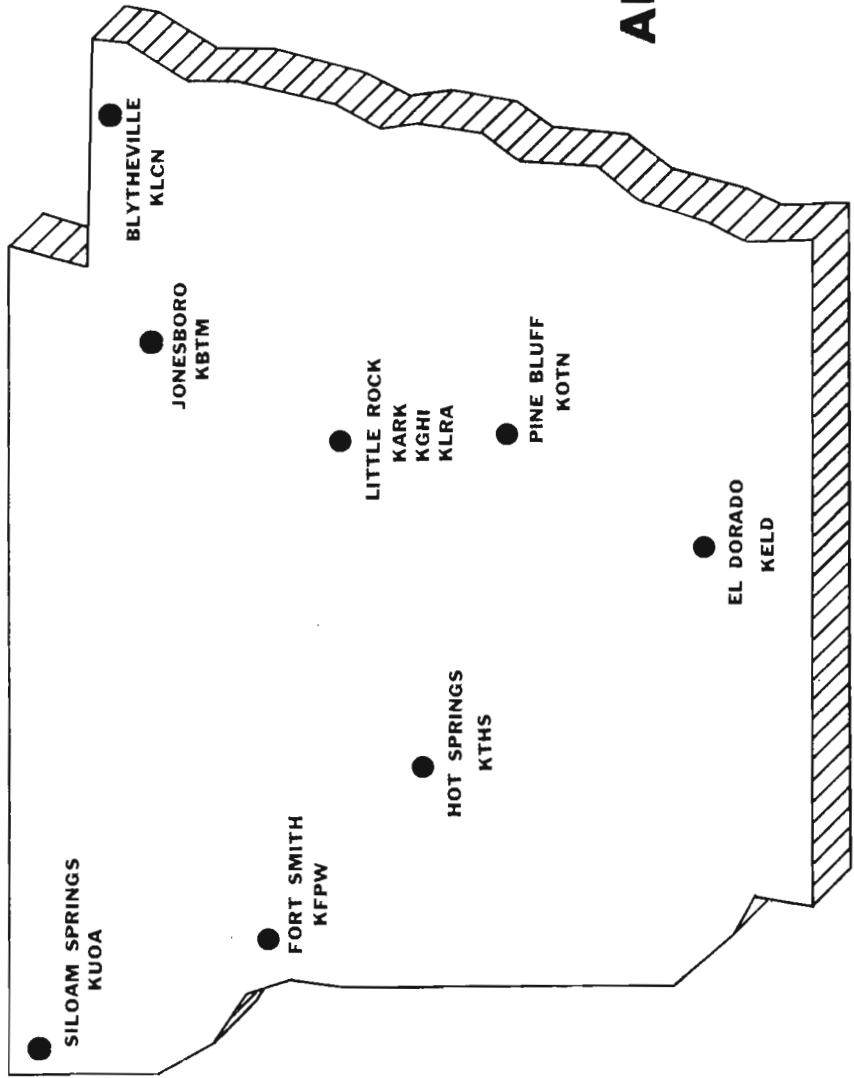
Lessee: E. B. Sturdivant. General manager: E. N. Sturdivant. Program director, assistant manager: E. W. Metzger. Chief engineer: Herbert L. Bigelow.

Rep: Walter Biddick Co. News: Christian Science Monitor. Seating facilities: None.

Merchandising: Star Program Service; Edward J. Murphy Service; Radiad Service. Foreign language programs: Spanish programs and announcements encouraged at rate card prices; Mexican population large. Artists bureau: None. Base rate: \$16.25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages.

ARKANSAS



ARKANSAS

(187,300 radio homes)

Radio Homes by Counties

Arkansas	2,700	Garland	5,900	Newton	600
Ashley	2,100	Grant	700	Ouachita	3,300
Baxter	700	Greene	2,300	Perry	400
Benton	3,900	Hempstead	2,800	Phillips	4,600
Boone	1,800	Hot Spring	1,400	Pike	800
Bradley	1,800	Howard	1,600	Poinsett	2,300
Calhoun	600	Independence	2,200	Polk	1,400
Carroll	1,500	Izard	800	Pope	2,500
Chicot	2,000	Jackson	2,400	Prairie	1,200
Clark	2,500	Jefferson	7,200	Pulaski	24,900
Clay	2,100	Johnson	1,600	Randolph	1,300
Cleburne	800	Lafayette	1,300	St. Francis	2,900
Cleveland	900	Lawrence	1,800	Saline	1,200
Columbia	2,300	Lee	1,900	Scott	1,000
Conway	1,800	Lincoln	1,400	Searcy	700
Craighead	4,900	Little River	1,100	Sebastian	9,600
Crawford	1,900	Logan	2,000	Sevier	1,300
Crittenden	3,100	Lonoke	2,500	Sharp	700
Cross	2,100	Madison	900	Stone	500
Dallas	1,300	Marion	500	Union	7,000
Desha	2,000	Miller	3,800	Van Buren	700
Drew	1,600	Mississippi	6,900	Washington	5,900
Faulkner	2,500	Monroe	1,700	White	3,400
Franklin	1,200	Montgomery	700	Woodruff	1,800
Fulton	700	Nevada	1,600	Yell	1,500

KLCN, BLYTHEVILLE

Operator: Charles Leo Lintzenich. Power: 100 watts on 1290 kc (daytime).

No other information available.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. Phone: 1313. Power: 100 watts on 1370 kc. Affiliation: none. Opened: Oct. 5, 1935. (Note: this station is affiliated with the Arkansas Farmer and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. Vice-president, general manager: G. E. Zimmerman. Station manager: F. E. Bolls. Commercial manager: T. P. Thompson. Program director: Rodney Smith. Chief engineer: Charles Mathis. Artists bureau head, musical director: Rodney Smith. Publicity director, assistant manager: Leon Sipes.

Rep: None. News: Transradio. Seating facilities: Reception room, 50 persons. Merchandising: Various services rendered by staff.

Foreign language programs: Not accepted. Artists bureau: Setup is nominal; does not function as booking organization. Base rate: \$37.50 (½ hr.).

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth."

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., Goldman Hotel. Power: 100 watts on 1210 kc. Affiliation: None. Opened: 1930.

General manager: John A. England.

Rep: None.

Base rate: \$25 (½ hr.).

No other information available after repeated requests.

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, 135 Benton St. Phone: 212. Power: 10,000 watts on 1060 kc. Affiliation: NBC optional Southwestern service. Opened: Dec. 20, 1924.

Manager: Douglas Hotchkiss. Commercial manager: Ardeith Annen. Chief engineer: James M. Moran.

Rep: Furgason & Aston. News: None. Seating facilities: Studio, 100 persons. Merchandising: Contact, either personally or by mail, dealers in territory in regard

STATIONS—Continued

to new programs or campaigns; check sales. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$130.

Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wines okay; hard liquor only after 10 p.m.; medicines must pass local Medical Committee; very few proprietary medicines accepted.

KBTM, JONESBORO

Operator: Beard's Temple of Music, 104½ W. Washington Ave. *Phone:* 433. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* March, 1930.

Manager, commercial manager: J. P. Beard. *Program director:* J. A. Barber. *Chief engineer:* Harold L. Kimsey.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offered to accounts spending \$100 or more per month; 500 trade bulletins mailed per month calling attention to program for cost of postage; contacts personally made with trade over a radius of 25 miles at least once during life of contract; full cooperation otherwise offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$21.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. *Phone:* 2-1841. *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1931. (Note: This station is newspaper-affiliated with the Arkansas Farmer and Pulaski Weekly Herald).

Vice-president, general manager: G. E. Zimmerman. *Station manager:* Larry Meinert. *Commercial manager:* C. K. Beaver. *Program and publicity director:* John Cleghorn. *Chief engineer:* D. A. Winn.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* 200 persons. *Merchandising:* Full co-operation with advertisers when "cost is within reason." *Foreign language programs:* Will accept; governed by same rules as other advertising. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted any time; liquor only after 9 p.m.; no restrictions on copy other than those of "good judgment."

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Phone:* 9166. *Power:* 250 and

100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

President and owner: A. L. Chilton. *Station and commercial manager:* R. G. Terrill. *Program director:* Ruth Lawrence Bailey. *Chief engineer:* Arthur Beem. *Artists bureau head:* Henry Frick. *Musical directors:* Bob Buice, Ruth L. Bailey. *Publicity director:* Bill Barnes.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate,* \$40.

Copy restrictions: Accept beer and wine and some patent medicines; no hard liquor advertising.

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. *Power:* 2,500 and 1,000 watts on 1390 kc (construction permit for 5,000 watts to local sunset). *Affiliation:* CBS. *Opened:* 1927.

General manager: S. C. Vinsonhaler.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Merchandising:* Certain amount is offered to sponsor; details not defined. *Base rate:* \$100.

Copy restrictions: Beer, wine and liquor advertising accepted, according to the best available information (not supplied by the station).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., Hotel Pines. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* 1934.

Rep: Cox and Tanz. *Base rate:* \$37.50. No other information available after repeated requests.

KUOA, SILOAM SPRINGS

Operator: KUOA, Inc., Siloam Springs. *Phone:* 170-77. *Power:* 2,500 watts on 1260 kc. (daytime). *Affiliation:* None. *Opened:* 1922. (Note: This station is owned by John Brown University).

Owner: John E. Brown. *Commercial manager:* Storm Whaley. *Station manager and program director:* John Dickison. *Chief engineer:* J. L. Miller.

Rep: Wilson-Robertson. *News:* UP; Transradio. *Seating facilities:* None. *Merchandising:* Limited services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by John Brown University. *Base rate:* \$62.50.

Copy restrictions: No alcoholic beverages accepted, all copy subject to station approval and government regulations.

CALIFORNIA

(1,398,900 radio homes)

Radio Homes by Counties

Alameda	132,100	Marin	9,300	San Mateo	18,600
Alpine	20	Mariposa	670	Santa Barbara	16,900
Amador	1,600	Mendocino	3,900	Santa Clara	38,400
Butte	7,200	Merced	6,100	Santa Cruz	9,100
Calaveras	730	Modoc	990	Shasta	3,200
Colusa	2,200	Mono	200	Sierra	300
Contra Costa	13,500	Monterey	13,200	Siskiyou	4,500
Del Norte	910	Napa	4,900	Solano	7,800
Eldorado	1,500	Nevada	3,000	Sonoma	16,300
Fresno	32,100	Orange	21,900	Stanislaus	12,700
Glenn	2,300	Placer	4,800	Sutter	1,700
Humboldt	7,900	Plumas	1,100	Tehama	2,700
Imperial	9,700	Riverside	14,300	Trinity	380
Inyo	1,100	Sacramento	33,400	Tulare	12,900
Kern	17,600	San Benito	2,200	Tuolumne	1,600
Kings	4,400	San Bernardino	25,900	Ventura	11,300
Lake	1,200	San Diego	54,300	Yolo	4,300
Lassen	2,800	San Francisco	170,000	Yuba	3,000
Los Angeles	592,800	San Joaquin	22,300		
Madera	2,400	San Luis Obispo	6,700		

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. *Phone:* 5-700. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC (California supplementary group); California Radio System. *Opened:* Jan. 29, 1932. (Note: this station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). *Station manager, program director:* Keith B. Collins. *Commercial manager, musical director, publicity director:* Robert L. Stoddard. *Chief engineer:* Clinton Van Cott.

Rep: Walter Biddick Co. (Coast); Joseph Hershey McGillvra (East). *News:* INS. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising.

KPMC, BAKERSFIELD

Operator: Pioneer Mercantile Co., 20th and Eye Sts. *Phone:* 4500. *Power:* 1,000 watts on 1550 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* Feb. 13, 1935.

President: Frank Schamblin. *Station manager:* Leo Schamblin. *Commercial manager:* E. McCaffrey. *Program director:*

Curtis Sturm. *Chief engineer:* Leo Jarvis. *Artists bureau head:* Fred Finch. *Publicity director:* Murray Arnold.

Rep: William G. Rambeau. *News:* UP. *Seating facilities:* 75 persons. *Merchandising:* Commercial department renders a service; supply data on market conditions and distribution. *Foreign language programs:* None on station currently. *Artists bureau:* Maintained nominally only. *Base rate:* \$45.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect."

KRE, BERKELEY

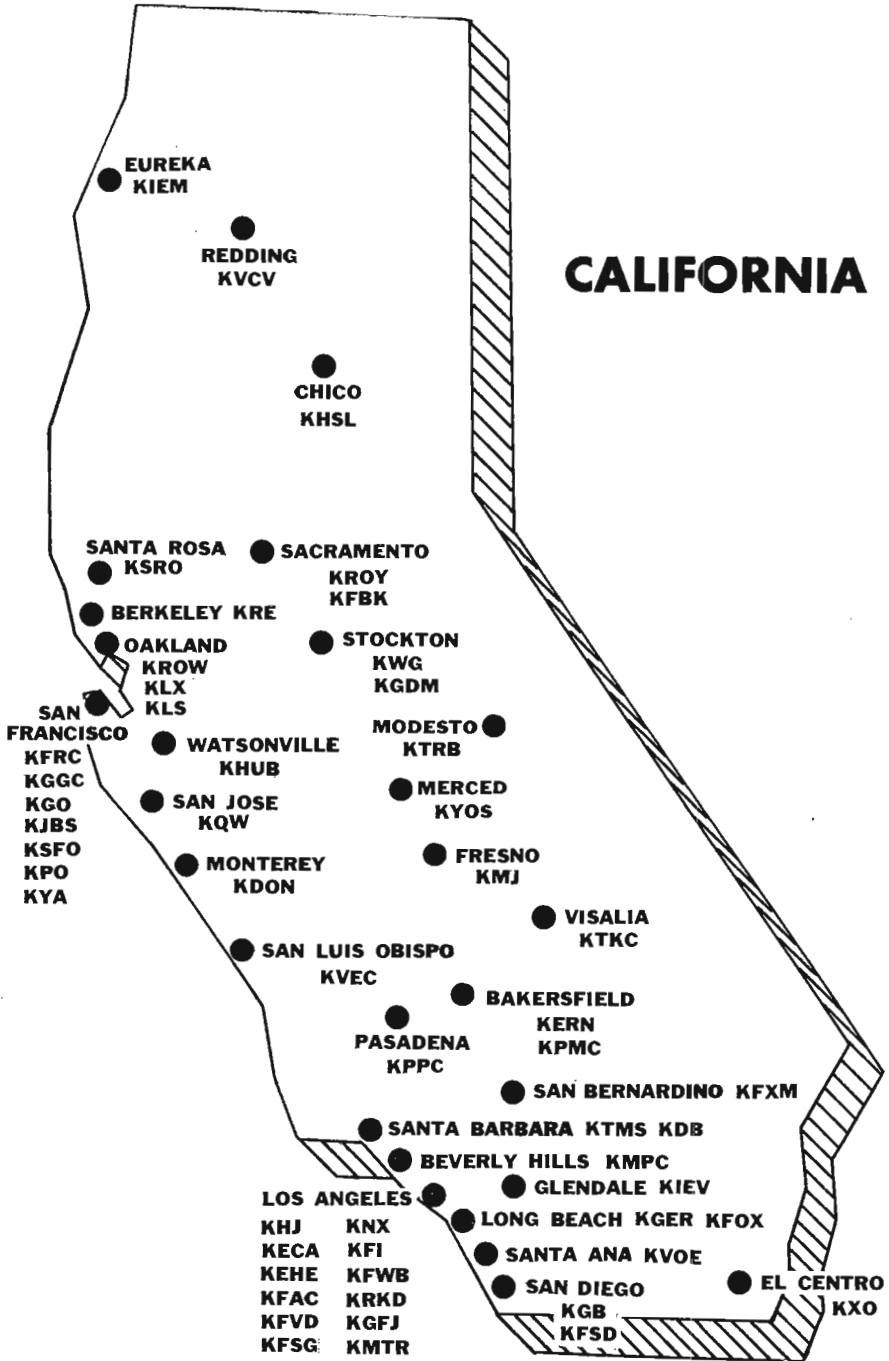
Operator: Central California Broadcasters, Inc., 2337 Shattuck Ave. *Phone:* Berkeley 7713. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

Director, station manager: Arthur Westlund. *Commercial manager, program director:* M. Donald Hambly. *Chief engineer:* K. Gordon Morrison. *Musical director:* Harold S. Hawley. *Publicity director:* Fred Macpherson.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services charged for. *Foreign language programs:* Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. *Artists bureau:* None. *Base rate:* \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted;

CALIFORNIA



no hard liquor; patent medicines and health services accepted only at discretion of the management.

KMPC, BEVERLY HILLS

Operator: Beverly Hills Broadcasting Corp., 9631 Wilshire Blvd. *Phone:* Oxford 6211. *Power:* 500 watts on 710 kc. *Affiliation:* Southern California Network. *Opened:* Feb. 19, 1927.

President: G. A. Richards. *Vice-president, general manager:* Leo B. Tyson. *Program director:* Baron Von Egidy. *Chief engineer:* Roger Love. *Publicity director:* Dick Conner.

Rep: None. *News:* INS. *Seating facilities:* Studio, 150 persons. *Merchandising:* Mail 100 letters free of charge; other services, as desired by sponsor, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Entirely owned by G. A. Richards (WJR, Detroit; WGAR, Cleveland). *Base rate:* \$45.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. *Phone:* Chico 237. *Power:* 250 watts on 1260 kc. (to local sunset). *Affiliation:* None. *Opened:* April 17, 1935. (Note: same operator controls KVCV, Redding.)

President, general manager, commercial manager, program director, publicity: Harold Smithson. *Chief engineer:* Henry Davis. *Musical director:* Maxwell Sypher.

Rep: None. *News:* INS. *Seating facilities:* Studio, 100 persons. *Merchandising:* No service listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holders are Harold Smithson, William Schield, and Sydney R. Lewis. *Base rate:* \$40 weekdays; \$50 Sundays.

Copy restrictions: Beer accepted; no wines or other alcoholic beverages; no patent medicine advertising accepted; no announcements on Sundays; all copy subject to station manager's approval.

KXO, EL CENTRO

Operator: E. R. Ireby and F. M. Bowles, 793 Main Street. *Power:* 100 watts on 1500 kc.

Base rate: \$7.00 (¼ hr.).

No other information available after repeated requests.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Vance Hotel. *Phone:* 93. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* May, 1933.

General manager, chief engineer: Wm. B. Smullin. *Commercial manager:* William B. Smullin. *Program director:* Cliff Johnson. *Musical director:* Dean Metcalf.

Rep: John Blair. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered in the case of sustained campaigns. *Foreign language programs:* Accept Portuguese and Italian programs. *Artists bureau:* None. *Stock:* principally held by H. H. Hanseth, William B. Smullin and Cliff Johnson. *Base rate:* \$60.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval.

KMJ, FRESNO

Operator: The McClatchy Broadcasting Co., Fresno Bee Bldg. *Power:* 1,000 and 500 watts on 580 kc.

Reps: Joseph Hershey McGillvra, New York, Chicago; Walter Biddick Co., Pacific Coast. *Base rate:* \$120.

No other information available after repeated requests.

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. *Power:* 250 watts on 850 kc (daytime). *Affiliation:* None. *Opened:* 1933.

President: David H. Cannon.

Rep: None. *Base rate:* \$25.

No other information available after repeated requests.

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. *Phone:* 672. *Power:* 1,000 watts on 1250 kc. *Affiliation:* Southern California Network. *Opened:* 1924.

Owner & president, program director: Hal G. Nichols. *Commercial manager:* Lawrence W. McDowell. *Chief engineer:* Lawrence B. Weston.

Rep: Joseph Hershey McGillvra. *News:* INS. *Seating facilities:* None. *Merchandising:* Retains National Research Bureau, Inc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held by Hal G. Nichols. *Base rate:* \$100.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 p.m.; commercial copy can't exceed 25% of program

LOS ANGELES?

KFI

50,000 Watts

NBC Red Network

COMPLETE DOMINATION
OF THE ENTIRE PACIFIC SOUTHWEST

KECA

5,000 Watts (1,000 Watts Night)

NBC Blue Network

CONCENTRATED COVERAGE
OF LOS ANGELES COUNTY AND ITS
2,667,000 PEOPLE

Barle C. Anthony, Inc.

RADIO DIVISION

LOS ANGELES • CALIFORNIA

EDWARD PETRY & COMPANY

National Sales Representatives

STATIONS—Continued

time; if copy is in excess, time-and-a-half rates are charged.

KGCR, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. *Phone:* 660-41. *Power:* 1,000 watts on 1360 kc. *Affiliation:* None. *Opened:* December, 1925.

President, station manager: C. Merwin Dobyns. *Commercial manager:* John A. Dobyns. *Program director:* Roy L. Medcalfe. *Chief engineer:* Jay Tapp.

Rep: None. *News:* Los Angeles Times. *Seating facilities:* Long Beach Studios, 150 persons; Los Angeles Studios, 25. *Merchandising:* Service worked out with each individual sponsor. *Foreign language programs:* Will accept, if musical numbers are also announced in English and commercials kept to minimum. *Artists bureau:* None. *Stock:* Owned entirely by C. Merwin Dobyns. *Base rate:* \$65.

Copy restrictions: Beer and wine accepted; no liquor advertising; approved patent medicines okay; copy restricted to not more than 25% of program time.

KECA, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 5,000 and 1,000 watts on 1430 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* November 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, Curtis W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (shared with KFI, same ownership). *Merchandising:* 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$250.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KEHE, LOS ANGELES

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. *Phone:* Exposition 1341. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* California Radio System.

Opened: May 1, 1925. (Note: This station is newspaper-affiliated with the Los Angeles Herald-Express.)

Station manager: Ford Billings. *Assistant station manager:* Clarence Juneau. *Commercial manager:* A. E. McDonald. *Program director:* Mayfield Kaylor. *Chief engineer:* Fred Ragsdale. *Musical director:* Leon Rosebrook. *Publicity director:* Fred R. Jones.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio theatre, seating 300 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$170.

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

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 3443 Wilshire Blvd. *Phone:* Fitzroy 1231. *Power:* 1,000 watts on 1300 kc. *Affiliation:* None. *Opened:* 1931.

Vice-president, general manager: Calvin J. Smith. *Commercial manager:* Carleton E. Coveny. *Program director, artists bureau head:* Robert W. Swan. *Chief engineer:* H. W. Andersen. *Musical director:* Gino Severi. *Publicity director:* Lucile Dinsmore.

Rep: None. *News:* Locally from Times newspaper. *Seating facilities:* Audience rooms, seating 250 to 300 persons. *Merchandising:* No set procedure; service varies with individual cases. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Entirely held by E. L. Cord. *Base rate:* \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station.

KFI, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 50,000 watts on 640 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

President: Earle C. Anthony. *Station manager:* Harrison Holliway. *Commercial manager:* Carl Haverlin. *Program director:* Don Clark. *Chief engineers:* H. L. Blatterman, C. W. Mason. *Publicity director:* Jose Rodriguez.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 300 persons (facilities shared with KECA, same ownership). *Merchandising:* 100 pre-announcement let-

In Southern California it's **KFWB** the Warner Brothers' Station

** A LOCAL STATION WITH NATIONAL SHOWS **

With a call on the world's outstanding talent, writers and showmen of ability . . . KFWB, an integral part of Warner Bros., international leaders in entertainment . . . is a station of service extraordinary, a producer of results exceptional.



That's why KFWB is Southern California's most popular local station . . . that's why it is talked about in the same class with NETWORK stations . . . its big productions, its staff, its studios, its accounts, its aims . . . all are network in caliber.



MORE LOCAL LISTENERS KEEP TUNED

to THE STATION OF THE STARS



STATIONS—Continued

ters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$660.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 25 words.

KFSG, LOS ANGELES

Operator: Echo Park Evangelical Association. *Power:* 2,500 and 500 watts on 1120 kc (divides time with KRKD).

This station does not sell time; church-owned.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 645 S. Mariposa Avenue. *Phone:* FI 1231. *Power:* 1,000 watts on 1000 kc. *Affiliation:* None. *Opened:* 1925.

General and station manager: J. Frank Burke, Jr. *Commercial manager:* C. E. Watts. *Chief engineer:* James Brown. *Musical director:* J. Newton Yates. *Publicity director:* Byron Dunham.

Rep: None. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to station standards and government regulations.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. *Phone:* Hollywood 5315. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* Southern California Network. *Opened:* March 4, 1925.

General and station manager: Harry Maizlish. *Commercial manager:* Chester Mittendorf. *Program director:* William Ray. *Chief engineer:* Leslie Hewitt. *Musical director:* Leon Leonardi. *Publicity director:* Jean Armand.

Rep: Transamerican Broadcasting & Television Corp. *News:* Universal; INS. *Seating facilities:* Broadcasting theatre, seating 530 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Accept beer and wine anytime, hard liquor after 10 p.m.; all alcoholic accounts subject to rigid copy supervision; accept certain patent medicines, such as cough syrups, etc.; spot announce-

ments limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations.

KGfJ, LOS ANGELES

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. *Phone:* Prospect 2434. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* December, 1926.

Owner, general and station manager: Ben S. McGlashan. *Assistant manager, commercial manager:* H. Duke Hancock. *Program director:* Al Weinert. *Chief engineers:* Al Dahlstrum, Charles Whitney. *Publicity director:* Thelma Kirchner.

Rep: Cox & Tanz. *News:* INS. *Seating facilities:* Facilities for 1,500 persons available when necessary. *Merchandising:* "No definite policy." *Foreign language programs:* Spanish program current. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau.

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. *Phone:* Vandike 7111. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* April 13, 1922.

President: Thomas S. Lee. *General and station manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Commercial manager:* Thayer Ridgway. *Chief engineer:* Harold G. Peery. *Artists bureau head:* Robert Braun. *Musical directors:* David H. Broekman, Frederick Stark. *Publicity director:* S. Peiser.

Rep: William G. Rambeau Co. *News:* Transradio; INS; Universal. *Seating facilities:* Studio auditorium, seating 300 persons; Filmarte Theatre, seating 600. *Merchandising:* Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. *Foreign language programs:* No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. *Artists bureau:* KHJ uses the Thomas Lee Artists Service. *Base rate:* \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations.



Stardom for

KNX



● **A METEORIC RISE IN
LESS THAN SIX MONTHS**

Popularity

more listeners than any other
Southern California station...!

Production

more live talent programs than
any other Pacific Coast station!

Sales

more local commercial time than
any other Los Angeles network station!

KNX

THE 50,000 WATT "VOICE OF HOLLYWOOD"

West Coast Key Station of the
COLUMBIA BROADCASTING SYSTEM

5939 SUNSET BOULEVARD, LOS ANGELES

Represented by RADIO SALES . division of CBS

KMTR, LOS ANGELES

Operator: KMTR Radio Corp., 1028 North Cahuenga. *Phone:* Hillside 1161. *Power:* 1,000 watts on 570 kc. *Affiliation:* None. *Opened:* 1924.

President: Victor E. Dalton. *Station manager:* Carrol Hauser. *Commercial manager:* Abe Correnson. *Production manager, program director, artists bureau head:* Rudy Cornell. *Chief engineer:* Carrol Hauser. *Musical director:* Salvatore Santaella.

Rep: J. J. Devine & Associates, Inc. *News:* Locally from the Los Angeles Examiner. *Seating facilities:* None currently; will soon have a theatre of its own. *Merchandising:* Publicity service given. *Foreign language programs:* Accepted. *Artists bureau:* Temporarily discontinued during construction of new facilities. *Base rate:* \$100.

Copy restrictions: Liquor advertising accepted; no medicine advertising whatsoever; all copy checked with station's attorney.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., 5939 Sunset Blvd. *Phone:* Hollywood 3101. *Power:* 50,000 watts on 1050 kc. *Affiliation:* CBS. *Opened:* October 10, 1924.

Vice-president and general manager: Donald W. Thornburgh. *Director of public relations, Pacific Coast:* Fox Case. *Commercial manager:* Harry W. Witt. *Program director:* Charles Vanda. *Chief engineer:* Lester Bowman. *Artists bureau head:* Larry White. *Musical director:* Lud Gluskin. *Publicity director:* David Carter.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* CBS Music Box theatre, seating 970 persons; CBS Playhouse, seating 1,060; Wilshire Ebell, seating 1,293; Figueroa Playhouse, seating 1,160; Hollywood Women's Club, seating 980. *Merchandising:* Maintains, on non-profit basis, complete promotion and publicity departments. *Foreign language programs:* Not accepted. *Artists bureau:* Through western office of Columbia Artists, Inc. *Stock:* 472,873 shares of Class A outstanding at \$5 par; 379,462 of Class B at \$5 par. *Base rate:* \$500.

Copy restrictions: See CBS Program Policies.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. *Phone:* Madison 2281. *Power:* 2,500 and 500 watts on 1120 kc. (divides time with KFSG). *Affiliation:* None. *Opened:* Jan. 10, 1927. (Note: station has tie-ups, but not cross-owner-

ship, with Los Angeles Evening News and Los Angeles Daily News.)

President: Frank P. Doherty. *Station manager, commercial manager:* Hazel Ryan Jones. *Program director, musical director:* Howard Bell. *Chief engineer:* Willis O. Freitag. *Publicity director:* Joe Micciche. *Assistant publicity director:* Ruth A. Pritchard.

Rep: None. *News:* UP. *Seating facilities:* studio A, 100 persons. *Merchandising:* Have specialized merchandising department for direct-sales campaigns. *Foreign language programs:* Will accept, if precede sign-off time; Japanese program still running, but this started prior to the new ruling. *Artists bureau:* None. *Stock:* Principal holder is Frank P. Doherty. *Base rate:* \$50.

Copy restrictions: No beer, wines or hard liquor; not more than three minutes of commercial copy in every quarter-hour, nor over four-and-a-half minutes in a half-hour, nor over nine minutes per hour; patent medicines carefully checked.

KYOS, MERCED

Operator: Merced Star Publishing Company, P. O. Box 662. *Phone:* 1430. *Power:* 250 watts on 1040 kc. (daytime). *Affiliation:* None. *Opened:* October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star.)

President: Ray McClung. *Station manager:* M. F. Woodling. *Commercial manager:* Adriel Fried. *Program director:* Charlie Foll. *Chief engineer:* John Crews.

Rep: Walter Biddick Co., Pacific Coast. *News:* UP. *Seating facilities:* About 50. *Merchandising:* Two men contact a radius of 50 miles on contracts totalling \$500; service is free. *Foreign language programs:* Will accept, with restrictions; translation must be furnished in advance. *Artists bureau:* None. *Base rate,* \$30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute programs.

KTRB, MODESTO

Operator: Central California Broadcasting Co., P. O. Box 405. *Phone:* 774. *Power:* 250 watts on 740 kc. (operates daytime). *Affiliation:* None. *Opened:* June 11, 1934.

General manager: T. R. McTammany.

Rep: Walter Biddick Co.; Cox and Tanz. *News:* Local only. *Seating facilities:* About 150 persons. *Merchandising:* No service listed. *Foreign language programs:* Accepted if complying with rules and regu-

lations of FCC. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air.

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., Pearl and Washington Streets. *Phone:* Monterey 5119. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Don Lee. *Opened:* November 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald.)

General manager: Allen Griffin. *Station and commercial manager:* Howard V. Walters. *Chief engineer:* R. F. Lewis, Jr. *Musical director:* Clarence Potter.

Rep: Walter Biddick Co. *News:* UP. *Seating facilities:* "Very small audience"; exact number not listed. *Merchandising:* Supplies publicity, aids in securing window and counter displays; service rendered free. *Foreign language programs:* Will accept; Portuguese and Italian programs current. *Artists bureau:* None.

Stock: Principally held by Allen Griffin and R. F. Lewis, Sr. *Base rate:* \$30.

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

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. *Phone:* Higate 1212. *Power:* 250 watts on 1280 kc. *Affiliation:* None. *Opened:* 1921.

Station manager: S. W. Warner. *Commercial manager:* F. Wellington Morse. *Program director:* Gloria Thompson. *Chief engineer:* Russell Butler.

Rep: None. *News:* INS. *Seating facilities:* Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. *Merchandising:* Have display windows in the Radio Village which are available for a nominal fee. *Foreign language programs:* Accepted; Portuguese, Italian and Jewish programs current. *Artists bureau:* None. *Base rate:* \$36.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract.

"The Voice of Hawaii"

KGU

**Cleared Channel
750 kc.**

2,500 watts — High Level

High Fidelity Signal

**NBC RED
BLUE PROGRAMS**

ESTABLISHED 1922

Advertiser Publishing Co., Ltd.

HONOLULU, HAWAII

KMPC



**"THE
STATION
OF THE
STARS"**

- new ownership
- new management
- new policies
- new features

KMPC

LEO B. TYSON,

Vice-Pres. and General Mgr.

**9631 Wilshire Blvd.,
BEVERLY HILLS, CALIF.**

STATIONS—Continued

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. *Phone:* Lakeside 6000. *Power:* 1,000 watts on 880 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune).

President (Tribune Building Co.): J. R. Knowland, Jr. *Station manager, commercial manager:* Preston D. Allen. *Program director:* Charles Loyd. *Chief engineer:* R. S. Smith.

Rep: None. *News:* AP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$70.

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

KROW, OAKLAND

Operator: Educational Broadcasting Corp. *Power:* 1,000 watts on 930 kc. *Affiliation:* None.

No other data available after repeated requests.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church, 585 E. Colorado St. *Phone:* Terrace 2193. *Power:* 100 watts on 1210 kc (shares time with KFXM).

Station manager: David Black. *Program director:* Robert Cummins. *Chief engineer:* N. Vincent Parsons. *Musical director:* James H. Shearer.

This station is non-commercial; church-owned.

KVCV, REDDING

Operator: Golden Empire Broadcasting Co. *Power:* 100 watts on 1200 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$45.

No other information available after repeated requests.

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Company, 708 Eye Street. *Power:* 5,000 watts on 1490 kc.

Rep: Joseph Hershey McGillvra, New York, Chicago; Walter Biddick Co., Pacific Coast. *Base rate:* \$160.

No other information available after repeated requests.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. *Phone:* Main 666. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* March 15, 1937.

Station head: Royal Miller. *Station manager:* E. E. Wolfe. *Commercial manager:* George Collipp. *Chief engineer:* E. E.

Wolfe. *Musical director:* Leland Ralph. *Program director:* Robert Spence. *Publicity director:* Lucille McCubbin.

Rep: David H. Sandberg (Los Angeles). *News:* INS. *Seating facilities:* Studio seats 50; reception room, 50 persons. *Merchandising:* All forms of merchandising surveys made for national advertisers free. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$44.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics.

KFXM, SAN BERNARDINO

Operators: J. C. and E. W. Lee (Lee Brothers Broadcasting Co.). *Power:* 100 watts on 1210 kc (shares time with KPCC). *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System.

Manager: J. C. Lee.

Rep: None. *Base rate:* \$47.50.

No other information available.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd. *Power:* 1,000 watts on 600 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1926.

Base rate: \$70.

No other information available after repeated requests.

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. *Phone:* Franklin 6151. *Power:* 1,000 watts on 1330 kc. *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System. *Opened:* May, 1931.

General manager: Lewis Allen Weiss. *Station manager:* S. W. Fuller. *Commercial manager:* D. J. Donnelly. *Program director:* David R. Young. *Chief engineer:* Milam Cater.

Rep: William G. Rambeau & Co. *News:* INS; Transradio; San Diego (local). *Seating facilities:* Yes; "limited audience." *Merchandising:* Contact dealers; arrange window displays; ads in San Diego Shopping News. *Foreign language programs:* Not accepted. *Artists bureau:* No; network talent through Thomas Lee Artist Bureau, Los Angeles. *Base rate:* \$80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos or dentists; no lotteries, fortune tellers, astrologists.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. *Phone:* Pros-

STATIONS—Continued

pect 0100. *Power:* 5,000 and 1,000 watts on 610 kc. *Affiliation:* Don Lee Broadcasting System. *Opened:* 1924.

Station manager: Wilbur Eickelberg. *Commercial manager:* Ward Ingram. *Program director:* William Pabst. *Chief engineer:* Ernest Underwood. *Artists bureau head:* Harold Moore. *Musical director:* Chester Smith. *Publicity director:* Pat Kelly.

Rep: William G. Rambeau. *News:* INS; Transradio; Universal. *Seating facilities:* Studio, 350 persons. *Merchandising:* None. *Foreign language programs:* None accepted. *Artists bureau:* Operated as branch of the Thomas Lee Artists' Bureau; has a roster of about 10 artists. *Base rate:* \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use.

KGGC, SAN FRANCISCO

Operator: The Golden Gate Broadcasting Co. (Robert J. Craig). *Power:* 100 watts on 1420 kc (operates specified hours). *Affiliation:* None.

Rep: None. *Base rate:* \$25.

No other information available after repeated requests.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from the General Electric Co.), 111 Sutter St. *Phone:* Sutter 1920. *Power:* 7,500 watts on 790 kc. *Affiliation:* NBC Pacific Coast Blue Network. *Opened:* 1924; under NBC operation since Oct. 1, 1929.

Personnel: See KPO, San Francisco.

Rep, news, merchandising, foreign language programs, artists bureau: See KPO, San Francisco. *Base rate:* \$280.

Copy restrictions: See KPO, San Francisco.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. *Phone:* Ordway 4148. *Power:* 500 watts on 1070 kc. *Affiliation:* Northern California Broadcasting System. *Opened:* Jan. 3, 1925.

General manager, commercial manager: Ralph R. Brunton. *Program director:* E. P. Franklin. *Chief engineer:* Cedric Davey.

Rep: Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* About 75 persons. *Merchandising:* Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. *Foreign language programs:*

Not accepted. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; no patent medicines; announcements can't exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co. (under lease from Hale Brothers, Inc., and the Chronicle Publishing Co.), 111 Sutter St. *Power:* 50,000 watts on 680 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1922; operation by NBC since July 1, 1932.

Vice-president in charge of Western Division: Don E. Gilman. *Assistant to the vice-president:* L. S. Frost. *Commercial manager:* Harry F. Anderson. *Program director:* Kenneth Carney. *Chief engineer:* A. H. Saxton. *Artists bureau head:* Larry Allen. *Musical director:* Meredith Willson. *Publicity director:* Lloyd E. Yoder.

Rep: National Broadcasting Co. *News:* Press-Radio. *Seating facilities:* None; outside theatre space is rented when occasion demands; no admission charged for witnessing any programs thus staged. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* \$380.

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; patent medicines subject to NBC rules.

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Russ Bldg. *Phone:* Garfield 4700. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* 1925.

President: Wesley I. Dumm. *Vice-president and general manager:* Philip G. Lasky. *Program director:* J. C. Morgan. *Chief engineer:* R. V. Howard. *Musical director:* Al White. *Publicity director:* Harry Elliott.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* None currently; will have soon under new building program. *Merchandising:* Will carry out any plans desired by advertiser for cost of production and labor. *Foreign language programs:* Do not accept. *Artists bureau:* None. *Base rate:* \$275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs, or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repel- lently describes internal bodily functions or symptomatic results of internal distur- bances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time except for advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer and wines okay; no hard liquors accepted; no controversial talks.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. *Phone:* Douglas 2536. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* California Radio System. *Opened:* December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager: Bob Roberts. *Program director:* Leon Church- on. *Chief engineer:* Paul Schulz. *Musical director:* Walter Rudolph. *Publicity direc- tor:* Clarence Meyers.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Studio A, seating 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such pro- grams. *Artists bureau:* None.

Copy restrictions: Beer and wine ac- cepted any time; liquor advertising after 10 p.m., and must be live talent show; all copy subject to station approval or re- vision.

KQW, SAN JOSE

Operator: Pacific Agricultural Founda- tion, Ltd. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Northern California Broadcast- ing System.

Base rate: \$75.

No other information available after re- peated requests.

KVEC, SAN LUIS OBISPO

Operator: Christina M. Jacobson, tr., as The Valley Electric Co. *Power:* 250 watts on 1200 kc (daytime).

At press time this station had a con- struction permit only.

KVOE, SANTA ANA

Operator: The Voice of the Orange Em- pire, Inc., Ltd., Walter Moore Bldg. *Phone:* 4900; 4901-R. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* January, 1929.

President, station manager: Ernest L. Spencer. *Commercial manager:* K. W. Pike. *Program director, chief engineer:* Wallace S. Wiggins.

Rep: Cox and Tanz; C. P. MacGregor (Coast). *News:* AP; local. *Seating facili- ties:* Studio, capacity 150. *Merchandising:* Will arrange for window displays gratis; direct mail, broadsides, etc., billed at actual cost. *Foreign language programs:* Spanish programs are accepted. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: No beer, wine or liquor advertising accepted; spot an- nouncements limited to 50 words; no dis- paragement of competitors or their prod- ucts; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval.

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. *Phone:* 21427. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* 1924. (Note: KDB is owned by the Don Lee Broad- casting System.)

Manager: Don Hastings. *Commercial manager:* Ben B. Sanders. *Program direc- tor:* Ralph Priest. *Chief engineer:* Robert C. Moody

Rep: William G. Rambeau Co. *News:* Transradio. *Seating facilities:* Studio, 25 person limit. *Merchandising:* Render any reasonable service, specifically store calls and checks on purchases. *Foreign lan- guage programs:* Accepted providing copy is submitted in English in advance. *Art- ists bureau:* None. *Base rate:* \$50.

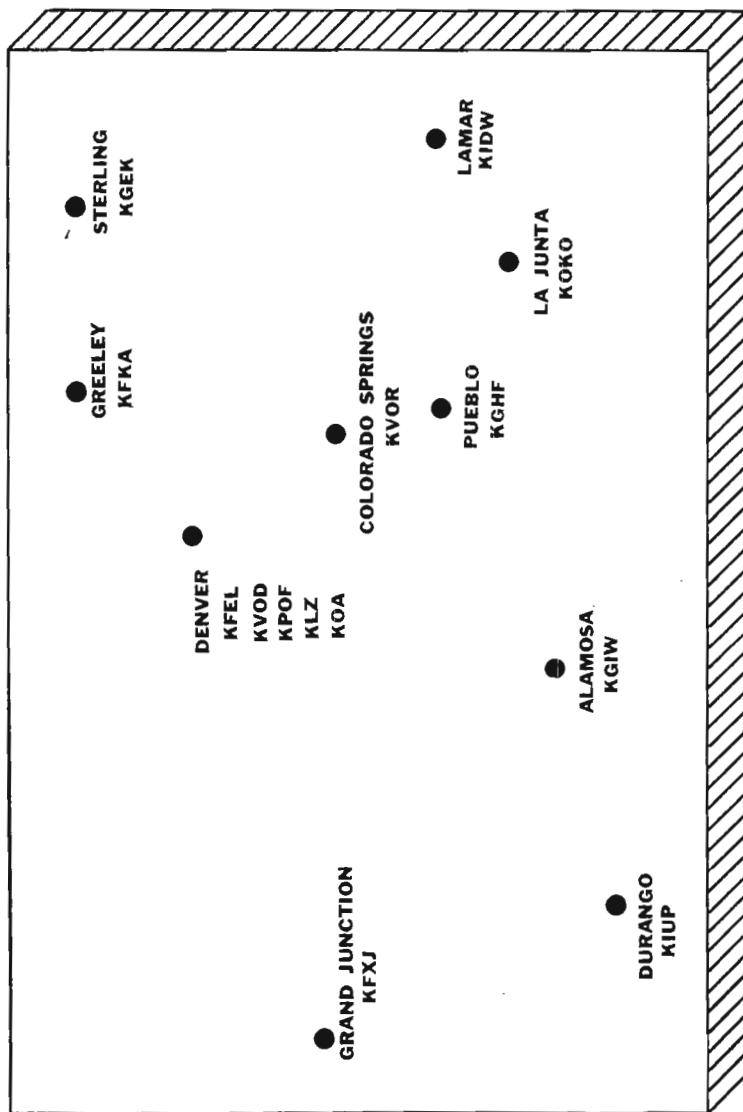
Copy restrictions: Accept beer and wine; no hard liquors; will accept some patent medicines, depending on product.

KTMS, SANTA BARBARA

Operator: The News Press Publishing Co. *Power:* 500 watts on 1220 kc.

At press time this station had a con- struction permit only.

COLORADO



STATIONS—Continued

KSRO, SANTA ROSA

Operator: The Press Democrat Publishing Co. *Power:* 250 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

KGDM, STOCKTON

Operator: F. E. Pepper, 42 S. California St. *Phone:* 795. *Power:* 1,000 watts on 1100 kc (daytime). *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* February, 1927.

Owner: E. F. Pepper. *Station and commercial manager:* A. H. Green. *Chief engineer:* Weyland Worden. *Musical director:* Lillian Best Parkin.

Rep: Small & Brewer, Inc. *News:* INS. *Seating facilities:* Two studios, one seating 100 persons, the other 30. *Merchandising:* No information given. *Foreign language programs:* Italian and Portuguese. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. *Phone:* 580-J; 580-M. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC California Supplementary Service; The California Radio System. *Opened:* October, 1921. (Note: This station is newspaper-owned: McClatchy papers.)

Business manager: Howard Lane. *Sta-*

tion manager, commercial manager: Bernard E. Cooney. *Program director:* Frank H. Wilbur. *Chief engineer:* Lewis C. Heinzman. *Publicity director:* Ruth Brown.

Rep: Walter Biddick Co. (Pacific Coast); Joseph Hershey McGillvra. *News:* UP. *Seating facilities:* Studio, about 300 persons. *Merchandising:* Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Charles A. Whitmore, president. *Power:* 250 watts on 1190 kc (daytime). (Note: Charles A. Whitmore is publisher of the Visalia Times-Delta.)

At press time this station had a construction permit only.

KHUB, WATSONVILLE

Operator: F. W. Atkinson; special authorization to Mrs. Anna Atkinson, executrix, estate of F. W. Atkinson (deceased), to operate station. *Power:* 250 watts on 1310 kc (daytime).

Base rate: \$25.

No other data available.

COLORADO

(206,600 radio homes)

Radio Homes by Counties

Adams	3,000	Fremont	3,200	Montrose	2,300
Alamosa	1,910	Garfield	1,840	Morgan	3,300
Arapahoe	3,600	Gilpin	250	Otero	4,400
Archuleta	460	Grand	460	Ouray	350
Baca	1,150	Gunnison	1,040	Park	460
Bent	1,260	Hinsdale	80	Phillips	1,270
Boulder	7,600	Huerfano	2,100	Pitkin	230
Chaffee	1,720	Jackson	340	Prowers	2,200
Cheyenne	460	Jefferson	3,400	Pueblo	14,000
Clear Creek	460	Kiowa	350	Rio Blanco	460
Conejos	920	Kit Carson	1,380	Rio Grande	1,700
Costillo	460	Lake	1,270	Routt	1,500
Crowley	690	La Plata	2,400	Saguache	800
Custer	230	Larimer	6,800	San Juan	350
Delta	2,600	Las Animas	4,900	San Miguel	350
Denver	73,800	Lincoln	1,150	Sedgwick	920
Dolores	120	Logan	3,700	Summit	230
Douglas	500	Mesa	5,600	Teller	920
Eagle	580	Mineral	120	Washington	1,150
Elbert	800	Moffat	800	Weld	10,000
El Paso	13,100	Montezuma	1,040	Yuma	970

Servant and Salesman

IN THE RICH PIKES PEAK REGION

● From the time its new management took over, KVOR has made a determined drive to establish a gilt-edge popularity in the Pikes Peak region. It has identified itself closely with majority community interest on all fronts. Adding to its schedule of CBS programs with a bang-up job of local programming, KVOR is supplying this region with a listening menu that makes "patronizing home industry" completely satisfactory and enjoyable.

New transmission facilities have been installed and its new studios are the largest and most complete to be found anywhere in cities of comparable size.

KVOR's vigorous and aggressive efforts to serve this region have been successful in winning it many, many friends. Let KVOR introduce them to you and your product. They're the kind of people that make extra good customers because they are in the habit of buying twice as much as the average American.



Affiliated with the Colorado Springs Gazette and Telegraph ● Under Affiliated Management with WKY-Oklahoma City, KLZ-Denver and the Oklahoma Publishing Co. ● Represented by E. Katz Special Adv. Agency.

FULL TIME



1000 WATTS

412

KGIW, ALAMOSA

Operator: Leonard E. Wilson, P. O. Box 26. *Phone:* 26. *Power:* 100 watts on 1420 kc. (operates specified hours with KIDW). *Affiliation:* None. *Opened:* 1926; moved to Alamosa in 1933.

Manager: D. E. Bennett. *Chief engineer:* W. M. Thomas.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* facilities—not described—are offered to national advertisers. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$7.35 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics; no other restrictions listed.

KVOR, COLORADO SPRINGS

Operator: Out West Broadcasting Co., Antlers Hotel. *Phone:* Main 278. *Power:* 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: this station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as KLZ, Denver, WKY, Oklahoma City, and the Oklahoma Publishing Co.)

President: E. K. Gaylord. *Station manager, commercial manager:* Hugh B. Terry. *Program director, publicity director:* Wauhilla La Hay. *Chief engineer:* E. H. Taylor. *Musical director:* Arb Fuller.

Rep: E. Katz Special Advertising Agency. *News:* AP; also local news. *Seating facilities:* Two studios, 50 each. *Merchandising:* Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. *Foreign language programs:* None; not suited to market. *Artists bureau:* None. *Base rate:* \$72.

Copy restrictions: Beer okay; no wines or hard liquors; patent medicines turned down except in rare cases, when copy is carefully censored.

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. *Phone:* Keystone 0178. *Power:* 500 watts on 920 kc (divides time with KVOD). *Affiliation:* Mutual Broadcasting System. *Opened:* 1923.

Station head, sales manager: Gene O'Fallon. *Assistant station manager:* Frank Bishop. *Local commercial manager:* Holly Moyer. *Program director:* Williams S. Wales. *Chief engineer:* J. P. Veatch. *Publicity director:* Rocky McDermott. *Traffic manager:* E. Dillon.

Rep: John Blair and Co. *News:* Transradio. *Seating facilities:* Albany Hotel Cathedral Ballroom, seating 1,350 persons.

Merchandising: Complete service offered to local, spot and national accounts; details not listed. *Foreign language programs:* Will accept, but foreign population is described as very small. *Artists bureau:* None. *Stock:* Principally held by Gene O'Fallon. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted any time; hard liquor only after 9 p.m.; all copy subject to station approval and government regulations.

KLZ, DENVER

Operator: KLZ Broadcasting Co., Inc., Shirley Savoy Hotel. *Phone:* Main 4271. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* June, 1920. (Note: KLZ is newspaper owned. This station, originally operated by the Reynolds Radio Co., was sold Aug. 1, 1935, to the interests controlling the Oklahoma Publishing Co. and station WKY in Oklahoma City.)

Station manager: F. W. Meyer. *Sales manager:* Frank Quinn. *Program director:* Arthur Wuth. *Chief engineer:* T. A. McClelland. *Production manager:* Wesley Battersea.

Rep: E. Katz Special Advertising Agency. *News:* INS. *Seating facilities:* Largest studio accommodates 150; auditorium with capacity of 1,200 soon to be available; three theatres of the Fox chain available when necessary. *Merchandising:* Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Assn. permits exclusive stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. *Foreign language programs:* None on air; will accept. *Artists bureau:* None; but production department can arrange for artists. *Base rate:* \$180.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 p.m., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytimes, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims."

KOA, DENVER

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee),



Local Retailers and Jobbers Spend Their Money with KLZ

• You can count on the local boys keeping a close watch on the box office. The money they spend today has to bounce back tomorrow with a profit.

Denver merchants and jobbers have watched KLZ take on new life color and personality. They understand why KLZ has the crowd coming its way. They know that KLZ can give them the coverage they need in the Denver-Rocky Mountain region.

That's why KLZ is getting the big share of local business in Denver . . . and why advertisers on the outside should check closely how they are spending their money in Denver.



• Within KLZ's 0.5 mv. contour (daytime) are 71% of Colorado's radio homes and within this area is spent 76c out of every retail dollar spent in the state.

KLZ DENVER



• UNDER AFFILIATED MANAGEMENT WITH WKY—OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY • REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY

414

STATIONS—Continued

1625 California St. Phone: Main 6211. Power: 50,000 watts on 830 kc. Affiliation: NBC Red Mountain Group. Opened: Dec. 15, 1924.

General manager, commercial manager: A. E. Nelson. *Program director:* C. C. Moore. *Chief engineer:* R. H. Owen. *Artists bureau head:* A. J. Weber. *Musical director:* Carl Wieninger. *Publicity director:* Jas. MacPherson.

Rep: National Broadcasting Co., Inc. *News:* Denver Post; four broadcasts daily. *Seating facilities:* Studio A, 325; studio B, 150; admission by courtesy tickets. *Merchandising:* Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). *Foreign language programs:* Would accept subject to approval of continuities; but 98% of population is English-speaking. *Artists bureau:* Yes; complete roster of announcers, conductors, writers, producers, directors, and players. *Base rate:* \$240.

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 complete station approval.

KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. Power: 500 watts on 880 kc (shares time with KFKA). Opened: 1928.

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. Phone: Tabor 2291. Power: 500 watts on 920 kc. (divides time with KFEL). Affiliation: NBC Blue Mountain Group. Opened: 1925.

President: William D. Pyle. *Station manager:* Thomas C. Ekrem. *Commercial manager:* Jerry Akers. *Program director, musical director:* Budd Heyde. *Chief en-*

gineers: W. D. Pyle, T. C. Ekrem. *Publicity director:* Ben H. Stanton.

Rep: Edward Petry & Co., Inc., News: UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Can be handled through a local agency; station lists no service of its own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wines accepted; each piece of copy "handled separately as to truth and basic ethics."

KIUP, DURANGO

Operator: The San Juan Broadcasting Co., Inc., 2800 Main Avenue. Phone: 117. Power: 100 watts on 1370 kc. Affiliation: None. Opened: December 10, 1935.

President: C. Guy Shepard. *Station and commercial manager, program director:* Raymond M. Beckner. *Chief engineer:* Mel Williams.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Advance publicity; dealer tie-ins and window display services; rates upon request. *Foreign language programs:* Will accept, governed by same rules as regular advertising; Spanish is predominate foreign language in territory. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser."

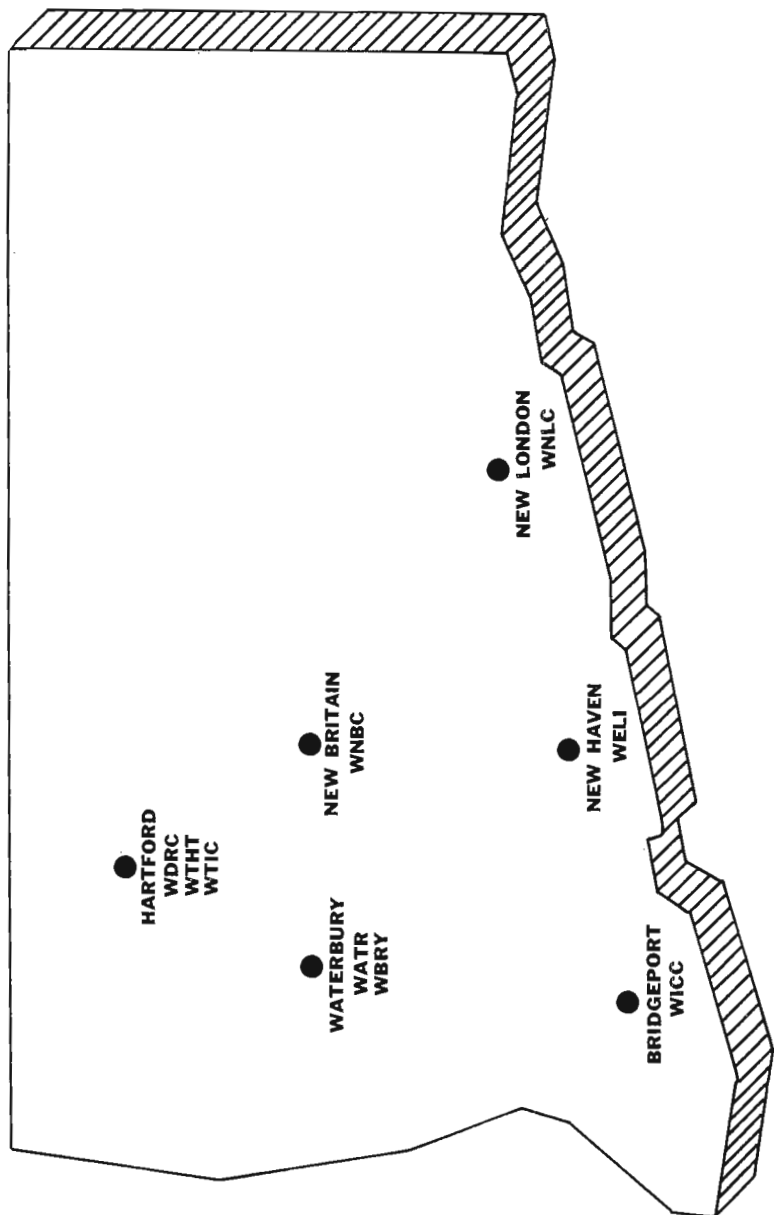
KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. Phone: 126. Power: 250 and 100 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: May 1, 1925.

General and station manager: Rex Howell. *Commercial manager:* Charles Howell. *Program director:* Norbourne Smith. *Chief engineer:* Fred Mendenhall. *Publicity director:* Ruth Reid. *Radio Press Bureau:* Hal Reid.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A accommodates small audience; exact capacity not listed. *Merchandising:* Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. *Foreign language programs:* No set rules; as foreign population is very small, question has never arisen, though

CONNECTICUT



sustaining programs in Spanish and German have been presented. *Artists bureau:* None. *Stock:* Equally held by Charles and R. G. Howell. *Base rate:* \$30.

Copy restrictions: Beer and wine accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour.

KFKA, GREELEY

Operator: The Mid-Western Radio Corp. *Power:* 1,000 and 500 watts on 880 kc (shares time with KPOF). *Affiliation:* Mutual Broadcasting System.

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

After repeated requests, no other information available.

KOKO, LA JUNTA

Operator: The Southwest Broadcasting Co. *Power:* 100 watts on 1370 kc.

At press time this station had a construction permit only.

KIDW, LAMAR

Operator: Southwest Broadcasting Co., 129 W. Elm St. *Phone:* 16. *Power:* 100 watts on 1420 kc. (7 a.m. to 6 p.m.; 9:30 p.m. to midnight). *Affiliation:* None. *Opened:* Aug. 1, 1932.

Owner, publicity director: Leonard E. Wilson. *General manager:* Sherrill Ellsworth. *Program director:* Jack Phillips. *Musical director:* George R. Holbert. *Chief engineer:* Ralph W. Rea.

Rep: Cox and Tanz. *News:* RNA (Transradio). *Seating facilities:* Lounge with view of studio. *Merchandising:* Service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$19.83 (½ hr. one time in one month).

Copy restrictions: Beer announcements only accepted; no hard liquors; all other copy subject to censorship for exaggeration or conflict with pure food laws.

KGHF, PUEBLO

Operator: Curtis P. Ritchie, 113 Broadway. *Phone:* 3877. *Power:* 500 watts on 1320 kc. *Affiliation:* NBC Optional Blue Mountain Service. *Opened:* January, 1928.

Owner: Curtis P. Ritchie. *Station manager, commercial manager:* J. H. McGill. *Program director, musical director, publicity:* F. L. Amos. *Chief engineer:* George Ikelman.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seats about 100. *Merchandising:* No specific service listed; "try to be of service to clients in promoting the sale of their products." *Foreign language programs:* Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay."

KGEK, STERLING

Operator: Elmer G. Beehler, Fleming Road. *Phone:* 679. *Power:* 100 watts on 1200 kc (specified hours). *Affiliation:* None. *Opened:* December, 1925.

General and station manager, chief engineer, publicity director: Elmer G. Beehler. *Program director:* Percy H. Shea.

Rep: None. *News:* AP. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Accept alcoholic beverages, if usual standards of good taste are observed in program and copy.

CONNECTICUT

(372,200 radio homes)

Radio Homes by Counties

Fairfield	90,300	Middlesex	11,600	Tolland	6,200
Hartford	98,500	New Haven	106,100	Windham	12,500
Litchfield	19,600	New London	27,400		

WICC, BRIDGEPORT

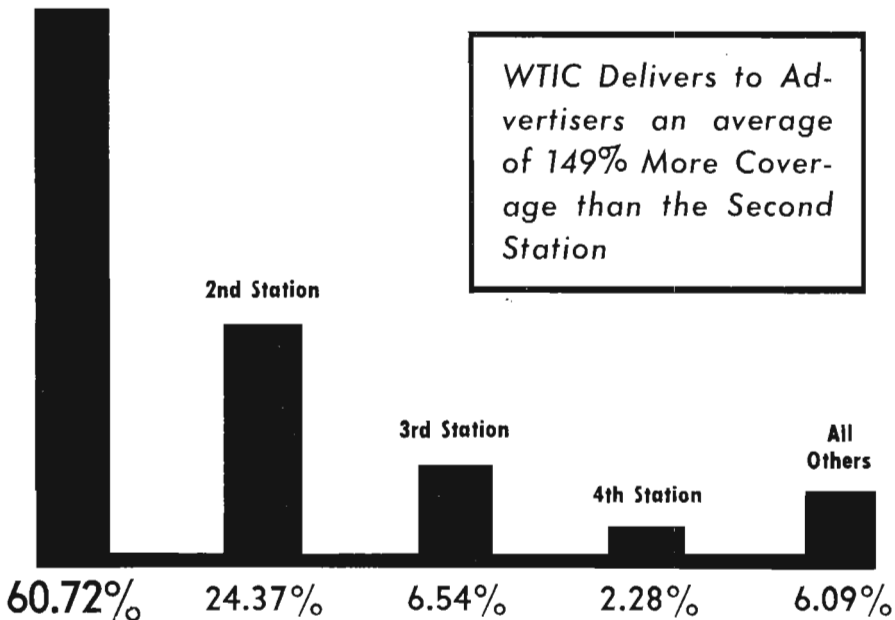
Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 185 Church St., New Haven. *Phones:* Bridgeport 6-1121; New Haven 5-7736. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* NBC Basic Blue; Yankee Network; Colonial Network. *Opened:* Aug. 2, 1926.

President. John Shepard III. *Station manager:* Joseph Lopez. *Commercial manager:* Fred L. Rowe. *Program director:* Judson La Haye. *Chief engineer:* Garo W. Ray.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* 35 or 40; broadcasts with larger

Ross Federal Report on WTIC leadership

WTIC



WTIC Delivers to Advertisers an average of 149% More Coverage than the Second Station

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's

primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write Today for the Brochure Containing Full Facts on the Ross Federal Survey

WTIC

**50,000 WATTS
HARTFORD, CONN.**

The Travelers Broadcasting Service Corp.
Member NBC Red Network and Yankee Network
PAUL W. MORENCY, General Mgr. — JAMES F. CLANCY, Business Mgr.

National Representatives — WEED & CO.
CHICAGO - - - DETROIT - - - NEW YORK

STATIONS—Continued

audience allowed when outside facilities are rented. *Merchandising:* Supplies lists of potential dealers; cooperates in any other merchandising service at cost. *Foreign language programs:* based entirely on individual merit of each program and client. *Artists bureau:* Works through bureau of Yankee Network (see WNAC, Boston). *Base rate:* \$160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; liquor advertising accepted when it conforms to laws of city and state.

WDRC, HARTFORD

Operator: WDRC, Inc., 750 Main St. *Phone:* 7-1188. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* CBS. *Opened:* 1922.

General manager, station manager: Franklin M. Doolittle. *Commercial manager:* William F. Malo. *Studio manager:* Walter Haase. *Chief engineer:* Italo Martino. *Program director:* Sterling V. Couch. *Publicity director:* Harvey Olson.

Rep: Free, Johns & Field, Inc. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* Package service available to

advertisers at cost; includes letters, display cards, display windows, personal contact, publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. *Foreign language programs:* None accepted. *Artists bureau:* None. *Base rate:* \$175.

Copy restrictions: No hard liquor or wines; beer accepted if program is musical and copy institutional; beer sponsorship limited to brewers only, and not distributors or retail outlets; all other copy subject to station approval.

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. *Phone:* 7-6481. *Power:* 100 watts on 1,200 kc. (daytime). *Affiliation:* Mutual Broadcasting System; Colonial Networks. *Opened:* August 12, 1936. (Note: this station is newspaper owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. *Station manager, program director:* Cedric W. Foster. *Commercial manager:*

MOST WRITERS WORKING

In Radio and in Motion Pictures



H. N. Swanson, Inc.

8525 Sunset Boulevard,

WEST HOLLYWOOD

WICC

Dominant Station of Southern Connecticut

BASIC station of the NBC Blue Network and the Yankee Network's outlet in Bridgeport and New Haven. Also an affiliate of the Colonial Network. . . . The dominant station of Southern Connecticut, serving the area where 53.3% of Connecticut's retail sales are made. Serves a population of 1,055,879. . . . Connecticut is the fourth state in the country in population density, and more than half of this population, and more than half the taxable property are concentrated within WICC's intensive listening area. . . . WICC has the strongest signal in seventeen of the twenty-four cities and towns of Fairfield and New Haven Counties. . . . No national campaign is complete without WICC—first in local acceptance in Southern Connecticut's \$158,319,000 retail market.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

STATIONS—Continued

Norbert O'Brien. *Chief engineer:* Richard K. Blackburn.

Rep: J. P. McKinney & Son. *News:* AP. *Seating facilities:* limited; capacity not listed. *Merchandising:* publicity and listings offered in Hartford Times. *Foreign language programs:* will accept, but such programs are not solicited nor encouraged. *Artists bureau:* none. *Base rate:* \$100.

Copy restrictions: no beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations.

WTIC, HARTFORD

Operator: The Travelers Broadcasting Co., 26 Grove St. *Phone:* 2-3181. *Power:* 50,000 watts on 1040 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* Feb. 10, 1925.

Station manager: Paul W. Morency. *Commercial manager:* James F. Clancy. *Program director:* Thomas C. McCray. *Chief engineer:* J. Clayton Randall. *Publicity:* George Malcolm-Smith.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* observation room, 200 capacity. *Merchandising:* Rendered at cost to client. *Foreign language programs:* No set rules; currently

has dance program in Polish from the National Polish Home. *Artists bureau:* None. *Base rate:* \$360.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor.

WNBC, NEW BRITAIN

Operator: State Broadcasting Corp., 147 Main St. *Phone:* 240. *Power:* 250 watts on 1380 kc (daytime). *Affiliation:* None. *Opened:* July 15, 1935.

General manager: Richard W. Davis. *Program director, musical director:* H. L. Goodwin. *Chief engineer:* Rogers B. Holt. *Publicity director:* M. Berkowitz.

Rep: None. *News:* Transradio. *Seating facilities:* None, unless taken from remote. *Merchandising:* Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. *Foreign language programs:* Accepted in conformity to regular station program policies and NAB code of ethics. *Artists bureau:* None; station talent available, however. *Base rate:* \$60.

Copy restrictions: No rules regarding

AIR FEATURES

INCORPORATED

RADIO PRODUCTIONS

JAMES E. SAUTER

PRESIDENT

247 PARK AVE., NEW YORK

WI. 2-0077



**WDRG . . . gives you complete
Intensified Coverage of
Connecticut's Major Market**

DIRECT RESPONSE to a series of announcements over WDRG sold more than 300 new Dodge and Plymouth cars in *One Month* for Hartford County Dealers. No *Other Advertising Medium Was Used!*

Electric refrigeration, washing machine, radio, automotive equipment, gasoline and dozens of other firms who *Must* get direct returns from their advertising are consistently using WDRG.

Profit by their experience. . . Profit by using WDRG.

WDRG

**"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"**

HARTFORD, CONN.

beer, wine, alcoholic beverages and patent medicines other than provisions of NAB code of ethics and FCC rulings.

WELL, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. *Phone:* 8-1133. *Power:* 500 watts on 900 kc. (to local sunset). *Affiliation:* Connecticut Broadcasting System. *Opened:* Oct. 10, 1935.

General manager, station manager, commercial manager: James T. Milne. *Program director:* Charles Wright. *Chief engineer:* J. Gordon Keyworth. *Artists bureau head, musical director:* Miss Marion Reynolds. *Publicity director:* Charles Wright.

Rep: None. *News:* Transradio; also local. *Seating facilities:* Arrangements can be made with Hotel Taft for ballroom; also local theatres. *Merchandising:* Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. *Foreign language programs:* Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. *Artists bureau:* Setup nominal only. *Stock:* Closed corporation, principal stockholder being Patrick J. Goode. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB code of ethics.

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* Yankee Network; Colonial Network.

Base rate: \$57.50.

Copy restrictions: Rate card states that the "management reserves the right to refuse or discontinue any advertising for reasons satisfactory to station."

No further data available at this time.

WATR, WATERBURY

Operator: WATR Co., Inc., 47 Grand Street. *Phone:* 3-5161. *Power:* 100 watts on 1190 kc (operates on limited time schedule). *Affiliation:* Intercity Broadcasting System. *Opened:* June 15, 1934.

General and station manager: Harold Thomas. *Commercial manager:* Samuel Elman. *Program and publicity director, artists bureau head:* James Parker. *Chief engineer:* Norman Blake.

Rep: James F. Fay, Boston. *News:* Transradio. *Seating facilities:* 20 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* \$75.

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards.

WBRY, WATERBURY

Operator: American Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152 Temple St.). *Phone:* 3-1125; (New Haven: 7-1243). *Power:* 1,000 watts on 1530 kc. *Affiliation:* Colonial Network; Mutual Broadcasting System. *Opened:* Nov. 3, 1934. (Note: WBRY is newspaper owned and operated; American and Republican.)

President: William J. Pape. *Business manager:* Erwin J. Frey. *Commercial manager:* Murray L. Grossman. *Studio director:* David Hale Halpern. *Chief engineer:* Sidney Warner. *Musical director:* Waldo S. Newbury. *Publicity director:* E. Christy Erk.

Rep: Joseph Hershey McGillvra. *News:* UP, AP. *Seating facilities:* Theatre room, capacity 150. *Merchandising:* Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. *Foreign language programs:* Accepted; have Italian, Lithuanian and Polish live talent series. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding "grade A" requirements.

DELAWARE

(47,100 radio homes)

Radio Homes by Counties

Kent 5,100 New Castle..... 35,000 Sussex 7,000

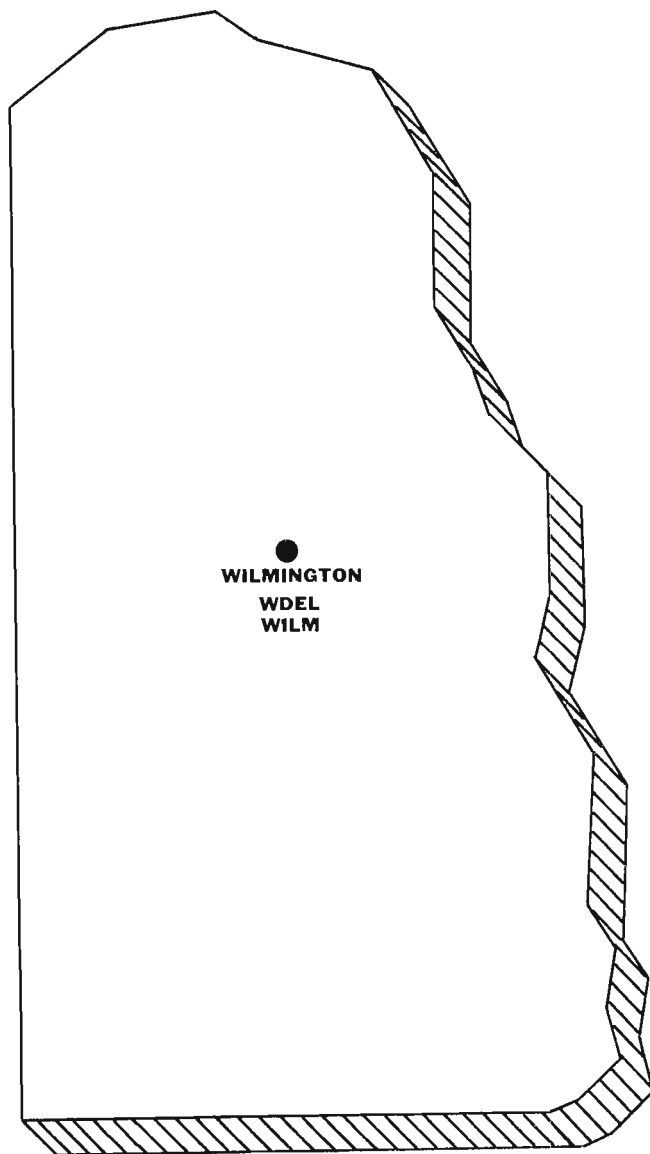
WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. *Phone:* 7268. *Power:* 500 and 250 watts on 1120 kc. *Affiliation:* Mason-Dixon Radio

Group; NBC Basic Red; Inter-City Broadcasting System. *Opened:* May 1, 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman

DELAWARE



STATIONS—Continued

Walsh. *Program director:* Edward Brown-ing. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Irene Barry. *Musical director:* Victor Caille. *Publicity director:* Lonny Starr.

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

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

WILM, WILMINGTON

Operator: Delaware Broadcasting Co.,

Inc., 10th & King Sts. *Phone:* 7268. *Power:* 100 watts on 1420 kc. (shares time with WAZL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1922.

President: Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Program director:* John Hartman. *Chief engineer:* J. E. Mathiot.

Rep: Paul H. Raymer Co. *News:* Trans-radio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$64.71.

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

DISTRICT OF COLUMBIA

(125,800 radio homes)

WJSV, WASHINGTON

Operator: Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. *Phone:* Metropolitan 3200. *Power:* 10,000 watts on 1460 kc. *Affiliation:* CBS. *Opened:* October 20, 1932.

Vice-president: Harry C. Butcher. *Station and commercial manager:* A. D. Willard, Jr. *Program director:* F. A. Long. *Chief engineer:* Clyde Hunt. *Musical director:* John Salb. *Publicity director:* Ann Gillis.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* Audiences from 100 to 1,200 can be seated. *Merchandising:* Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multi-graphing, stamping, addressing and mailing; contact dealers or personal calls or phone at cost; research service among dealers, distributors or general public at cost. *Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None, as such, but has contracts with artists appearing regularly on station. *Base rate:* \$300.

Copy restrictions: See CBS program policies.

WMAL, WASHINGTON

Operator: National Broadcasting Co., Inc. (under lease from M. A. Leese Radio Corp.), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 500 and 250 watts on 630 kc.

Affiliation: NBC Basic Blue. *Opened:* 1926; became NBC licensee Feb. 1, 1933.

Vice-president: Frank M. Russell. *Manager:* Kenneth H. Berkeley. *Commercial manager:* John Dodge. *Program director:* Carleton Smith. *Chief engineer:* A. E. Johnson. *Publicity director:* Marion Gale.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* One studio can accommodate 200 persons; two others have 100 capacity combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rates:* \$200.

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 the 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; other policies conform to NBC Program Policies (which see).

WOL, WASHINGTON

Operator: American Broadcasting Company, Heurich Bldg., 1627 K St., N. W

STATIONS—Continued

Phone: Metropolitan 0012. Power: 100 watts on 1310 kc. Affiliation: Mutual Broadcasting System; Inter-City Broadcasting System. Opened: December 10, 1924.

President: LeRoy Mark. Station Manager: William B. Dolph. Commercial manager: H. V. Seay. Program director: Madeline Ensign. Chief engineer: H. H. Lyon. Musical director: Art Brown. Publicity director: M. E. Cronan.

Rep: Transamerican Broadcasting & Television Corp. News: Transradio. Seating facilities: 200 persons. Merchandising: Supply lists of retailers and wholesalers; mail out limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. Foreign language programs: Will accept; literal translation must be furnished in advance. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer, wine and liquor advertising accepted weekdays only; patent medicine copy subject to station ap-

proval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 40 words; commercial continuity on day and night quarter-hours limited to 425 words; no false or misleading advertising, disparagement of competitors; no violation of good taste; no fortune telling, numerology, etc.

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), Trans-Lux Bldg. Phone: District 0300. Power: 1,000 and 500 watts on 950 kc. Affiliation: NBC Basic Red. Opened: Aug. 1, 1923.

Vice-president: Frank M. Russell. Manager: Kenneth H. Berkeley. Commercial manager: John Dodge. Program director: Fred Shawn. Chief engineer: A. E. Johnson. Publicity director: Marion Gale.

Rep: National Broadcasting Co. News: UP. Seating facilities: About 200 persons can be accommodated in one studio; about 100 in two other studios, combined. Merchandising: Advisory service only. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

Copy restrictions: Same as National Broadcasting Co. (see NBC Program Policies); also see WMAL, Washington, D. C.

Mutual's Station

For the

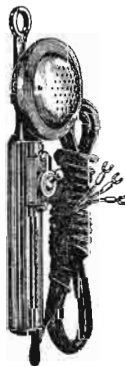
District of Columbia

WOL

WASHINGTON, D. C.

Heurich Building
1627 K Street, N. W.

SINGLE AND DOUBLE BUTTON HANDI MIKES



Handiest ever built. For special events broadcasts, amateur 'phones, mobile transmitters, etc. With cord and switch as shown.

Cost to stations, \$5.88 net, single button; \$8.88 net, double button.

Send for catalog of microphones, stands, wax and instantaneous recording machines, blank discs, needles, etc.

Universal
Microphone Co., Ltd.
432 Warren Lane
Inglewood, Calif.

FLORIDA

(233,900 radio homes)

Radio Homes by Counties

Alachua	4,400	Hamilton	700	Okeechobee	400
Baker	500	Hardee	1,100	Orange	10,400
Bay	1,600	Hendry	500	Osceola	1,000
Bradford	800	Hernando	600	Palm Beach	10,200
Brevard	1,900	Highlands	1,600	Pasco	1,200
Broward	3,200	Hillsborough	28,100	Pinellas	15,500
Calhoun	500	Holmes	700	Polk	11,900
Charlotte	600	Indian River	800	Putnam	2,200
Citrus	500	Jackson	2,800	St. Johns	2,900
Clay	600	Jefferson	900	St. Lucie	1,300
Collier	300	Lafayette	300	Santa Rosa	1,100
Columbia	1,300	Lake	3,300	Sarasota	2,400
Dade	35,800	Lee	2,500	Seminole	2,500
De Soto	1,200	Leon	3,500	Sumter	800
Dixie	600	Levy	800	Suwanee	1,300
Duval	30,800	Liberty	200	Taylor	1,200
Escambia	8,200	Madison	1,200	Union	400
Flagler	300	Manatee	3,500	Volusia	7,300
Franklin	600	Marion	3,700	Wakulla	300
Gadsden	2,500	Martin	700	Walton	1,100
Gilchrist	300	Monroe	1,600	Washington	900
Glades	300	Nassau	800		
Gulf	200	Okaloosa	700		

WMFJ, DAYTONA BEACH

Operator: W. W. Esch, 126½ Magnolia Ave. Phone: 91. Power: 100 watts on 1420 kc. Affiliation: None. Opened: April, 1935.

Owner-manager: W. W. Esch. Commercial manager, artists bureau head, publicity director: Ed Sims. Program director: Billie B. Esch. Chief engineer: Webster Ellenwood. Musical director: Paul Morrison.

Rep: Cox and Tanz. News: Transradio; also local. Seating facilities: About 100; admission by card. Merchandising: Complete service offered. Foreign language programs: Accepted if in French, Jewish, German or Spanish. Artists bureau: Yes; have about half a dozen orchestras, vocalists, actors, announcers. Stock: Entirely owned by W. W. Esch. Base rate: \$45 (½ hour).

Copy restrictions: Only requirements are that copy should "not offend ordinary good taste"; whiskey must be referred to as a packaged product, cocktail, or mixed drink.

WRUF, GAINESVILLE

Operator: State and University of Florida, University of Florida. Phone: University 55. Power: 5,000 watts on 830 kc. (to sunset in Denver). Affiliation: None. Opened: August, 1928.

Director: Garland W. Powell. Program director: J. Russell McCaughan. Chief en-

gineer: Joseph Weil. Chief operator: F. B. Duncan.

Rep: None. News: AP. Seating facilities: University auditorium, capacity 2,000. Merchandising: None. Foreign language programs: None; no need for them in this community. Artists bureau: None; staff composed entirely of non-pro artists. Stock: Entirely state-owned. Base rate: \$75.

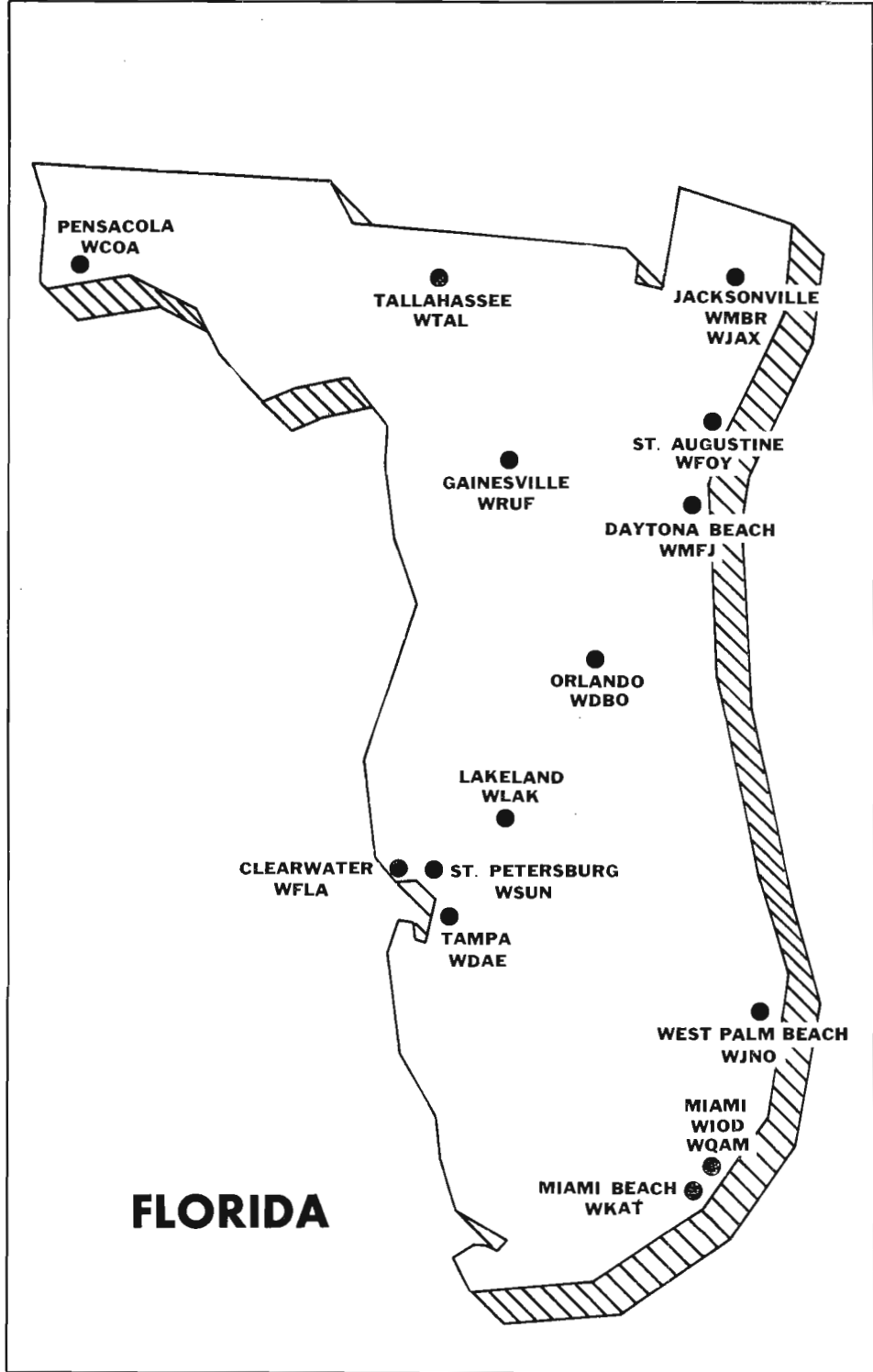
Copy restrictions: No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis.

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broadcast Place. Phone: 5-5821. Power: 5,000 and 1,000 watts on 900 kc. Affiliation: NBC Southeastern Group. Opened: Nov. 25, 1925. (Note: This station is owned and operated by the City of Jacksonville).

Station and commercial manager, chief engineer: John T. Hopkins III.

Rep: Craig & Hollingberry, New York and Southeast. News: None. Seating facilities: 100 persons. Merchandising: Complete service offered on contracts which "warrant" it at no charge other than actual



STATIONS—Continued

cost of stamps, letterheads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$190.

Copy restrictions: Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118 W. Adams St. *Phone*: 5-4387. *Power*: 250 and 100 watts on 1370 kc. *Affiliation*: CBS. *Opened*: 1927.

President, general manager, commercial manager: Frank King. *Production manager, secretary, treasurer*: Glenn Marshall, Jr. *Program director, musical director*: Marie Elliott. *Chief engineer*: H. B. Greene.

Rep: Paul H. Raymer Co. *News*: Transradio. *Seating facilities*: Studio seating 100 persons. *Merchandising*: Contact distributors; conduct monthly cross-section survey of food and drug outlets. *Foreign language programs*: Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. *Artists bureau*: Yes, lists about 15 artists. *Base rate*: \$125.

Copy restrictions: Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter hour.

WLAK, LAKE LAND

Operator: Lake Region Broadcasting Co. *Power*: 100 watts on 1310 kc. *Affiliation*: None.

Base rate: \$50.

No other information available.

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd. *Phone*: 31113. *Power*: 1,000 watts on 1,300 kc. *Affiliation*: NBC Southeastern Group. *Opened*: January, 1926. (Note: this station is newspaper-owned by the Miami Daily News.)

Vice-president, general manager: Hal Leyshon. *Station manager, program director*: Francis P. Malone. *Commercial manager*: S. A. Vetter. *Chief engineer*: Milton C. Scott, Jr. *Musical director*: Earle B. Hanson. *Publicity director*: Boarman Byrd.

Rep: George P. Hollingbery, Chicago; Norman Craig, New York. *News*: INS. *Seating facilities*: studio, seating 200 persons; spectators' gallery, 100. *Merchandising*: cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at

actual cost. *Foreign language programs*: not accepted. *Artists bureau*: Yes. *Stock*: principally held by Metropolis Publishing Co. *Base rate*: \$140.

Copy restrictions: beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised."

WQAM, MIAMI

Operator: Miami Broadcasting Co., Postal Bldg. *Phone*: 26121. *Power*: 1,000 watts on 560 kc. *Affiliation*: CBS. *Opened*: 1921.

President: Fred W. Borton. *Station manager*: Fred Mizer. *Commercial manager, program director*: Norman MacKay. *Chief engineer*: Ralph Nulsen. *Artists bureau head*: Hazel McGuire. *Musical director*: Jack Thurston. *Publicity director*: Leslie Harris.

Rep: Furgason & Aston. *News*: UP. *Transradio. Seating facilities*: Studio, 50; municipal Bayfront park used for amateur night. *Merchandising*: Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings. *Foreign language programs*: Accept announcements on programs in Spanish if accompanied by English version simultaneously (this is mostly for transmission to Cuba). *Artists bureau*: None; can supply artists, however. *Stock*: Held closely by Miami Broadcasting Co., F. W. Borton, president, and W. W. Luce, vice-president. *Base rate*: \$140.

Copy restrictions: Commercials cannot exceed three minutes in 15; beer and wines accepted; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast.

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine. *Power*: 100 watts on 1500 kc.

At press time this station had a construction permit only.

WDBO, ORLANDO

Operator: Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. *Phone*: 6181. *Power*: 1,000 watts on 580 kc. *Affiliation*: CBS. *Opened*: May 10, 1924.

President: Colonel George C. Johnston. *Station and commercial manager*: Harold P. Danforth. *Program director*: E. M. Beckett. *Chief engineer*: J. E. Yarbrough. *Musical director*: W. G. McBride. *Publicity director*: L. Cushman.

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



● JACKSONVILLE — One of the South's Richest Markets

How Are Your Sales In North Florida?

Per capita sales in this rich WJAX territory are double the average for other southeastern states. Spending power is higher. Living standards are better.

Jacksonville's prosperous trading territory should be one of your top southern markets in

sales and profits . . . it is for WJAX advertisers.

Get your share of this above-average market. It lies wholly within the influence-sphere of WJAX. It has repeatedly shown its sales-responsiveness to adequate schedules over its favorite radio station.

NBC Outlet
900 Kilocycles

WJAX

5,000 Watts Days
1,000 Watts Nights

Jacksonville's Municipal Broadcasting Station

Representatives:

New York, Craig & Hollingberry — Southeast, Craig & Hollingberry, Jacksonville, Fla.

Transradio. *Seating facilities:* Studios and large reception room; capacities not listed. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Will accept, but requests are rare as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval.

WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. *Phone:* 2159. *Power:* 1,000 and 500 watts on 1,340 kc. *Affiliation:* CBS. *Opened:* February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Henry G. Wells, Jr. *Commercial manager:* R. R. Powell. *Program and publicity director:* Russell Hirsch. *Chief engineer:* Beecher Hayford. *Musical director:* J. Shipley.

Rep: John H. Perry Associates. *News:* Press Radio through CBS. *Seating facilities:* studios, seating over 100 persons; also have weekly shows from two local theatres,

seating about 2,000. *Merchandising:* working agreement with taxi company, using tire covers for advertising programs; radio page for publicity and listings in Journal and News; letters to the trade; window displays. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* \$75.

Copy restrictions: beer and wine accepted, but copy must not endeavor to spread further use of these products; no hard liquor; spot announcements limited to 100 words, chain breaks to 40 words.

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Properties, Inc., Fountain of Youth Park. *Phone:* 1400. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* February 11, 1937.

President: Walter B. Fraser. *Station manager:* R. M. Tigert. *Commercial manager, publicity director:* Dave K. Kelsey. *Program director:* Ethel Mulligan. *Chief engineer:* Bradley H. Overton.

Rep: None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered; rates vary according to amount of cooperation desired by ad-

*florida west coast
for ~~tampa~~
coverage*

5,000 w. day



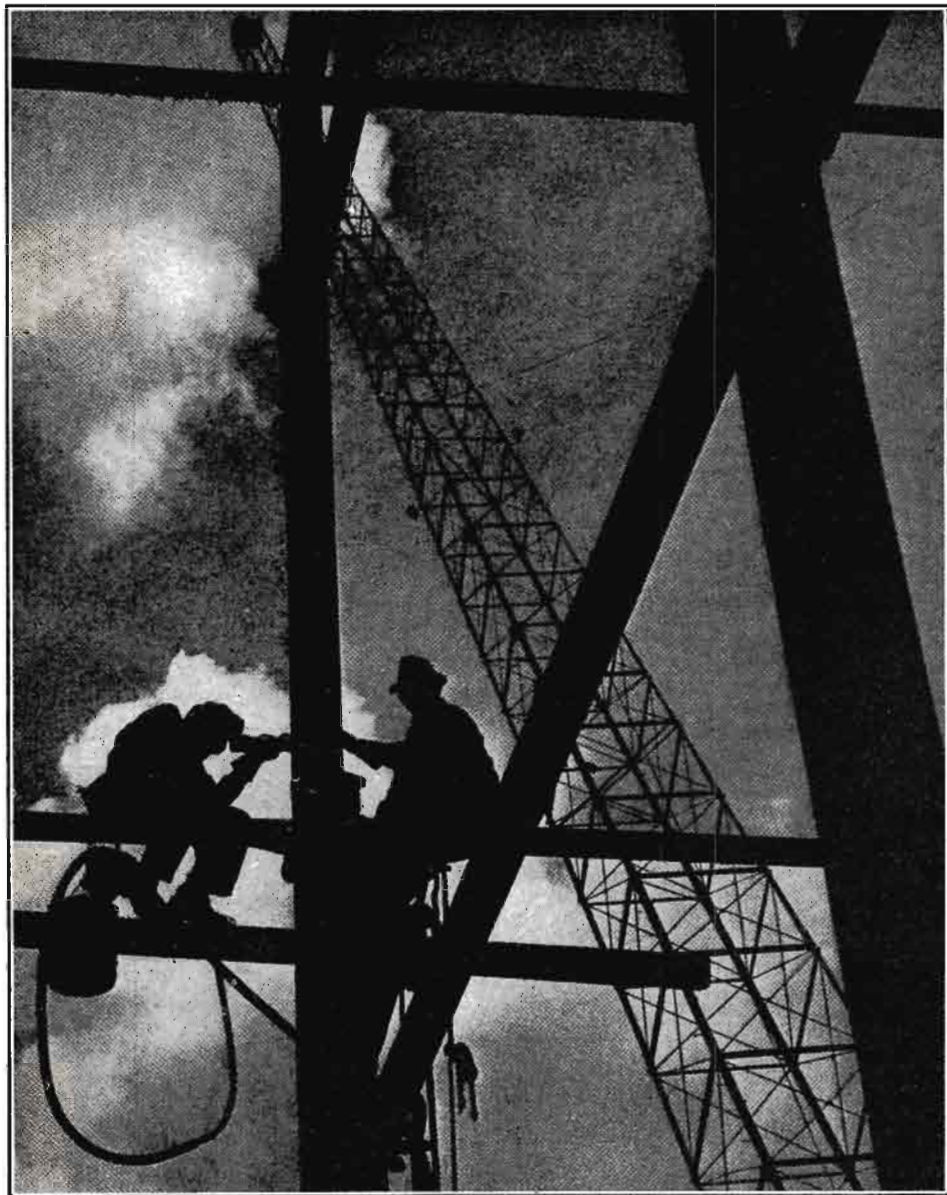
620 kc.

1,000 w. nite

st. petersburg

wsun

h. meyer, mgr.



WIOD

KEEPS PACE WITH THE NATION'S FASTEST-GROWING MARKET

Miami was THIRTEENTH, Miami Beach FOURTEENTH in building among U. S. Cities in 1936! In Greater Miami 1937 is a bigger year! Unsurpassed year around per capita purchasing power, and a huge wintertime PLUS value.

National Representatives:
CRAIG & HOLLINGBERY, Inc.

STATIONS—Continued

vertiser. *Foreign language programs:* No rules, as such programs have not been requested to date. *Artists bureau:* None. *Stock:* Principally held by Walter B. Fraser and Adeline Fraser. *Base rate:* \$50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials.

WTAL, TALLAHASSEE

Operator: Florida Capitol Broadcasters, Inc. *Power:* 100 watts on 1310 kc. *Affiliation:* None. (Note: This station is affiliated with the Gilbert Freeman weeklies.)

Rep: None. *Base rate:* \$58.

No other information available.

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. *Phone:* M-1818. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* CBS. *Opened:* May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

President: David E. Smiley. *Station and commercial manager:* L. S. Mitchell. *Program director:* Kenneth W. Skelton. *Chief engineer:* William Pharr Moore. *Musical director:* Eddie Ford. *Publicity director:* Virginia James.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* 40 persons. *Merchandising:* Dealer contacts by person or phone; placing of show case and window cards; promotional letters. *Foreign language programs:* Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy.

WFLA, TAMPA-CLEARWATER

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. *Phone:* Tampa: H 1357; Clearwater: 2753. *Power:* 5,000 and 1,000 watts on 620 kc (note: WSUN and WFLA use same transmitter). *Affiliation:* NBC Southeastern Group. *Opened:* November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. *Program director:* Mardi Liles. *Chief engineer:* Joe H. Mitchell. *Artists bureau head:* Paul Jones. *Musical director:* Frank Grasso. *Publicity director:* Tom Morton.

Rep: Norman Craig (New York); Furgason & Aston (Chicago, Detroit, Kansas City). *News:* Press-Radio. *Seating facilities:* About 100 persons. *Merchandising:*

Reasonable service offered; cover Tampa, Clearwater, St. Petersburg, Plant City, Lakeland, Bradenton and Sarasota with surveys; contact trades people personally in proportion to size of account; mail contacts; letters. *Foreign language programs:* Not accepted generally. *Artists bureau:* Yes; have about a dozen artists under contract. *Base rate:* \$120.

Copy restrictions: Accept alcoholic beverage advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times.

WSUN, TAMPA-ST. PETERSBURG

Operator: St. Petersburg Chamber of Commerce, Municipal Pier. *Phone:* 4747. *Power:* 5,000 and 1,000 watts on 620 kc. (shares transmitter and hours of operation with WFLA). *Affiliation:* NBC Southeastern Group. *Opened:* 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Harold H. Meyer, *Program director:* Bob Wilbur. *Engineers:* Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. *Artists bureau head:* B. Cunningham. *Musical director:* Maurice F. Hayes. *Publicity director:* H. Falconnier.

Rep: Transamerican Broadcasting and Television Corp. *News:* INS. *Seating facilities:* Studio seats 200, auditorium, 3,000 persons. *Merchandising:* Use street car cards; dealer contacts; general publicity; service is gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 35 artists. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste."

WJNO, WEST PALM BEACH

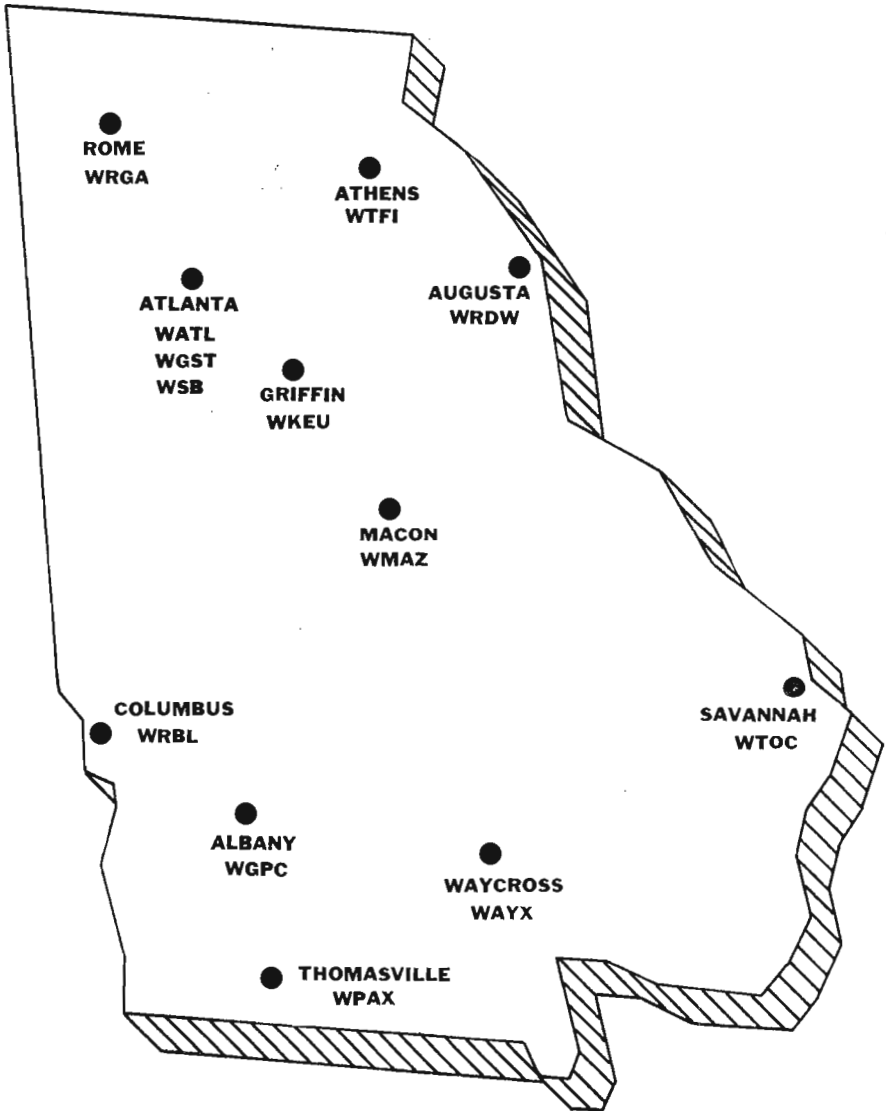
Operator: Hazelwood, Inc., P. O. Box 2016. *Phone:* 8233. *Power:* 100 watts on 1,200 kc. *Affiliation:* CBS. *Opened:* July 31, 1936.

President: John R. Beacham. *Station and commercial manager, program and publicity director:* George A. Hazelwood. *Chief engineer:* Russell Bennett.

Rep: none. *News:* Transradio. *Seating facilities:* 15 persons. *Merchandising:* none. *Foreign language programs:* no rules; never any request for same. *Artists bureau:* none. *Base rate:* \$70.

Copy restrictions: beer, wine, and some patent medicines accepted; no liquor advertising; all copy subject to station approval and government regulations.

GEORGIA



GEORGIA

(334,500 radio homes)

Radio Homes by Counties

Appling	1,100	Evans	600	Muscogee	12,700
Atkinson	500	Fannin	800	Newton	1,900
Bacon	600	Fayette	600	Oconee	400
Baker	500	Floyd	7,600	Oglethorpe	800
Baldwin	2,300	Forsyth	600	Paulding	800
Banks	500	Franklin	1,200	Peach	1,100
Barrow	1,100	Fulton	68,300	Pickens	800
Bartow	2,400	(Inc. Campbell and Milton)		Pierce	900
Ben Hill	1,500	Gilmer	400	Pike	700
Berrien	1,100	Glascocok	300	Polk	2,800
Bibb	14,200	Glynn	2,800	Pulaski	800
Bleckley	800	Gordon	1,400	Putnam	700
Brantley	400	Grady	1,500	Quitman	200
Brooks	1,600	Greene	1,100	Rabun	500
Bryan	400	Gwinnett	2,300	Randolph	1,400
Bulloch	1,900	Habersham	1,200	Richmond	13,500
Burke	2,300	Hall	3,800	Rockdale	600
Butts	900	Hancock	900	Schley	400
Calhoun	900	Haralson	1,100	Screven	1,500
Camden	500	Harris	800	Seminole	500
Campbell (Inc. in Fulton)		Hart	1,200	Spalding	3,300
Candler	700	Heard	500	Stephens	1,200
Carroll	3,100	Henry	1,200	Stewart	900
Catoosa	600	Houston	900	Sumter	2,800
Charlton	400	Irwin	800	Talbot	600
Chatham	18,900	Jackson	1,700	Taliaferro	400
Chattahoochee	300	Jasper	700	Tattnall	900
Chattooga	1,600	Jeff Davis	700	Taylor	900
Cherokee	1,700	Jefferson	1,600	Telfair	1,400
Clarke	5,200	Jenkins	1,000	Terrell	1,500
Clay	500	Johnson	900	Thomas	3,500
Clayton	800	Jones	500	Tift	1,700
Clinch	600	Lamar	900	Toombs	1,600
Cobb	3,600	Lanier	300	Towns	200
Coffee	1,500	Laurens	3,000	Treutlen	600
Colquitt	3,100	Lee	500	Troup	5,300
Columbia	500	Liberty	500	Turner	900
Cook	1,000	Lincoln	500	Twiggs	500
Coweta	2,600	Long	300	Union	300
Crawford	400	Lowndes	3,800	Upson	2,300
Crisp	2,000	Lumpkin	400	Walker	2,300
Dade	200	McDuffie	900	Walton	1,800
Dawson	200	McIntosh	500	Ware	3,700
Decatur	2,000	Macon	1,300	Warren	800
De Kalb	9,400	Madison	1,100	Washington	2,100
Dodge	1,800	Marion	500	Wayne	1,100
Dooley	1,300	Meriwether	1,800	Webster	300
Dougherty	3,700	Miller	600	Wheeler	500
Douglas	900	Milton (Included in Fulton)		White	300
Early	1,200	Mitchell	1,700	Whitfield	2,600
Echols	200	Monroe	1,000	Wilcox	900
Effingham	700	Montgomery	700	Wilkes	1,300
Elbert	1,800	Morgan	1,100	Wilkinson	700
Emanuel	2,000	Murray	500	Worth	1,400

WGPC, ALBANY

Operator: Americus Broadcasting Corp.,
125½ N. Jackson St. Phone: 165. Power:
100 watts on 1420 kc. Affiliation: None.
Opened: July 1, 1934.

President: J. W. Woodruff. Station man-

ager, commercial manager, publicity direc-
tor: Hammond B. Smith. Program direc-
tor: Leon Lloyd. Chief engineer: M. F.
Adams, Jr. Musical director: Temperance
Lear.

Rep: J. J. Devine & Associates. News:

STATIONS—Continued

RNA (Transradio). *Seating facilities:* Studio. 100 persons. *Merchandising:* Letters to trade, dealer contacts, etc. *Foreign language programs:* None accepted (population less than 1% foreign). *Artists bureau:* None. *Base rate:* \$20 (½ hr.).

Copy restrictions: Adheres to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC.

WTFI (WAGA), ATHENS-ATLANTA

Operator: Liberty Broadcasting Co. *Power:* 500 watts on 1450 kc. *Affiliation:* NBC Blue.

Rep: Cox and Tanz. *Base rate:* \$50 (½ hr.).

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

Station at press time was moving from Athens to Atlanta and changing call letters from WTFI to WAGA.

WATL, ATLANTA

Operator: The Atlanta Broadcasting Co., Henry Grady Bldg. *Phone:* Walnut 4377. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1931.

Owner: J. W. Woodruff. *Station manager:* Maurice C. Coleman. *Program director:* Earle J. Pudney. *Chief engineer:* James Comer. *Musical director:* Ken Keese.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* Carry on direct mail campaigns, blotters, brochures, etc. *Foreign language programs:* Accept programs or announcements, copy subject to usual scrutiny. *Artists bureau:* None. *Base rate:* \$152.50.

Copy restrictions: All copy subject to acceptance by management; will not accept chiropractors; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc.

WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. *Phone:* Walnut 8441. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is owned, but not operated, by Georgia School of Technology).

President: Dr. M. L. Brittain. *Station manager:* W. H. Summerville. *Commercial manager:* Frank Gaither. *Program director:* John Fulton. *Chief engineer:* Ben Akerman. *Musical director:* Lola Allen Wallace. *Publicity director:* Dan Hornsby.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete

service offered free of charge. *Foreign language programs:* No rules, as no requests have been received to date. *Artists bureau:* None. *Base rate:* \$200.

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

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. *Phones:* Hemlock 5200; Walnut 5050. *Power:* 50,000 watts on 740 kc. *Affiliation:* NBC Southcentral Group. *Opened:* March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

General and station manager: Lambdin Kay. *Advertising manager:* John M. Outler, Jr. *Program director:* Roy McMillan. *Chief engineer:* C. F. Daugherty. *Musical director:* Marcus Bartlett. *Publicity director:* Ernest Rogers.

Rep: Edward Petry & Co., Inc. *News:* AP. *Seating facilities:* Studio reception parlor, seating 200 persons; can use Biltmore Hotel auditoriums, seating 750. *Merchandising:* None offered free; will cooperate with advertisers on request. *Foreign language programs:* Will accept, but no demand in this territory. *Artists bureau:* None. *Base rate:* \$240 (½ hr.).

Copy restrictions: Beer and patent medicines accepted at discretion of station; no wine or liquor advertising; reserves right to edit all commercial copy.

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Inc., 10th & Broad Sts. *Power:* 100 watts on 1500 kc. (has construction permit for 250 watts daytime, 100 watts nighttime).

Rep: J. J. Devine & Associates, Inc. *Base rate:* \$40.

No other information available after repeated requests.

WRBL, COLUMBUS

Operator: WRBL Radio Station, Inc., Royal Theatre Bldg. *Phone:* 4300; 317; 571. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

Owner: J. W. Woodruff. *Station manager:* J. W. Woodruff, Jr. *Commercial manager:* T. Douglas Youngblood. *Program director:* Tom Jackson. *Chief engineer:* George Gautney. *Musical director:* Elizabeth Alford. *Publicity director:* Louise Smoke.

Rep: J. J. Devine and Associates. *News:* Transradio. *Seating facilities:* Reception room; capacity not listed. *Merchandising:* Maintain a limited service, which is

STATIONS—Continued

rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$114.40.

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

WKEU, GRIFFIN

Operator: Radio Station WKEU, Griffin Hotel. *Phone:* 1137. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. *Commercial manager:* Joe Carter. *Program director:* Muriel Shackelford.

Rep: None. *News:* None. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$15.

Copy restrictions: No information given. Rate card contains standard clauses.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. *Phone:* 3131. *Power:* 1,000 watts on 1180 kc. *Affiliation:* CBS. *Opened:* October 30, 1922.

President, general and station manager: Edward K. Cargill. *Commercial manager:* Frank Crowther. *Program director:* Allie V. Williams. *Chief engineer:* George P. Rankin, Jr. *Publicity director:* Wilton E. Cobb.

Rep: None. *News:* AP. *Seating facilities:* Use Municipal Auditorium, seating 4,000, when necessary. *Merchandising:* Contact local dealers at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. *Base rate:* \$80.

Copy restrictions: Beer and wine accepted without restrictions; no hard liquor; 100-word announcements made only on participating programs.

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. *Phone:* 1995.

Power: 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 5, 1930.

President: John W. Quarles. *Station manager, commercial manager:* J. (Happy) Quarles. *Program director, publicity director:* Jimmy Kirby. *Chief engineer:* Frank Murphree.

Rep: J. J. Devine & Associates. *News:* Local. *Merchandising:* None. *Foreign language programs:* Not accepted; percentage of foreign population too small. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Whiskey not accepted; beer and wine okay.

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., DeSoto Hotel. *Phone:* 2-0127. *Power:* 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* October, 1929.

President: Dr. William T. Knight, Jr. *Commercial manager:* H. Wimpy. *Program and promotion director:* Dwight J. Bruce. *Chief engineer:* L. L. Meador. *Studio and merchandising director:* William B. Smart.

Rep: Paul Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; a full page is regularly available in the Microphone, radio weekly with which the station is affiliated, for schedules and general publicity. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$100.

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

WPAX, THOMASVILLE

Operator: Wimpy Radio, 117 Remington Avenue. *Power:* 250 watts on 1210 kc.

Rep: Cox & Tanz. *Base rate:* \$45.

No other information available after repeated requests.

WAYX, WAYCROSS

Operators: E. F. Sapp and S. F. Sapp, doing business as Waycross Broadcasting Co. *Power:* 100 watts on 1200 kc (have construction permit for 250 watts until local sunset). *Affiliation:* None.

No other information available.



IDAHO

● LEWISTON
KRLC

● BOISE
KIDO

● NAMPA
KFXD

● IDAHO FALLS
KID

● POCA TELLO
KSEI

● TWIN FALLS
KTFI

IDAHO

(75,800 radio homes)

Radio Homes by Counties

Ada	8,900	Cassia	2,100	Lewis	900
Adams	400	Clark	120	Lincoln	500
Bannock	6,200	Clearwater	900	Madison	1,300
Bear Lake	1,200	Custer	440	Minidoka	1,200
Benewah	800	Elmore	900	Nez Perce.....	4,400
Bingham	2,400	Franklin	1,300	Oneyda	700
Blaine	600	Fremont	1,200	Owyhee	300
Boise	200	Gem	1,000	Payette	1,400
Bonner	1,700	Gooding	1,000	Power	600
Bonneville	3,400	Idaho	1,600	Shoshone	3,500
Boundary	700	Jefferson	900	Teton	400
Butte	220	Jerome	1,100	Twin Falls.....	6,300
Camas	210	Kootenai	2,600	Valley	600
Canyon	5,400	Latah	3,600	Washington	1,500
Caribou	400	Lemhi	700	Yellowstone Nat. P'k	10

KIDO, BOISE

Operator: C. G. Phillips and Frank L. Hill, Hotel Boise. Phone: 660. Power: 2,500 and 1,000 watts on 1350 kc. Affiliation: NBC North Mountain Optional Group. Opened: Nov. 5, 1928.

Manager: C. G. Phillips. Commercial manager: Bonnie Scotland. Program director: W. T. Phillips. Chief engineers: Harold Toedtemeier, Lloyd Ames. Artists bureau head: Vern Moore. Musical director: Court Lytton. Publicity director: A. F. Riddle.

Rep: Sears and Ayer. News: UP. Seating facilities: About 300 persons. Merchandising: None. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted.

KID, IDAHO FALLS

Operator: KID Broadcasting Co. Power: 1,000 and 500 watts on 1320 kc. Affiliation: None.

President: Jack W. Duckworth.

Base rate: \$65.

No other information available after repeated requests.

KRLC, LEWISTON

Operator: H. E. Studebaker. Power: 100 watts on 1420 kc (has construction permit for 250 watts on 1390 kc). Affiliation: None.

Base rate: \$40.

No other information available after repeated requests.

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. Phone: 1200. Power: 250 watts on

1200 kc. Affiliation: None. Opened: October, 1924.

Station manager: Frank E. Hurt. Commercial manager: Doyle Cain. Program and musical director: Maxine Hurt. Chief engineer: Eddie Hurt.

Rep: None. News: UP. Seating facilities: 40 persons. Merchandising: Services of contact man within a radius of 70 miles of station. Foreign language programs: No set rules; foreign population very small. Artists bureau: None. Base rate: \$7.50 (quarter-hour).

Copy restrictions: No beer, wine, liquor or patent medicine advertising; all copy subject to manager's approval.

KSEI, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. Phone: 960. Power: 1,000 and 250 watts on 900 kc. Affiliation: None. Opened: August, 1926.

General, station and commercial manager: Henry H. Fletcher. Program director: Ruthe A. Fletcher. Chief engineer: James E. Mitchell. Artists bureau head: Calvin L. Hale. Musical director: Robert E. Lee. Publicity director: Julian H. Boone.

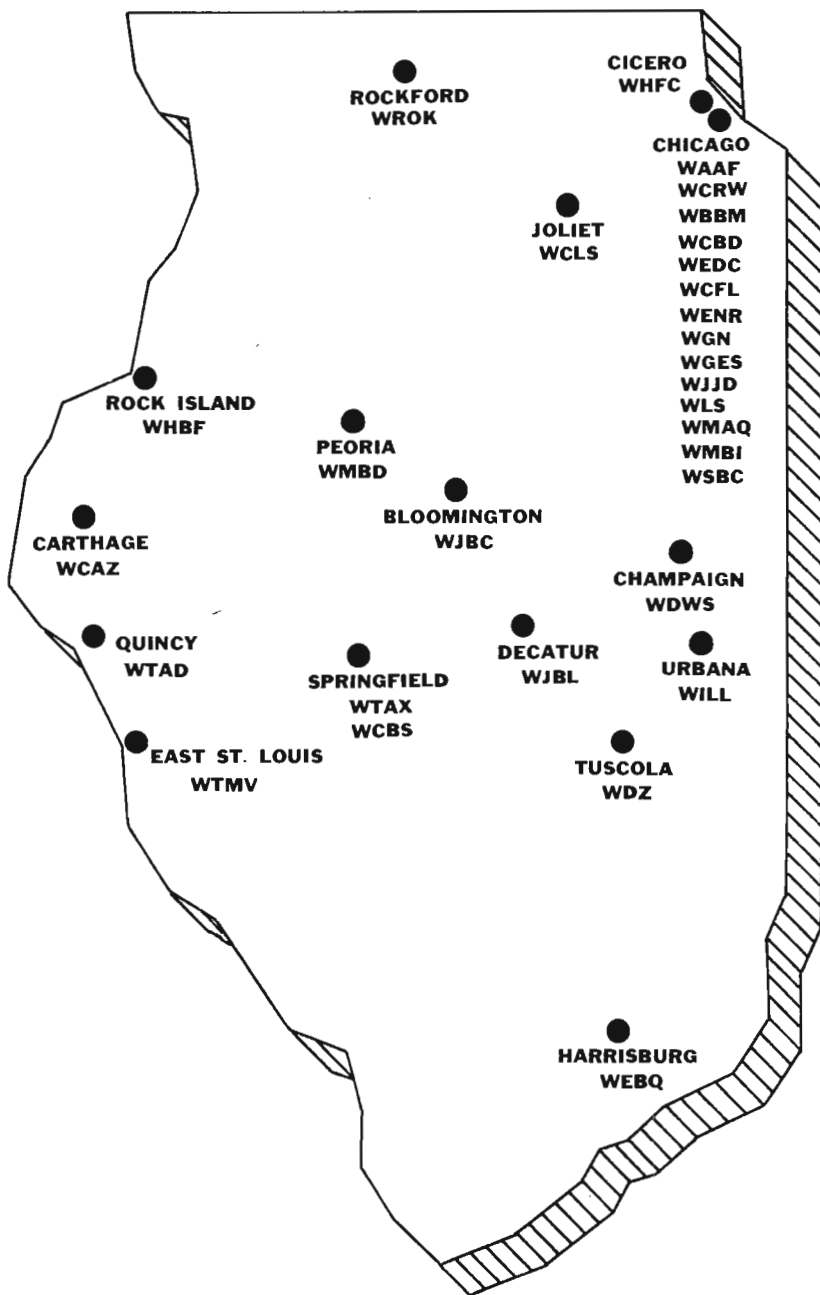
Rep: None. News: UP; INS; Transradio. Seating facilities: None. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: Yes; lists about 35 artists. Base rate: \$60.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must conform to station standards and NAB Code of Ethics.

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center. Phone: 30. Power: 1,000

ILLINOIS



STATIONS—Continued

watts on 1240 kc. (will go to 5,000 watts in fall). *Affiliation:* None. *Opened:* October, 1928.

General and station manager, chief engineer: S. M. Soule. *Commercial manager:* J. E. Gardner. *Program and publicity director:* F. M. Soule. *Artists bureau head:* W. E. Wright. *Musical director:* J. W. Spracher.

Rep: None. *News:* Transradio. *Seating facilities:* Yes; numbers not listed. *Merchandising:* Through Radio Merchandising Service. *Foreign language programs:* Limited acceptance. *Artists bureau:* Setup nominal only. *Base rate:* \$48.

Copy rules: Accept beer; limited acceptance of wine and hard liquor; all copy subject to station approval.

ILLINOIS

(1,674,300 radio homes)

Radio Homes by Counties

Adams	15,000	Hardin	700	Morgan	8,000
Alexander	4,100	Henderson	1,200	Moultrie	2,200
Bond	2,900	Henry	11,100	Ogle	6,400
Boone	3,800	Iroquois	6,300	Peoria	32,300
Brown	1,700	Jackson	6,200	Perry	4,000
Bureau	7,100	Jasper	1,800	Piatt	2,700
Calhoun	1,000	Jefferson	4,800	Pike	3,800
Carroll	4,600	Jersey	2,300	Pope	1,000
Cass	3,400	Jo Daviess	4,200	Pulaski	1,800
Champaign	15,200	Johnson	1,100	Putnam	900
Christian	7,500	Kane	29,700	Randolph	5,200
Clark	3,500	Kankakee	10,600	Richland	3,200
Clay	3,000	Kendall	1,900	Rock Island	21,700
Clinton	3,300	Knox	13,900	St. Clair	32,300
Coles	8,000	Lake	24,300	Saline	5,700
Cook	908,300	La Salle	22,500	Sangamon	26,300
Crawford	4,600	Lawrence	4,000	Schuyler	2,000
Cumberland	1,300	Lee	7,400	Scott	1,500
De Kalb	8,700	Livingston	8,100	Shelby	5,100
De Witt	3,500	Logan	6,000	Stark	2,000
Douglas	3,400	McDonough	7,200	Stephenson	10,500
Du Page	22,200	McHenry	8,500	Tazewell	8,800
Edgar	4,700	McLean	18,900	Union	3,100
Edwards	1,400	Macon	20,200	Vermilion	18,100
Effingham	4,500	Macoupin	8,000	Wabash	2,500
Fayette	3,600	Madison	28,100	Warren	5,300
Ford	3,500	Marion	7,800	Washington	3,300
Franklin	8,100	Marshall	2,600	Wayne	2,800
Fulton	9,000	Mason	3,800	White	3,300
Gallatin	1,400	Massac	2,000	Whiteside	9,500
Greene	3,400	Menard	1,900	Will	21,900
Grundy	3,800	Mercer	4,000	Williamson	7,500
Hamilton	1,800	Monroe	2,900	Winnebago	27,900
Hancock	5,300	Montgomery	6,700	Woodford	4,400

WJBC, BLOOMINGTON

Operator: Kaskaskia Broadcasting Company, Bloomington. *Phone:* 535. *Power:* 250 and 100 watts on 1200 kc (divides time with WJBL). *Affiliation:* None. *Opened:* September, 1934.

Station head and manager: A. M. McGregor. *Commercial manager, publicity director:* Hugh L. Gately. *Program director:* Harold Livingston. *Chief engineer:* Marshall Seacrist. *Musical director:* Riley Jackson.

Rep: Sears & Ayer. *News:* INS. *Seating*

facilities: 50 persons. *Merchandising:* All programs with a contest or premium angle are handled without cost through Contest Editor, who answers all fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot an-



JUST IMAGINE an advertiser wanted to use a radio program ... in Chicago (many of them do).

And just imagine he wanted his program to be different ... and better. Over a station that is different ... and better (that's a state of mind we run into frequently).

Then he'd use WBBM, 50,000 watts, owned and operated by the Columbia Broadcasting System.

For WBBM's success in building programs — programs that entertain and programs that sell — has been one factor in making WBBM Chicago's *number one* station ... both with audience and with advertisers.

Chicago advertisers have been

quick to sense the advantage of having their programs built by *specialists*; by those same specialists who build programs for the Columbia Broadcasting System, world's largest network.

That these specialists *can* and *do* build *superior* programs has been proved, time and again. For one thing, WBBM produces not only more local shows but more different *kinds* of shows than any other major Chicago station. For another, these shows and the way they were produced won for WBBM VARIETY's 1936 Showmanship award.

In Chicago it's WBBM—for audience, for prestige, and for showmanship that sells.

50,000 WATTS **WBBM** CHICAGO

Represented for all national spot business by Radio Sales, a division of The Columbia Broadcasting System: New York, Chicago, Detroit, Los Angeles, San Francisco

STATIONS—Continued

nouncements to 100 words; all copy checked for conformity to accepted standards of good taste.

WCAZ, CARTHAGE

Operator: Superior Broadcasting Service, Inc. *Power:* 100 watts on 1070 kc. (daytime). *Affiliation:* None.

Base rate: \$45.

No other information available after repeated requests.

WDSW, CHAMPAIGN

Operator: Champaign News Gazette, 48 Main St. *Phone:* 5252. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette).

Station manager, commercial manager: L. G. Collison. *Program director, artists bureau head, publicity director:* Paul L. Fahnestock. *Chief engineer:* Jack Wain-scott. *Musical director:* Ken Rice.

Rep: None. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup nominal only. *Base rate:* \$70.

Copy restrictions: No beer, wine, alcoholic beverage or patent medicine advertising accepted.

WAAF, CHICAGO

Operator: Drovers Journal Publishing Co., Palmer House. *Phone:* Randolph 1932. *Power:* 1,000 watts on 920 kc (operates daytime only). *Affiliation:* None. *Opened:* May, 1932. (Note: This station is owned by the Chicago Daily Drovers Journal).

President: Ward A. Neff. *Station manager:* W. E. Hutchinson. *Commercial manager:* Arthur Harre. *Program director:* John Odell. *Chief engineer:* Carl W. Ulrich. *Production:* Merwyn Love. *Musical director:* James Kozak. *Continuity and publicity:* Virgil Irvin.

Rep: Craig & Hollingbery. *News:* Drovers Journal. *Seating facilities:* None. *Merchandising:* Publicity; window displays, etc., gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$172.50.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship.

WBBM, CHICAGO

Operator: Columbia Broadcasting System, Inc., 410 N. Michigan Ave. *Phone:*

Whitehall 6000. *Power:* 50,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1923.

Vice-president and manager: H. Leslie Atlass. *Assistant manager:* J. L. Van Volkenburg. *Commercial manager:* Harry Mason Smith. *Program director, artists bureau head:* Bobby Brown. *Chief engineer:* Frank B. Falknor. *Musical director:* Carlton Kelsey. *Publicity director:* Hal Burnett.

Rep: Radio Sales, Inc. *News:* UP; INS; Universal. *Seating facilities:* WBBM Air Theatre, seating 300 persons; occasionally use Goodman Theatre, Civic Theatre, Medinah Club. *Merchandising:* Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$750.

Copy restrictions: See CBS program policies.

WCBD, CHICAGO

Operator: WCBD, Inc., 2400 West Madison St. *Phone:* Seeley 8066. *Power:* 5,000 watts on 1080 kc (divides time with WMBI). *Affiliation:* None. (Note: WCBD, WGES and WSBC, all Chicago, are under the same ownership).

President: Gene T. Dyer. *Station manager, commercial manager, musical director:* Joseph Rudolph. *Program director:* Edwin Roberts. *Chief engineer:* Edward W. Jacker. *Artists bureau head:* Minerva Clemens. *Publicity director:* Edward Gorseger.

Rep: None. *News:* No service; Chicago Herald & Examiner supplies. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted; all copy must be submitted in advance in native tongue and English. *Artists bureau:* Director is listed; no formal setup as such, however. *Base rate:* \$130.

Copy restrictions: All alcoholic beverages accepted; medical accounts must have approval of Food and Drugs administration as to product and copy.

WCFL, CHICAGO

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. *Phone:* Superior 5300. *Power:* 5,000 watts on 970 kc (shares time with WENR). *Affiliation:* NBC Basic Blue (through WENR). *Opened:* June, 1926.

General manager: Maynard Marquardt. *Commercial manager:* C. P. McAssey.

Rep: J. Ralph Corbett, Inc. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* No information given. *Foreign language programs:* No

W-G-N



A typical audience in W-G-N's public broadcast studio on Michigan Avenue in Chicago

SINCE 1925 W-G-N has consistently led the field in radio; pioneering more programs and broadcasting ideas than any other station in the country. Its facilities are unequalled, its service unsurpassed and its listening audience is the largest of any station in the middle west. W-G-N has been tested by thousands of advertisers and has always produced.

EASTERN SALES OFFICE

William A. McGuineas
220 East 42nd Street
New York City

W-G-N, Inc.

441-445 North Michigan Avenue
Chicago, Ill.

PACIFIC COAST OFFICE

Edward S. Townsend
Russ Building
San Francisco, Cal.

Member—The Mutual Broadcasting System

STATIONS—Continued

information given. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. *Phone:* DIVERsey 4440. *Power:* 100 watts on 1210 kc (divides time with WSBC and WEDC). *Affiliation:* None. *Opened:* July, 1926.

Owner, station head: Clinton R. White. *Rep; news; merchandising; seating facilities; foreign language programs; artists bureau:* None. *Base rate:* \$20 (15 minutes, seven time rate).

Copy restrictions: Do not accept beer, wine, whiskey, or patent medicine advertising; no fortune tellers, lotteries, etc.

WEDC, CHICAGO

Operator: Emil Denmark, Inc. *Power:* 100 watts on 1210 kc (operates specified hours, dividing time with WCRW and WSBC). *Affiliation:* None.

No other information available after several requests.

WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 870 kc. (WENR divides time with, and uses the same transmitter as WLS, Chicago). *Affiliation:* NBC Basic Blue. *Opened:* March 19, 1925.

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

Rep: National Broadcasting Co. *News:* Press-Radio. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying costs, including stationery costs. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; has complete roster of talent. *Base rate:* \$720.

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago.

WGES, CHICAGO

Operator: Oak Leaves Broadcasting, Inc., 128 N. Pulaski Road. *Phone:* Van Buren

6201. *Power:* 500 watts weekdays, 1,000 Sundays, on 1360 kc (divides time with WSBT). *Affiliation:* None. *Opened:* Oct. 10, 1923.

General, station and commercial manager: Gene T. Dyer. *Program director:* Edward Allen. *Chief Engineer:* Joseph Brubaker. *Artists bureau head:* Minerva Clemens. *Musical director:* John Van. *Publicity director:* K. M. Parker.

Rep: None. *News:* None. *Seating facilities:* Visitors' gallery seating 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; copy must be submitted, with translation, in advance. *Artists bureau:* Set-up nominal only. *Base rate:* \$110.

Copy restrictions: Beer, wine and liquor accepted, but copy must promote trade names, not consumption of beverages; all medicinal accounts, products and copy must be approved by Food & Drug Administration.

WGN, CHICAGO

Operator: WGN, Inc., 441 No. Michigan. *Phone:* Superior 0100. *Power:* 50,000 watts on 720 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* June 1, 1924.

Managing director: W. E. Macfarlane. *Station manager, program director:* Quin A. Ryan. *Commercial manager:* E. W. Wood, Jr. *Chief engineer:* C. J. Meyers. *Musical directors:* Harold Stokes; Henry Weber. *Publicity director:* F. P. Schreiber.

Rep: Maintains own offices in New York; Edward S. Townsend (Coast). *News:* Press Radio. *Seating facilities:* Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. *Merchandising:* None. *Foreign language programs:* None accepted; also no announcements. *Artists bureau:* None. *Base rate:* \$750.

Copy restrictions: No laxatives, depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drugs Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter.

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. *Phone:* 9191. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* None. *Opened:* Aug. 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

President, commercial manager: Ralph L. Atlass. *Station manager:* E. S. Mitten-dorf. *Program director:* Ned L. Reglein.

Thank You-
VARIETY

TRADE MARK OF THE NATIONAL BROADCASTING COMPANY, INC. BY VARIETY, INC., 300 WEST 42ND STREET, NEW YORK, N. Y. 10018
COPYRIGHT 1936 BY VARIETY, INC. ALL RIGHTS RESERVED

NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citation
for

Sports Station

1936 AWARD

to

Station WIND

Gary

W-I-N-D carries on with a sports schedule more complete, more entertaining, and more popular than ever before.

FOR SPORTS IT'S

W-I-N-D

"The Tip-Top Spot on Your Dial"

National Sales Offices: 201 N. Wells St., Chicago

National Representatives: Weed & Company

WJJD

The Station all Chicagoland is talking about!

Kellogg's
BRING CHICAGO THE GREATEST SERIES OF BASEBALL BROADCASTS IN RADIO HISTORY

Parade of the Immortals

JOHN HARRINGTON
JOE E. BROWN



LEW FOHESCA



JOHN HARRINGTON



JOE E. BROWN



TRIS SPEAKER



JIMMIE FOX



JOHNNY EVERS



WALTER JOHNSON



Kellogg's
CORN FLAKES

DON'T MISS *Kellogg's* **WJJD** TOMORROW 2:30 P.M. STATION 1130-770

SAY "Kellogg's" BEFORE YOU SAY "CORN FLAKES"

Five Full Color Pages

Chicago Tribune . . . 813,027
Daily News . . . 426,134
Evening American . . . 418,957
Daily Times . . . 337,838
Herald Examiner . . . 335,352

Total . . . 2,331,308
people had the details of one
WJJD feature in one day.

IN ADDITION

Chicagoans see **WJJD** everywhere they turn . . . car cards . . . 204 "L" station posters . . . full showing 24 sheet billboards . . . seven electric spectaculars . . . 8,000 window displays . . . 625,000 handbills distributed with sample of sponsor's product attached.

OVER SIX MILLION PEOPLE

Had this sensational story placed before them in one day. The greatest publicity program ever placed behind a broadcasting schedule. Developing a definite **WJJD consciousness** in America's No. 2 market. Look at our rates—consider our potentialities—then buy the largest audience per dollar spent in the Chicago market.

Chicago's Largest
Independent Station

WJJD

201 N. Wells Street
Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Chief engineer: Kenneth C. Shirk. *Artists bureau head:* C. Phillip Hughes. *Musical director:* Boyd Gaugh. *Publicity director:* Al Hollender.

Rep: Weed & Co. *News:* INS. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. *Artists bureau:* Nominally maintained. *Stock:* 899 shares outstanding, owned by Public Service Broadcasting Corp. *Base rate:* \$175.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower.

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. *Phone:* State 5466. *Power:* 20,000 watts on 1130 kc. (operates to sunset in Salt Lake City). *Affiliation:* None. *Opened:* 1923. (Note: WJJD and WIND, Gary, are under the same ownership.)

President: Ralph L. Atlass. *Sales manager:* Herbert P. Sherman. *Program director:* J. L. Allabough. *Chief engineer:* R. Schroeder (studio); W. J. Gunther (transmitter). *Musical director:* Ben Kanter. *Publicity director:* Al Hollender.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio, 250 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Privately held by Public Service Broadcasting Co.; there are 15,900 shares. *Base rate:* \$220.

Copy restrictions: Beer, wine, alcoholic beverages okay; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality.

WLS, CHICAGO

Operator: Agricultural Broadcasting Company, 1230 Washington Blvd. *Phone:* Haymarket 7500. *Power:* 50,000 watts on 870 kc. (divides time with WENR). *Affiliation:* NBC Basic Blue Network. *Opened:* April 12, 1924. (Note: Owned by the Prairie Farmer, a weekly).

President: Burrige D. Butler. *Station manager:* Glenn Snyder. *Commercial manager:* William R. Cline. *Program director:* Harold Safford. *Chief engineer:* Thomas L. Rowe. *Artists bureau head:* Earl Kurtze. *Publicity director:* Virginia Seeds.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio seating 50 persons, no admission; use local theatre, seating 1,200,

every Saturday night, admission 75c. *Merchandising:* Cooperate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; handles bookings of all WLS acts. *Base rate:* \$750.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations.

WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 670 kc. *Affiliation:* NBC Basic Red. *Opened:* March, 1922.

Vice-president in charge of Central Division: Niles Trammel. *Director:* P. G. Parker. *Commercial manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* Alex Robb. *Musical director:* Roy Shields. *Publicity director:* A. R. Williamson.

Rep: National Broadcasting Co. *News:* Press-Radio; UP. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* \$720.

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 the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; beer is accepted; no other alcoholic beverages; for other regulations see NBC Program Policies.

WMBI, CHICAGO

Operator: Moody Bible Institute, 153 Institute Place. *Power:* 5,000 watts on 1080 kc (shares time with WCBD). *Opened:* 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 Madison St. *Phone:* Seeley 2255. *Power:* 250 and 100

STATIONS—Continued

watts on 1210 kc. (divides time with WEDC and WCRW). *Affiliation:* None. *Opened:* 1924. (Note: WSBC, WGES and WCBG, all Chicago, are under the same ownership.)

President and manager: Gene T. Dyer. *Commercial manager:* Frank A. Stanford. *Chief engineer:* Caleb C. Frisk.

Rep: None. *News:* None. *Seating facilities:* About 200 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Principally held by Gene T. Dyer and Evelyn Dyer. *Base rate:* \$100.

Copy restrictions: Accept beer, wines, liquors; copy rules must conform to Better Business Bureau practices; food and drugs accepted if conforming to Dept. of Agriculture regulations.

WHFC, CICERO

Operator: WHFC, Inc. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$80

No other information available after repeated requests.

WJBL, DECATUR

Operator: Commodore Broadcasting, Inc. *Power:* 100 watts on 1200 kc (operates specified hours, sharing time with WJBC). *Affiliation:* None.

Base rate: \$60.

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. *Phone:* 28. *Power:* 250 and 100 watts on 1210 kc (divides time with KFVS). *Affiliation:* None. *Opened:* September, 1923.

Station manager: Inglis M. Taylor. *Program director:* Virginia Crane. *Chief engineer:* Joseph R. Tate. *Artists bureau head:* Eddie Wise.

Rep: None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Yes; lists about 20 announcers, orchestras, string bands, individual artists, and groups. *Stock:* Held by First Trust Association (First Trust & Savings Bank). *Base rate:* \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to state and federal laws, and approval of the management.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet National Bank Bldg. *Phone:* 5656. *Power:* 100 watts on 1310 kc. (unlimited daytime; specified

hours nighttime). *Affiliation:* None. *Opened:* May 1, 1931.

Owner: R. W. Hoffman. *Station manager:* M. E. Clifford. *Commercial manager:* Ray Fay. *Program director:* Frank Thomas. *Chief engineer:* E. Hayes. *Artists bureau head:* Mike Faletti. *Musical director:* Will Morrall. *Publicity director:* Winifred O'Connor.

Rep: None. *News:* Transradio. *Seating facilities:* For about 75 persons. *Merchandising:* None, except when a national advertiser ties up with local merchants. *Foreign language programs:* Not accepted currently; plan to do so soon. *Artists bureau:* setup nominal only. *Base rate:* \$60.

Copy restrictions: Beer and wine advertising accepted, providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau.

WMBD, PEORIA

Operator: Peoria Broadcasting Co., 200 Alliance Life Bldg. *Phone:* 7133. *Power:* 1,000 and 500 watts, on 1440 kc. *Affiliation:* CBS. *Opened:* 1927 (to present management, July 1, 1931). (Note: Will go to 5,000 and 1,000 watts in fall.)

President, station manager: Edgar L. Bill. *Commercial manager:* Charles Caley. *Assistant manager:* Gomer Bath. *Program director:* Harold Bean. *Chief engineer:* Ted Giles. *Artists bureau head:* Milton Budd. *Musical director:* Jack Lyons. *Publicity director:* Brooks Watson.

Rep: Free, Johns and Field, Inc. *News:* UP; local. *Seating facilities:* Studio, 150 persons. *Merchandising:* Members of sales staff cooperate in creating and executing plans for advertisers. *Foreign language programs:* Never requested to date. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus.

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W.C.U. Bldg. *Phone:* Main 364. *Power:* 1,000 watts on 900 kc. (daytime). *Affilia-*

SMASH HITS

at the
Box Office
and the
Cash Register

WLS talent



has

broken box office records



in personal appear-

ances throughout the mid-

west



The same show-

manship breaks cash



register records for WLS

advertisers



WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President

GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY does it too - - - at Phoenix!

tion: None. Opened: December, 1926.

President: W. E. Lancaster. *Station manager:* R. H. Malcomson. *Program director:* Helen Lochrie. *Chief engineer:* Elmer Eimann.

Rep: None. *News:* UP. *Seating facilities:* Auditorium, seating 200 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$85 (one hour, 13 times).

Copy restrictions: None listed other than those of the FTC and FCC.

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. *Phone:* Main 5632. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* November, 1924. (Note: this station is affiliated with, but not predominantly owned by, the Morning Star and Register Republic.)

President and general manager: Lloyd C. Thomas. *Commercial manager:* Walter Koessler. *Program director, musical director:* John McCloy. *Chief engineer:* Thomas C. Cameron. *Artists bureau head:* Ralph Brownzel. *Assistant artists bureau head:* Jack Dresdner. *Publicity director:* Norman H. Brinsley.

Rep: Kelly-Smith Co. *News:* AP, UP, INS. *Seating facilities:* Studio, 75; also from remotes on occasion. *Merchandising:* Contact dealers; publicize program and product. *Foreign language programs:* Accepted; Swedish, Swiss, German, Italian. *Artists bureau:* Yes; has complete roster of 30 or more artists. *Base rate:* \$85.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager.

WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg. (Rock Island); also 5th Avenue Bldg., Moline; also Black Hawk Hotel, Davenport (Ia.). *Phones:* Rock Island 918; Moline 611; Davenport 3-2179. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Nov. 23, 1932. (Note: station first began operating under management of W. H. Beardsley in February, 1927, being taken over in 1932 by the John W. Potter Publishing Co.; it is a newspaper-owned station—Rock Island Argus.)

Owner, station manager: J. W. Potter. *National sales manager:* Clair Heyer. *Commercial manager:* Maurice Corken. *Program director:* Ivan Streed. *Chief engineer:* J. E. Gray. *Artists bureau head:* Lois McDermand. *Musical director:* Lucia Thompson. *Traffic director:* Margaret Schmacht.

Rep: Weed & Co. *News:* UP. *Seating facilities:* Three studios; also Fort Armstrong Hotel ballroom, capacity 500. *Merchandising:* Complete service; contact jobbers and dealers, furnish lists of retail outlets, check results, and assist in other ways; staff of trained girl checkers makes calls anent display of merchandise, reception of program, etc. *Foreign language programs:* Mainly Swedish and German; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. *Artists bureau:* Yes; maintains roster of about 40 artists. *Stock:* 3,200 shares of common, 50 shares preferred, all privately held by station people—Marguerite F. Potter, John W. Potter and Ben H. Potter; same stockholders own Rock Island Argus. *Base rate:* \$90.

Copy restrictions: Wines, liquors, beverages of high alcoholic content not accepted; beer taken if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject frowned on by the FCC.

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 208½ S. Fifth St. *Phone:* Main 260. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October, 1926. (Note: WCBS began as a portable station in 1926, on 1210 kc.; in 1935 the frequency was changed and operation put on a daily 15-hour period; the station rebroadcasts programs from WLS, Chicago, and WSM, Nashville; it is affiliated with the Illinois State Register, though there is no cross stock ownership listed.)

President: Harold L. Dewing. *Commercial manager:* C. L. Jefry. *Program director:* John J. Corrigan. *Chief engineer:* Minor Wilson. *Artists bureau head, musical director:* Mr. Wagner.

Rep: Sears and Ayer. *News:* UP. *Seating facilities:* None listed. *Merchandising:* Cooperative venture arranged with the Illinois State Register; displays; handbills. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup supplies talent, but has not a roster of artists directly under contract. *Base rate:* \$60.

Copy restrictions: No set rules whatsoever.

WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. *Phone:* Main 1600. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1930.

President, station and commercial man-

STATIONS—Continued

ager: Jay A. Johnson. *Program director:* Lovina Jones. *Chief engineer:* Edward Ring.

Rep: Wilson-Robertson, New York; H. K. Conover Co., Chicago. *News:* INS. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$90.

Copy restrictions: Accept beer and wine anytime; hard liquor after 9 p.m., and copy must be institutional; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Store Bldg. *Phone:* 98. *Power:* 250 watts on 1020 kc (operates daytime). *Affiliation:* None. *Opened:* March 14, 1921.

President: Edgar L. Bill. *Station manager, commercial manager:* Clair B. Hull. *Chief engineer:* Mark Spies.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Partial service;

furnish window cards with broadcast data (four-color); contact work. *Foreign language programs:* No rules; have never had a call for them. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Beer, wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product.

WILL, URBANA

Operator: University of Illinois, 400 S. Wright St. *Phone:* 7-2616. *Power:* 1,000 watts on 580 kc. (daytime). *Opened:* 1922.

Director: Jos. F. Wright. *Program director:* Frank Schooley. *Chief engineer:* A. James Ebel. *Artists bureau head:* George Jennings. *Musical director:* Arthur E. Cohen.

News: AP. *Seating facilities:* About 30 persons. *Artists bureau:* Talent consists of students in dramatics and music.

This station is non-commercial; university-owned.

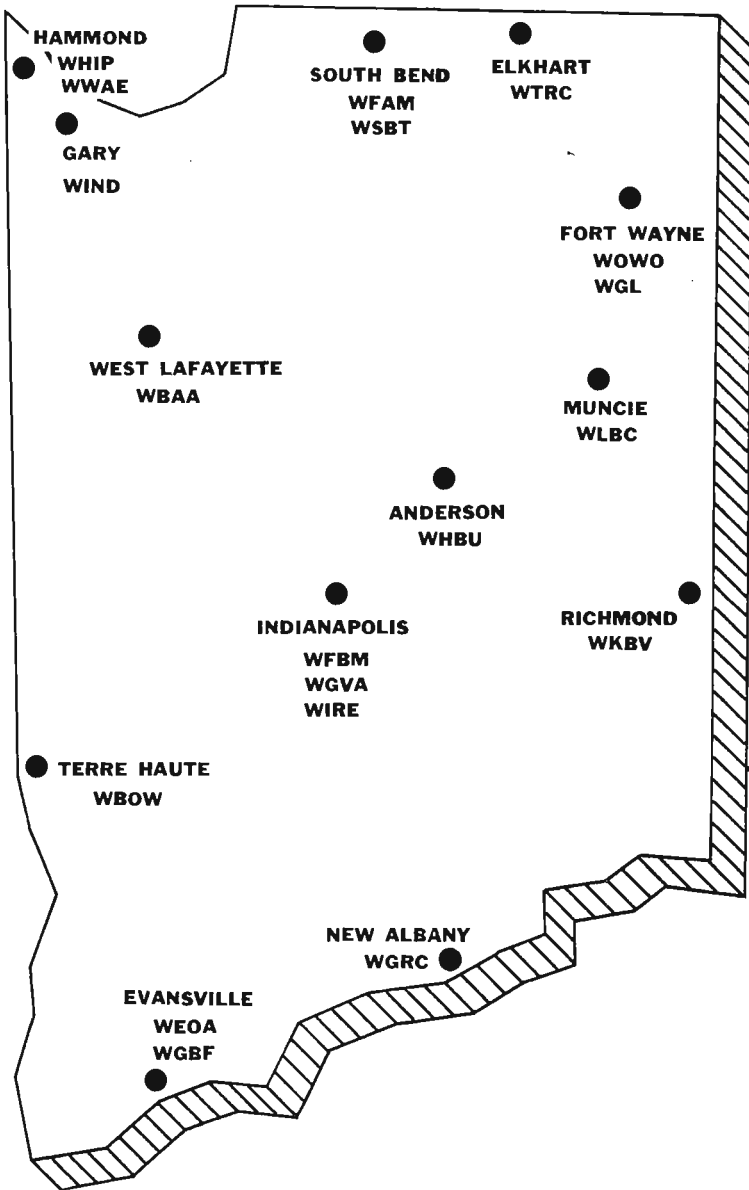
INDIANA

(616,800 radio homes)

Radio Homes by Counties

Adams	3,000	Hendricks	3,300	Pike	1,900
Allen	34,900	Henry	6,100	Porter	4,400
Bartholomew	5,200	Howard	7,700	Posey	2,700
Benton	2,000	Huntington	6,000	Pulaski	1,800
Blackford	2,100	Jackson	3,600	Putnam	3,600
Boone	4,600	Jasper	2,200	Randolph	4,900
Brown	400	Jay	5,100	Ripley	3,000
Carroll	3,000	Jefferson	3,200	Rush	3,600
Cass	7,000	Jennings	1,500	St. Joseph	29,400
Clark	4,500	Johnson	3,100	Scott	900
Clay	4,100	Knox	7,600	Shelby	4,700
Clinton	5,900	Kosciusko	5,500	Spencer	2,100
Crawford	900	Lagrange	2,200	Starke	1,600
Daviess	2,700	Lake	46,100	Steuben	2,300
Dearborn	3,600	La Porte	12,600	Sullivan	4,200
Decatur	3,100	Lawrence	4,800	Switzerland	1,200
De Kalb	4,000	Madison	15,700	Tippecanoe	11,700
Delaware	13,100	Marion	102,900	Tipton	2,800
DuBois	3,300	Marshall	4,500	Union	1,000
Elkhart	15,000	Martin	1,000	Vanderburg	24,300
Fayette	3,700	Miami	5,500	Vermillion	2,900
Floyd	6,600	Monroe	6,100	Vigo	21,300
Fountain	2,800	Montgomery	5,500	Wabash	4,800
Franklin	2,000	Morgan	3,000	Warren	1,100
Fulton	3,500	Newton	1,900	Warrick	2,500
Gibson	5,200	Noble	3,900	Washington	2,000
Grant	10,800	Ohio	600	Wayne	11,100
Greene	4,100	Orange	2,000	Wells	2,900
Hamilton	4,000	Owen	1,600	White	2,900
Hancock	3,200	Parke	2,600	Whitley	3,000
Harrison	2,500	Perry	2,000		

INDIANA



WHBU, ANDERSON

Operator: Anderson Broadcasting Corp., Citizens Bank Bldg. *Phone:* 234. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1924.

President, general and station manager: L. M. Kennett. *Commercial manager:* L. Podhaski. *Program director:* Sig Roush. *Chief engineer:* R. F. Fulwider.

Rep: J. J. Devine and Associates. *News:* INS. *Seating facilities:* None. *Merchandising:* Mail out letters to the trade and contact dealers at actual cost. *Foreign language programs:* Will accept, though occasion has never arisen as foreign population is very small. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program and three minutes per half-hour program.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. *Phone:* 948. *Power:* 250 and 100 watts on 1,310 kc. *Affiliation:* None. *Opened:* Nov. 19, 1931. (Note: This station is newspaper-owned: Elkhart Daily Truth.)

Manager: R. R. Baker. *Program director:* Carl Schrock. *Chief engineer:* Kenneth Singleton. *Musical director:* Ethel Geiss.

Rep: Tenney, Woodward & Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Complete service locally at no charge; 5% charged for work outside county. *Foreign language programs:* Accepted, subject to station approval. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted.

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1936. (Note: same ownership controls WGBF, also of Evansville.)

General and station manager: Martin Leich. *Commercial manager, publicity director:* Clarence Leich. *Program director:* Pat Roper. *Chief engineer:* John Caraway, Jr.

Rep: Furgason & Aston, Inc. *News:* None. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 300; admission 10c. (facilities shared with WGBF). *Merchandising:* Cooperate in making surveys, dealer contacts, promo-

tion and publicity, free of charge; special services are rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* None. *Base rate:* \$90.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue. *Opened:* 1923. (Note: same ownership also controls WEOA, also of Evansville.)

Secretary, station and commercial manager, publicity director: Clarence Leich. *Program and musical director, artists bureau head:* Pat Roper. *Chief engineer:* Fay Gehres.

Rep: Furgason & Aston, Inc. *News:* Local. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WEOA). *Merchandising:* Cooperate in surveys, dealer contacts, promotion and publicity, free of charge; special services rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

Copy restrictions: Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 100 watts on 1370 kc. (Note: WOWO, Fort Wayne, is under same ownership.)

Base rate: \$100.

No other information available after repeated requests.

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Power:* 10,000 watts on 1160 kc. (Note: WGL, Fort Wayne, is under same ownership.)

Rep: E. Katz Special Advertising Agency. *Base rate:* \$250.

No other information available after repeated requests.

WIND, GARY

For data pertaining to this station see Chicago, Illinois, where it has been placed for logical reasons.

1,884,530
population

289,610
radio homes

Served by Indiana's Two
Outstanding Radio Stations

WGBF

EVANSVILLE

1,000 Watts—630 Kc.

WBOW

TERRE HAUTE

250 Watts—1,310 Kc.

NBC RED AND BLUE NETWORKS

Perfect "Test Markets" for the Middle West

Write Direct or Contact Representatives
for Actual Case Histories

National Representative: FURGASON & ASTON, Inc.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Co. *Power:* 5,000 watts on 1480 kc (operates until local sunset in Buffalo). *Affiliation:* None. (Note: same owners operate WWAE, also of Hammond.)

At press time this station had a construction permit only.

WWAE, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp. *Power:* 100 watts on 1200 kc (operates unlimited daytime; shares hours with WFAM nighttime). *Affiliation:* None.

President: George F. Courrier.

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

No other information available.

WFBM, INDIANAPOLIS

Operator: Indianapolis Power & Light Co., 48 Monument Circle. *Phone:* Lincoln 8506. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* CBS. *Opened:* Nov., 1924.

General Manager, station manager, commercial manager: R. E. Blossom. *Program director:* F. O. Sharp. *Chief engineer:* M. R. Williams. *Musical director:* W. H. Reuleaux. *Publicity:* W. F. Kiley.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* None. *Merchandising:* No service maintained. *Foreign language programs:* No rules; such population reported as very small. *Artists bureau:* None. *Base rate:* \$135 (½ hr.).

Copy restrictions: No set rules; beer accepted, but no hard liquor; do not accept copy in any manner "questionable."

WGVA, INDIANAPOLIS

Operator: Glenn Van Auken, 516 Board of Trade Bldg. *Phone:* Lincoln 6161. *Power:* 1,000 watts on 1050 kc (daytime).

No other data available; at press time this station's construction permit had not been covered by a license.

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., 540 N. Meridian Street. *Phone:* Riley 4471. *Power:* 5,000 and 1,000 watts on 1400 kc. *Affiliation:* NBC Basic Red. *Opened:* July 26, 1929. (Note: The stock of Indianapolis Broadcasting, Inc., is owned by Central Newspapers, Inc., and Vincennes Newspapers, Inc., Indiana, and Oklahoma Newspapers, Inc.)

President, station manager: Eugene C. Pulliam. *Commercial manager:* R. E. Bausman. *Program director:* J. S. Stilwill. *Chief engineer:* Earl Lewis. *Musical director:* Harry Bason.

Rep: William G. Rambeau Co. *News:* UP. *Seating facilities:* Large auditorium;

capacity not listed. *Merchandising:* Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: Beer, wine, liquor and some patent medicine advertisement occasionally accepted; all copy must conform to station standards and government regulations.

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. *Phone:* 5411. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 11, 1926.

Owner, station manager: Donald A. Burton. *Commercial manager:* Wm. Craig. *Program director, artists bureau head:* Don Russell. *Chief engineer:* Maurie Crane. *Publicity director:* Jos. Silver.

Rep: Cox and Tanz. *News:* Transradio; INS. *Seating facilities:* None. *Merchandising:* Service rendered on request; window displays, placards, newspaper tie-ups. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; have roster of announcers and continuity writers. *Base rate:* \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable.

WGRC, NEW ALBANY

See Louisville, Kentucky, for data.

WKBV, RICHMOND

Operator: Knox Radio Corp. *Power:* 100 watts on 1500 kc (specified hours). *Affiliation:* None.

Rep: None. *Base rate:* No rate card sent. No other information available.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 100 watts on 1200 kc (divides time with WWAE; operates 8 a.m. to 5 p.m. Sundays; 7 a.m. to noon, and 3:30 p.m. to 8 p.m. weekdays). *Affiliation:* CBS. *Opened:* 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, under same ownership.)

Station manager: F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain. *Chief engineer:* H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

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



in Indiana
WFBM
 INDIANAPOLIS

**IS THE KEY STATION
 OF THE COLUMBIA
 BROADCASTING NETWORK**

The same reasons which impelled Columbia to select WFBM to cover this important market make it the station for YOU to use.

Indiana's pioneer broadcasting station, WFBM carries the state's largest network schedule. In addition it has from the start dominated this area in National spot broadcasting.

If Central Indiana is your market—WFBM is the station to pick. In Indianapolis (Marion County) is concentrated 13% of Indiana's population and 21% of the state's buying power.

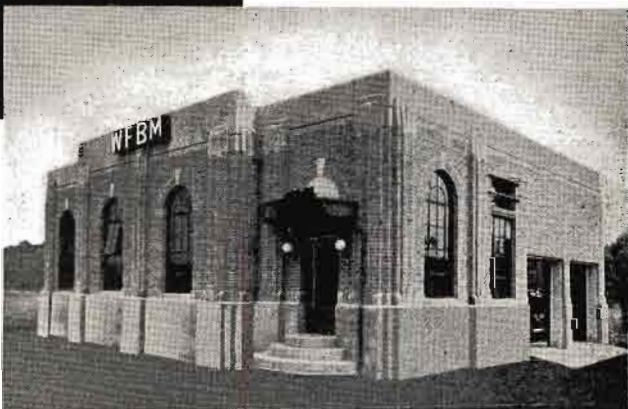
Represented
 Nationally by
**EDWARD PETRY
 & CO. INC.**
 New York
 Chicago Detroit
 San Francisco



WFBM INDIANAPOLIS

SOME WFBM FACTS

New 5,000-Watt transmitter and control room equipment are latest in RCA design and construction. Studios are air-conditioned and are of the latest acoustical design.



STATIONS—Continued

Seating facilities: None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* \$75.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 500 watts on 1360 kc. (divides time with WGES; operates Sundays 5 p.m. to 11 p.m., weekdays 12 noon to 3:30 p.m. and 8 p.m. to midnight). *Affiliation:* CBS. *Opened:* 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Station manager: F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain.

Chief engineer: H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* \$100.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of the FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 24½ S. 6th St. *Phone:* Crawford 3394. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1926.

Vice-president, station manager: W. W. Behrman. *Program director:* Horace Capps. *Chief engineer:* Ralph Guthrie. *Artists*

**COSMOPOLITAN
STUDIOS, Inc.**

PROUDLY PRESENTS

Harold
STEIN

and His
CAMERA



Also—A Commercial Department,
Lantern Slides,
Direct Color Studio

145 W. 45th St. BR. 9-3685

INSTANTANEOUS
RECORDING

Air Check
Electrical Transcriptions
Auditions

An Exclusive Process
Using Our Own "VOXITE" Discs!

★ ★ ★ ★ ★

Electro-Vox Pioneered!

Electrovox Is Still Way Ahead!


★ ★ ★

Consistent high quality from the
inception of radio is reflected in the
capacity patronage of our Holly-
wood plant.


★ ★

Ultra-modern facilities.

★



Originators and owners of trade mark



5546 Melrose Ave., Hollywood
Gladstone 2189

"Things Have Changed In INDIANA"

W·I·R·E

IN INDIANAPOLIS

**IS DELIVERING SALES VOLUME
FOR ADVERTISERS IN THIS RICH MARKET**

**110,000
INDIANA
FARM FAMILIES**

HAVE RECEIVED LETTERS

....from the Indianapolis Stock Yards Company (the third largest stock yards in America) informing them that WIRE in Indianapolis is carrying their **ONLY** official broadcast of U. S. Government Market Reports daily from the Indianapolis yards. One hundred and ten thousand farmers have been told to "turn to 1400" for their official market reports. This means, Mr. Advertiser, that Indiana farmers (as well as those in Eastern Illinois and Western Ohio) are listening each day to WIRE and

**INDIANA FARMERS HAVE
MONEY TO SPEND**

The day of Indiana radio coverage with some out-of-state station has gone forever. Indiana, with its hundreds of millions of spendable dollars annually, has rapidly learned to turn the dial to 1400—WIRE. Hoosiers are vitally aware of the fact that WIRE in Indianapolis is now THEIR station for the radio features they want to hear. It's sort of a "home folks" attitude now.

**AN INDIANA
STATION FOR
INDIANA
LISTENERS**

New Indiana features—a score or more of them—are rapidly gaining the loyalty and holding the interest of Indiana people. That's the reason why you can't cover Indiana now without WIRE in Indianapolis.

Represented Nationally by **WM. G. RAMBEAU CO.**

STATIONS—Continued

bureau head: Ralph Tucker. *Musical director*: Leo Baxter. *Publicity director*: Ralph Walton.

Rep: Furgason & Aston, Inc. *News*: INS. *Seating facilities*: About 100 persons. *Merchandising*: Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. *Foreign language programs*: Not accepted. *Artists bureau*: Set-up nominal only. *Base rate*: \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made.

WBAA, WEST LAFAYETTE

Operator: Purdue University. *Phone*: 6076. *Power*: 1,000 watts on 890 kc (specified hours). *Opened*: 1919 on temporary license; permanent license since April 4, 1922.

Manager: University Radio Committee. *Program director*: Clarence E. Dammon. *Chief engineer*: Ralph Townsley. *Musical director*: A. P. Stewart. *Publicity director*: T. R. Johnston.

Seating facilities: Studio, 200 persons. *News*: Purdue University News Bureau.

This station is non-commercial; university-owned.

IOWA

(503,100 radio homes)

Radio Homes by Counties

Adair	2,500	Floyd	3,400	Monona	2,600
Adams	1,900	Franklin	2,400	Monroe	2,000
Allamakee	2,800	Fremont	2,300	Montgomery	4,100
Appanoose	3,800	Greene	3,200	Muscatine	6,800
Audubon	2,100	Grundy	2,400	O'Brien	3,900
Benton	4,600	Guthrie	3,400	Osceola	1,700
Black Hawk	15,900	Hamilton	3,600	Page	6,200
Boone	4,900	Hancock	2,400	Palo Alto	2,800
Bremer	3,400	Hardin	4,700	Plymouth	4,200
Buchanan	3,200	Harrison	3,900	Pocahontas	2,500
Buena Vista	3,800	Henry	3,100	Polk	44,400
Butler	3,100	Howard	2,700	Pottawattamie	14,100
Calhoun	2,600	Humboldt	1,800	Poweshiek	4,100
Carroll	5,100	Ida	2,200	Ringgold	1,900
Cass	5,000	Iowa	3,300	Sac	3,200
Cedar	3,200	Jackson	3,700	Scott	18,200
Cerro Gordo	8,600	Jasper	5,700	Shelby	3,300
Cherokee	3,400	Jefferson	3,100	Sioux	4,700
Chickasaw	2,200	Johnson	7,900	Story	7,100
Clarke	1,900	Jones	3,200	Tama	4,300
Clay	3,600	Keokuk	3,500	Taylor	2,800
Clayton	4,200	Kossuth	4,500	Union	3,300
Clinton	9,800	Lee	9,000	Van Buren	2,500
Crawford	3,500	Linn	21,800	Wapello	9,000
Dallas	4,900	Louisa	1,800	Warren	3,100
Davis	2,100	Lucas	3,100	Washington	4,500
Decatur	2,100	Lyon	2,400	Wayne	2,500
Delaware	2,600	Madison	2,400	Webster	8,900
Des Moines	8,400	Mahaska	5,200	Winnebago	2,600
Dickinson	2,000	Marion	4,400	Winneshiek	3,800
Dubuque	13,500	Marshall	7,700	Woodbury	24,600
Emmet	2,700	Mills	2,200	Worth	1,800
Fayette	5,400	Mitchell	2,600	Wright	3,800

WOI, AMES

Operator: Iowa State College of Agriculture and Mechanical Arts. *Phone*: 2210; 228. *Power*: 5,000 watts on 640 kc (daytime). *Opened*: April, 1922.

Director, program director, publicity: W. I. Griffith. *Chief engineer*: W. E. Stewart. *Musical director*: Tolbert MacRae.

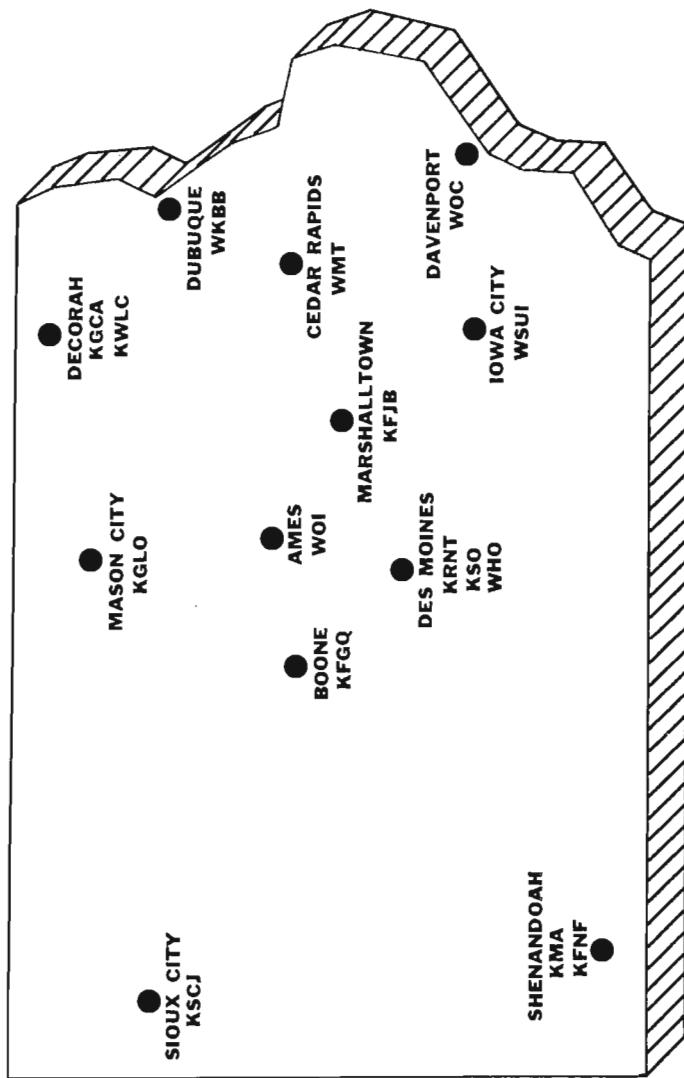
News: UP. *Seating facilities*: 15 to 20 persons.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. *Power*: 100 watts on 1370 kc. (operates specified hours daytime). Station is non-commercial.

IOWA



WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Montrose Hotel in Cedar Rapids; Russell-Lawson Hotel in Waterloo. *Phone:* 6127. *Power:* 5,000 and 1,000 watts on 600 kc. *Affiliation:* NBC Basic Blue; Iowa Broadcasting System; Mutual Broadcasting System. (Note: WMT is affiliated with the Des Moines Register & Tribune.)

Vice-president, general manager: Sumner D. Quarton. *Commercial manager:* W. B. Quarton (Cedar Rapids); Don Inman (Waterloo). *Program director:* Douglas B. Grant. *Chief engineer:* Charles F. Quentin. *Musical director:* Peggy Fuller. *Merchandising director:* Leo F. Cole. *Continuity editor:* Harriet Blake. *Publicity director:* Ray Cox.

Rep: E. Katz Special Advertising Agency. *News:* Transradio teletype. *Seating facilities:* Studio, 100 persons; Montrose ballroom, 100 or over. *Merchandising:* Complete service at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune with sponsor named. *Foreign language programs:* No set policy; occasional Bohemian programs. *Artists bureau:* None. *Base rate:* \$230.

Copy restrictions: No beer, wines, or whiskey; all patent medicine advertising must be approved by laboratory test before acceptance.

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. *Phone:* 2-3521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* March, 1921; re-established Nov. 11, 1934. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

Manager, commercial manager: Clark A. Luther. *Program director, publicity director:* J. Neil Reagan. *Chief engineer:* Harold Higby.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Auditorium, 500 persons; studio A, 50; studio B, 30. *Merchandising:* Render every service desired, except that advertisers are asked to pay postage costs. *Foreign language programs:* Accepted if in German, Swedish or Belgian. *Artists bureau:* None. *Stock:* Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). *Base rate:* \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on

general rates—but not spot announcements—is tendered).

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management.

KGCA, DECORAH

Operator: Charles Walter Greenley. *Power:* 100 watts on 1270 kc (daytime; shares hours with KWLC).

No other information available.

KWLC, DECORAH

Operator: Luther College. *Power:* 100 watts on 1270 kc (daytime; shares hours with KGCA).

No other information available.

KRNT, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS; Iowa Network. *Opened:* March, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, as is KSO, Des Moines, and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, Artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for an additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e), and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KRNT lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists, with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists a roster of about 40 artists. *Base rate:* \$200.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

THE IOWA

STEP RIGHT UP FOLKS IOWA'S BIGGEST

The Iowa Network has what it takes : Superior Programming — Alert Showmanship — Unmatched Publicity. Basic schedules of Columbia, NBC Blue, and Mutual. Live local shows custom-built for Iowa and midwest audiences. Comprehensive advertising campaign including 3 columns daily in Iowa's largest newspaper, billboards, car cards, movie trailers. *PLUS the lowest cost per thousand radio homes.*



KRNT Des Moines WMT Cedar Rapids - Waterloo KSO Des Moines



Some Outstanding
SHOWMANSHIP FEATURES
 That Keep Iowa Tuned to IBS Stations

IOWA SPEAKS—Inquiring mike setup from three different Iowa cities continually sponsored since inception three years ago . . . **125 REGULAR NEWSCASTS** every week . . . **TWO BIG FARM SHOWS**—Tall Corn Time first on the air each day in Des Moines; Hawkeye Dinnertime hilarious noon hour show . . . **FROM WASHINGTON**—Two U. S. Senators and Des Moines Register correspondent speak weekly from national capital . . . **FLYING TOURS**—Sportscaster Gene Shumate flies to Big Ten schools for advance dope on football teams and other sports events . . . **FOOTBALL**—Iowa U., Drake U. . . . **BASEBALL**—Western League games . . . **DRAKE RELAYS** fed to CBS and MBS.

**IN IOWA
 IT'S THE
 IOWA
 NETWORK**

Maximum Coverage of Iowa at minimum cost, with bonus slice of Minnesota, Wisconsin, Illinois and Missouri.

RADIO STATIONS OF THE DES MOINES REGISTER AND TRIBUNE

... to **SELL** Iowa you
must **COVER** it—and
to cover Iowa you
need the only sta-
tion with **POWER**
ENOUGH to do the job
—**WHO, Des Moines**

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

KSO, DES MOINES

Operator: Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 2,500 and 500 watts on 1430 kc. *Affiliation:* NBC Basic Blue, Mutual, Iowa Network. *Opened:* Nov. 5, 1932. (Note: This station is owned by the Des Moines Register and Tribune, as is KRNT and WMT, Cedar Rapids.)

President: Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Musical director:* Orville Foster. *Publicity director:* Mary Little.

Rep: E. Katz Special Advertising Agency. *News:* UP, INS. *Seating facilities:* Studio and lobby seat 250; standing room for additional 100 persons. *Merchandising:* Stories and pictures at start of schedule in the Des Moines Sunday Register; name and time of program in dialog listings via the Register (m), Tribune (e) and Sunday Register; billboards; cards on rear of street cars; sound film trailers in 19 theatres; window display in KSO lobby; other displays at special events, exhibitions, etc.; bulletins mailed to 500 grocers and 225 druggists with information on sponsors and their products; personal calls on dealers. *Foreign language programs:* Never any occasion for such programs to date. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$160.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KSO Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

WHO, DES MOINES

Operator: Central Broadcasting Co., 914 Walnut St. *Phone:* 3-7147. *Power:* 50,000 watts on 1000 kc. *Affiliation:* NBC Basic Red. *Opened:* April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

Vice-president and manager: J. O. Maland. *Sales manager:* Hale Bondurant. *Program director, musical director:* Harold Fair. *Traffic manager:* Fred A. Reed. *Chief engineer:* Paul Loyet. *Artists bureau manager:* Irving H. Grossman. *Publicity director:* Wilfred Woody Woods.

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

Seating facilities: Studio A, 100 seats; studio B, 50; studio D, 50; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. *Merchandising:* Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. *Foreign language programs:* Station has no rules on this matter. *Artists bureau:* Yes; complete roster. *Stock:* Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary. *Base rate:* \$425.

Copy restrictions: Commercial copy up to 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1400 words per hour; beer advertising accepted after 10:30 p.m.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. *Phone:* 572. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.)

President: Walter E. Klauer. *Station manager, commercial manager:* J. D. Carpenter. *Chief engineer,* L. Carlson.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None listed. *Merchandising:* Dealer contacts, personal and by mail. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$80.

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

WSUI, IOWA CITY

Operator: State University of Iowa. *Power:* 1,000 and 500 watts on 880 kc.

This station does not sell time; university-owned.

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., 1603 W. Main St. *Phone:* 2515. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June, 1923.

President, commercial manager: E. N. Peak. *Station and commercial manager:*

A. E. Mickel. *Chief engineer:* Maurice Reutter.

Rep: J. J. Devine & Associates, Inc. *News:* INS. *Seating facilities:* Use local theatre; capacity not given. *Merchandising:* Contact dealers and distributors; other services rendered at actual cost. *Foreign language programs:* Will accept if occasion arises, but foreign population is very small. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management.

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. *Phone:* 2800. *Power:* 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Jan. 17, 1937. (Note: This station is owned by the Mason City Globe-Gazette.)

General manager: F. C. Eighmey. *Commercial manager:* Virgil Hicks. *Program director:* John J. Price. *Chief engineer:* Leo W. Born. *Production manager:* Nic Scheel. *Musical director:* M. Mooney. *Publicity director:* Henry Hook.

Rep: Weed & Co. *News:* UP. *Seating facilities:* 60 persons. *Merchandising:* Complete program log daily in Mason City

Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

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

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. *Phone:* No. 1. *Power:* 1,000 and 500 watts on 890 kc. (shares time with KUSD). *Affiliation:* None. *Opened:* February, 1924.

President: Henry Field. *Station manager:* F. E. Tunnichiff. *Commercial manager, publicity director:* William E. MacDonald. *Program director:* Edwin Hamilton. *Chief engineer:* Wiley D. Wenger. *Musical director:* Lena Sanman.

Rep: None. *News:* INS. *Seating facilities:* Studio auditorium, seating 300 persons. *Merchandising:* Special mailings in territory gratis; other services at cost. *Foreign language programs:* Bohemian, Swedish, German, Polish, Danish. *Artists bureau:* None. *Stock:* Principally held by Henry Field and John Nicolson; 400 shares outstanding. *Base rate:* \$100.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines accepted subject to censorship.

Reach and Sell America's No. 1 Farm Market!

520,500 radio homes in Iowa, Nebraska, Kansas and Missouri look on KMA and Earl May as intimate friends. For over 13 years KMA has been the most powerful, *personalized* sales force in this rich agricultural market . . . reaching and selling more radio homes than there are in the entire State of Iowa.

Include KMA on your list and dominate this big-buying market.

5,000 Watts L. S.
R.C.A. Transmitter
and Studio Equipment

Represented by
WILSON-ROBERTSON

The Earl May Station **KMA** Shenandoah, Iowa

STATIONS—Continued

KMA, SHENANDOAH

Operator: Earl E. May Seed Co., Lowell and Elm Sts. Phone: 193. Power: 5,000 and 1,000 watts on 930 kc. Affiliation: None; occasionally ties in with Iowa Broadcasting System. Opened: Aug. 25, 1925.

President and manager: Earl E. May. Operations manager: Bob Kaufman. Commercial manager, publicity: Ed. Cunniff. Program director: Howard Chamberlain.

Rep: Wilson-Robertson. News: UP. Seating facilities: Studio on stage of auditorium, seating 900. Merchandising: Has merchandising man to service advertisers; help salesmen make contacts; circularize dealers; assist in getting displays. Foreign language programs: Would accept, but area is virtually 100% English-speaking. Artists bureau: None. Base rate: \$125.

Copy restrictions: commercials limited to four minutes per quarter-hour; beer accepted after 9 p.m.; no wines or hard liquors; medicinals subject to FTC okay.

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. Phone, 87526. Power: 5,000 and 1,000 watts on 1330 kc. Affiliation: CBS. Opened: April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

General, station and commercial manager: C. W. Corkhill. Program director: Ruth Marie Fachman. Chief engineer: Stephen Dier. Musical director: Bertha Reese. Publicity director: Roberta Deany.

Rep: Craig & Hollingbery, Inc. News: Sioux City Journal (local). Seating facilities: Studio audience hall, seating 150 persons. Merchandising: Newspaper publicity; theatre screen ads. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$175.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

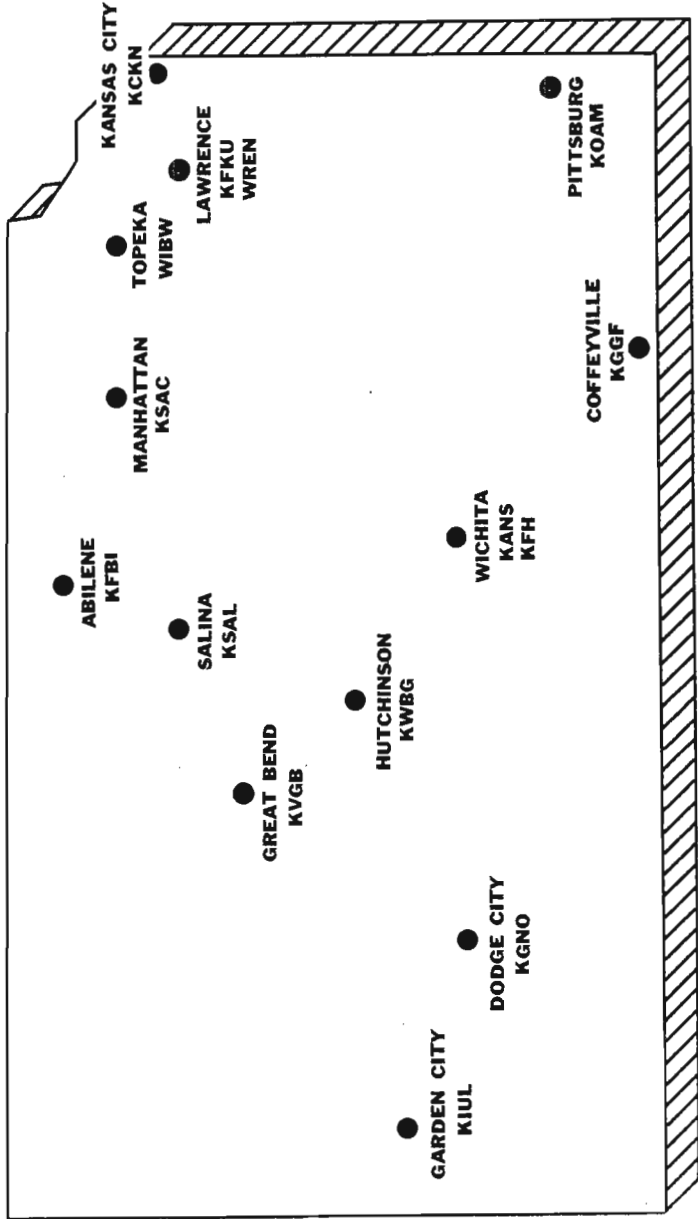
KANSAS

(348,000 radio homes)

Radio Homes by Counties

Allen	3,300	Greeley	200	Osborne	2,100
Anderson	2,000	Greenwood	3,200	Ottawa	1,600
Atchison	4,200	Hamilton	500	Pawnee	1,900
Barber	1,600	Harper	2,400	Phillips	2,000
Barton	4,200	Harvey	4,300	Pottawatomie	2,600
Bourbon	4,100	Haskell	300	Pratt	2,300
Brown	3,600	Hodgeman	600	Rawlins	1,200
Butler	5,400	Jackson	2,200	Reno	10,000
Chase	1,100	Jefferson	1,900	Republic	2,400
Chautauqua	1,500	Jewell	2,400	Rice	2,500
Cherokee	4,500	Johnson	4,300	Riley	4,800
Cheyenne	1,100	Kearny	400	Rooks	1,600
Clark	800	Kingman	2,000	Rush	1,700
Clay	3,000	Kiowa	800	Russell	1,800
Cloud	3,100	Labette	6,000	Saline	7,300
Coffey	2,300	Lane	700	Scott	600
Comanche	1,000	Leavenworth	7,100	Sedgwick	34,600
Cowley	7,700	Lincoln	1,600	Seward	1,500
Crawford	9,200	Linn	2,200	Shawnee	21,700
Decatur	1,500	Logan	700	Sheridan	800
Dickinson	5,500	Lyon	6,400	Sherman	1,300
Doniphan	2,100	McPherson	5,500	Smith	2,200
Douglas	5,000	Marion	3,900	Stafford	1,700
Edwards	1,200	Marshall	4,200	Stanton	300
Elk	1,200	Meade	1,000	Stevens	500
Ellis	2,800	Miami	3,700	Sumner	4,700
Ellsworth	2,000	Mitchell	3,000	Thomas	1,600
Finney	2,100	Montgomery	9,500	Trego	900
Ford	3,900	Morris	2,100	Wabaunsee	1,800
Franklin	4,300	Morton	600	Wallace	300
Geary	3,100	Nemaha	3,500	Washington	2,800
Gove	700	Neosho	4,100	Wichita	300
Graham	800	Ness	1,600	Wilson	2,800
Grant	400	Norton	2,600	Woodson	1,100
Gray	700	Osage	2,300	Wyandotte	21,900

KANSAS



KFBI, ABILENE

Operator: Farmers and Bankers Life Insurance Co. *Phone:* 1200. *Power:* 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). *Affiliation:* None. *Opened:* 1924. (Note: Also maintains studios in Salina, Kans., in charge of L. V. Butcher.)

Director, station manager: K. W. Pyle. *Program director:* Harry Peck. *Chief engineer:* C. H. Johnston. *Musical director:* Marie Gunzelman.

Rep: Wilson-Robertson. *News:* Transradio; AP. *Seating facilities:* Studio, 100. *Merchandising:* Will make calls in Abilene and Salina; will send out mailings at cost. *Foreign language programs:* Will accept; currently has Bohemian and Swedish series. *Artists bureau:* None. *Stock:* Entirely held by Farmers and Bankers Life Insurance Co. *Base rate:* \$50 (½ hr.).

Copy restrictions: Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after okay by medical director of Farmers and Bankers Life Insurance Co.

KGGF, COFFEYVILLE

Operator: Powell & Platz, Journal Bldg., 8th & Elm Sts. *Phone:* 147. *Power:* 1,000 watts on 1010 kc (shares time with WNAD). *Affiliation:* None. *Opened:* Oct. 20, 1930. (Note: This station is owned and operated by the Coffeyville Daily Journal.)

Senior partner, station manager: Hugh J. Powell. *Commercial manager:* W. B. Darrah. *Program director:* Melvin Drake. *Chief engineer:* J. Fred Case. *Musical director:* Clair Foster.

Rep: Wilson-Robertson. *News:* AP. *Seating facilities:* 96 persons. *Merchandising:* Publicity service and window displays in the Journal building are given; no charges except where postage and expensive printing are involved. *Foreign language programs:* Accepted from "responsible sources"; usually must be auditioned beforehand. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations.

KGNO, DODGE CITY

Operator: Dodge City Broadcasting Co., Inc., First National Bank Bldg. *Phone:* 1340. *Power:* 250 watts on 1340 kc. *Affiliation:* None. *Opened:* 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

President: J. C. Denious. *Station manager:* N. C. Peterson. *Commercial manager, program director:* John C. Drake. *Chief engineer:* Emil Doane. *Musical di-*

rector: John Dillon. *Publicity director:* Jay Allen.

Rep: None. *News:* AP. *Seating facilities:* Auditorium, seating 30, with standing room for an additional 20 persons. *Merchandising:* Program advertising department cooperates in rendering any services requested; publicity through newspaper affiliate. *Foreign language programs:* No rules; never any requests for such programs. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: No alcoholic beverages accepted (beer recently legalized by state, but no policy on its acceptance has been formulated by KGNO as yet); all copy must conform to station standards and government regulations.

KIUL, GARDEN CITY

Operator: Garden City Broadcasting Co., 404 N. Main Street. *Phone:* 666. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* June 20, 1935.

General and station manager: F. D. Conrad. *Commercial manager:* D. M. Wilson. *Program director:* Catherine Pedigo. *Chief engineer:* C. W. Barger. *Musical director:* George Goulding.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* Complete services, rendered free. *Foreign language programs:* Will accept if approved by program director. *Artists bureau:* None. *Stock:* Held entirely by F. D. Gordon. *Base rate:* \$40.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicines accepted if approved by management; all copy subject to station approval.

KVGB, GREAT BEND

Operator: Ernest Ruehlen. *Power:* 100 watts on 1370 kc.

No further data available; at press time this station's construction permit had just recently been covered by a license.

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 101 East Avenue A. *Phone:* 5202. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* May 28, 1935.

President, station manager, publicity director: W. B. Greenwald. *Commercial manager:* Bob Kirschner. *Program director:* W. P. Robinson. *Chief engineer:* Harold Bourell. *Musical director:* Ed Letson.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign lan-*

STATIONS—Continued

guage programs: Not accepted. *Artists bureau:* None. *Base rate:* \$35 (½ hr.).

Copy restrictions: Beer accepted; no wine, liquor or patent medicine advertising; commercials limited to 100 words at opening and close of programs.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. *Phone:* Dr. 4300. *Power:* 100 watts on 1310 kc. *Affiliation:* Kansas Network (KCKN and WIBW, Topeka, both Capper-owned, comprise this network). *Opened:* Nov. 1, 1925. (Note: This station is newspaper-owned, Kansas City Kansan—a Capper Publication.) (Call letters were originally WLBF.)

President: W. A. Bailey. *Station manager, commercial manager:* Ellis Atteberry. *Program director:* Karl Willis. *Chief engineer:* Clark B. Smith. *Director of special events:* Ralph Nelson. *Artists bureau head, musical director:* Ruth Royal. *Publicity director:* Virginia Wallace.

Rep: Capper Publications. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper publicity; no other services listed. *Foreign language programs:* No rules against such broadcasts, except that interpreters selected by the station may

scan the copy; no such broadcasts running, however. *Artists bureau:* Setup is nominal only. *Base rate:* \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan.)

Copy restrictions: No beer, wine, or other alcoholic beverages; continuity should avoid bargain and price-cutting appeals; not more than one price quotation in each announcement, or in each paragraph of program continuity; programs should avoid "fear copy" and "suggestive copy."

KFKU, LAWRENCE

Operator: University of Kansas. *Power:* 5,000 and 1,000 watts on 1220 kc. (shares time with WREN).

This station is non-commercial; university-owned.

WREN, LAWRENCE

Operator: WREN Broadcasting Co., WREN Bldg. *Phone:* 110. *Power:* 5,000 and 1,000 watts on 1220 kc (shares time with KFKU). *Affiliation:* NBC Basic Blue. *Opened:* 1926.

President and treasurer, station manager: Vernon H. Smith. *Program director:* Verl Bratton. *Chief engineer:* Vern Omer.

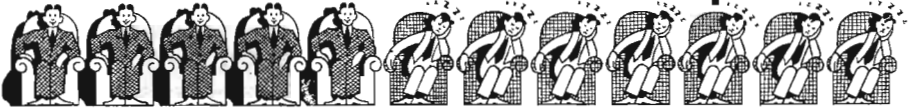


*This is our story and
we're stuck on it!*

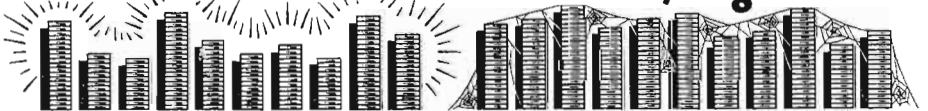
Herb Hollister

GENERAL MANAGER

Covers 38% of the Kansas Population



Influences 45% of the Buying Power



K·A·N·S, WICHITA, KANS.

STATIONS—Continued

Rep: Craig & Hollingsbery, Inc. News: INS. Base rate: \$200.

No further information available.

KSAC, MANHATTAN

Operator: Kansas State College. Phone: 2236. Power: 1,000 watts on 580 kc (shares time with WIBW). Affiliation: None. Opened: Dec. 1, 1924.

Director extension division: H. Umberger. Station manager, program director, publicity: L. L. Longsdorf. Chief engineer: R. L. Meisenheimer. Musical director: Wm. Lindquist.

News: College Press Bureau. Seating facilities: Studio, 50 persons.

This station is non-commercial—college-owned.

KOAM, PITTSBURGH

Operators: A. Stanart Graham, E. V. Baxter and Norman Baxter, doing business as the Pittsburgh Broadcasting Co. Power: 1,000 watts on 790 kc (daytime).

Note: At press time this station had a construction permit only.

Additionally, issues surrounding the granting of this station are being determined by the Court of Appeals, District of Columbia.

KSAL, SALINA

Operator: R. J. Laubengayer. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WIBW, TOPEKA

Operator: Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. Phone: 3-2377. Power: 5,000 and 1,000 watts on 580 kc. (shares time with KSAC). Affiliation: CBS. Opened: 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

General manager: Don Searle. Program director, musical director: Maude Shreffler. Chief engineer: Karl Troeglen. Publicity director: Ruth Nickell.

Rep: Capper Publications. News: UP; AP. Seating facilities: About 75 persons. Merchandising: Publicity in Capper Publications without censorship of write-ups; contact retailers; send letters to distributors

and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. Foreign language programs: No objections to such programs, but the foreign population is small. Artists bureau: None. Base rate: \$100.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful."

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lassen. Phone: 4-2387. Power: 100 watts on 1210 kc. Affiliation: NBC Optional Basic Service. Opened: September 19, 1936.

General, station and commercial manager, chief engineer: Herb Hollister. Program director, artists bureau head: Jack Todd. Musical director: Raymond Shelley.

Rep: Furgason & Aston, Inc. News: UP. Seating facilities: 25 persons. Merchandising: Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. Foreign language programs: Would accept, though occasion has not arisen to date. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations.

KFH, WICHITA

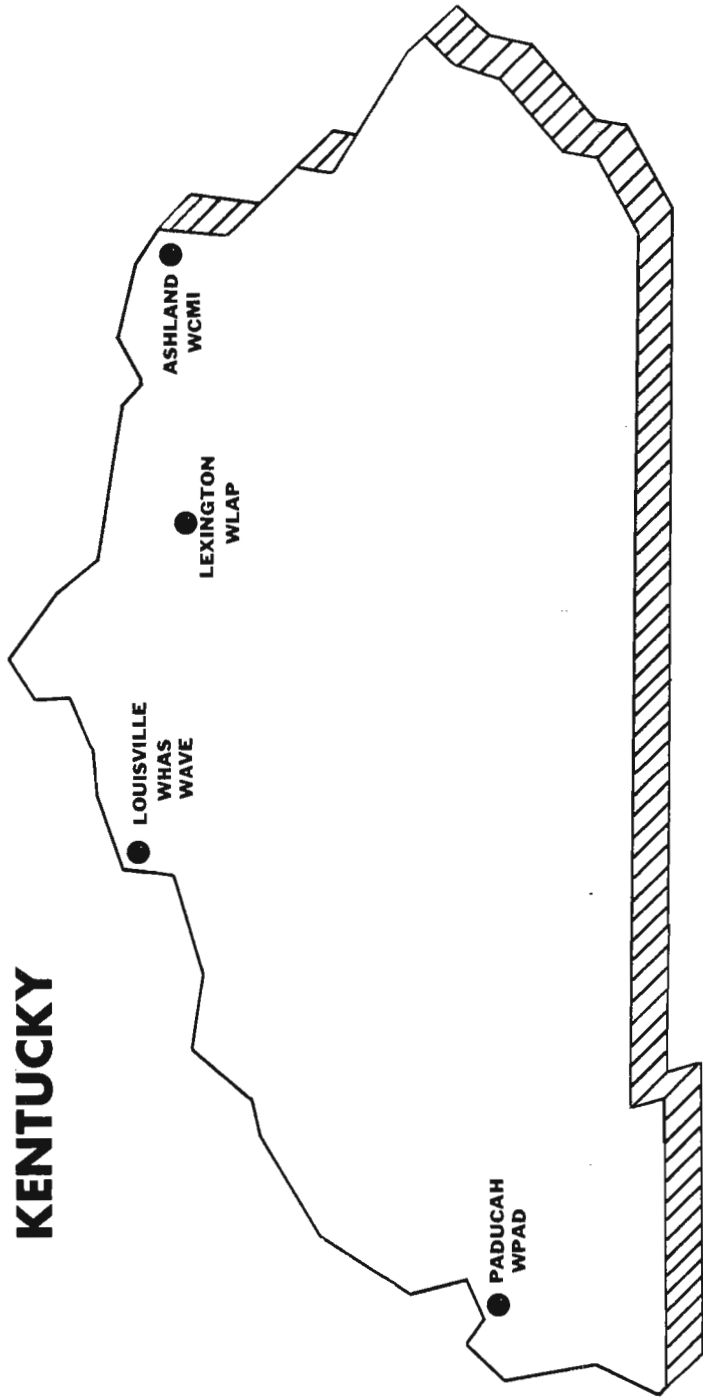
Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. Phone: 3-5254. Power: 5,000 and 1,000 watts on 1300 kc. Affiliation: CBS. Opened: 1925. (Note: this station is newspaper-affiliated with the Wichita Eagle.)

President: John R. Rigby. Station manager: C. U. Price. Commercial manager: R. L. Lowe. Program director: V. E. Reed. Chief engineer: A. C. Dadisman. Musical director: Guy Snyder. Publicity director: R. M. Kent.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: 75 persons. Merchandising: Maintain special department; no charge made for usual services. Foreign language programs: Will accept. Artists bureau: None. Base rate: \$125 (½ hr).

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; all copy subject to station approval.

KENTUCKY



STATIONS—Continued

KENTUCKY

(313,800 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	1,000	Mason	2,700
Allen	1,500	Graves	3,500	Meade	800
Anderson	900	Grayson	1,600	Menifee	300
Ballard	1,000	Green	800	Mercer	1,900
Barren	2,700	Greenup	2,000	Metcalfe	500
Bath	800	Hancock	600	Monroe	1,000
Bell	4,100	Hardin	2,600	Montgomery	1,600
Boone	1,100	Harlan	5,900	Morgan	900
Bourbon	2,500	Harrison	2,000	Muhlenberg	3,500
Boyd	7,500	Hart	1,300	Nelson	2,100
Boyle	2,500	Henderson	3,000	Nicholas	900
Bracken	1,200	Henry	1,300	Ohio	2,100
Breathitt	1,200	Hickman	1,000	Oldham	800
Breckenridge	1,400	Hopkins	4,100	Owen	1,000
Bullitt	800	Jackson	600	Owsley	400
Butler	800	Jefferson	71,700	Pendleton	1,000
Caldwell	1,600	Jessamine	1,300	Perry	4,000
Calloway	2,200	Johnson	1,900	Pike	4,200
Campbell	10,000	Kenton	17,100	Powell	300
Carlisle	800	Knott	800	Pulaski	3,000
Carroll	1,100	Knox	1,700	Robertson	200
Carter	1,700	Larue	800	Rockcastle	1,100
Casey	1,000	Laurel	1,500	Rowan	900
Christian	4,000	Lawrence	1,200	Russell	800
Clark	2,500	Lee	600	Scott	1,800
Clay	1,000	Leslie	600	Shelby	2,100
Clinton	500	Letcher	2,900	Simpson	1,300
Crittenden	1,100	Lewis	1,100	Spencer	600
Cumberland	700	Lincoln	1,500	Taylor	1,300
Daviess	6,000	Livingston	700	Todd	1,200
Edmonson	700	Logan	2,200	Trigg	1,000
Elliott	400	Lyon	600	Trimble	500
Estill	1,400	McCracken	7,600	Union	1,800
Fayette	16,100	McCreary	1,200	Warren	4,500
Fleming	1,400	McLean	1,000	Washington	1,300
Floyd	2,900	Madison	3,500	Wayne	1,000
Franklin	3,100	Magoffin	1,200	Webster	2,000
Fulton	2,300	Marion	1,700	Whitley	2,900
Gallatin	400	Marshall	1,300	Wolfe	500
Garrard	1,100	Martin	500	Woodford	1,400

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. *Phone:* 363. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under a separate corporation.)

Managing director: Jas. F. Kyler. *Commercial manager:* Jack Bell. *Program director:* Hester Kyler. *Chief engineer:* Ernest D. Herider. *Artists bureau head:* Tys Terwey. *Musical director:* Lew Stubman. *Publicity director:* Paul Rhule, Jr.

Rep: J. J. Devine & Associates. *News:* AP. *Seating facilities:* Main studio, 300 persons; Paramount Theatre available, seating capacity, 1,700; two shows currently

originating from the theatre, with a slight charge made to the audience for one of them (amateur program). *Merchandising:* yes, handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. *Foreign language programs:* Accepted. *Artists bureau:* Yes; list a score of announcers, musicians, orchestras. *Base rate:* \$60.

Copy restrictions: Accept light wines and beer, no hard liquor; announcements limited to 100 words or less and only broadcast on station breaks (every 15 minutes).

WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Walton Bldg. *Phone:*

SKIP CHINA AND SAVE 50%!

If you insist on trying to cover both China and the Louisville market with *one radio station*, you'd better skip WAVE, because we don't reach China. . . . On the other hand, if you agree with us that no one station can really cover both China and Louisville, anyway, you can

(1) use WAVE for the Louisville market, PLUS a good Chinese station for China—and *really cover* both markets at the cost of one big station!

—or (2) skip China entirely and save 50%!

Is the Louisville market *worth* getting? Well—1,132,692 souls can use a lot of mayonnaise, or shoes, or gasoline—enough to look pretty big in *anybody's* sales figures! . . . N.B.C.

National Representatives
FREE & PETERS, INC.

Station **WAVE** *Louisville*

1000 WATTS

INCORPORATED

940 K. C.

STATIONS—Continued

1721; 1722. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* March 17, 1934.

Secretary-treasurer, station manager: Winston L. Clark. *Commercial manager:* Edward H. Bubert. *Assistant manager:* Lyell L. Ludwig. *Program director:* Ted Grizzard. *Chief engineer:* Sanford Helt. *Artists bureau head:* Miller Welch. *Musical director:* Mary Nugent.

Rep: J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Supply listings and publicity through Lexington Herald. *Foreign language programs:* No set rules; question has never arisen as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$58 (½ hr.)

Copy restrictions: Accept beer and wine any time; hard liquor after 8 p.m.; accept patent medicine advertising provided it meets with approval of the State Pharmacy Board and Federal regulations; all copy subject to station approval and government regulations.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. *Phone:* Jackson 8391. *Power:* 1,000 watts

on 940 kc. *Affiliation:* NBC Southcentral Group. *Opened:* December 30, 1933.

Owner, station head: George W. Norton, Jr. *Station manager:* Nathan Lord. *Commercial manager:* James F. Cox. *Program director:* George Patterson. *Chief engineer:* Wilbur Hudson. *Artists bureau head, musical director:* Clifford Shaw. *Publicity director:* Sarah Ramsey.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Main studio, 75 persons. *Merchandising:* Cooperate in any service relating to the program itself, i.e., publicizing program by various means. *Foreign language programs:* No rules; such programs never requested as foreign population is very small. *Artists bureau:* Setup nominal only. *Base rate,* \$220.

Copy restrictions: Accept beer, wine, liquor and patent medicine accounts, provided they comply with Food and Drug regulations; all copy must be in good taste and is subject to station approval.

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Indiana Theatre Bldg. *Phone:* 150. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Oct. 23, 1936.

Here's what Dun's Review
says about

WLAP's

Famous Bluegrass Market

RETAIL TRADE — up 43%

More Than Any City in Kentucky

RESIDENTIAL CONSTRUCTION
—up 63%

More Than 100% in First 4 Months

AGRICULTURAL CONDITIONS

Better Than in Any Recent Years

INDUSTRIAL

Business jammed with back orders. This is YOUR market of one-half million people . . . with YOUR station serving exclusively the interests of this wealthy area.

WLAP LEXINGTON
KENTUCKY

WINSTON L. CLARK, Manager
ED. H. BUBERT, Commercial Manager

WGRC

The George Rogers Clark Station

New Albany, Ind.

Louisville, Ky.

Jeffersonville, Ind.

More than ½ Million within our half millivolt line and the preponderance daytime listeners.

Truly a bull's-eye coverage of the
Fall Cities and Environs.

Write for detailed information.

Nationally represented by

H. K. CONOVER CO.

NEW YORK -- CHICAGO
DETROIT -- MILWAUKEE

100 Per Cent. R.C.A. Equipped



They'll listen IF THEY LIKE IT!

Everyone in the show business knows that you can't pack the house unless the show's a "Wow". . .and that's the way it is in Radio. There are 1,267,519 families listening to radio in the WHAS proven primary listening area . . . a \$1,220,899,333 retail trade market . . . We can reach every one of these homes, day or night . . . but remember—it's the show they listen to, and . . . they'll listen if they like it!

W H A S

Represented Nationally by Edward Petry & Co.

Owned and operated by The Louisville Times Company

Publishers of

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

STATIONS—Continued

(Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343; also in Jeffersonville, in the Dream Theatre Bldg., phone: Jeffersonville 160).

President: Charles Lee Harris. **Managing director:** Arthur L. Harris. **Commercial manager, publicity director, artists bureau head:** Robert J. McIntosh. **Program director:** John E. Lepping. **Musical director:** Rosalind Brown. **Chief engineer:** Jack Gardner.

Rep: H. K. Conover. **News:** INS. **Seating facilities:** Have access to two theatres, capacity, 1,100 apiece. **Merchandising:** Maintains a department; contacts jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$100.

Copy restrictions: All copy subject to general manager's approval; take alcoholic beverages of all kinds; patent medicines accepted if they pass FCC approval.

WHAS, LOUISVILLE

Operator: Louisville Times Company, Courier Journal & Times Bldg. **Phone:** Wabash 2211. **Power:** 50,000 watts on 820 kc. **Affiliation:** CBS. **Opened:** July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

Owner: Barry Bingham. **Station man-**

ager: Credo Fitch Harris. **Commercial manager:** W. L. Coulson. **Program director:** Joe Eaton. **Chief engineer:** Howard Campbell. **Artists bureau head:** Bob Drake. **Musical director:** Harry Currie. **Publicity director:** Dolly Sullivan.

Rep: Edward Petry & Co., Inc. **News:** UP. **Seating facilities:** 100 persons. **Merchandising:** Supply daily listings, pictures and highlights in Courier-Journal and Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc., by telephone or personal calls, broadsides and other direct mail; surveys and window displays are handled by Montgomery Associates at a small cost to the advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

Copy restrictions: Accept beer any time; wine and hard liquor only during late evening hours; commercials for alcoholic accounts must be institutional and are subject to stringent regulations; patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Inc., Ninth & Terrell Sts. **Power:** 250 and 100 watts on 1420 kc.

Rep: J. J. Devine & Associates, Inc. **Base rate:** \$35.

No other information available after repeated requests.

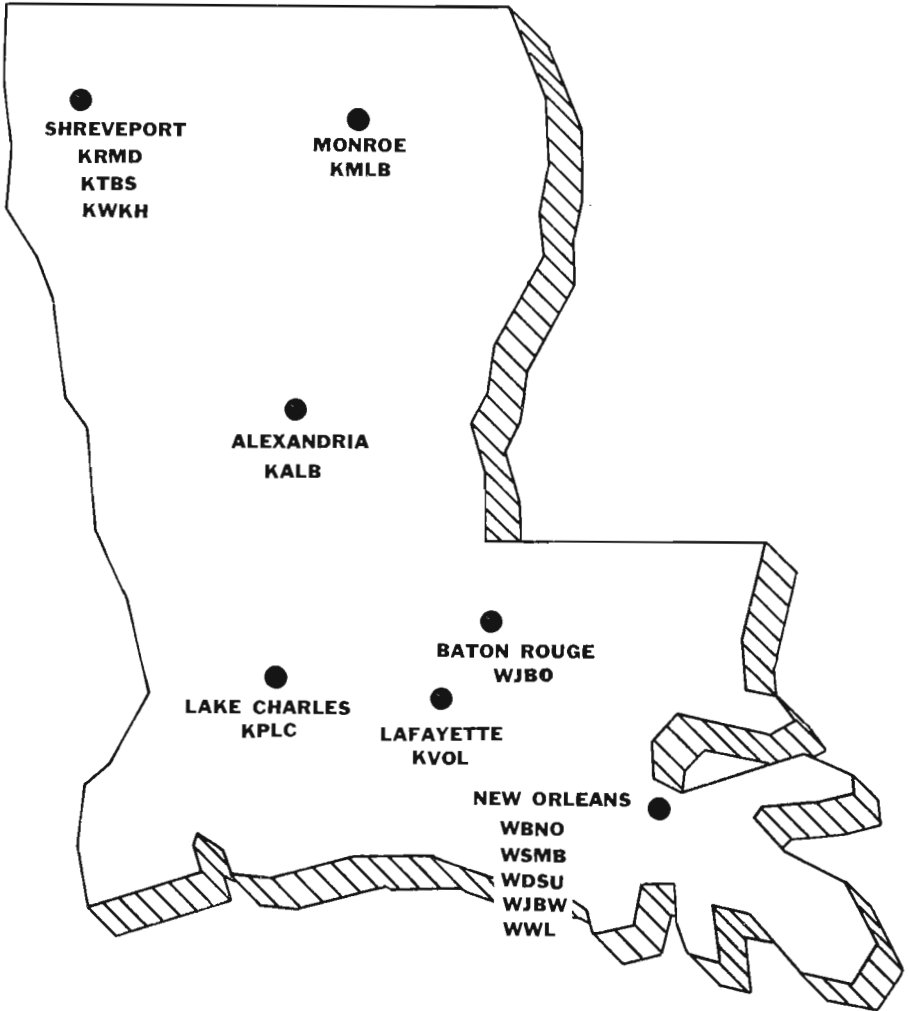
LOUISIANA

(260,000 radio homes)

Radio Homes by Counties

Acadia	4,000	Iberia	2,800	St. Charles.....	900
Allen	1,400	Iberville	2,300	St. Helena.....	500
Ascension	1,700	Jackson	1,400	St. James.....	1,100
Assumption	1,300	Jefferson	3,500	St. John the Baptist..	1,100
Avoyelles	2,600	Jefferson Davis.....	2,200	St. Landry.....	5,100
Beauregard	1,300	Lafayette	4,200	St. Martin.....	1,700
Bienville	1,800	Lafourche	3,000	St. Mary.....	2,800
Bossier	2,200	La Salle.....	1,200	St. Tammany.....	2,200
Caddo	23,600	Lincoln	1,100	Tangipahoa	4,300
Calcasieu	6,500	Livingston	1,100	Tensas	1,300
Caldwell	900	Madison	1,500	Terrebonne	2,900
Cameron	300	Morehouse	2,500	Union	1,500
Catahoula	900	Natchitoches	3,100	Vermilion	2,600
Claiborne	2,800	Orleans	90,800	Vernon	1,600
Concordia	1,000	Ouachita	8,900	Washington	3,400
De Soto.....	2,600	Plaquemines	700	Webster	2,600
East Baton Rouge..	12,100	Pointe Coupee.....	1,500	West Baton Rouge..	800
East Carroll.....	1,400	Rapides	7,900	West Carroll.....	1,000
East Feliciana.....	1,200	Red River.....	1,200	West Feliciana.....	800
Evangeline	1,600	Richland	2,100	Winn	1,300
Franklin	2,400	Sabine	2,200		
Grant	1,300	St. Bernard.....	400		

LOUISIANA



KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. *Phone:* 65. *Power:* 100 watts on 1420 kc (to sunset). *Affiliation:* None. *Opened:* Sept. 21, 1935. (Note: Application pending for 1210 kc unlimited time.)

General manager, station manager: James W. Worthington. *Commercial manager:* Gordon Hilton. *Program director:* Kenneth E. White. *Chief engineer:* Paul E. Curtis.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room for 300. *Merchandising:* None. *Foreign language programs:* None needed in this area. *Artists bureau:* None. *Stock:* Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. *Base rate:* \$47.25.

Copy restrictions: None.

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. *Phone:* 3647. *Power:* 100 watts on 1420 kc. (has construction permit for 500 watts on 1120 kc., unlimited, except 8 to 9 p.m. Friday and Monday evenings). *Affiliation:* Southern Broadcasting Network (regional); NBC Blue. *Opened:* 1924 (in New Orleans; in Baton Rouge since Dec. 12, 1934). (Note: This station is newspaper-affiliated with the Baton Rouge State-Times and Morning Advocate.)

Vice-president and general manager: H. Vernon Anderson. *Commercial manager:* Roy Dabadie. *Program director:* Paul Goldman. *Chief engineer:* Wilbur Golson. *Musical director:* Dardanella Mullen. *Publicity director:* Ralph Rogers.

Rep: None. *News:* AP. *Seating facilities:* About 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Chas. P. Manship, Sr. and Chas. P. Manship, Jr. *Base rate:* \$44.

Copy restrictions: Beer and light wines accepted; no hard liquors; all copy must conform to Federal Trade Commission rules.

KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., 300 Jefferson St. *Phone:* 336. *Power:* 100 watts on 1310 kc. *Affiliation:* Louisiana Network. *Opened:* July 29, 1935. (Note: this station is affiliated with the Louisiana Daily Advertiser.)

President: Morgan Murphy. *Station manager:* George H. Thomas. *Commercial manager:* Robert A. Escudier. *Chief engineer:* James G. Cooper. *Publicity director:* Mrs. Hazel Guilbeau.

Rep: None. *News:* AP. *Seating facilities:* 50 persons. *Merchandising:* Window displays. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: Accept beer, wine, liquor, and some patent medicine advertising; all copy must conform to station's standards and government regulations.

KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. *Phone:* 82. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* April 26, 1935.

General manager: L. M. Sepaugh. *Station manager:* C. R. Porter. *Commercial manager:* Frank Carroll. *Program director:* Kenneth McDaniel. *Chief engineer:* E. C. Moses.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* Reception room, seating 15 persons. *Merchandising:* Reasonable services offered free of charge. *Foreign language programs:* Accept French programs only, and these are restricted to a certain period of the day. *Artists bureau:* None. *Base rate:* \$45.

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

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. *Phone:* 4321. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. *Station manager:* J. C. Liner, Sr. *Program director, artists bureau head, musical director:* Don Breitenmoser. *Chief engineer:* O. L. Morgan.

Rep: Radio Markets, Inc. *News:* Transradio. *Seating facilities:* About 50 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$50.

Copy restrictions: Light wines and beer advertising accepted at any time; hard liquors only after 9 p.m., with careful scrutiny of copy; all copy must be in good taste in the opinion of the station management.

WBNO, NEW ORLEANS

Operator: The Coliseum Place Baptist Church, 720 Common St. *Power:* 100 watts on 1200 kc (shares time with WJBW). *Affiliation:* None.

Managing director: Edward R. Musso.

Rep: Cox and Tanz. *Base rate:* \$25 (½ hr.).

Copy restrictions: No alcoholic beverage advertising accepted.

No other information available after repeated requests.

WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. *Phone:* Raymond 7135. *Power:* 1,000 watts on 1250 kc. *Affiliation:* NBC Blue. *Opened:* July 23, 1923.

President: J. H. Uhalt. *Vice-president, commercial manager:* P. K. Ewing. *Program director:* Earl H. Smith. *Chief engineer:* D. R. Hines. *Musical director:* Albert A. Hodges.

Rep: Transamerican Broadcasting & Television Corp. *News:* Transradio; RNA. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours;" all copy must conform to government regulations and station approval.

WJBW, NEW ORLEANS

Operator: C. C. Carlson, Godchaux Bldg. *Power:* 100 watts on 1200 kc (shares time with WBNO). *Affiliation:* None.

Rep: None. *Base rate:* \$26 (½ hr.).

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. *Phone:* Main 5920. *Power:* 1,000 watts on 1320 kc. *Affiliation:* NBC South-central Group. *Opened:* April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; station is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

President: E. V. Richards. *General manager:* H. Wheelahan. *Commercial manager:* T. J. Fontelieu. *Program director, artists bureau head:* W. J. Brengel. *Chief engineer:* H. G. Nebe. *Musical director:* None listed; duties assumed by various persons. *Publicity director:* Don Lewis.

Rep: Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Lobby, 300 capacity; also Maison Blanche Auditorium, capacity 1,000. *Merchandising:* Any reasonable service rendered, but cost must be borne by advertiser. *Foreign language programs:* None on station currently; French and Italian could be used. *Artists bureau:* Acts as supply house for talent, rather than contractor of permanent artists; picks performers from Local Union

WSMB

FOR 12 YEARS NEW ORLEANS'
MOST POPULAR STATION

• • •

*Reason: Our best efforts concentrated on
Programs and Showmanship all the time*

New high-efficiency antenna and latest type high fidelity equipment assures clients best possible coverage for a regional station

WSMB TESTIMONIALS:

500,000 New Orleanians
1,200,000 Country and Small City Residents

STATIONS—Continued

Musicians and Little Theatre, offering them a chance on the air on a rotating basis. *Base rate:* \$130 (half hour).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 p.m.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls.

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. *Phone:* Raymond 2196. *Power:* 10,000 watts on 850 kc. *Affiliation:* CBS. *Opened:* March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. *Station manager:* Vincent F. Callahan. *Assistant manager:* Capt. A. C. Pritchard. *Program director:* James Willson. *Chief engineer:* J. D. Bloom, Jr. *Musical director:* Karl Lelky.

Rep: None. *News:* UP. *Seating facilities:* Dome Room, 600 persons. *Merchandising:* Charge for services; circular letters, up to 300, \$4.50, plus postage; local telephone calls, 10c. apiece; local personal calls, 50c. apiece. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Station is wholly owned by Loyola University. *Base rate:* \$130 (half hour).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency; no advertising from dentists; no unethical products.

KRMD, SHREVEPORT

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. *Phone:* 6171. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

Station head: L. M. Sepaugh. *Station and commercial manager:* G. V. Wilson. *Program and publicity director:* W. E. Rowens, Jr. *Chief engineer:* R. M. Dean.

Rep: J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: None listed.

KTBS, SHREVEPORT

Operator: Tri State Broadcasting System, Commercial Bldg. *Phone:* 4171. *Power:* 1,000 watts on 1450 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1928.

(Note: This station is newspaper-owned by the Shreveport Times as is KWKH of the same city.)

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* B. G. Robertson. *Chief engineer:* C. H. Maddox. *Publicity director:* Jack Keasler.

Rep: The Branham Co. *News:* UP. *Seating facilities:* 75 persons (studios shared with KWKH). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by the Times Publishing Co., Ltd. *Base rate:* \$90 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.

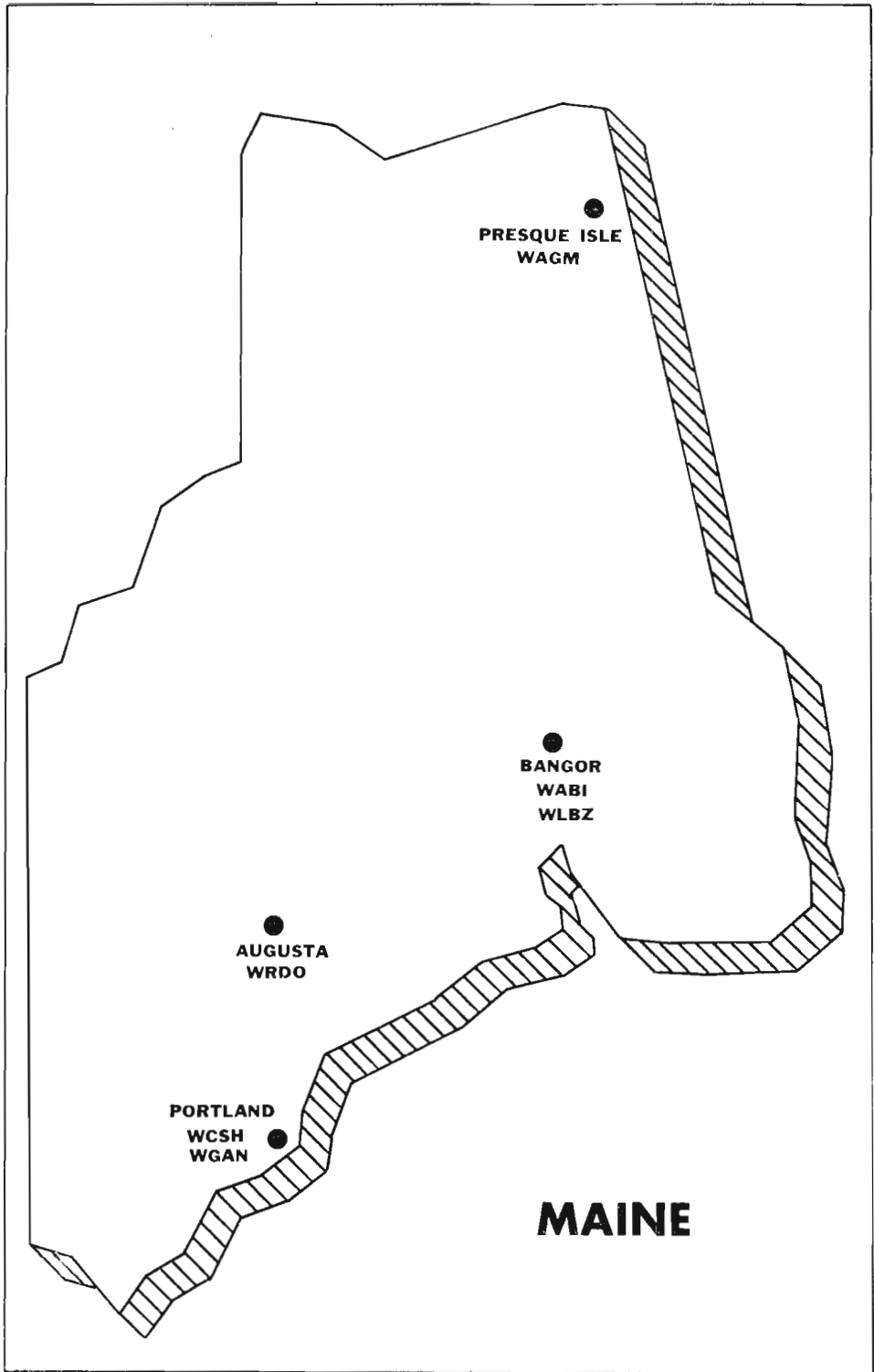
KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. *Phone:* 4171. *Power:* 10,000 watts on 1100 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: This station is newspaper-owned by the Shreveport Times as is KTBS of the same city.)

President: John D. Ewing. *Station manager:* John C. McCormack. *Commercial manager:* Jack O. Gross. *Program and musical director, artists bureau head:* Fred Ohl. *Chief engineer:* William E. Antony. *Publicity director:* Jack Keasler.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* 75 persons (shared with KTBS). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Times Publishing Co., Ltd. *Base rate:* \$100 (½ hr.).

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.



MAINE

(163,600 radio homes)

Radio Homes by Counties

Androscoggin	16,600	Knox	6,600	Somerset	6,700
Aroostook	14,600	Lincoln	3,200	Waldo	3,800
Cumberland	30,300	Oxford	7,600	Washington	6,400
Franklin	4,000	Penobscot	20,000	York	14,200
Hancock	7,000	Piscataquis	3,300		
Kennebec	15,500	Sagadahoc	3,800		

WRDO, AUGUSTA

Operator: Capital Broadcasting Co., Inc., 1 Commercial St. *Phone:* 2285. *Power:* 100 watts on 1370 kc. *Affiliation:* Colonial, Yankee, Mutual, Maine Broadcasting Systems. *Opened:* Feb. 23, 1932.

Station manager: Conrad E. Kennison. *Commercial manager:* Walter Weightman. *Chief engineer:* Harold Dinsmore.

Rep: None. *News:* Yankee Network News Service; Maine News Service (local). *Seating facilities:* None. *Merchandising:* Contact dealers and prospective dealers in language, personally or by mail. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medi-

cines accepted subject to station approval; commercials must conform to station standards.

WABI, BANGOR

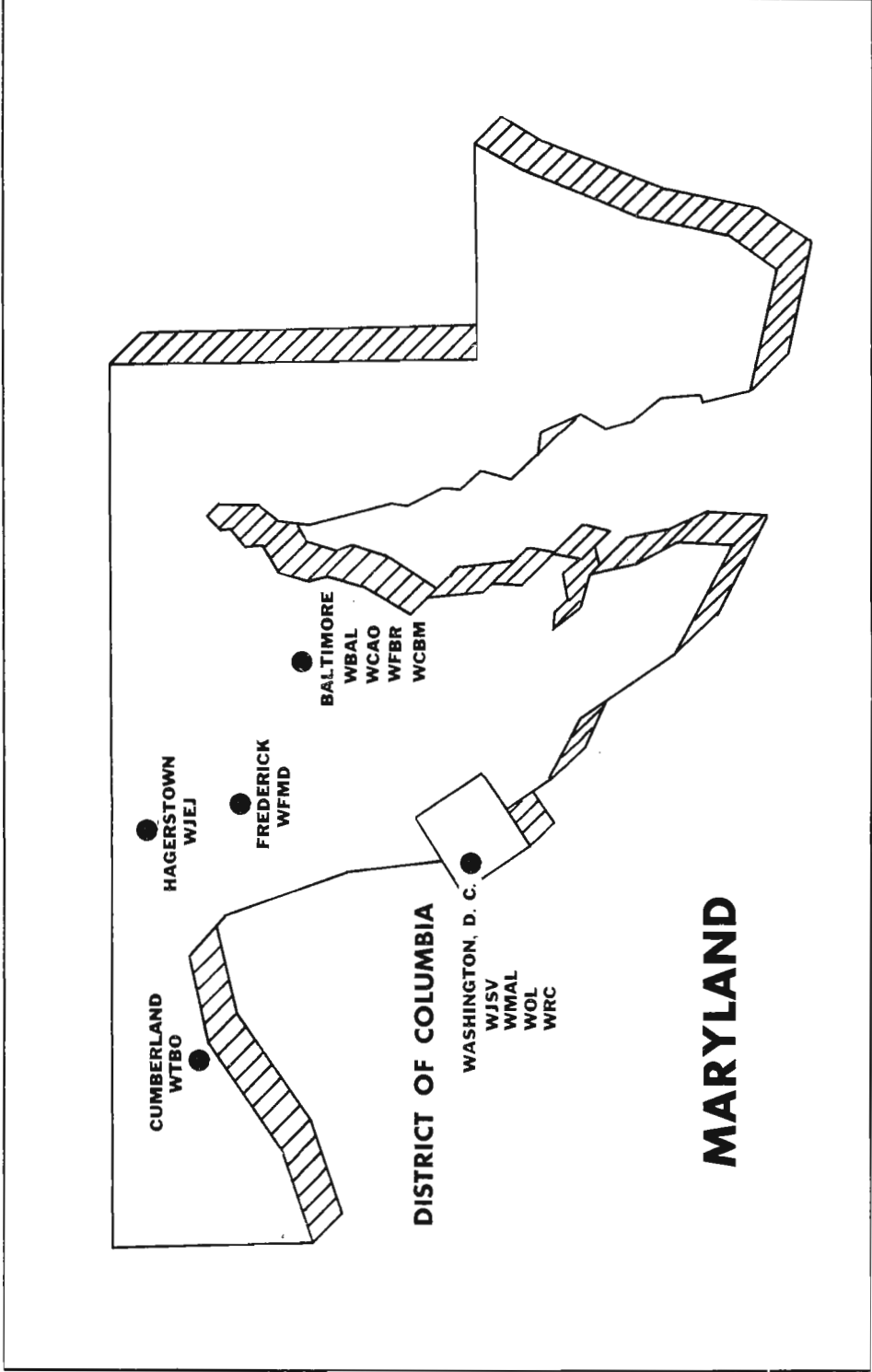
Operator: Community Broadcasting Co., State St. *Phone:* 6658. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June 30, 1923.

General manager: F. B. Simpson. *Station manager:* B. M. Havey. *Commercial manager:* Guy Corey. *Program director:* R. M. Wallace. *Chief engineer:* Nelson Lawson. *Artists bureau head:* Addison Palmer.

Rep: Niles, Field & Associates (New York). *News:* None. *Seating facilities:* Approximately 100. *Merchandising:* None.

For the Best Results Use

"THE MAINE STATION FOR MAINE PEOPLE"**W L B Z****THE STATION WITH A CHARACTER
CHARACTERISTIC OF MAINE****Thompson L. Guernsey****Founder and Managing Director**



CUMBERLAND
WTBO

HAGERSTOWN
WJEJ

FREDERICK
WFMD

BALTIMORE
WBAL
WCAO
WFBR
WCBM

DISTRICT OF COLUMBIA

WASHINGTON, D. C.
WJSV
WMAL
WOL
WRC

MARYLAND

STATIONS—Continued

Foreign language programs: Accept both programs and announcements. *Artists bureau:* No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. *Stock:* Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. *Base rate:* \$50.

Copy restrictions: Copy passed at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 p.m.

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. *Phone:* 6023; 9808. *Power:* 1,000 and 500 watts on 620 kc. *Affiliation:* CBS; Yankee Network. *Opened:* 1926; operated as 1-EE previously (1921).

Manager-director, publicity: Thompson L. Guernsey. *Commercial manager:* Edward Guernsey. *Program director:* Jack Atwood. *Chief engineer:* Bernard Kellom. *Musical director:* Norman Lambert.

Rep: Weed & Co. *News:* Yankee Network News Service; own local reporting. *Seating facilities:* Studio, 120; observation room, 25. *Merchandising:* Contact dealers; distribute publicity and promotional material to wholesalers. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holder is Thompson L. Guernsey. *Base rate:* \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate.

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. *Phone:* 3-9667. *Power:*

2,500 and 1,000 watts on 940 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* June 25, 1925.

President: Henry P. Rines. *Director:* George F. Kelley, Jr. *Commercial manager:* Linwood T. Pitman. *Program director:* Albert Willard Smith. *Chief engineer:* Fred Crandon. *Musical director:* Arthur F. Kendall.

Rep: Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* French language broadcasts occasionally accepted, but not invited. *Artists bureau:* Nominally maintained to pick artists from available supply in city. *Base rate:* \$160.

Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words.

WGAN, PORTLAND

Operator: Portland Broadcasting System, Inc. *Power:* 500 watts on 640 kc (operates limited hours with dominant station on its channel—KFI). *Affiliation:* None. (Note: this station is newspaper affiliated with the Portland Press Herald and the Portland Express—Gannett papers.)

No other information available.

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. *Power:* 100 watts on 1420 kc (operates on specified hours). *Affiliation:* None.

Rep: None. *Base rate:* \$40.

Copy restrictions: Accept beer and wine and hard liquors.

MARYLAND

(320,000 radio homes)

Radio Homes by Counties

Allegany	13,300	Charles	1,600	Queen Annes.....	1,600
Anne Arundel.....	8,500	Dorchester	3,400	St. Marys.....	1,500
Baltimore	211,300	Frederick	8,300	Somerset	2,400
Baltimore City		Garrett	2,000	Talbot	3,100
(Inc. in Baltimore County)		Harford	5,200	Washington	10,900
Calvert	1,300	Howard	2,200	Wicomico	5,500
Caroline	2,400	Kent	2,200	Worcester	3,200
Carroll	5,600	Montgomery	11,100		
Cecil	4,000	Prince Georges.....	9,400		

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. *Phone:* Plaza 4900. *Power:* 10,000 watts on 1060 kc. *Affiliation:* NBC Basic Blue. *Opened:* November 2, 1925.

(Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

Station and commercial manager: Edwin M. Spence. *Program director:* Gustav

BALTIMORE IS A 350 MILLION DOLLAR MARKET!

59.9% of Baltimore's families
OWN THEIR OWN HOMES--it
has the highest rate of home-
ownership of any large city
in the United States . . .

***W F B R is Baltimore's
first-choice radio station!***

**IN BALTIMORE
THEY LISTEN TO -**

W F B R

National
Representatives
EDWARD PETRY & CO.
NEW YORK - CHICAGO
SAN FRANCISCO
DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

Klemm. *Chief engineer:* Gerald W. Cooke. *Musical director:* Bob Iula. *Publicity director:* Edward Codel.

Rep: Hearst Radio. *News:* INS; UP; Universal. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval.

WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. *Phone:* Madison 7222. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* CBS. *Opened:* May, 1922.

Executive vice-president, station manager, commercial manager: J. Thomas Lyons. *Program director, publicity director:* Gordon A. Scheihing. *Chief engineer:* Martin L. Jones.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* 47,500 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. *Base rate:* \$300.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 p.m.; limit the number of patent medicine advertisers.

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., 114 W. Lexington St. *Phone:* Plaza 5350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* 1924.

President: John Elmer. *Station and commercial manager:* George Roeder. *Chief engineer:* G. Porter Houston.

Rep: None. *News:* INS, Universal. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Accepted; governed by same rules as regular announcements. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and Pure Food & Drug Act.

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., 7 St. Paul St. *Phone:* Plaza 6030. *Power:* 1,000 and 500 watts on 1270 kc. *Affiliation:* NBC Basic Red. *Opened:* June 4, 1922.

President: Robert S. Maslin. *Executive vice-president:* Hope H. Barroll, Jr. *Commercial manager:* Purnell H. Gould. *Program director:* Bert Hanauer. *Chief engineer:* William Q. Ranft. *Artists bureau head, musical director:* Joseph Imbrogulio. *Publicity director:* Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Studio, 200 persons; also main ballroom of Lord Baltimore Hotel, 500. *Merchandising:* Have department; send letters to dealers; pre-program announcements; stage dealer meetings; furnish sponsor with route lists; display client's wares in studios; check response to programs among dealers and consumers (former by phone, latter by mail); will mail 50 letters or make 50 calls free in any phase of merchandising service—further service billed at cost; tie-up with seven county newspapers and one Baltimore daily in addition to screen trailers used for free advertising for spot program advertisers. *Foreign language programs:* Accepted at restricted time. *Artists bureau:* Setup nominal only. *Base rate:* \$300.

Copy restrictions: Not over four minutes of commercial in a 15-minute program; no comparative price mentions; will take beer and wine programs, but not announcements only; no hard liquor advertising; no laxative announcements after 6 p.m.; station is associate member of the Proprietary Association.

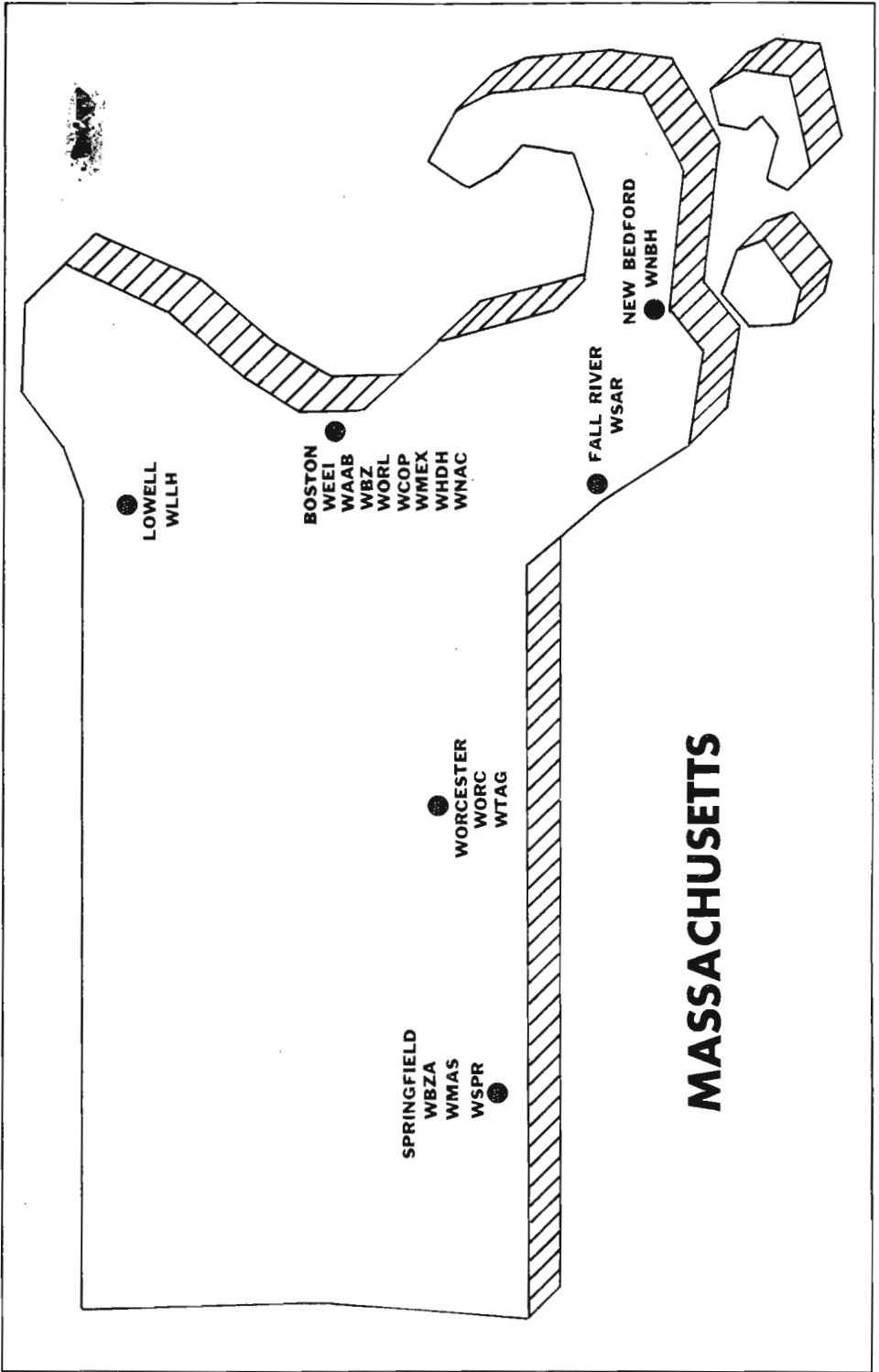
WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. *Phone:* Cumberland 299. *Power:* 250 watts on 800 kc. (to sunset). *Affiliation:* Quaker State Network. *Opened:* October, 1929.

Treasurer, general manager: H. B. McNaughton. *Program director:* Robert Roasmond. *Chief engineer:* George Lennert.

Rep: Joseph Hershey McGillvra. *News service:* Transradio. *Seating facilities:* About 75 persons. *Merchandising:* Dealer contacts, trade and consumer publicity gratis. *Foreign language programs:* Accepted; German only foreign language of value in this area. *Artists bureau:* None. *Stock:* Principally held by Roger W. Clipp, president, and Frank Becker, vice-president. *Base rate:* \$86.25.

Copy restrictions: Accept all alcoholic beverages if copy is in good taste; copy



should not be out of balance with entertainment phases of programs.

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Francis Scott Key Hotel. *Phone:* 1466. *Power:* 500 watts on 900 kc (to local sunset). *Affiliation:* None. *Opened:* Jan. 1, 1936.

Vice-president, general manager, commercial manager: A. V. Tidmore. *Program director, artists bureau head:* Bob Longstreet. *Chief engineer:* John A. Fels. *Musical director:* Winston Shipley. *Publicity director:* Deane Long.

Rep: None. *News:* Transradio. *Seating facilities:* Winchester Hall, capacity 500. *Merchandising:* None formulated as yet; clients largely local. *Foreign language programs:* Would accept, but population doesn't warrant such programs. *Artists bureau:* Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." *Base rate:* \$60 (one hour, 13 times).

Copy restrictions: Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations.

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Lovely Dame Bldg. *Phone:* 2323. *Power:* 100 watts on 1210 kc. (daytime; has been granted specified hour nighttime operation with 50 watts, which will be effective as soon as engineering rules of the FCC are met). *Affiliation:* None. *Opened:* Oct. 29, 1932.

Manager: Grover C. Crilley. *Assistant manager, program director, artists bureau head, musical director:* William H. Paulsgrove. *Commercial manager:* C. H. Myers. *Chief engineer:* Harold Brewer.

Rep: None. *News:* Transradio. *Seating facilities:* auditorium arrangement for presenting public shows; capacity 600; admission to be charged, if any, is optional with the sponsor. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45 (one hour one week).

Copy restrictions: Accept beer, wines and hard liquors; patent medicines must stand scrutiny of Food & Drugs Administration; all copy must conform with government regulations.

MASSACHUSETTS

(946,900 radio homes)

Radio Homes by Counties

Barnstable	8,700	Franklin	11,800	Norfolk	68,800
Berkshire	27,300	Hampden	80,000	Plymouth	40,900
Bristol	73,700	Hampshire	15,800	Suffolk	190,900
Dukes	1,300	Middlesex	203,200	Worcester	105,600
Essex	117,900	Nantucket	1,000		

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 500 watts on 1410 kc. *Affiliation:* Colonial Network, Mutual Broadcasting System. *Opened:* April 20, 1931.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* William Warner. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* A. Stephenson.

Rep: Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. *Foreign language programs:* Accepts certain types; acceptance depends on merit as public entertainment. *Artists*

bureau: Yes; has complete roster of talent. *Base rate:* \$200.

Copy restrictions: Accept beer, wines, liquor; Better Business Bureau and Proprietary Association consulted.

WBZ-WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric & Mfg. Co.; leased and programmed by the National Broadcasting Co., Inc. *WBZ:* Hotel Bradford, Boston. *WBZA:* Hotel Kimball, Springfield. *Phone:* WBZ: Hancock 4261; WBZA: Springfield 2-1613. *Power:* WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: both stations operate simultaneously and in synchronism on the same frequency and wavelength.) *Affiliation:* NBC Basic Blue. *Opened:* WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924. (Note: both stations joined the NBC Blue on Jan. 1, 1927; they were leased from Westinghouse March 1, 1932.)

WAAB

The Sports Station of New England . . .

KEY station of the Colonial Network. Mutual Broadcasting System outlet . . . New England's outstanding sports station, featuring exclusive play-by-play broadcasts of major league baseball games, collegiate and professional football, boxing, wrestling, hockey, racing broadcasts from local tracks and race results from tracks throughout the country, and more outside pickups than any other radio station in New England. . . . Commands in Boston more listeners than any other local station, exclusive of major network stations. Has 20.3% more listeners than first competing outlet—118.3% more listeners than second competing outlet, based on audiometer (mechanically recorded) survey. . . . Provides complete low-cost coverage of the entire Metropolitan Boston area. . . . Among local stations (as distinguished from major network stations) carries largest volume of local business by a wide margin.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

STATIONS—Continued

General manager: John A. Holman. *Commercial manager:* Gordon B. Ewing. *Program director:* John F. McNamara. *Chief engineer:* Dwight A. Myer. *Artists bureau head:* Cleon B. White. *Musical director:* John H. Wright. *Publicity director:* George A. Harder.

Rep: National Broadcasting Co. *News:* UP; Press-Radio. *Seating facilities:* Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

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; patent medicines subject to NBC acceptance rules.

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. *Phone:* Commonwealth 1717. *Power:* 500 watts on 1120 kc (operates daytime). *Affiliation:* None. *Opened:* Aug. 26, 1935.

President: Harold A. Lafount. *Station manager:* Gerard H. Slattery. *Program director:* Arthur Leary. *Chief engineer:* Whitman Hall. *Publicity director:* James Donovan.

Rep: Weed & Company. *News:* Transradio. *Seating facilities:* Public function rooms of hotel used, capacity 2,000. *Merchandising:* Contacts with distributing houses; forward promotional material for the advertiser; tabulate and sort contest mail. *Foreign language programs:* Accepted if English translation is submitted in advance. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Alcoholic beverages accepted; patent medicines must have Federal Trade Commission approval; commercial copy "carefully edited and must comply with station regulations."

WEEL, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. *Phone:* Hubbard 2323. *Power:* 5,000 and 1,000 watts on

590 kc. *Affiliation:* CBS. *Opened:* Sept. 29, 1924.

Station manager: Harold E. Fellows. *Commercial manager:* Roy Marks. *Program director:* Arthur F. Edes. *Chief engineer:* Phillip K. Baldwin. *Production manager, musical director:* Lloyd G. Del Castillo. *Publicity director:* L. S. Whitcomb.

Rep: Radio Sales, Inc. *News:* UP, Herald-Traveler (local). *Seating facilities:* Studio A, seating 100 persons; Salle Moderne, Hotel Statler, seating 500; Grand Ball Room, Hotel Statler, seating 1,200. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Stock:* Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS.

Copy restrictions: See CBS program policies.

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. *Power:* 1,000 watts on 830 kc (daytime). *Affiliation:* None.

General manager: R. G. Matheson.

Rep: None. *Base rate:* \$100.

No further information available after several requests.

WMEX, BOSTON

Operator: Northern Corporation, Brookline Ave. *Phone:* Commonwealth 3900. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* October 18, 1934.

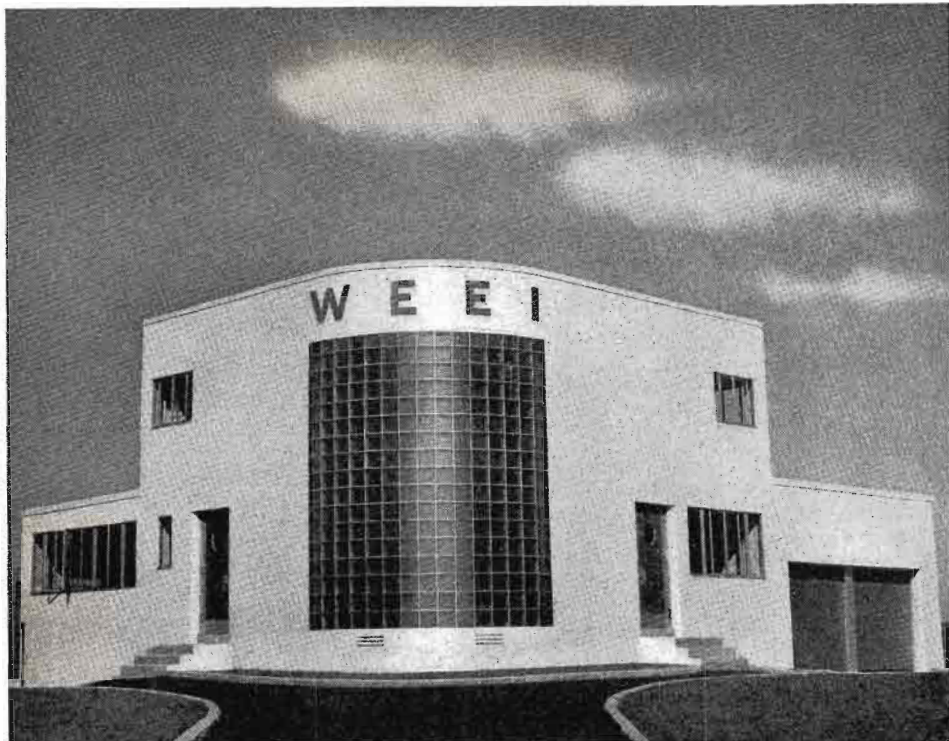
Managing director, station manager, chief engineer: Alfred J. Pote. *Commercial manager:* A. Alfred Wasser. *Program director, artists bureau head:* John E. Reilly. *Musical director:* Harrison Flint. *Publicity director:* Vivienne M. Cameron.

Rep: Craig & Hollingbery, Inc. *News:* Christian Science Monitor. *Seating facilities:* Studio A, 100 persons; Studio B, 50. *Merchandising:* None. *Foreign language programs:* Accept Italian programs. *Artists bureau:* Setup nominal only. *Stock:* Principally held by A. M. Iovanna, M. E. Gorman and Josephine Cunningham. *Base rate:* \$120.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station.

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 5,000 and 1,000 watts on 1230



THIS IS . . . the house¹ that has the power² that pumps
the words³ that sell the goods⁴ that people⁵
buy who live in the town of Boston.⁶

1. house, and new high-fidelity transmitter with directional antenna system: dedicated April 3, 1937. **2. power**: increased to 5,000 watts, daytime, April 3, 1937. **3. words**: in 60, 30, 15, 10, 5 minute programs; and announcements in 3 participating program periods. **4. goods**: WEEL carries 226 weekly

commercial programs, representing 143 different products and services. **5. people**: WEEL serves an area in which 4 million people live and buy. **6. town of Boston**: we mean that area served by WEEL, where Bostonians, those who are called "Bostonians," and most New Englanders live.

WEEL — BOSTON 5,000 watts day, 1,000 night. Operated by the Columbia Broadcasting System • Represented by RADIO SALES: NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO



kc. *Affiliation:* NBC Basic Red, The Yankee Network. *Opened:* July 31, 1922.

President: John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* C. W. Phelan. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Artists bureau head:* Van D. Sheldon. *Publicity director:* Gerald Harrison.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. *Foreign language programs:* Does not accept. *Artists bureau:* Yes; complete talent roster. *Base rate:* \$400.

Copy restrictions: Beer, wines, liquor accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules.

WORL, BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. *Phone:* Commonwealth 5100. *Power:* 500 watts on 920 kc (daytime). *Affiliation:* None. *Opened* 1926 (as WBSO; call letters changed in 1936).

President: Harold A. Lafount. *Station manager, commercial manager:* W. Cort Treat. *Program director, musical director:* Stanley Schultz. *Chief engineer:* George Luckey. *Publicity director:* Harry Marble.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor. *Merchandising:* Maintains such a department; no details given. *Foreign language programs:* Accepted; translation must be furnished in advance. *Base rate:* \$75.

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station approval.

WSAR, FALL RIVER

Operator: Doughty & Welch Electric Co., Academy of Music Bldg., South Main St. *Phones:* 450-451. *Power:* 1,000 watts on 1450 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* 1921.

President, treasurer, station manager: William T. Welch. *Commercial manager, publicity director:* Archibald Gillis. *Program director, artists bureau head:* J. Y. Welch. *Chief engineer:* John C. Pavis. *Musical director:* Harry W. Craig.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* Three studios, largest one seating 100 persons. *Merchandising:* Publicity, coverage and

market data offered free; all other services rendered at actual cost. *Foreign language programs:* Accepted; French, Italian, Portuguese, Polish and Assyrian programs current; copy subject to station approval or revision. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those of the FCC.

WLH, LOWELL

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. *Phone:* Lowell 2121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* Oct. 10, 1934.

President: A. S. Moffat. *Station manager, program director:* Robert F. Donahue. *Commercial manager:* Haskell Bloomberg. *Chief engineer:* William MacDonald.

Rep: Edward Petry & Co., Inc. *News:* The Yankee Network News Service; also own local news service. *Seating facilities:* Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. *Merchandising:* Give air plugs, as well as publicity in the Lawrence Telegram, with which station has reciprocal agreement. *Foreign language programs:* Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Take wine, beer, hard liquors, but copy must not tend to encourage their use; other copy must conform to "commonly accepted standards."

WNBH, NEW BEDFORD

Operator: E. Anthony & Sons, Inc., 251 Union St. *Phone:* 5533. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* May, 1921, as WDAU; later changed to WBBG; as WNBH since 1925. (Note: This station is newspaper-owned: Mercury and Standard-Times.)

General manager: Irving Vermilya. *Commercial manager, program director:* Sol Chain. *Chief engineer:* Clyde Pierce.

Rep: None. *News:* INS. *Seating facilities:* None. *Merchandising:* Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. *Foreign language pro-*

WNAC

Always Boston's Most Popular Station

KEY station of The Yankee Network. NBC Red Network outlet. . . . Blankets the 80 cities and towns of the Metropolitan Boston area, serving a population of 2,307,897. . . . By every independent survey ever made—house-to-house, co-incidental telephone or audiometer—WNAC has led all Boston stations in all-day average of listeners. Commands 22.0% more listeners than the first competing outlet—43.2% more listeners than the second competing outlet. . . . First in showmanship on the strength of Yankee Network News Service and other headline programs originating in WNAC studios. First in dealer acceptance by actual volume of local contracts.

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc. *Exclusive National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

grams: Accepted at any time under same rules as English programs. *Artists bureau:* Setup nominal only. *Base rate:* \$100.

Copy restrictions: Laxative advertising not accepted; beer and light wines okay; no hard liquor; no Beano, Bingo or Bank Nights.

WBZA, SPRINGFIELD

For complete description of this station, see WBZ-WBZA, Boston.

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Stonehaven. *Phone:* 7-1414. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1932.

President: A. S. Moffat. *Station manager:* A. W. Marlin. *Commercial manager:* Edward J. Samuel. *Program director, artists bureau head:* F. Turner Cooke. *Chief engineer:* James L. Spates. *Musical director:* Paul Pelletier. *Publicity director:* Warren Greenwood.

Rep: Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Two studios, accommodate about 35 persons. *Merchandising:* Service rendered to sponsor in accordance with needs. *Foreign language programs:* Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and French programs. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$125.

Copy restrictions: Accept beer, wine and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

WSPR, SPRINGFIELD

Operator: Connecticut Valley Broadcasting Co., 63 Chestnut St. *Phone:* 6-2757. *Power:* 500 watts on 1140 kc. (operates to 1 hour after sunset). *Affiliation:* Mutual Broadcasting System; Colonial Network; Yankee Network. *Opened:* June 3, 1936.

President, station manager: Quincy A. Brackett. *Commercial manager:* Milton W. Stoughton. *Program, musical and publicity director; artists bureau head:* Wayne H. Latham. *Chief engineer:* Hillis W. Holt.

Rep: Sears & Ayer, New York and Chicago; James F. Fay, Boston. *News:* Transradio. *Seating facilities:* Reception room, capacity not listed; local theatre, 200 persons. *Merchandising:* Supply coverage and

market data; comprehensive information and suggestions for merchandising; cooperate in any plans worked out by sponsor. *Foreign language programs:* Will accept, but endeavor to keep them down to a minimum. *Artists bureau:* Setup nominal only. *Base rate:* \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually.

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 60 Franklin St. *Phone:* 5-3101. *Power:* 500 watts on 1280 kc. *Affiliation:* CBS. *Opened:* February, 1925.

Owner, operator: Alfred F. Kleindienst. *Station manager:* E. E. Hill. *Commercial manager:* W. R. Moran. *Program director:* A. S. Hall. *Musical director:* R. D. Brooks.

Rep: Craig and Hollingbery, Inc. *News:* Transradio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any type of merchandising is provided at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer, wines and liquors, if "in good taste and offensive to no one," but do not solicit these accounts; well-known patent medicines accepted.

WTAG, WORCESTER

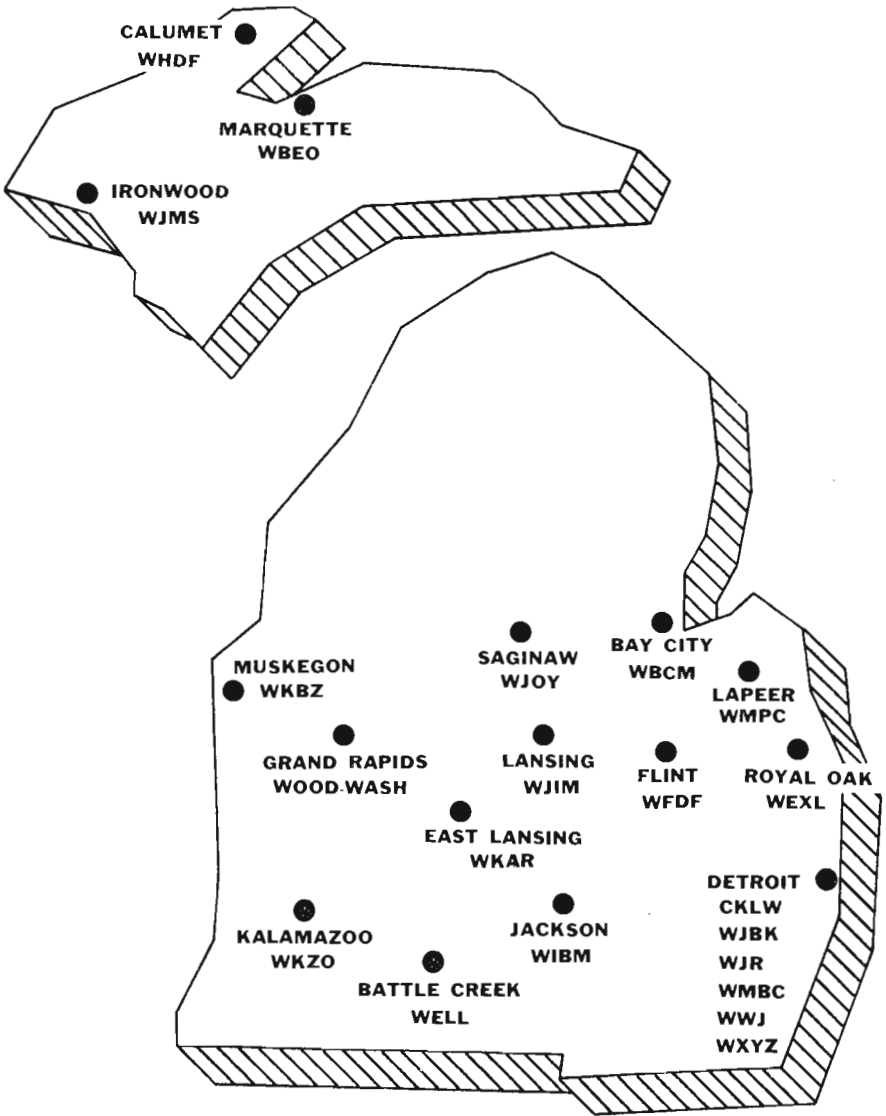
Operator: Worcester Telegram Publishing Co., Inc., Franklin St. *Phone:* 5-4321. *Power:* 1,000 watts on 580 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* May 1, 1924. (Note: This station is newspaper-owned; Worcester Telegram and Worcester Gazette.)

Managing director: John J. Storey. *Commercial manager:* Howard J. Perry. *Program director, musical director:* Lillian Moynihan. *Chief engineer:* Prof. Hobart H. Newell. *Publicity director:* Dorothy Mattison.

Rep: Weed and Co. *News:* Use news from the parent papers five times daily. *Seating facilities:* Studio A, 50 persons; studio B, 25 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors.

MICHIGAN



STATIONS—Continued

MICHIGAN

(936,600 radio homes)

Radio Homes by Counties

Alcona	500	Gratiot	4,600	Missaukee	1,000
Alger	1,400	Hillsdale	5,300	Monroe	8,100
Allegan	5,400	Houghton	8,200	Montcalm	4,100
Alpena	3,700	Huron	5,400	Montmorency	300
Antrim	1,300	Ingham	26,100	Muskegon	16,500
Arenac	1,000	Ionia	4,900	Newaygo	2,500
Baraga	1,100	Iosco	1,200	Oakland	34,200
Barry	3,500	Iron	3,000	Oceana	2,000
Bay	12,400	Isabella	3,600	Ogemaw	1,300
Benzie	1,100	Jackson	17,300	Ontonagon	1,300
Berrien	16,200	Kalamazoo	21,900	Osceola	1,900
Branch	4,200	Kalkaska	500	Oscoda	200
Calhoun	18,700	Kent	51,800	Otsego	800
Cass	3,000	Keweenaw	400	Ottawa	10,200
Charlevoix	2,100	Lake	400	Presque Isle	1,300
Cheboygan	2,000	Lapeer	4,200	Roscommon	300
Chippewa	4,700	Leelanau	900	Saginaw	22,000
Clare	1,100	Lenawee	10,200	St. Clair	13,600
Clinton	3,400	Livingston	3,400	St. Joseph	5,100
Crawford	700	Luce	1,000	Sanilac	3,700
Delta	6,000	Mackinac	1,300	Schoolcraft	1,600
Dickinson	4,200	Macomb	12,400	Shiawassee	6,600
Eaton	5,100	Manistee	3,000	Tuscola	5,200
Emmet	3,200	Marquette	8,300	Van Buren	5,900
Genesee	39,900	Mason	3,400	Washtenaw	17,000
Gladwin	900	Mecosta	2,300	Wayne	398,300
Gogebic	5,500	Menominee	3,800	Wexford	2,800
Grand Traverse	4,500	Midland	3,200		

WELL, BATTLE CREEK

Operator: Enquirer and News Co., 1 W. Michigan Ave. *Phones:* 5655; 7166. *Power:* 100 watts on 1420 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining features only). *Opened:* September, 1925. (Note: This station is newspaper owned.)

Owner: A. L. Miller. *Station manager:* Dan E. Jayne. *Commercial manager:* Forrest Flagg Owen. *Chief engineer:* Raymond B. Roof. *Artist bureau head:* Hub Jackson. *Publicity director:* Alden Haight.

Rep: Cox and Tanz. *News:* AP (through newspaper). *Seating facilities:* Studio, capacity 30. *Merchandising:* No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. *Foreign language programs:* No rules; no call for such programs. *Artists bureau:* No regular setup; maintain file of available local talent. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule.

WBCM, BAY CITY

Operator: Bay City Broadcasting Association, Hotel Wenonah. *Phone:* 4212-3. *Power:* 500 watts on 1410 kc. *Affiliation:* Michigan Radio Network. *Opened:* Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: Stanley F. Northcott. *Program director, musical director:* Lionel H. DeRemer. *Chief engineer:* Ralph H. Carpenter.

Rep: Niles, Field & Associates (New York); Cox & Tanz (Philadelphia); Sears-Ayer (Chicago). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None carried. *Base rate:* \$140.

Copy restrictions: Beer, wines, alcoholic beverages accepted if properly presented; announcements on patent medicines have to be passed on by the N.A.B.

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co. *Power:* 250 and 100 watts (specified hours). *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$34.20. No other information available.

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. *Phone:*

Coverage where it counts

At Home Plate in the Detroit Market

In the Detroit market as in a ball park, "HOME" is the place where important results are determined—the place where the hits are made, where the winning runs are scored, where the final buying decisions are reached. Consequently, the radio advertiser wishing to place his product or service before the buying element in this market must have HOME COVERAGE for his sales messages.

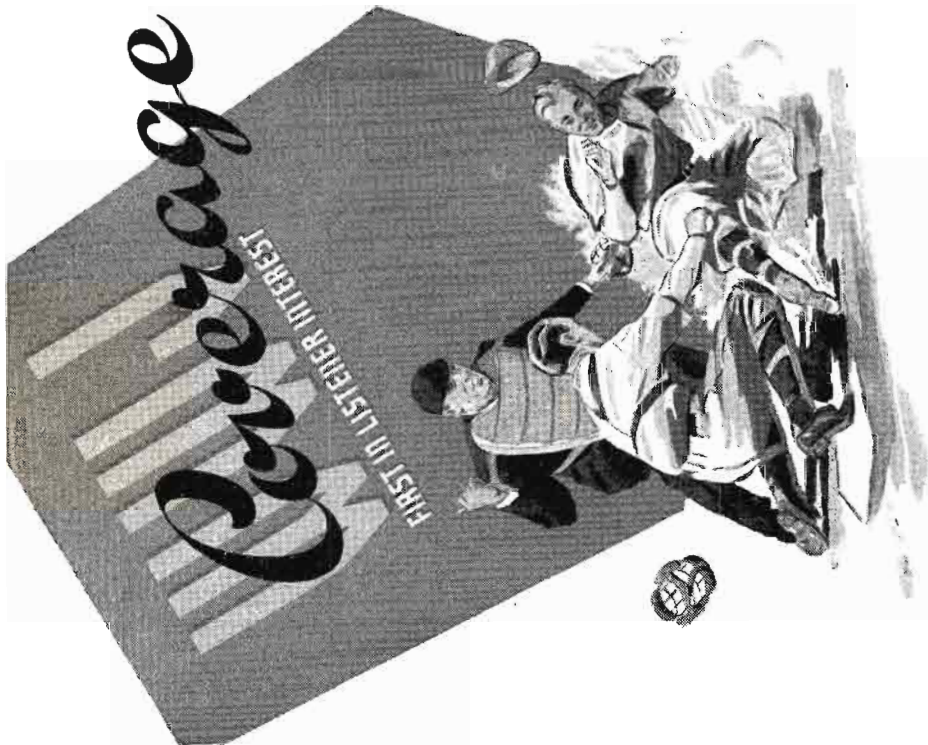
WWJ is the HOME radio station of Detroiters and has enjoyed that distinction for more than 16 years. It is not only first in listener interest in the Detroit market but is also the PREFERRED station of 39% of the city's families. Remember these important facts when planning future schedules in America's fourth market.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco



STATIONS—Continued

Cadillac 7200. *Studios:* Guaranty Trust Bldg., Windsor. *Phone:* 4-1155. (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) *Power:* 5,000 watts on 1030 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 31, 1932.

Vice-president, managing director: Frank Ryan. *Station manager:* J. E. Campeau. *Commercial manager:* L. J. DuMahaut. *Program director:* John Gordon. *Chief Engineer:* W. J. Carter. *Production manager:* Arthur E. Sutton. *Publicity director:* Stephen Douglas.

Rep: Joseph H. McGillvra. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design and layout direct mail, window and counter cards, announcements, publicity, etc., at actual cost. *Foreign language programs:* not accepted. *Artists bureau:* none. *Base rate:* \$320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules and regulations of Canadian Broadcasting Corporation.

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. *Phone:* TR 2-2000. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* August, 1928.

President, station manager: James F. Hopkins. *Commercial manager:* M. E. Kent. *Program director:* Sybil Krieghoff. *Chief engineer:* Paul Frincke. *Musical director:* Herbert Mertz. *Publicity director:* Billy Morrell.

Reps: Van Cronkhite Associates (foreign language); H. K. Conover Co. (English); Northwest Radio Advertising Co. (in Seattle). *News:* Transradio. *Seating facilities:* None in studios; occasionally use ballroom, but capacity not listed. *Merchandising:* Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over 13-week period. *Foreign language programs:* Accept; currently have Polish, German, Jewish, Italian, Hungarian,

Tie This One!

Drogie Panie Gosposie:—

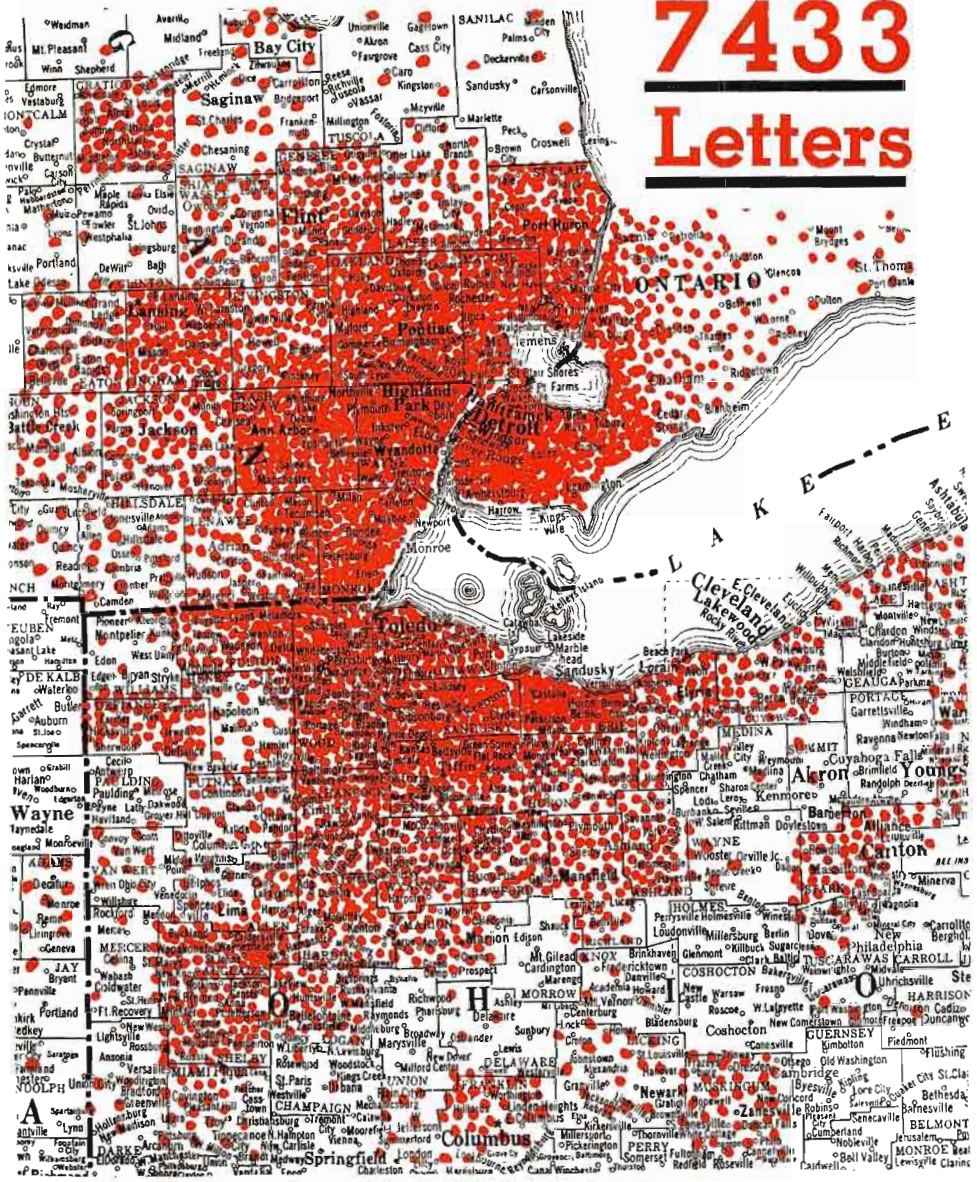
Piekarze słynnego powolnie wypiekanego chleba WONDER BREAD mają dla was niespodziankę, o której my wam już dzisiaj powiemy. Otóż jutro z każdym zakupnym bochenka chleba WONDER BREAD, specjalnie dla waszej dziatwy załączony będzie piękny balonik, który znajdować się będzie w środku owijki chleba WONDER BREAD. Pamiętajcie więc Drogie Panie Gosposie, zakupcie jutro u waszego grosernika bochenek chleba WONDER BREAD, a otrzymacie piękny balonik dla waszej dziatwy. Oferta ta tylko na jutro, w każdej groserni. Dzieci wasze ucieszczą się gdy dacie im balonik z owijki chleba WONDER BREAD. Wiec nie zapomijcie jutro zakupić bochenek tego smacznego, powolnie wypiekanego chleba WONDER BREAD a otrzymacie w środku owijki balonik.

TWO BROADCASTS OF THIS ANNOUNCEMENT SOLD

25,000 LOAVES OF BREAD

WJBK—DETROIT

7433 Letters



7,433 letters from 6 daytime announcements—proof positive that CKLW has an amazingly large audience in the rich Michigan and Ohio Markets. For further details write CKLW, 3300 Union Guardian Building, Detroit.

CKLW

5,000 Watts—Full Time
SERVING THE THRIVING FOURTH MARKET

Ukrainian and Arabian programs. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: No restrictions on beer and wine; liquor advertising after 10 p.m. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste.

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. *Phone:* Madison 4440. *Power:* 50,000 watts on 750 kc. *Affiliation:* CBS. *Opened:* 1922.

President: G. A. Richards. *Vice-president, general manager:* Leo Fitzpatrick.

Rep: Edward Petry & Co., Inc. *News:* None listed. *Seating facilities:* 80 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by G. A. Richards, P. M. Thomas, Leo Fitzpatrick. *Base rate:* \$625.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. *Phone:* Madison 9100. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1925.

President: E. J. Hunt. *General manager:* H. M. Steed. *Assistant general manager:* William J. Jory. *Commercial manager:* H. M. Steed. *Program director:* William J. Jory. *Chief engineer:* E. H. Clark. *Musical director:* John Skalaki. *Publicity:* W. J. Jory.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 100; studio B, 50 persons. *Merchandising:* Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores to such an extent that the station jobs some of the merchandise for the sponsor-manufacturer. *Foreign language programs:* Director of this division is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. *Artists bureau:* None. *Stock:* Principal holders are E. J. Hunt and E. A. Wooten. *Base rate:* \$100.

Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. *Phone:* Randolph 2000. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Basic Red. *Opened:* August 20, 1920. (Note: This station is owned by the Detroit News.)

Manager: W. J. Scripps. *Commercial manager:* Harry Bannister. *Program director:* Wynn Wright. *Chief engineer:* Walter Hoffman. *Musical director:* Ole Foerch.

Rep: Paul H. Raymer Co. *News:* None. *Seating facilities:* Auditorium studio, seating 350. *Merchandising:* None. *Foreign language programs:* No set rules; such accounts have never been solicited. *Artists bureau:* None. *Base rate:* \$475.

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations.

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Madison Theatre Bldg. (executive offices); Maccabees Bldg. (studios). *Phone:* Cherry 8321. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Basic Blue; key station Michigan Radio Network; Canadian Radio Corp.; also originates some programs for Mutual Broadcasting System and the Don Lee Broadcasting System. *Opened:* 1925 as WGHP; May, 1930, became WXYZ.

President: George W. Trendle. *Station manager:* H. Allen Campbell. *Commercial manager:* Arch Shawd. *Program director:* Russell Neff. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Publicity director:* Felix C. Holt.

Rep: William G. Rambeau Co. *News:* UP. *Seating facilities:* None in studios; broadcasts from theatres at regular admission prices. *Merchandising:* Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. *Foreign language programs:* None. *Artists bureau:* None; discontinued in 1934. *Base rate:* \$375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 p.m. on same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC.

Your Radio Coverage Job

HALF DONE

Unless—

WXYZ DETROIT

and The MICHIGAN
RADIO NETWORK

Give You

Complete Coverage

OF LISTENERS
and DEALERS

Unless you have **both** listener-coverage and dealer-coverage.

The latter, offered by WXYZ and the Michigan Radio Network **at no extra cost** guarantees personal contact with retailers, placing display material, taking bona-fide orders and continuous surveying of sales progress. Case histories two score strong prove that our merchandising department is capable of doing **a big job** in an efficient manner. In the entire Greater Detroit and Michigan markets **only** WXYZ explores and develops **this Half of Your Radio Coverage** job ... **only** WXYZ paves the way for expeditious handling of consumer demand by giving this "point of sale" contact. If you contemplate introducing a new product or recapturing lagging consumer demand for an already known product, send us a sample with necessary sales information

KING-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING... DETROIT

WM. G. RAMBEAU Co., Representatives, Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

STATIONS—Continued

WKAR, EAST LANSING

Operator: Michigan State College. *Phone:* 59113-ext. 398. *Power:* 1,000 watts on 850 kc. (daylight only). *Opened:* 1922.

Director, station manager: Robert J. Coleman. *Chief engineer:* Norris Grover.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. *Phone:* 2-7158. *Power:* 100 watts on 1310 kc. *Affiliation:* Mutual Broadcasting System; Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustainers). *Opened:* May 25, 1922.

Station manager: Howard M. Loeb. *Commercial manager:* Frederick S. Loeb. *Program director:* Adrian R. Cooper. *Chief engineer:* Frank D. Fallain. *Musical director:* William Geyer. *Publicity director:* R. V. Osgood.

Rep: None. *News:* UP; local. *Seating facilities:* 75 persons. *Merchandising:* Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held entirely by H. M. Loeb and F. S. Loeb. *Base rate:* \$125.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC. Post Office Department, and Pure Food and Drug Acts"; no competitive or "provocative" copy; no exaggeration or false testimonials; all offers checked—if called "free" they must be free and not in exchange for box tops, etc.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. *Phone:* 9-4211. *Power:* 500 watts on 1270 kc. *Affiliation:* NBC Optional Basic Service; Michigan Radio Network. *Opened:* WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President: George W. Trendle. *General manager:* H. Allen Campbell. *Station manager:* Stanley W. Barnett. *Commercial manager:* David H. Harris. *Program director, musical director:* Sandy Meek. *Chief engineer:* Fred W. Russell. *Publicity director:* T. Wilcox Putnam.

Rep: William G. Rambeau Co. *News:* No service of own; uses NBC and Michigan Radio Network. *Seating facilities:* About 20 persons. *Merchandising:* Local cooperation with wholesalers and retailers; also Michigan Radio Network service. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Accept beer, wine, whiskey; apply good taste and government regulations; each case considered individually.

WJMS, IRONWOOD

Operator: WJMS, Inc., St. James Hotel Annex. *Phone:* 20. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1931.

General manager: N. C. Ruddell. *Program director:* Harry Wills. *Chief engineer:* R. L. Johnson.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Get out letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. *Foreign language programs:* Accepted, providing that the material and the announcer be acceptable to the station. *Artists bureau:* None. *Stock:* 1687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell. *Base rate:* \$45.

Copy restrictions: Beer, wine and liquor advertising accepted if it does not stimulate the further use of these beverages; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station.

WIBM, JACKSON

Operator: WIBM, Inc., Radio Block. *Phone:* 6121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining service). *Opened:* Nov. 20, 1927.

President: Herman Radner. *Station manager:* Roy Radner. *Program director, artists bureau head:* William Cizek. *Chief engineer:* C. W. Wirtanen. *Musical director:* Larry Payne. *Publicity director:* Walter H. Johnson.

Rep: None. *News:* Received locally from the Jackson Citizen Patriot. *Seating facilities:* About 100 persons. *Merchandising:* Service available to clients; also a large display window which sponsor may use for one week at no cost, except that he furnish decorations. *Foreign language programs:* Accepted at certain periods of the day; have very little call for these programs,

STATIONS—Continued

however, inasmuch as the population is 90% English-speaking. *Artists bureau:* Yes; small service maintained; but call for it is limited. *Base rate:* \$75.

Copy restrictions: Beer accepted at any time; alcoholic beverages only after 9 p.m.; commercial copy must be good clean copy, in plain English; price mentions are allowed.

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. *Phone:* 3-1223. *Power:* 1,000 watts on 590 kc. (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). *Affiliation:* Michigan Radio Network. *Opened:* 1930.

President and general manager: John E. Fetzer. *Commercial manager:* Guy T. Stewart. *Program director:* Dorothy Tuttle. *Chief engineer:* Edwin Rector. *Artists bureau head, musical director:* Bob Latting. *Publicity director:* Merlin Stonehouse.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete service rendered; have outside man contacting retail outlets. *Foreign language programs:* No information given. *Artists bureau:* Yes; lists a roster of about 15. *Base rate:* \$125.

Copy restrictions: Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics.

WJIM, LANSING

Operator: Capitol City Broadcasting Co., City National Bldg. *Phone:* 2-1333. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp. *Opened:* Aug. 22, 1934.

General manager: Harold F. Gross. *Commercial manager:* Fred Wagenvoord, Jr. *Program director:* Roger Beane. *Chief engineer:* J. D. Woodward. *Musical director:* Earle Parchman. *Promotion manager:* O. S. Jones.

Rep: Niles, Field & Associates. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer and wine;

hard liquor copy accepted, but subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of FCC and Federal Trade Commission.

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. *Power:* 250 and 100 watts on 1200 kc. (operates on specified hours).

This station is non-commercial; church-owned.

WBEO, MARQUETTE

Operator: Lake Superior Broadcasting Company, Inc., Mining Journal Bldg. *Power:* 100 watts on 1310 kc.

Rep: J. J. Devine & Associates, Inc. *Base rate:* \$37.50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. *Phone:* 22-651. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 3, 1926. (Note: this station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

Vice-president, general manager: Grant F. Ashbacker. *Commercial manager:* Philip E. Sanford. *Program director artists bureau head:* Roland Van Wyck. *Chief engineer:* George Kravitsky. *Musical director:* Al Belgrave. *Publicity director:* Grace Dixon.

Rep: H. K. Conover Co. (Chicago); Cox and Tanz (Philadelphia). *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Have a merchandising department; services not listed. *Foreign language programs:* Accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$75.

Copy restrictions: Accept beer.

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co. *Power:* 50 watts on 1310 kc.

No other information available.

WJOY, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. *Power:* 500 watts on 1200 kc.

License only granted recently; no other data available at press time.

MINNESOTA

(535,600 radio homes)

Radio Homes by Counties

Aitkin	2,900	Isanti	2,400	Pope	2,400
Anoka	3,100	Itasca	5,100	Ramsey	65,200
Becker	3,600	Jackson	3,000	Red Lake	1,100
Beltrami	4,000	Kanabec	1,400	Redwood	4,200
Benton	14,100	Kandiyohi	4,700	Renville	4,400
(Includes Sherburne and Stearns)		Kittson	1,800	Rice	5,900
Big Stone	2,000	Koocniching	2,400	Rock	2,000
Blue Earth	8,300	Lac qui Parle	2,400	Roseau	2,200
Brown	5,500	Lake	1,600	St. Louis	41,500
Carlton	3,800	Lake of the Woods ..	700	Scott	3,000
Carver	3,200	Le Sueur	3,500	Sherburne (Included in Benton)	
Cass	2,800	Lincoln	1,600	Sibley	2,700
Chippewa	3,400	Lyon	4,400	Stearns (Included in Benton)	
Chisago	2,700	McLeod	4,300	Steele	4,400
Clay	5,100	Mahnomen	700	Stevens	1,900
Clearwater	1,400	Marshall	3,000	Swift	2,800
Cook	500	Martin	5,200	Todd	4,700
Cottonwood	2,800	Meeker	3,300	Traverse	1,500
Crow Wing	5,500	Mille Lacs	3,200	Wabasha	4,000
Dakota	5,900	Morrison	4,100	Wadena	2,500
Dodge	2,200	Mower	6,700	Waseca	3,000
Douglas	3,800	Murray	2,100	Washington	5,100
Faribault	5,100	Nicollet	2,600	Watonwan	3,000
Fillmore	5,800	Nobles	4,100	Wilkin	1,500
Freeborn	6,100	Norman	2,500	Winona	8,800
Goodhue	7,600	Olmsted	7,900	Wright	5,100
Grant	2,000	Otter Tail	9,700	Yellow Medicine	2,600
Hennepin	122,300	Pennington	2,300		
Houston	2,900	Pine	3,400		
Hubbard	1,500	Pipestone	2,800		
		Polk	7,300		

KATE, ALBERT LEA

Operator: Albert Lea Broadcasting Corp.
Power: 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc.
Power: 100 watts on 1500 kc. Affiliation: None.

Rep: None. Base rate: \$77.50.

No other data available after repeated requests.

WEBC, DULUTH

Operator: Head of the Lakes Broadcasting Co., Spalding Hotel. Phone: MEL 1537. Power: 5,000 and 1,000 watts on 1290 kc. Affiliation: NBC Northwestern Group. Opened: June, 1924. (Note: This station is affiliated with the Superior, Wisc., Telegram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

Vice-president, general and station manager: W. C. Bridges. Commercial manager: T. W. Gavin. Chief engineer: C. Persons. Publicity director: Earl Almquist.

Rep: Craig & Hollingbery (New York and Chicago); Walter Biddick Co. (Pacific Coast). News: UP; AP. Seating facilities: None at present; such facilities will be available in new studios to be occupied October 1. Merchandising: Contact dealers and retailers, by mail or personal calls. Foreign language programs: Will accept. Artists bureau: None. Base rate: \$200.

Copy restrictions: Beer, wine and liquor advertising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted.

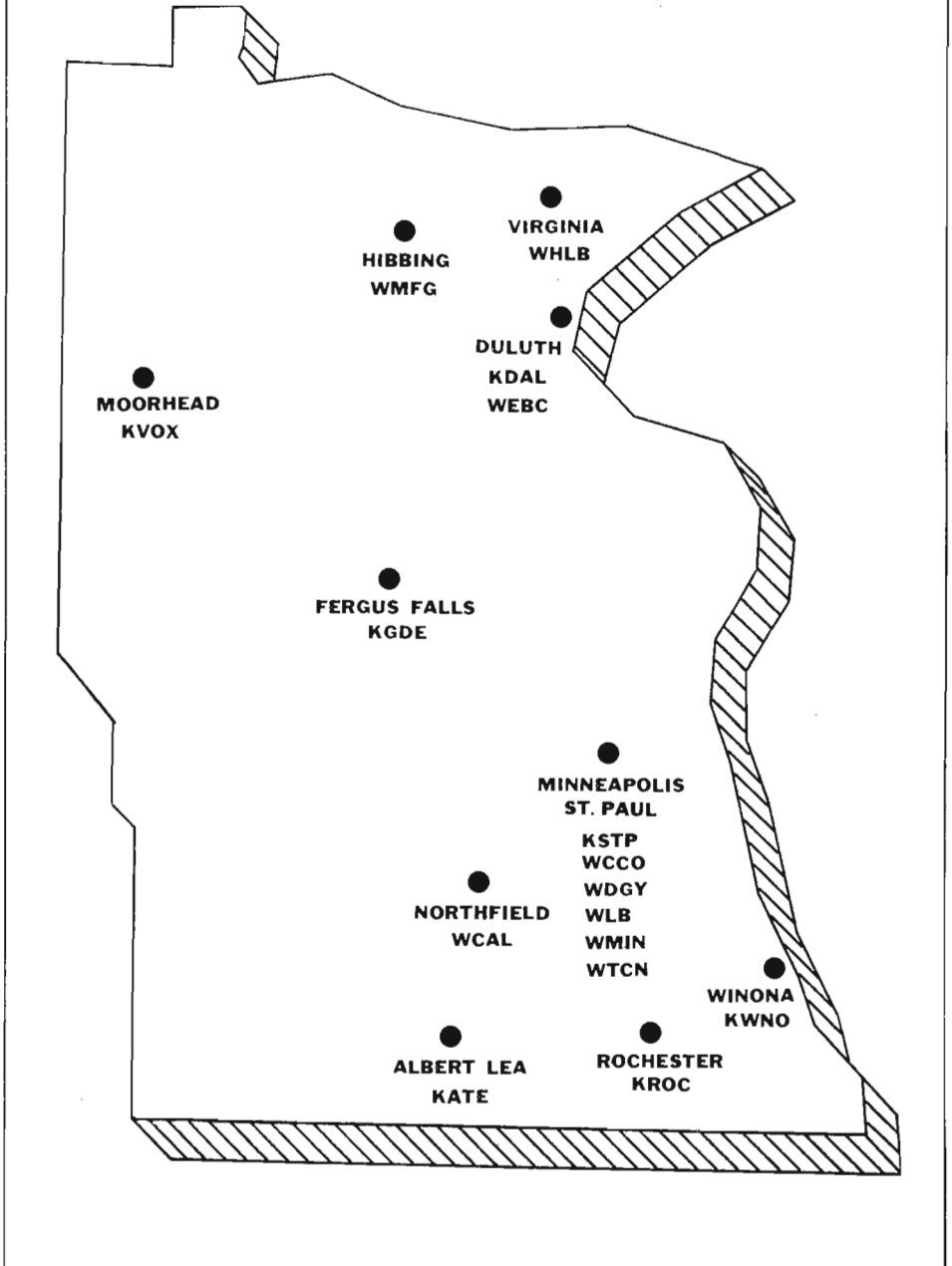
KGDE, FERGUS FALLS

Operator: C. L. Jaren. Phone: 898. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened 1926.

Station manager: C. L. Jaren. Program director, musical director: M. E. Kiesel. Chief engineer: M. Watz.

Rep: J. J. Devine & Associates. News: None. Seating facilities: 50. Merchan-

MINNESOTA



dising: Window trims; dealer contacts. *Foreign language programs*: Accepted, must be accompanied by English copy for censorship by station. *Artists bureau*: None. *Base rate*: \$45.

Copy restrictions: Accept light wines and beer; no restrictions so long as copy is in "good sense and not repulsive."

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. *Phone*: 180. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None. *Opened*: Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wisc.) Superior Telegram; same ownership has WHLB, Virginia, and WEBC, Duluth.)

General manager: W. C. Bridges. *Station manager*: H. S. Hyett. *Program director*: R. E. Coe. *Chief engineer*: C. B. Persons.

Rep: Craig & Hollingbery, Inc. *News*: No service listed. *Seating facilities*: None. *Merchandising*: Suitable service rendered without cost. *Foreign language programs*: Accepted for daytime periods; none during evening. *Artists bureau*: None. *Base rate*: \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 p.m. and must be programs, not merely spot announcements; patent medicines accepted unless obviously fakes.

KSTP, MINNEAPOLIS-ST. PAUL

Operator: National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). *Phones*: Cedar 4400 (St. Paul); Bridgeport 3222 (Minneapolis). *Power*: 25,000 and 10,000 watts on 1460 kc. *Affiliation*: NBC Basic Red. *Opened*: April 1, 1928.

President: Stanley E. Hubbard. *Station manager*: Kenneth M. Hance. *Commercial manager*: Ray Jenkins. *Program director*: Corinne Jordan. *Chief engineer*: Hector Skifter. *Artists bureau head*: Violet Murphy. *Musical director*: Leonard Leigh. *Publicity director*: Joe Meyers.

Rep: Paul H. Raymer Co. *News*: UP. *Seating facilities*: In Minneapolis, 150 persons; in St. Paul, 250. *Merchandising*: Gives market information and temporary headquarters for out-of-town executives and salesmen free of charge; announcement publicity, special surveys, posters, and distribution or sampling service is rendered for a fee. *Foreign language programs*: No rules; station has never been approached on this matter. *Artists bureau*: Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regu-

lar talent is not under this bureau. *Base rate*: \$225 (½ hr.).

Copy restrictions: Accept wine, beer and hard liquors, but not before 10:30 p.m.; other restrictions—as to copy length, honesty, etc.—are "standard."

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Nicollet Hotel. *Phone*: Main 1202. *Power*: 50,000 watts on 810 kc. *Affiliation*: CBS. *Opened*: Sept. 1, 1924.

General manager, station manager: Earl H. Gammons. *Commercial manager*: K. Wallace Husted. *Program director*: Hayle C. Cavanor. *Chief engineer*: Hugh S. McCarty. *Artists bureau head*: Al Sheehan. *Publicity director*: Arthur H. Lund.

Rep: Radio Sales, Inc. *News*: UP; Minneapolis Star. *Seating facilities*: Studio A, 100; Nicollet Ballroom, 1,500; Lowry Ballroom, 1,000. *Merchandising*: Yes; maintains a department. *Foreign language programs*: None accepted. *Artists bureau*: Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. *Stock*: Completely held by CBS. *Base rate*: \$475.

Copy restrictions: Same as Columbia Broadcasting System.

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Dr. Geo. W. Young, 909 W. Broadway. *Phone*: Cherry 3377. *Power*: 5,000 and 1,000 watts on 1180 kc. (operating time is to local sunset). *Affiliation*: None. *Opened*: Dec. 23, 1923.

General manager, station manager, program director: Edward P. Shurick. *Chief engineer*: George Jacobson. *Artists bureau head*: Gertrude Faue. *Publicity director*: Paul Presbrey.

Rep: Wilson-Robertson. *News*: Transradio. *Seating facilities*: 75 persons. *Merchandising*: Service directed by Edward P. Shurick; displays, window and counter cards; mailing lists; direct mail follow-ups; surveys of the Twin Cities conducted by special group of University students in any field. *Foreign language programs*: Accepted if English translation is sent with copy for scrutiny; regular rates apply. *Artists bureau*: Yes; number of artists under contract. *Base rate*: \$130.

Copy restrictions: Governed by NAB code of ethics; beer and wines accepted weekdays, but not Sundays, with no mentions of prices or prizes.

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. *Power*: 1,000 watts on 1250 kc. (operates

POPULARITY *PLUS* SHOWMANSHIP

GET THE *PLUS* VALUE OF KSTP

GET THE *PLUS* VALUE OF KSTP

POPULARITY *plus* SHOWMANSHIP

MAKE KSTP NUMBER ONE Leading Radio Station of the Twin Cities

First Choice in the Twin Cities Area . . . that's the answer of agencies and clients in the 1937 Survey by Variety. And the answer clearly indicates efficient, understanding management by a thoroughly trained staff who know merchandising and "result technique" as well as the art of broadcasting.

That's why more local and national advertisers select KSTP . . . the Twin Cities station with the largest consistent listening audience . . . and why KSTP assures MORE listeners per dollar . . . which means the BEST BUY in the entire Northwest.

Send for YOUR copy of the 1937 Standard Market Data Book.

MINNEAPOLIS



SAINT PAUL

STANLEY E. HUBBARD, President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis—Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Paul H. Raymer Co.

POPULARITY *PLUS* SHOWMANSHIP

STATIONS—Continued

specified hours; divides time with WCAL and WTCN).

This station is non-commercial.

WMIN, MINNEAPOLIS-ST. PAUL

Operator: Edward Hoffman, tr., as WMIN Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None.

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

No further information available after repeated requests.

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg. *Phone:* Cedar 3606. *Power:* 5,000 and 1,000 watts on 1250 kc. (WCAL and WLB divide time with WTCN, with the former two stations taking about 17 hrs. per week out of WTCN's schedule). *Affiliation:* NBC Basic Blue. *Opened:* 1928; present owners bought it on June 1, 1934, and changed call letters from WRHM to WTCN. Station is newspaper-owned: Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.

Commercial manager: C. T. Hagman. *Program director:* Hal Lansing. *Technical director:* John Sherman. *Musical director:* Frank Zdarsky.

Rep: Free & Peters, Inc. *News:* AP; INS. *Seating facilities:* None. *Merchandising:* Through St. Paul Dispatch-Pioneer Press, St. Paul Daily News and Minneapolis Tribune, with a staff of 23; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc. at advertiser's expense. *Foreign language programs:* Accepted; practically none at present, however. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Alcoholic beverages accepted, but not before 10 p.m.; all commercials subject to government regulations.

KVOX, MOORHEAD

Operator: Robert K. Herbst. *Power:* 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KRMC).

At press time this station had a construction permit only.

WCAL, NORTHFIELD

Operator: St. Olaf College. *Phone:* 731-J. *Power:* 2,500 and 1,000 watts on 1250 kc.

FIRST

IN TWIN CITY DAYTIME RADIO AUDIENCE

TWIN CITY SURVEY

In September, 1936, a group of Graduate Students of the University of Minnesota conducted a survey in the Twin Cities. WDGY stood first in Daytime Audience. Copies of this survey, certified and sworn to, can be had upon application to the station.

A FEW FACTS OF INTEREST

WDGY has more local Commercial Accounts on the air than any other Twin City Station.
WDGY has the best signal in the Northwest, being heard in all parts of Minnesota, Iowa, North and South Dakota and Wisconsin.
WDGY has a larger mail return than any other Twin City radio station.

WRITE FOR RATES AND OTHER DATA

WDGY

GEO. W. YOUNG, Gen. Mgr.
MINNEAPOLIS, MINN.

National Representatives: WILSON-ROBERTSON
CHICAGO NEW YORK KANSAS CITY

WCCO is IT!



IT sells 3 times as many local and national spot program periods as its nearest local competitor.



IT is the only *single* advertising medium which completely covers "The Land of 10,000 Lakes"—where 300,000 summer visitors will spend their vacations *and* \$100,000,000 (From data prepared by the Minnesota State Tourist Bureau).



IT rates a *big* first with the farmers and the grain elevator operators of Minnesota. In a *self*-conducted poll they gave WCCO 1,119 votes to the 555 votes awarded *all* the 11 other stations mentioned.



IT is the only super-power, cleared-channel station in the territory comprising Minnesota, Western Wisconsin, the Eastern Dakotas (both of them), Northern Iowa, and Peninsular Michigan.

WCCO is IT!

MINNEAPOLIS-ST. PAUL, 50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, and San Francisco.

(divides time with WTCN and WLB).
Opened: In 1918 as 9AMH; in 1920 as 9YAJ; in 1922 as WCAL.

Director: Dr. Martin Hegland. *Station manager, chief engineer:* M. C. Jensen. *Program director:* Oscar Overby. *Publicity director:* David Johnson.

Seating facilities: Planning extension of studios for considerable audience.

This station is non-commercial.

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, Hotel Martin. *Phone:* 3924; 2727. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* October 1, 1935.

Owner, station manager: Gregory P. Gentling. *Commercial manager:* Howard H. Holton. *Program director:* Peter Lyman. *Studio director:* Gerald Wing. *Chief engineer:* Fred C. Clarke.

Rep: None. *News:* UP. *Seating facilities:* 250 persons. *Merchandising:* Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. *Foreign language programs:* Accept transcriptions only. *Artists bureau:* Yes; lists 50 artists and 6 orchestras. *Base rate:* \$85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines. Standard length of announcements, 125 words.

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. *Phone:* 2000. *Power:* 100 watts on 1370 kc. *Affiliation:* Arrowhead network (WHLB and WMFG, Hibbing). *Opened:* Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. *Commercial manager:* Barney Irwin. *Program director, publicity:* Gleason Kistler. *Chief engineer:* C. B. Persons.

Rep: None. *News:* AP; UP. *Seating facilities:* Visitors' lounge, about 100 persons. *Merchandising:* None. *Foreign language programs:* None currently on station; no rules. *Artists bureau:* None. *Base rate:* \$48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements.

KWNO, WINONA

Operators: Harry Dahl, Otto M. Schla-bach, Maxwell H. White and Herman R. Wiecking, doing business as Winona Radio Service. *Power:* 100 watts on 1200 kc (daytime).

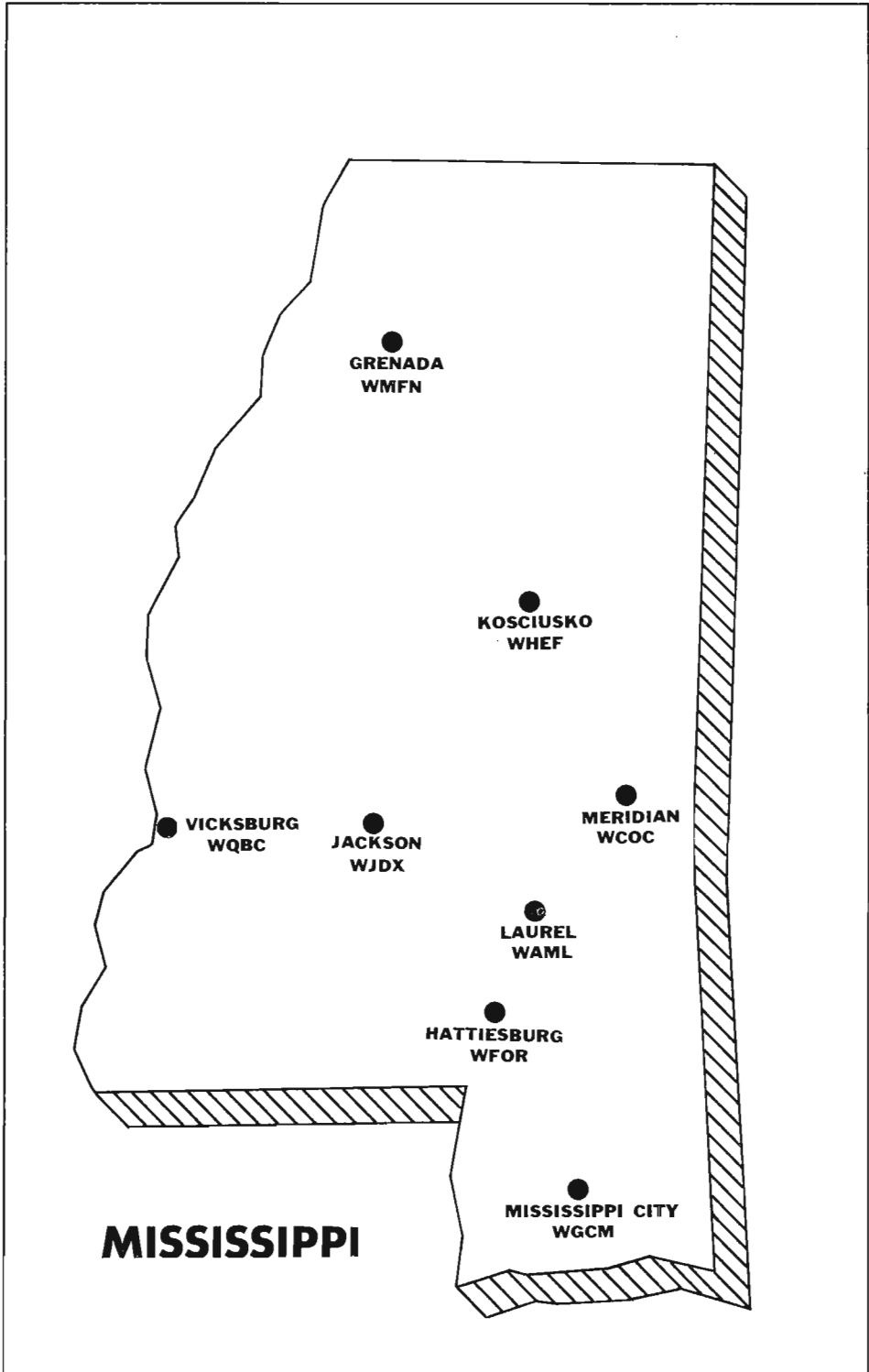
At press time this station had a construction permit only.

MISSISSIPPI

(166,400 radio homes)

Radio Homes by Counties

Adams	2,700	Itawamba	900	Pike	3,200
Alcorn	2,100	Jackson	1,500	Pontotoc	1,300
Amite	1,000	Jasper	1,000	Prentiss	1,400
Attala	2,000	Jefferson	900	Quitman	1,500
Benton	500	Jefferson Davis	900	Rankin	1,200
Bolivar	5,300	Jones	4,500	Scott	1,600
Calhoun	1,000	Kemper	1,100	Sharkey	1,100
Carroll	1,100	Lafayette	1,600	Simpson	1,300
Chickasaw	1,500	Lamar	700	Smith	1,000
Choctaw	700	Lauderdale	6,800	Stone	500
Claiborne	900	Lawrence	800	Sunflower	4,700
Clarke	1,300	Leake	1,100	Tallahatchie	2,100
Clay	1,500	Lee	3,400	Tate	1,200
Coahoma	4,700	Leflore	4,700	Tippah	1,200
Copiah	2,900	Lincoln	2,300	Tishomingo	1,000
Covington	1,000	Lowndes	2,800	Tunica	1,500
De Soto	1,600	Madison	2,300	Union	1,600
Forrest	3,900	Marion	1,600	Walthall	1,100
Franklin	700	Marshall	1,600	Warren	4,500
George	600	Monroe	3,000	Washington	6,100
Greene	600	Montgomery	1,200	Wayne	1,000
Grenada	1,400	Neshoba	1,700	Webster	700
Hancock	900	Newton	1,500	Wilkinson	1,000
Harrison	5,400	Noxubee	1,700	Winston	1,500
Hinds	13,000	Oktibbeha	1,800	Yalobusha	1,400
Holmes	3,000	Panola	2,200	Yazoo	2,900
Humphreys	1,600	Pearl River	1,500		
Issaquena	300	Perry	500		



STATIONS—Continued

WMFN, GRENADA

Operator: P. K. Ewing. *Power:* 100 watts on 1210 kc.

At press time this station had a construction permit only.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc., 100 Walnut St. *Power:* 100 watts on 1370 kc. *Affiliation:* None.

Rep: Cox and Tanz. *Base rate:* \$50.
No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Lamar Life Bldg. *Phone:* STU 7416. *Power:* 2,500 and 1,000 watts on 1270 kc. *Affiliation:* NBC Optional Southcentral Service. *Opened:* December 7, 1929.

Station manager: Wiley P. Harris. *Commercial manager:* C. A. Lacy, Jr. *Program director:* Maurice Thompson. *Chief engineer:* P. G. Root. *Publicity director:* Ralph Maddox.

Rep: Craig & Hollingbery, Inc. *News:* Transradio. *Seating facilities:* Studio, seating 100 persons; local hotel roof garden, seating 300; local theatre, seating 1,000. *Merchandising:* Program publicity given free through local weekly newspaper; all other services rendered at actual cost. *Foreign language programs:* Will accept; copy subject to station approval. *Artists bureau:* None. *Base rate:* \$140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval.

WHEF, KOSCIUSKO

Operator: Attala Broadcasting Corp., 511 Fairground St. (also studios in the Heidelberg Hotel, Jackson, Miss.). *Phone:* 173. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Aug. 24, 1934.

President, station manager, publicity director: J. E. Wharton. *Commercial manager:* J. E. Richards. *Program director:* Mrs. J. E. Wharton. *Chief engineer:* C. H. Clements, Jr.

Rep: Cox and Tanz. *News:* No service listed. *Seating facilities:* In Kosciusko, capacity of 15; in Jackson, capacity of 25; church auditorium, 300. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bu-*

reau: Artists bureau being organized for Jackson studios with M. H. Wharton in charge. *Stock:* 5,000 shares held by J. E. and C. E. Wharton. *Base rate:* \$20.

Copy restrictions: Try to keep copy on any quarter hour from exceeding 300 words; commercial copy is limited to 200 words per an announcement, and goes under penalty rates if it is longer than 100 words.

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., Central Ave. *Phone:* 288. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Oct. 15, 1935.

President: D. A. Matison. *Station manager:* R. V. De Gruy. *Commercial manager, program director:* Hugh M. Smith. *Chief engineer:* A. A. Touchstone.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No call for these; foreign population too low. *Artists bureau:* None. *Base rate:* \$30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company."

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. *Power:* 1,000 and 500 watts on 880 kc. *Affiliation:* CBS. (Note: Owners of this station also own the Clark County Tribune, of Quitman, Miss., a weekly paper.)

Rep: None. *Base rate:* \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages.

WGCM, MISSISSIPPI CITY

Operator: WGCM, Inc. Great Southern Golf Club, Mississippi City. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None.

Rep: None. *Base rate:* \$40.

No further information available.

WQBC, VICKSBURG

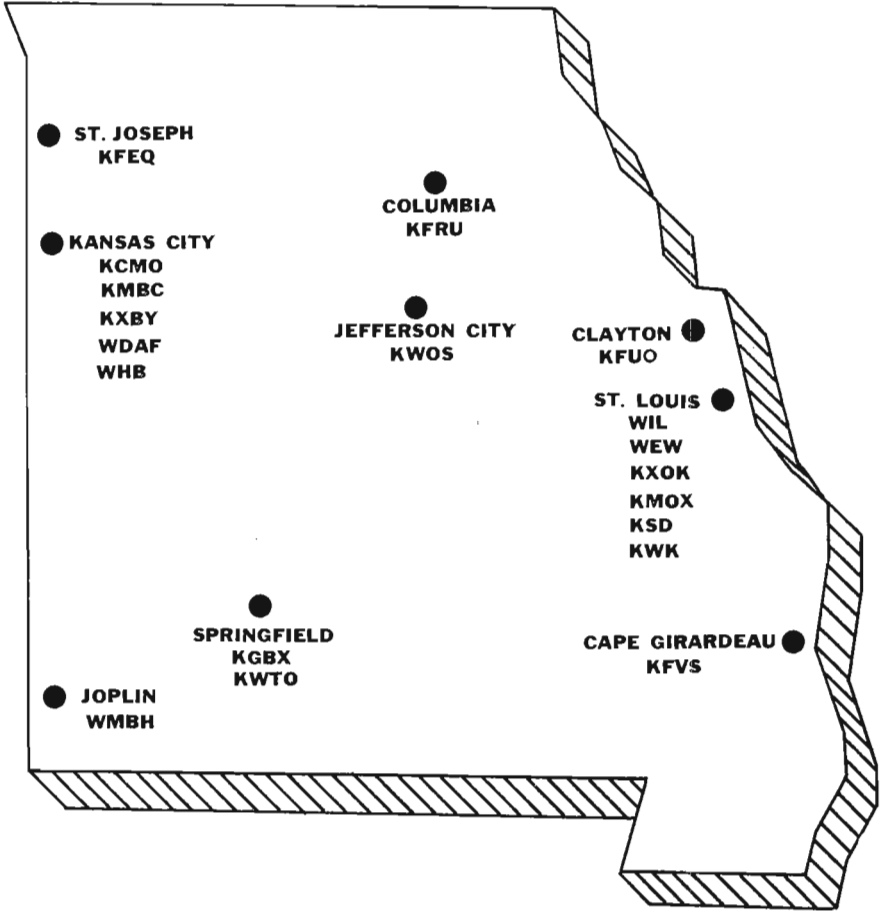
Operator: Delta Broadcasting Co., Inc. *Power:* 1,000 watts on 1360 kc. (daytime). *Affiliation:* None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post.)

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

No other data available.



MISSOURI



MISSOURI

(708,500 radio homes)

Radio Homes by Counties

Adair	3,900	Grundy	2,800	Perry	2,300
Andrew	2,200	Harrison	2,900	Pettis	6,900
Atchison	2,400	Henry	5,900	Phelps	2,500
Audrain	4,100	Hickory	700	Pike	3,300
Barry	2,900	Holt	2,300	Platte	1,900
Barton	2,200	Howard	2,200	Polk	2,700
Bates	3,500	Howell	2,500	Pulaski	1,500
Benton	1,600	Iron	1,100	Putnam	1,500
Bollinger	900	Jackson	121,000	Ralls	1,600
Boone	7,300	Jasper	15,200	Randolph	5,300
Buchanan	22,800	Jefferson	3,800	Ray	3,000
Butler	3,500	Johnson	4,300	Reynolds	600
Caldwell	2,500	Knox	1,500	Ripley	1,000
Callaway	3,300	Laclede	2,200	St. Charles	4,100
Camden	700	Lafayette	5,500	St. Clair	1,400
Cape Girardeau	7,000	Lawrence	3,100	St. Francois	4,700
Carroll	3,900	Lewis	2,400	St. Louis	240,200
Carter	400	Lincoln	2,700	St. Louis City (Included in St. Louis County)	
Cass	3,700	Linn	5,000	Ste. Genevieve	1,500
Cedar	1,800	Livingston	3,300	Saline	5,400
Chariton	3,300	McDonald	1,700	Schuyler	1,100
Christian	1,700	Macon	3,900	Scotland	1,600
Clark	1,600	Madison	1,000	Scott	3,200
Clay	5,800	Maries	700	Shannon	700
Clinton	2,500	Marion	6,900	Shelby	2,600
Cole	5,500	Mercer	1,000	Stoddard	2,900
Cooper	3,500	Miller	2,100	Stone	1,000
Crawford	1,600	Mississippi	1,900	Sullivan	2,100
Dade	1,500	Moniteau	2,200	Taney	800
Dallas	1,000	Monroe	2,900	Texas	1,700
Daviess	2,200	Montgomery	2,500	Vernon	4,600
DeKalb	1,800	Morgan	1,600	Warren	1,500
Dent	1,300	New Madrid	2,600	Washington	1,200
Douglas	1,100	Newton	3,100	Wayne	1,000
Dunklin	4,200	Nodaway	5,400	Webster	2,400
Franklin	6,100	Oregon	1,200	Worth	1,300
Gasconade	1,900	Osage	1,400	Wright	1,800
Gentry	2,800	Ozark	700		
Greene	18,500	Pemiscot	3,900		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, Hotel Marquette. Phone: 2104. Power: 250 and 100 watts on 1210 kc (divides time with WEBQ). Affiliation: None. Opened: May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. Program and musical director: Virginia Bahn. Chief engineer: Ralph L. Hirsch.

Rep: None. News: Transradio. Seating facilities: None. Merchandising: No services offered free; will cooperate with advertisers on request. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; commercials limited to not more than 20% of program

time; all copy must conform to station standards, government regulations and NAB Code of Ethics.

KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. Phone: Cabany 2499. Power: 1,000 and 500 watts on 550 kc. (shares time with KSD). Opened Dec. 14, 1924.

Director, station manager, program director: Herman H. Hohenstein. Chief engineer: Carl H. Meyer.

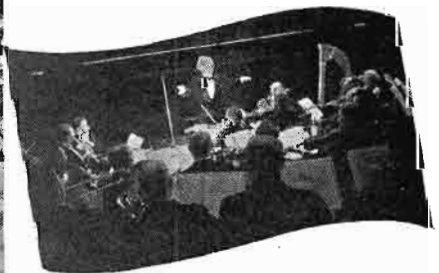
This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: Star-Times Publishing Co. (of St. Louis), 9th and Elm Sts. Phone: 3129.

Showmanship
in

action!



What we *do* makes KMBC Kansas City's showmanship station. New and sound ideas in programming, production, public events, and promotion wrap listeners in the bright cellophane of sales for the advertiser.

What is *Formula Radio Selling*? KMBC's pioneer policy of pre-testing programs, plus *Precision Coverage* of the KMBC Market. Charted results before you go on the air! Look for success where you see this symbol:

A KMBC
TESTED PROGRAM

Arthur B. Church
President and General Manager

K M B C OF KANSAS CITY

Power: 1,000 and 500 watts on 630 kc (shares night time with WGBF). *Affiliation:* None. *Opened:* Oct. 25, 1925. (Note: This station is newspaper-owned; St. Louis Star-Times.)

President: Elzey Roberts. *Station manager:* C. L. Thomas. *Commercial manager:* Walter Weiler. *Program director, artists bureau head, publicity:* George Guyan. *Chief engineer:* Robert Nickles. *Musical director:* Clair Callihan.

Rep: Furgason & Aston, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Services rendered at cost; equipped to do complete work. *Foreign language programs:* None running currently; no ruling against these broadcasts, however. *Artists bureau:* Yes, lists about 10 announcers, singers, orchestras. *Base rate:* \$100.

Copy restrictions: No alcoholic beverages accepted; some patent medicines taken; copy must conform with "good taste."

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. *Phone:* 4000. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* January 30, 1937. (Note: This station is newspaper-owned by the Jefferson City Capital-News and Post-Tribune.)

President: R. C. Goshorn. *Station and commercial manager:* Otto Schultz. *Program director, artists bureau head:* Lowell Smith. *Chief engineer:* Jimmie Haynes. *Publicity director:* Charlotte Strong.

Rep: Weed & Co. *News:* None. *Seating facilities:* Reception room, seating 40 persons. *Merchandising:* Publicity through Capital-News and Post-Tribune, including daily program listings, display advertisements and Sunday radio column. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

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

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. *Phone:* 330. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1926 (present company took over in 1932). (Note: Part of station stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. *Assistant manager, publicity director:* Ray Sollars. *Program director:* Stella Lukens. *Chief engineer:* Robert Stark. *Artists bureau head:* Charles McIntire. *Musical director:* Stella Lukens.

Rep: None. *News:* UP. *Seating facilities:* Studio, 60 persons. Others available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. *Merchandising:* Will contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. *Base rate:* \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer and wine accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising."

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. *Phone:* Victor 2647. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1925 (note: in February, 1936, this station was purchased by the present management, and the call letters changed from KWKC to KCMO).

President: T. L. Evans. *Station manager, commercial manager:* A. F. Schliecker. *Program director:* J. L. Simmons. *Chief engineer:* L. C. Sigmon. *Artists bureau head:* Lee Roberts. *Musical director:* Bert Buhrman.

Rep: None. *News:* UP. *Seating facilities:* Outer foyer with "unlimited space" is listed. *Merchandising:* No definite policy; render services of "reasonable" nature; cost of such services applied against the aggregate of the contract. *Foreign language programs:* Would accept if business were in the form of transcribed programs or announcements, together with a certified translation of all text and words of songs. *Artists bureau:* Set-up is nominal only. *Base rate:* \$70.

Copy restrictions: Beer and wines accepted, except on Sunday; beverages of higher alcoholic content only after 11 p.m.; accept on "standard brands" of patent medicines; abide by NAB Code of Ethics.

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. *Phone:* Harrison 2654. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* CBS. *Opened:* 1921 as WPE; 1922 became KFIX; 1924 as KLDS; 1928 as KMBC.

President, general manager: Arthur Burdette Church. *Commercial manager:* J. Leslie Fox. *Program director:* Fran Heyser.

Chief engineer: Ray Moler. *Studio director:* Kenneth Krahl. *Musical director:* P. Hans Flath. *Merchandising and research director:* Mark N. Smith. *Publicity director:* Milton F. Allison.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* Studio A, 50 persons. *Merchandising:* Mail letters to jobbers and brokers; letters and cards to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; program schedules mailed out; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; publicity department sends releases to 200 papers; merchandising help, in general, is given commensurate with money spent on station; publicity help tendered to all sponsors. *Foreign language programs:* No rules; percentage of foreign population very small. *Artists bureau:* None. *Base rate:* \$100 (¼ hr.).

Copy restrictions: beer and wine accepted after 9:30 p.m.; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drugs Act; no hard liquors.

KXBY, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. *Phone:* Harrison 5818. *Power:* 1,000 watts on 1530 kc. *Affiliation:* None. *Opened:* Dec. 31, 1934.

President, station manager: S. Q. Noel. *Commercial manager:* Hal Makelin. *Chief engineer:* Clarence Salzer.

Rep: None. *News:* UP. *Seating facilities:* Studio, 30 persons. *Merchandising:* Work with dealers and distributors; distribute advertising matter; station promotes commercial programs in local newspaper advertising. *Foreign language programs:* No set policy. *Artists bureau:* None. *Stock:* Held by S. Q. Noel and Sam Pickard (parent company is First National Television, Inc., which also owns and operates a training school for television and radio engineers; also experimental television station W9XAL). *Base rate:* \$100.

Copy restrictions: Accept beer, wines and liquor, with hours on the latter two restricted; patent medicines must conform with Federal Trade Commission and other federal regulations; copy must be approved and judged by station management on medicines.

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. *Phone:* Harrison 1200. *Power:* 5,000 and 1,000 watts on 610 kc. *Affiliation:* NBC Basic Red. *Opened:* June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dean Fitzer. *Assistant station manager, publicity director:* V. S. Batton. *Commercial manager:* R. Gardner Reames. *Program and musical director:* Harry J. Kaufmann. *Chief engineer:* Joseph A. Flaherty.

Rep: Edward Petry & Co., Inc. *News:* AP; Kansas City Star. *Seating facilities:* None. *Merchandising:* Services vary according to individual account, but all are rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by Kansas City Star 24 hours in advance of broadcast.

WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. *Phone:* Harrison 1161. *Power:* 1,000 watts on 860 kc (to sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* April 15, 1922.

President, commercial manager: Donald Dwight Davis. *Station manager:* John T. Schilling. *Program director:* Nelson Rupard. *Chief engineer:* Henry Goldenberg. *Artists bureau head:* Charles Lee Adams. *Musical director:* Sol Bobrov. *Publicity director:* Frank Barhydt.

Rep: None. *News:* UP. *Seating facilities:* Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. *Merchandising:* For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values—supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitor's products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. *Foreign language*



"GOING PLACES" IN KANSAS CITY
W H B





JUNE 5th, 1937. 15,000 PEOPLE

in the Arena of Kansas City's new \$6,000,000 Municipal Auditorium. They didn't come to hear President Roosevelt, Benny Goodman, Paul Whiteman or any other "Big Name." They came to watch a strictly local WHB show. . . . They had seen not one single line of newspaper display advertising about the WHB Party; nor a single billboard publicizing the event . . . because *only WHB was used to advertise it.*

Radio, and Radio *alone*, drew this capacity audience to WHB's 15th Anniversary Party . . . 15,000 people sang, danced, watched a coast-to-coast Mutual Broadcasting System show go on the air . . . and reaffirmed their friendship for WHB—"Kansas City's Dominant Daytime Station." These *friends of ours* (and thousands more like them) will be *customers of yours* when you advertise over WHB!



WHB

1000 Watts
860 Kilocycles
KANSAS CITY'S
DOMINANT DAYTIME
STATION

For Sale: Touchdowns!

No coach is interested in punts that *almost* got off . . . in blocking that *just about* stopped 'em . . . in plays that *nearly* worked. Coaches want *touchdowns!*

Smart advertisers demand touchdowns, too! They want their broadcast campaigns to *score!*

The new "WHB SHOWBOOK" is filled with scoring plays . . . copyrighted ideas for locally-produced radio shows, with intensified local

appeal . . . sure-fire WHB radio programs that will sell your goods! And WHB has the team-work and the showmanship to put 'em across! If you want to sell Kansas City and the Kansas City Trading Area, check up with Don or John at WHB. We can show you some "scoring plays."

WHB has no national special representatives; but we will accept your inquiries collect if you will wire or 'phone us at Kansas City.

WHB • ON THE AIR DAILY, DAWN TO DUSK

Don Davis, President • John T. Schilling, General Manager
IN KANSAS CITY: "THIS IS THE MUTUAL BROADCASTING SYSTEM"

STATIONS—Continued

programs: Acceptable. Artists bureau: Yes; lists about 30 artists. Base rate: \$120.

Copy restrictions: Beer, wine and some patent medicines accepted; no hard liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes), no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour.

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. Phone: 6-1314. Power: 2,500 watts on 680 kc (operates from 6 a.m. to approximately 6 p.m.). Affiliation: None. Opened: 1924.

Treasurer, station manager: B. Pitts. Local advertising manager: J. Ted Branson. National advertising manager: Glenn Griswold. Program director: Jiggs Miller. Farm program director: Earl Williams. Chief engineer: Wesley Koch. Musical director: Lawrence Parker.

Rep: Kelly-Smith Co. News: AP. Seating facilities: Studio, 50 persons. Merchandising: Yes; no set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. Foreign language programs: No rules; foreign-born population too small for such fare. Artists bureau: None. Base rate: \$78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations.

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Mart Bldg. Phone: Central 8240. Power: 50,000 watts on 1090 kc. Affiliation: CBS. Opened Dec. 25, 1925.

General and station manager: James D. Shouse. Commercial manager: Kenneth W. Church. Program director: C. G. Renier. Chief engineer: Graham L. Tevis. Musical director: Ben Feld. Publicity director: Louis C. Nelson.

Rep: Radio Sales, Inc. News: UP, Western Union sports ticker. Seating facilities: Columbia Playhouse, seating 400. Merchandising: Studio window displays; screen trailers in 26 St. Louis houses; full columns in Star-Times; trade mailing service;

any additional services are rendered upon request at actual cost. Foreign language programs: Accepted; German program current. Artists bureau: None. Base rate: \$500.

Copy restrictions: See CBS program policies.

KSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. Phone: Main 1111. Power: 5,000 and 1,000 watts on 550 kc. (divides time with KFUD, Clayton, a non-commercial station). Affiliation: NBC Basic Red. Opened: March 9, 1922. (Note: this station is newspaper-operated—Post-Dispatch.)

General manager, station manager: George M. Burbach. Commercial manager: Edward W. Hamlin. Program director, publicity director: Frank Eschen. Chief engineer: Robert L. Coe. Musical director: Russell David.

Rep: Free & Peters, Inc. News: AP. Seating facilities: 30 persons. Merchandising: Accounts given every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. Foreign language programs: Will accept; also announcements. Artists bureau: None. Base rate: \$333.

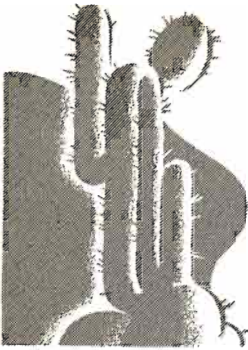
Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted.

KWK, ST. LOUIS

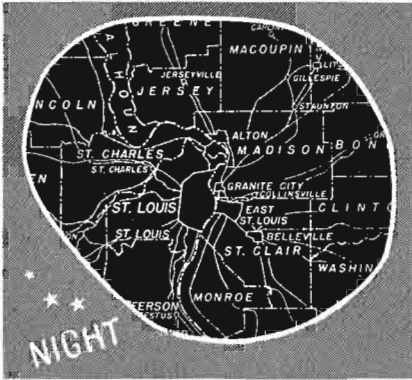
Operator: Thomas Patrick, Inc., Hotel Chase. Phone: Rosedale 3210. Power: 5,000 and 1,000 watts on 1350 kc. Affiliation: NBC Basic Blue; Mutual Broadcasting System. Opened: March 17, 1927.

President, station manager: Robert Thomas Convey. Commercial manager: Clarence Cosby. Program director: Sterling Harkins. Chief engineer: James Burke. Artists bureau head: Dan Seyforth. Musical director: Rolla Coughlin. Publicity director: John Conrad.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: Assembly Hall, 1,400 persons; Opera House, 4,000; Convention Hall, 18,000; also use Municipal Auditorium for feature presentations. Merchandising: Complete service offered, including publicity through tie-up with St. Louis Globe Democrat and six community weekly papers, street car cards, bus cards, outdoor displays, book matches, etc.; also publicize programs generally through institutional advertising in St. Louis metropolitan dailies. Foreign language programs:



*we do NOT cover
the great open
spaces . . .*



KWK does not cover sparsely settled areas, but concentrates on a primary area within approximately a seventy-mile radius of St. Louis during the daytime and a fifty-mile radius during nighttime. The daytime coverage population is 1,702,631 and the total number of families with radios, 368,440. The nighttime coverage population is 1,461,026, with 322,330 families having radios. Therefore, whether your market is urban or rural, KWK offers you a definite means of reaching it effectively.

THOMAS PATRICK INC.

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE: PAUL H. RAYMER CO.

NEW YORK - CHICAGO - SAN FRANCISCO

KWK

Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$350.

Copy restrictions: Beer, wine and liquor accepted; all accounts censored by station and must conform to federal, state and FCC regulations.

KXOK, ST. LOUIS

Operator: Star-Times Publishing Co. *Power:* 1,000 watts on 1250 kc.

At press time this station has a construction permit only; meantime issues surrounding the grant are being determined by the Court of Appeals, District of Columbia.

WEW, ST. LOUIS

Operator: St. Louis University. *Power:* 1,000 watts on 760 kc. (daytime). *Opened:* 1921.

This station is non-commercial; university-owned.

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. *Phone:* Jefferson 8403. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Feb. 9, 1922.

President, general manager: Lester A.

Benson. Vice-president in charge of sales: Clarence W. Benson. *Commercial manager:* Edgar P. Shutz. *Program director:* Neil Norman. *Chief engineer:* Chal Stoup. *Musical director:* Allister Wylie. *Publicity director:* Bill Durney.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Melbourne auditorium, 300 persons. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Commercial wordage limit on quarter-hours is 400 words; spot announcements can't exceed 75 words; beer and wines accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by management.

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Hotel Broadview. *Phone:* Bridge 3424; East 4390. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 19, 1935.

President: Lester E. Cox. *Station manager, commercial manager:* William H. West. *Program director, artists bureau*

Let Missouri Show You!

YEAR-ROUND BUYING POWER

Vacationists leave 50 Million Dollars in the KWTO-KGBX area annually. . . . Diversified farming and monthly cash crops. . . . Payrolls of mines, railroad shops and manufacturing plants reach staggering figures. Buying power unequalled in any similar territory. (See May issue FORBES.)

AN UNEXPLOITED MARKET

One of America's richest fruit, vegetable and dairying areas . . . nation's largest lead and zinc mines . . . world's largest poultry concentration center.

Here's a market you can't afford to overlook. Put KWTO-KGBX on your list and *let Missouri show you.*

KWTO SPRINGFIELD MISSOURI KGBX

Represented by: WILSON-ROBERTSON

head, publicity director: Woody Klose. Chief engineer: Fred S. Liggett. Musical director: Paul Godt.

Rep: None. News: INS, Universal; also local news staff. Seating facilities: Broadview Hotel Ballroom, 1,000. Merchandising: Make up direct mail pieces for sponsors spending minimum of \$150 per week, and send to dealers, service men, and occasionally to general public; also supply envelope stuffers and counter display cards.

Foreign language programs: Any type accepted; currently has Jewish, Polish, German, Hungarian, Lithuanian. Artists bureau: Yes; has about 60 artists. Base rate: \$100.

Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines okay if approved by Better Business Bureau; wines and liquors accepted only after nine o'clock at night.

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., Chamber of Commerce Bldg. Phone: 1360. Power: 500 watts on 1230 kc. Affiliation: NBC Southwestern Optional Group. Opened: 1924 in St. Joseph, Mo., present ownership dates from 1926, and Springfield transfer came in 1931. (Note: this station, like KWTO of the same city, is affiliated with the Springfield Newspapers, Inc. through cross ownership; papers include the Evening Leader and Press, Morning Daily News, and the Sunday News and Leader.)

President: Lester E. Cox. Station manager: Ralph Foster. Commercial manager: Art Johnson. Program director: Terry Moss. Chief engineer: Fritz Bauer. Artists bureau head: George Earle Wilson. Musical director: Al Stone. Publicity director: John Pearson.

Rep: Wilson-Robertson. News: Transradio.

Seating facilities: About 100. Merchandising: Service of National Research Bureau available. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes; has roster of acts, vocalists, announcers, juvenile artists, and so forth. Base rate: \$150.

Copy restrictions: Allow only beer; no other set copy rules.

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. Phone: 1360. Power:

5,000 watts on 560 kc. (to local sunset). Affiliation: None. Opened: Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. Business manager: C. Art Johnson. Program director, artists bureau head: George Earle Wilson. Chief engineer: Fritz Bauer. Musical director: Al Stone. Publicity director: John E. Pearson.

Rep: Wilson-Robertson. News: UP. Seating facilities: Studio, capacity 30; also Shrine Mosque, 5,000; American Legion Home, 1,200.

Merchandising: Service of National Research Bureau available. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes; has roster of acts, vocalists, announcers, juvenile artists, etc. Base rate: \$120.

Copy restrictions: Beer accepted; no other alcoholic beverage advertising is taken; manuscripts required in advance on all health products.

**Just
Remember!**

WTMV

Serves the

St. Louis Area

all of it!

At costs that are only—

20% of KMOX

28.5% of KWK

30% of KSD

66.6% of WIL

WTMV

East St. Louis

MONTANA

(91,700 radio homes)

Radio Homes by Counties

Beaverhead	1,500	Hill	2,400	Ravalli	1,800
Big Horn	1,000	Jefferson	500	Richland	1,500
Blaine	1,300	Judith Basin	500	Roosevelt	1,600
Broadwater	400	Lake	1,200	Rosebud	800
Carbon	1,500	Lewis and Clark	4,500	Sanders	700
Carter	400	Liberty	300	Sheridan	1,200
Cascade	8,700	Lincoln	800	Silver Bow	11,500
Chouteau	1,100	McCone	600	Stillwater	700
Custer	2,400	Madison	900	Sweet Grass	600
Daniels	600	Meagher	300	Teton	800
Dawson	1,500	Mineral	200	Toole	1,200
Deer Lodge	2,300	Missoula	5,200	Treasure	200
Fallon	600	Musselshell	800	Valley	1,300
Fergus	2,900	Park	2,400	Wheatland	600
Flathead	3,400	Petroleum	300	Wibaux	300
Gallatin	3,500	Phillips	1,000	Yellowstone	6,900
Garfield	400	Pondera	1,000	Yellowstone National Park (part)	—
Glacier	1,100	Powder River	400		
Golden Valley	300	Powell	1,000		
Granite	400	Prairie	400		

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., 420 North Broadway. *Phone:* 3121. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC North Mountain Group. *Opened:* June 8, 1928.

President, general manager: C. O. Campbell. *Station and commercial manager:* Ed Yocum. *Program and musical director:* Julia Richards. *Chief engineer:* Jeff Kiichli. *Publicity director:* J. E. Andal.

Rep: E. Katz Special Advertising Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; spot announcements limited to 100 words; all time sold subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change.

KGIR, BUTTE

Operator: KGIR, Inc., Butte. *Phones:* 23; 44. *Power:* 2,500 and 1,000 watts on 1340 kc. *Affiliation:* NBC North Mountain Group. *Opened:* Jan. 31, 1929.

Manager: E. B. Craney. *Commercial manager:* Leo McMullen. *Program director:* Fred Ruegg. *Chief engineer:* Jack Nicholas. *Artists bureau head, musical director:* B. R. Sprague.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* About 200 persons. *Merchandising:* Any service desired rendered at cost. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$96.

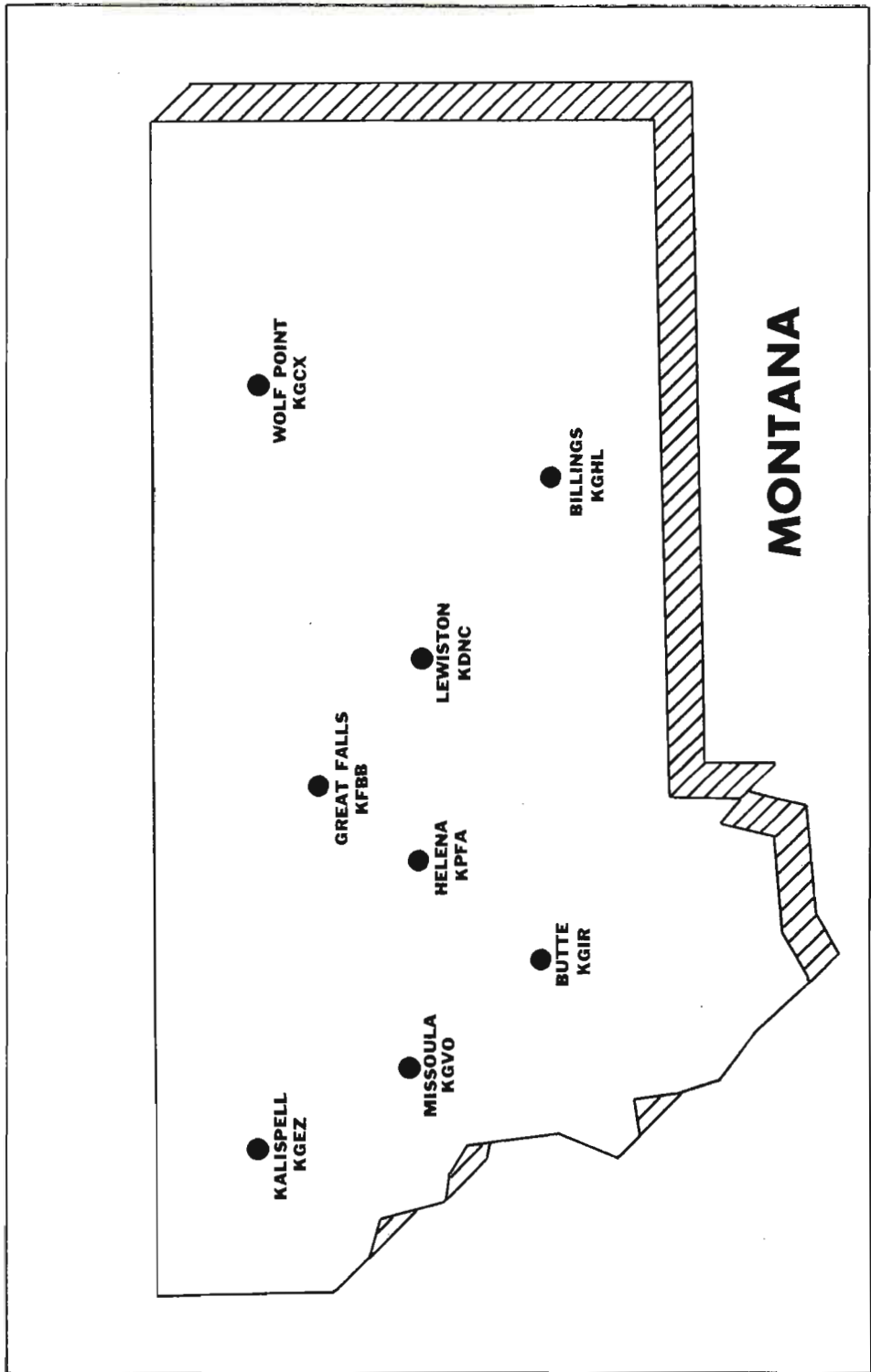
Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold.

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. *Phone:* 4377. *Power:* 2,500 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune).

President: F. A. Buttrey. *Station and commercial manager:* J. Jacobsen. *Program director:* Gerald H. Lansing. *Chief engineer:* John Parker.

Rep: Walter Biddick Co., Pacific Coast; Joseph Hershey McGillvra, New York, Chicago. *News:* Great Falls Tribune (local). *Seating facilities:* None. *Merchandising:* Service includes letters to the trade, arranging for window displays, contacting merchants in immediate area, mailing out of premiums. *Foreign lan-*



WOLF POINT
KGCX

BILLINGS
KGHL

LEWISTON
KDNC

GREAT FALLS
KFBB

HELENA
KPFA

BUTTE
KGIR

MISSOULA
KGVO

KALISPELL
KGEZ

MONTANA

STATIONS—Continued

guage programs: Not accepted. Artists bureau: None. Stock: Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. Base rate: \$100.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations.

KPFA, HELENA

Operator: The People's Forum of the Air. Power: 100 watts on 1210 kc.

At press time this station had a construction permit only.

KGEZ, KALISPELL

Operator: Don Treloar, 203 First Ave. E. Phone: 32-332. Power: 100 watts on 1310 kc. Affiliation: None. Opened: January, 1927.

Manager: Don Treloar. Commercial manager: W. B. LaBonte. Program director: O. Miller. Chief engineer: Don Gorman.

Rep: None. News: Transradio. Seating facilities: None. Merchandising: Window display; newspaper listings. Foreign language programs: Accepted subject to station approval. Artists bureau: None. Base rate: \$20.

Copy restrictions: Announcements must not exceed 100 words; no patent medicines; beer accepted; no other alcoholic beverages; all scripts are subject to station approval.

KDNC, LEWISTON

Operator: Democrat News Co., Inc. Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KGVV, MISSOULA

Operator: Mosbys, Inc., 240 N. Higgins Ave. Phone: 2155. Power: 1,000 watts on 1260 kc. Affiliation: CBS. Opened: Jan. 18, 1931.

Station manager: A. J. Mosby. Program director: Les McCabe. Chief engineer: R. B. Sutton. Publicity: L. E. Nash.

Rep: None. News: Transradio. Seating facilities: Studio, 100 people. Merchandising: Assists in distribution and placing of window displays; other general helps. Foreign language programs: Population is less than 2% foreign; only program now is a sustainer (educational). Artists bureau: None. Base rate: \$72.

Copy restrictions: Commercial copy restricted to 20% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance."

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. Phone: 102. Power: 1,000 watts on 1450 kc. Affiliation: None. Opened: 1928.

Owner and operator: E. E. Krebsbach. Station manager: Milton J. Severson. Commercial managers: M. J. Severson, Denise King. Program and publicity director: A. E. Richmond. Chief engineer: Harold Klimpel. Musical director: Denise King. Rep: None. News: Transradio. Seating facilities: Studio, seating 10 persons. Merchandising: None. Foreign language programs: No rules; no requests for same. Artists bureau: None. Stock: All held by E. E. Krebsbach. Base rate: \$60.

Copy restrictions: Beer accepted; no wine, liquor or patent medicines.

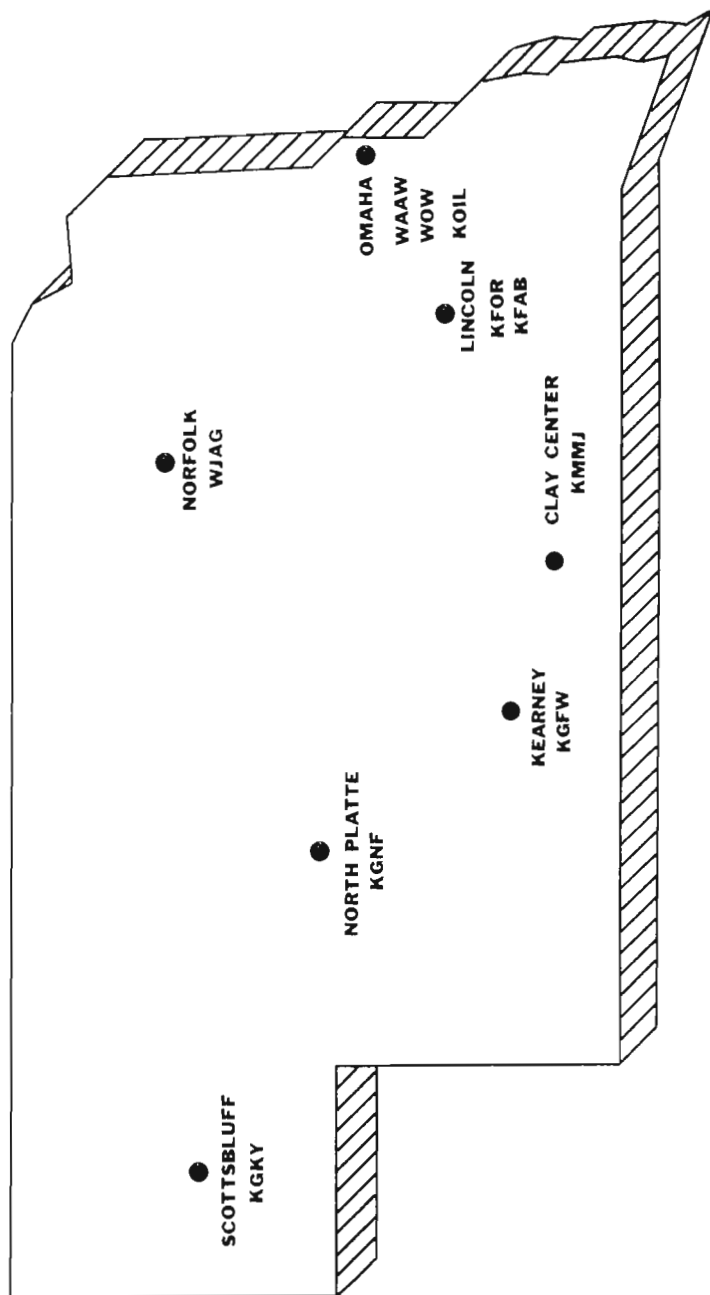
NEBRASKA

(266,800 radio homes)

Radio Homes by Counties

Adams	6,000	Cuming	2,200	Greeley	1,200
Antelope	2,300	Custer	4,300	Hall	6,800
Arthur	120	Dakota	1,300	Hamilton	2,200
Banner	210	Dawes	2,400	Harlan	1,300
Blaine	200	Dawson	4,000	Hayes	400
Boone	2,600	Deuel	700	Hitchcock	1,300
Box Butte.....	2,700	Dixon	1,900	Holt	2,600
Boyd	900	Dodge	5,900	Hooker	200
Brown	1,200	Douglas	53,700	Howard	1,300
Buffalo	5,400	Dundy	800	Jefferson	3,200
Burt	2,400	Fillmore	2,200	Johnson	1,500
Butler	2,500	Franklin	1,800	Kearney	1,600
Cass	3,000	Frontier	1,300	Keith	1,200
Cedar	2,500	Furnas	2,300	Keyapaha	400
Chase	1,100	Gage	6,100	Kimball	800
Cherry	1,600	Garden	600	Knox	2,400
Cheyenne	2,100	Garfield	500	Lancaster	22,300
Clay	2,100	Gosper	600	Lincoln	5,100
Colfax	2,600	Grant	240	Logan	300

NEBRASKA



STATIONS—Continued

Loup	200	Pierce	1,600	Sherman	1,100
McPherson	100	Platte	4,200	Sioux	400
Madison	5,800	Polk	1,900	Stanton	1,100
Merrick	1,900	Redwillow	3,300	Thayer	2,500
Morrill	1,400	Richardson	3,900	Thomas	200
Nance	1,400	Rock	500	Thurston	1,300
Nemaha	2,300	Saline	2,900	Valley	1,700
Nuckolls	2,100	Sarpy	1,400	Washington	1,900
Otoe	4,100	Saunders	3,400	Wayne	2,000
Pawnee	1,400	Scotts Bluff	6,300	Webster	1,900
Perkins	800	Seward	2,900	Wheeler	230
Phelps	2,400	Sheridan	1,900	York	3,900

KMMJ, CLAY CENTER

Operator: KMMJ, Inc. *Power:* 1,000 watts on 740 kc (operates to sunset). *Affiliation:* None. *Opened:* 1925.

General manager: Randall Ryan.

Rep: Furgason & Aston, Inc. *News:* UP; station also has direct wire to Washington, D. C., for market reports. *Seating facilities:* Largest studio seats about 400. *Merchandising:* Service rendered; station is affiliated with the Old Trusty (general) stores, totalling 135, and has ready-made contacts here. *Foreign language programs:* Not accepted. *Stock:* Owners of the station are Randall Ryan, Don Searle (of WIBW), and Herb Hollister (of KANS). *Base rate:* \$80.

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

(Note: While this information was not furnished by the station, it comes from reliable sources).

KGFV, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. *Phone:* 31551. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

Manager, president, station manager: Clark Standiford. *Commercial manager:* Clark Standiford. *Chief engineer:* Robert F. Turner.

Rep: Walter Biddick Co. *News:* None; gathers own locally. *Seating facilities:* About 25 persons. *Merchandising:* No services listed. *Foreign language programs:* Will accept; none on station currently. *Artists bureau:* None. *Base rate:* \$20.

Copy restrictions: No alcoholic beverages; all programs and announcements subject to FCC approval.

KFAB, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln (Lincoln); Omaha National Bank Building (Omaha). *Phone:* B3214 (Lincoln); Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is affiliated with the Lincoln Star and the

State Journal, under same operator as KOIL and KFOR.)

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Free, Johns & Field, Inc. *News:* INS; Universal. *Seating facilities:* Studio, 250 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Currently setting up a service. *Foreign language programs:* Accepted; station at present has no such programs, however. *Artists bureau:* None; current plans include setting up production department and artists bureau. *Base rate:* \$230.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted.

KFOR, LINCOLN

Operator: Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star under same operator as KFAB and KOIL; Lee Newspaper Syndicate which also operates KGLO, Mason City, Ia.)

General manager: John Henry. *Station manager:* Reggie Martin. *Commercial manager:* Buryl Lottridge. *Program director, musical director:* Lyle DeMoss. *Chief engineer:* Harry Harvey. *Publicity director:* Jack Hanssen.

Rep: Weed & Co. *News:* INS; Universal. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Service currently being set up. *Foreign language programs:* Accepted; none running currently, however. *Artists bureau:* None. *Base rate:* \$56.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked.

Millions Produced

From

Nebraska Soil

1937 Crop Prospects Bright

If you have any old maps showing Nebraska in a drouth district, throw them away. Don't plan for the next season as you did for 1936. By the time this book is printed, Nebraska farmers will be harvesting over 42,620,000 bushels of winter wheat (the prevailing price is \$1.25 a bushel) and millions of tons of hay. (The prevailing price is \$17.50 per ton.)

Nebraska leads all states in the production of hay, second in production of live stock and winter wheat, third in corn, fourth in butter and rye, and fifth in oats.

Mother Nature has been good to Nebraska this year and the sooner we all forget 1936, the better it will be for all of us.

If you want the latest figures on Nebraska 1937 live stock and agricultural production, write any member of the

NEBRASKA BROADCASTERS ASSOCIATION

KFAB, Lincoln

KFOR, Lincoln

KGFW, Kearney

KGKY, Scottsbluff

KGNE, North Platte

KOIL, Omaha

WJAG, Norfolk

WOW, Omaha

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. *Phone:* 20. *Power:* 1,000 watts on 1060 kc. *Affiliation:* None. *Opened:* July 15, 1922.

President: Gene Huse. *Chief engineer:* Frank Weidenbach. *Musical director:* Russell Jensen. *Manager:* Art Thomas.

Rep: Wilson-Robertson. *News:* AP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* \$60.

Copy restrictions: No announcements with sound effects; no announcements between news items; competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday noons or close to children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars,"

etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drugs Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. *Phone:* 132. *Power:* 1,000 watts on 1430 kc. (operates to sunset). *Affiliation:* None. *Opened:* July 5, 1930.

President, station manager: W. I. Le Barron. *Commercial manager:* Ralph Jones. *Program director:* John Alexander. *Chief engineer:* J. B. Eaves. *Publicity director:* V. J. LeBarron.

Rep: Wilson-Robertson. *News:* UP. *Seating facilities:* Small auditorium, seats 50. *Merchandising:* Yes; partial service. *Foreign language programs:* Will accept on same basis as English programs. *Artists bureau:* None. *Stock:* Principal holders are W. I. LeBarron and V. J. LeBarron. *Base rate:* \$55.

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval.

To "H----" with the Classes, Give Us the Masses !

- Programmed for the mass audience.
- A responsive audience—not just listeners.
- A frequency that gives *extensive* coverage without *expensive* power.
- An independent station devoted to serving the spot advertiser.

WAAW

Owned and Operated by
OMAHA GRAIN EXCHANGE

OMAHA

660 kc—500 Watts

National Representatives:
WILSON-ROBERTSON



A Short, Short Presentation of Radio Station WOW

(Reading Time: 40 seconds)

- ★ **COVERAGE:** WOW is the radio capital of Nebriowa, an immensely wealthy trade territory composed of parts of six middlewestern states.
- ★ **POWER:** 5,000 watts, 590 kilocycles, on a regional cleared channel, is a combination that gives maximum coverage of this area.
- ★ **MAIL PROOF:** Power alone is not enough. Advertisers want results. WOW mail-proof maps tell the story.
- ★ **SHOWMANSHIP:** Unbiased and fearless VARIETY has given WOW first rating in showmanship in this area for many years.
- ★ **ACCEPTANCE:** High-class locally-built shows, and outstanding programs of the N.B.C. Red network, have created thousands of *habitual* WOW listeners.
- ★ **RESPONSIBILITY:** WOW is owned and operated by the world's strongest fraternal benefit society, the Sovereign Camp of the Woodmen of the World.
- ★ **COMPARE:** Check WOW by any yardstick you wish... its coverage, power, mail proof, showmanship, acceptance and responsibility all point to WOW as the No. 1 radio medium of the middlewest.

John Gillin, Jr.,
Mgr.
590 K.C.
5,000 Watts
On the NBC
Red Network

WOW

Omaha, Nebraska

Represented by
John Blair Co.,
New York
Chicago
Detroit
San Francisco

STATIONS—Continued

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnum. *Phone:* Jackson 7626. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* July 5, 1925. (Note: KOIL is under same operator as KFAB and KFOR, Lincoln; affiliation with Lincoln Star and State Journal.)

General manager: John M. Henry. *Commercial manager:* Gene Willoughby. *Program director:* Bob Cunningham. *Chief engineer:* Mark Bullock. *Musical director:* Eddie Butler. *Merchandising manager:* Paul Hammon. *Promotion and Publicity manager:* R. Bruce Wallace.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* None. *Merchandising:* Program pictures on two dozen display boards in downtown windows of Omaha, Council Bluffs, Lincoln; news releases; tie-in material placed in stores; surveys and telephone calls; special promotion letters to dealers if lists and expenses are furnished; pre-show plugs and announcements; occasional ads used in Omaha Bee-News and Lincoln Star and Journal. *Foreign language programs:* No set policy; depends on program, time of day, etc. for acceptance. *Artists bureau:* Maintained nominally only. *Base rate:* \$200.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials must be approved by KOIL executive committee; "good taste" and "public acceptance" angles emphasized.

WAAW, OMAHA

Operator: Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harvey Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* Nebraska Network. *Opened:* 1922.

General manager and director: Frank P. Manchester. *Assistant station manager, program and publicity director:* James C. Douglass. *Commercial manager:* W. K. Bailey. *Chief engineer:* Walter Myers. *Artists bureau head:* Hiram Higsby.

Rep: Wilson-Robertson. *News:* UP.

Seating facilities: Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc., at cost. *Foreign language programs:* Accepted; English translation must be furnished. *Artists bureau:* Yes. *Base rate:* \$56.25.

Copy restrictions: Accept beer and light wines; no hard liquor; medical accounts subject to station approval.

WOW, OMAHA

Operator: Sovereign Camp of the Woodmen of the World, Insurance Bldg. *Phone:* Jackson 6844. *Power:* 5,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Sovereign Camp of the Woodmen of the World is a fraternal insurance association.)

Personnel director: William Ruess. *Station manager:* John J. Gillin, Jr. *Promotion manager, publicity director:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* \$300.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations.

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* 1930.

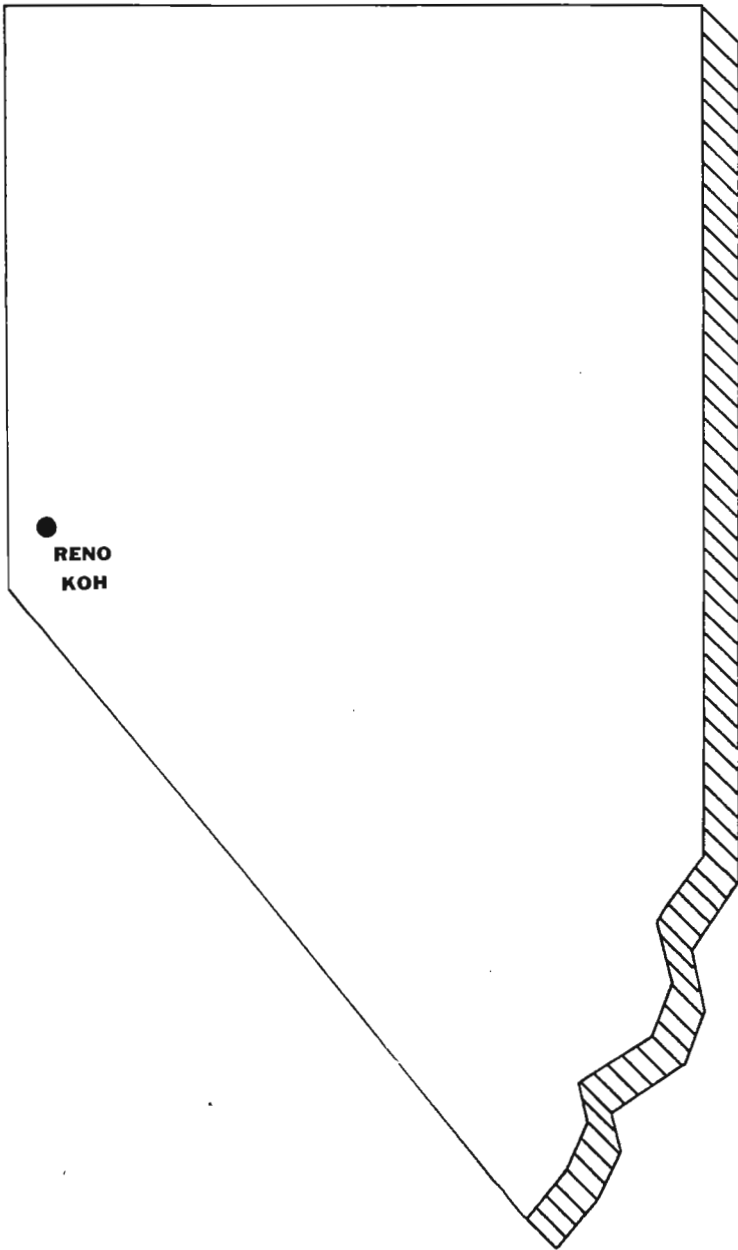
Rep: None. *Base rate:* \$30.

No further information available after several requests.

STATION REPRESENTATIVES' ROUNDTABLE

After numerous attempts at establishing a station representatives' trade association, a Roundtable Group was founded on Oct. 16, 1936, for the purpose of dealing with station and station representative problems. Four representative houses belong to the group. A suggestion has been framed by this trade association for standardizing discounts according to uniform percentages.

NEVADA



NEVADA

(21,700 radio homes)

Radio Homes by Counties

Churchill	1,200	Humboldt	900	Ormsby	500
Clark	2,400	Lander	400	Pershing	600
Douglas	300	Lincoln	500	Storey	160
Elko	2,300	Lyon	800	Washoe	6,900
Esmeralda	400	Mineral	400	White Pine.....	2,500
Eureka	240	Nye	1,200		

KOH, RENO

Operator: The Bee, Inc., 440 N. Virginia Street. *Power:* 500 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1928. (Note: This station is owned by the McClatchy Newspapers).

Manager: Joy True.

Rep: Joseph Hershey McGillvra; Walter

Biddick Co. News: None listed. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$75.

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

NEW HAMPSHIRE

(99,700 radio homes)

Radio Homes by Counties

Belknap	5,100	Grafton	9,700	Strafford	8,600
Carroll	2,800	Hillsborough	30,900	Sullivan	4,600
Cheshire	6,200	Merrimack	12,900		
Coos	6,900	Rockingham	12,000		

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. *Phone:* 501. *Power:* 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1922.

Owners: C. S. and M. Jenney. *Station manager, commercial manager, publicity:* Hugh M. Hescock. *Program director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor. *Musical director:* Claude C. Marquis.

Rep: None. *News:* Yankee Network News Service. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

Copy restrictions: Beer, wine and liquors accepted; station states "we go easy on patent medicines."

WFEA, MANCHESTER

Operator: New Hampshire Broadcasting Co., Carpenter Hotel. *Power:* 1,000 and 500 watts on 1340 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1932. (Note: This station is under the same ownership as WCSH, Portland.)

Owner: Henry Rines. *Manager:* Charles Evans.

Rep: Weed & Co. *News:* Yankee Net-

work News Service. *Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* \$70.

Copy restrictions: Accept wine and beer advertising; no hard liquors.

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

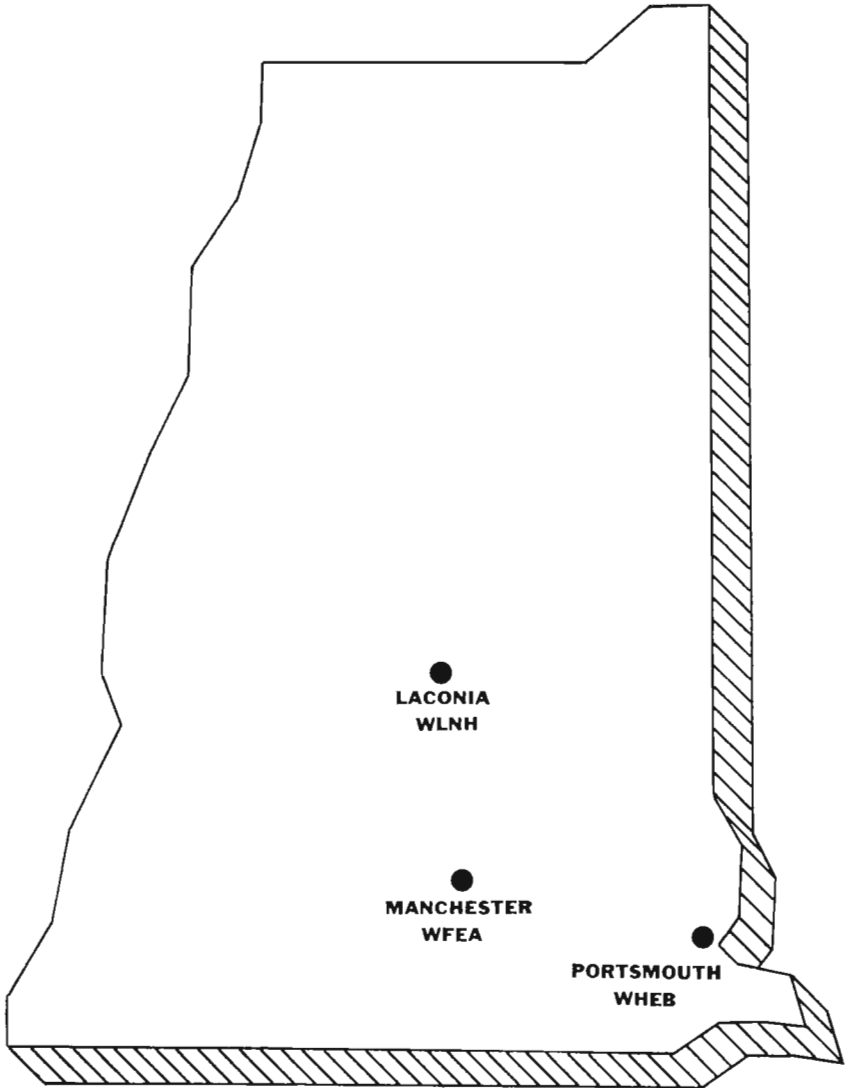
WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Co., 39 Congress St., P. O. Box 746. *Phone:* 2670-1. *Power:* 250 watts on 740 kc, 8 a.m. to sunset at Atlanta, Georgia; no Sunday schedule. *Affiliation:* None. *Opened:* Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

President, station manager, commercial manager: H. J. Wilson. *Program director, artists bureau head:* V. E. Bennett. *Chief engineer:* G. E. Knightly. *Musical director:* D. R. Stevens. *Publicity director:* H. C. Wilson.

Rep: Cox and Tanz. *News:* AP; also

NEW HAMPSHIRE



STATIONS—Continued

gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally

maintained by station. *Base rate:* \$100. *Copy restrictions:* No alcoholic beverages, beer or wines; charitable organizations in the area given time gratis.

NEW JERSEY

(897,500 radio homes)

Radio Homes by Counties

Atlantic	30,600	Gloucester	13,400	Ocean	9,000
Bergen	88,000	Hudson	137,500	Passaic	67,300
Burlington	17,000	Hunterdon	6,400	Salem	7,900
Camden	51,700	Mercer	38,800	Somerset	14,200
Cape May	7,900	Middlesex	43,200	Sussex	6,900
Cumberland	17,100	Monmouth	34,600	Union	71,000
Essex	200,300	Morris	25,400	Warren	9,300

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. *Phone:* 1911. *Power:* 500 watts on 1280 kc (divides time with WCAM and WTNJ). *Affiliation:* None. *Opened:* 1927.

Technical advisor: Thomas F. Burley, Jr. *Station manager:* V. N. Scholes. *Chief engineer:* Ernest Ruckle. *Artists bureau head:* D. Johanson.

Rep: None. *News:* None. *Seating facilities:* Convention Hall, seating 4,500 persons; Berkeley Carteret Hotel Crystal Room, seating 500. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

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

WPG, ATLANTIC CITY

Operator: City of Atlantic City, Convention Hall. *Phone:* 4-6538. *Power:* 5,000 watts on 1100 kc (divides time with WLWL). *Affiliation:* CBS. *Opened:* January, 1925.

Station head: Mayor Charles D. White. *Station manager:* Norman Reed. *Commercial manager:* Wm. H. Appleby. *Program director:* Margaret Keever. *Chief engineer:* Earle Godfrey.

Rep: Sears and Ayer. *News:* Transradio. *Seating facilities:* Two studios; larger seats 300; smaller accommodates 60. *Merchandising:* Arranges displays for sponsors on the Atlantic City boardwalk and in the pier studios. *Foreign language programs:* Carries Italian and Jewish programs currently; English translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Copy must be free of objectionable references, or extravagant claims, and subject to editing by station;

wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp. *Power:* 100 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WCAM, CAMDEN

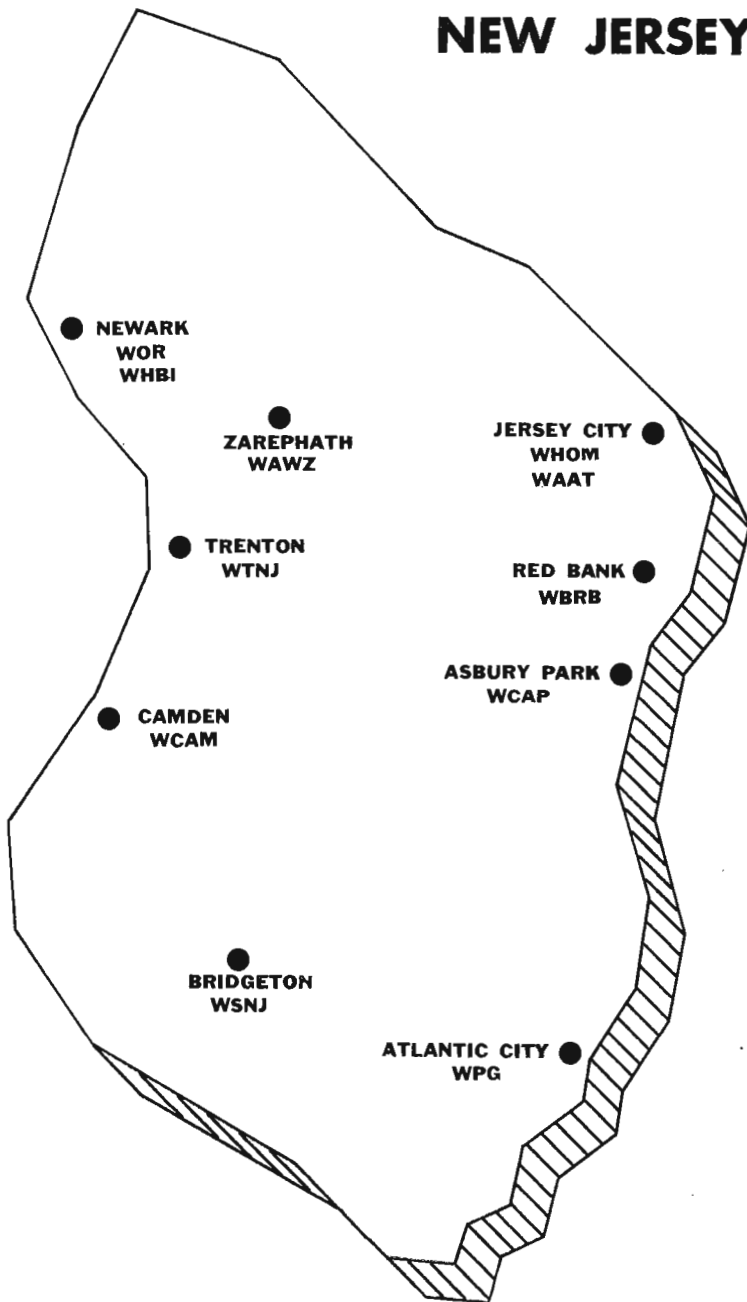
Operator: Broadcast Advertising Co., City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

President of operating company: Henrietta M. Preisendanz. *Station manager:* Frederick Caperoon. *Commercial manager:* L. M. Maxwell. *Program director:* Mary J. Costanza. *Chief engineer:* C. E. Onens. *Musical director:* Chas. L. Bowen. *Publicity director:* William Markward.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Co-operative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Yes; all material must be submitted in English in advance; time for these broadcasts is limited. *Artists bureau:* None. *Stock:* Owner of Broadcast Advertising Co. is Henrietta M. Preisendanz, heir (wife) to estate of Rud Preisendanz; no other stock outstanding or otherwise held in station or operating company. *Base rate:* \$120.

Copy restrictions: Beer, wines, alcoholic beverages and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; company will not assume any liability for statements made by the advertiser.

NEW JERSEY



WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square. *Phone:* Journal Square 2-0716. *Power:* 500 watts on 940 kc (day-time). *Affiliation:* None. *Opened:* November, 1926.

President, station and commercial manager, artists bureau head: Paul H. La Stayo. *Program director:* Gabrielle C. Haas. *Chief engineer:* Anthony Castellani. *Musical director:* Tabe Nicholson.

Rep: None. *News:* None. *Seating facilities:* Use hotel ballroom for audience programs; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* \$210.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising; all copy subject to station approval.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930.

President, station manager: Paul F. Harron. *Commercial manager:* Joseph Lang. *Program director, artists bureau head:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Alfred Fasano. *Publicity director:* Don Larkin.

Rep: None. *News:* None. *Seating facilities:* None listed. *Merchandising:* None. *Foreign language programs:* Station specializes in same; currently carrying German, Jewish, Polish, Syrian, Greek, Italian and Irish programs; translation must be submitted in advance. *Artists bureau:* Yes; artists not listed. *Base rate:* \$90.

Copy restrictions: Accept beer, wine and liquor advertising; all copy must be approved by management and conform to state and federal laws.

WHBI, NEWARK

Operator: May Radio Broadcast Corp. *Power:* 2,500 and 1,000 watts (shares hours with WNEW). *Affiliation:* None.

Rep: None. *Base rate:* \$250.

No other data available after repeated requests.

WOR, NEWARK

For information on this station, see New York City. Although WOR is licensed for Newark, N. J., it maintains studios and general offices in New York City through its affiliation with the Radio Quality Group Service.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, Inc., 63-65 Broad Street. *Phone:* 980. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNY, and WFAS). *Affiliation:* None. *Opened:* October, 1925.

Station manager: V. N. Scholes. *Commercial manager:* A. W. Mayhew. *Program director:* Lillian Mayhew. *Chief engineer:* Robert Johnson.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Supply some publicity, free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

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

WTNJ, TRENTON

Operator: WOAX, Inc., Hotel Hildebrecht. *Phone:* 5876. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1922.

President: Paul F. Harron. *Station and commercial manager:* Edward D. Clery. *Program director:* Harry E. McIlvain. *Chief engineer:* Edward P. Knowles. *Musical director:* William H. Van Doren. *Publicity director:* Rupe Werling.

Rep: None. *News:* Transradio. *Seating facilities:* Hotel Hildebrecht ballroom, seating 800 persons. *Merchandising:* Services, including advance spot announcements, display publicity, etc., offered free of charge. *Foreign language programs:* Will accept; Polish, Italian, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* \$75.

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

WAWZ, ZAREPHATH

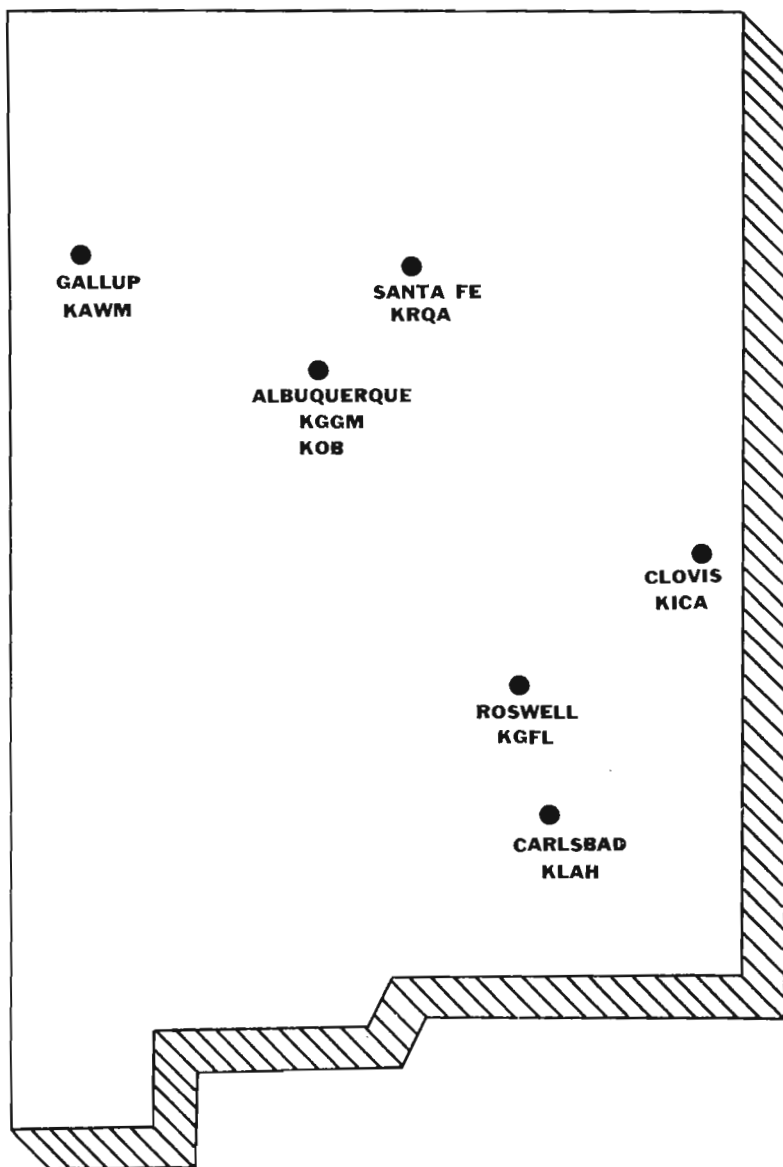
Operator: Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX). *Opened:* March 15, 1931.

President: Bishop Alma White. *Vice-president:* Bishop Arthur K. White. *Vice-president, station manager, program director:* Rev. Ray B. White. *Chief engineer:* N. L. Wilson. *Musical director:* Orland Wolfram.

Seating facilities: 1,000 persons.

This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College, and Zarephath Bible Seminary.

NEW MEXICO



NEW MEXICO

(48,300 radio homes)

Radio Homes by Counties

Bernalillo	9,100	Hidalgo	600	San Juan.....	1,200
Catron	200	Lea	800	San Miguel.....	2,600
Chaves	2,900	Lincoln	800	Santa Fe.....	2,800
Colfax	2,300	Luna	900	Sierra	500
Curry	2,100	McKinley	2,500	Socorro	900
De Baca.....	300	Mora	600	Taos	1,000
Dona Ana.....	2,400	Otero	1,000	Torrance	800
Eddy	2,300	Quay	1,300	Union	1,100
Grant	2,100	Rio Arriba.....	1,200	Valencia	1,400
Guadalupe	600	Roosevelt	1,100		
Harding	300	Sandoval	600		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. *Phone:* 929. *Power:* 1,000 watts on 1230 kc. *Affiliation:* None. *Opened:* No date given.

Station manager, commercial manager: Mike Hollander. *Program director:* Elmer Fondren. *Musical director:* J. B. Matthews. *Chief engineer:* Leonard Dodds.

Rep: Wilson-Robertson, Inc. *News:* Christian Science Monitor. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* Accepted at regular station rates; bi-lingual announcer available at no extra cost. *Artists bureau:* None. *Stock:* Principally held by A. R. Hebenstreit and S. P. Vidal. *Base rate:* \$90.

Copy restrictions: Accept beer and wine copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. *Phone:* 1180. *Power:* 10,000 watts on 1180 kc. (up to 9 p.m., divides time with KEX thereafter). *Affiliation:* NBC (station is available with Pacific Red or Blue as an optional). *Opened:* June 3, 1920. (Note: prior to August, 1936, KOB was owned by the New Mexico College of Agriculture and Mechanical Arts; subsequently it has become a commercial station.)

President: T. M. Pepperday. *Commercial manager, program director:* J. C. McGrane. *Chief engineer:* George S. Johnson. *Musical director:* Mary Hickox.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* None; planned studios call for 150 capacity. *Merchandising:* Any service desired is rendered at cost. *Foreign language programs:* Announcements and programs taken in Spanish; additional charge made for announcer. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no hard liquors; only restrictions on copy are that copy must be within the law, and "in good taste."

KLAH, CARLSBAD

Operator: Jack Hawkins and Barney H. Hubbs, Crawford Hotel. *Phone:* 244. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station and commercial manager: Jack Hawkins. *Program director:* Wray Guye. *Chief engineer:* Harry Boehnemann.

Rep: Cox and Tanz, Philadelphia. *News:* None. *Seating facilities:* None. *Merchandising:* Furnish window displays, publicity; contact dealers and retailers. *Foreign language programs:* Accept Spanish programs; script subject to station approval. *Artists bureau:* None. *Base rate:* \$50.

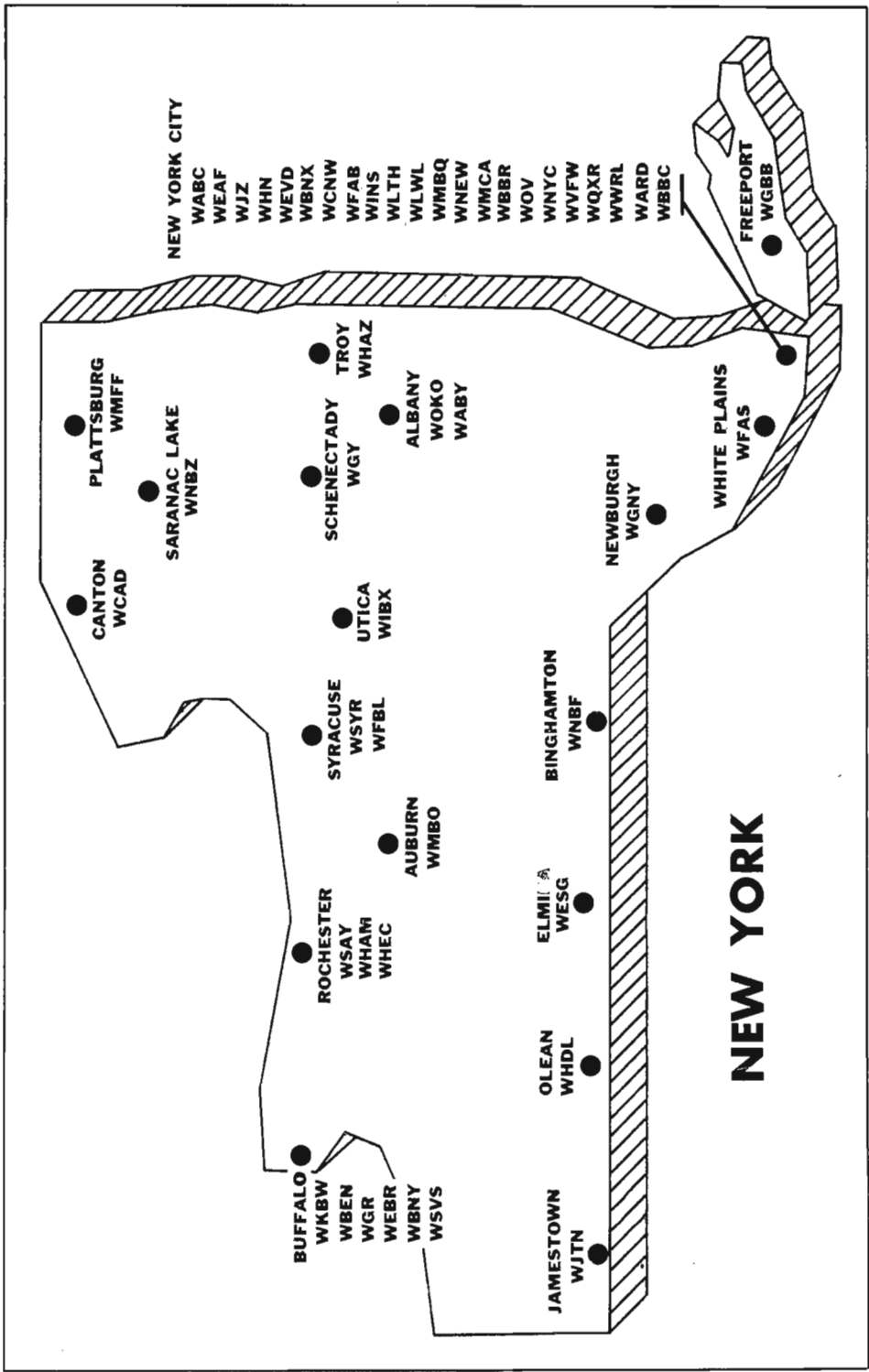
Copy restrictions: Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., Hotel Clovis Bldg. *Phone:* 3. *Power:* 100 watts on 1370 kc. (shares hours nighttime with KGFL). *Affiliation:* None. *Opened:* 1929.

General manager: Charles C. Alsop. *Commercial manager:* Leon Womack. *Program director:* Ed Safford, Jr. *Chief engineer:* Jack Lund. *Musical director:* Mrs. J. E. Alsop.

Rep: Cox & Tanz. *News:* RNA (Transradio). *Seating facilities:* Rainbow Ballroom, Clovis Hotel, seating 350 persons. *Merchandising:* Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." *Foreign language programs:* Accept



STATIONS—Continued

Spanish programs. *Artists bureau:* None. *Base rate:* \$25.

Copy restrictions: Accept beer, wine and liquor advertising; all copy subject to FCC rules and regulations.

KAWN, GALLUP

Operator: A. W. Mills. *Power:* 100 watts on 1500 kc.

No other data available.

KRQA, SANTA FE

Operator: Sunshine Broadcasting System, 759 Cerrillos Road. *Phone:* 1456. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* December, 1934.

General, station and commercial manager, publicity director: J. Laurance Mar-

tin. *Assistant station manager:* A. F. Schultz. *Chief engineer:* J. Laurance Martin. *Artists bureau head and musical director:* George O. Thorne. *Spanish program director:* T. R. Rivera.

Rep: Cox & Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* \$45.

Copy restrictions: Accept beer, wine and hard liquor; all copy subject to station standards and government regulations.

KGFL, ROSWELL

Operator: KGFL, Inc. *Power:* 100 watts on 1370 kc (specified hours with KICA). No other data available.

NEW YORK

(2,993,100 radio homes)

Radio Homes by Counties

Albany	53,500	Herkimer	13,600	Rensselaer	30,700
Allegany	7,900	Jefferson	20,700	Richmond	35,000
Bronx	317,000	Kings	608,000	Rockland	12,900
Broome	34,900	Lewis	4,300	St. Lawrence	17,800
Cattaraugus	17,500	Livingston	7,900	Saratoga	14,500
Cayuga	16,400	Madison	9,600	Schenectady	30,800
Chautauqua	30,500	Monroe	103,500	Schoharie	4,500
Chemung	18,100	Montgomery	13,500	Schuyler	2,600
Chenango	8,000			Seneca	5,100
Clinton	9,800	Nassau	72,700	Steuben	19,700
Columbia	10,400	New York	427,000	Suffolk	36,900
Cortland	8,300	Niagara	33,300	Sullivan	8,900
Delaware	9,200	Oneida	45,300	Tioga	6,100
Dutchess	23,400	Onondaga	71,200	Tompkins	11,000
Erie	178,200	Ontario	12,400	Ulster	20,500
Essex	7,200	Orange	31,300	Warren	8,900
Franklin	9,900	Orleans	5,300	Washington	9,200
Fulton	12,700	Oswego	15,700	Wayne	11,200
Genesee	9,900	Otsego	12,000	Westchester	120,400
Greene	6,000	Putnam	3,300	Wyoming	6,300
Hamilton	800	Queens	276,000	Yates	3,900

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., 110 N. Pearl St. *Phone:* 4-4194. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Optional Basic Service. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker Press and Albany News.)

President and general manager: Harold E. Smith.

Rep: Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors.

Foreign language programs: No restrictions against acceptance. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Accept alcoholic beverages, beer, wines, liquors, patent medicines subject to investigation of product and strict supervision of copy; exaggerated claims or mis-statements not tolerated.

WOKO, ALBANY

Operator: WOKO, Inc., Hotel Ten Eyck. *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker Press and The Albany News, both Gannett papers.)

General manager: Harold E. Smith.

WOKO

A SIX-YEAR HABIT

With

CAPITAL DISTRICT LISTENERS

For Results Write

WOKO

Hotel Ten Eyck, Albany, N. Y.

WABY OFFERS

COVERAGE IN 3 MAJOR CITIES

ALBANY – TROY – SCHENECTADY

The Only NBC Blue Network Service in the Area

WABY

ALBANY, N. Y.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$170.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation of product and strict supervision of copy.

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* New York Broadcasting System. *Opened:* January, 1926.

President: Roy L. Albertson. *Station and commercial manager:* Frederick L. Keesee. *Program director:* Edward Campbell. *Chief engineer:* Herbert House. *Publicity director:* Dorothy Bolin.

Rep: None. *News:* New York Broadcasting System; local. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to broadcast. *Artists bureau:* Yes. *Base rate:* \$70.

Copy restrictions: Accept beer and wine, no hard liquor; patent medicines accepted if approved by Food & Drugs Act; all copy subject to station approval and government regulations.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 136 Chenango Street. *Phone:* 2-3461. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* February 7, 1927.

President: John C. Clark. *Station manager:* Cecil D. Mastin. *Commercial manager:* Harry Trenner. *Program director:* Elizabeth Lamb. *Chief engineer:* Lester H. Gilbert. *Publicity director:* Fred Dodge.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the year carry three such commercial pro-

grams. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations.

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. *Phone:* Cleveland 6400. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News; also WEBR, Buffalo.)

President: Edward H. Butler. *Station manager, program director:* Edgar H. Twamley. *Commercial manager:* Clifford M. Taylor. *Chief engineer:* Ralph J. Kingsley. *Musical director:* Erwin Glucksman. *Publicity director:* Joe Haeffner.

Rep: Edward Petry & Co., Inc. *News:* locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$130 (½ hr.).

Copy restrictions: No announcements accepted on beer, wine or liquor; full-length programs accepted for beer, but not for wine or liquor.

WBNY, BUFFALO

Operator: Roy L. Albertson, 485 Main Street. *Phone:* Cleveland 3365. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* New York Broadcasting System. *Opened:* March 4, 1936.

General, station and commercial manager: Roy L. Albertson. *Program director:* John A. McLean. *Chief engineer:* Thomas L. Vines. *Musical director:* Art Crossen.

Rep: None. *News:* Transradio. *Seating facilities:* 25 persons. *Merchandising:* Complete service; no charge except for special and costly services. *Foreign language programs:* Accept, with no restrictions; daily Polish and German programs current. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine any time; hard liquor after 10 p.m. only; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis.

How About Buffalo?

When a station's commercial renewals — month in and month out — remain around 97 per cent. it can mean only one thing . . . we are getting highly satisfactory results for all types of advertisers.

W B N Y

Owned and Operated by Roy L. Albertson

B U F F A L O

Studios—485 Main Street

Telephone Cleveland 3365

Full Transradio Press Service!

STATIONS—Continued

WEBR, BUFFALO

Operator: WEBR, Inc., 23 North St. *Phone:* Lincoln 7133. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Blue. *Opened:* Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

President: Edward H. Butler. *Station manager:* Louis W. Kaiser. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Gluckman. *Publicity director:* Joe Betzer.

Rep: Edward Petry & Co., Inc. *News:* No service listed. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$72 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations and be in good taste.

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS.

Opened: 1922. (Note: Same owners control WKBW, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

Copy restrictions: All copy subject to station approval.

WKBW, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: Same owners control WGR, also of Buffalo.)

President: H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

ARTIST'S MANAGEMENT BUREAU, Inc.

17 E. 45th St., New York
MU. 2-1888

Personal Representative

PAUL WHITEMAN
JIMMY BRIERLY
JIMMY LOU ELLIS
JOHNNY MERCER
KING'S MEN
BOB LAWRENCE
VIVIENNE SEGAL
HARRY ROSENTHAL

● The Salesway To The Rich Chautauqua Region

NEW POWER! NEW
STUDIOS! NBC BLUE
NETWORK AFFILIA-
TION! The only station
in the Chautauqua area ...
Now serving nearly a half
million "Willing to Spend"
listeners in New York and
Pennsylvania. Tap this
rich market at low cost!

For Information on Coverage, Results,
Rates and Complete Information . . .
Write, Wire or Phone.



JAMESTOWN, N.Y.

“Showmanship” . . .

When Roger Baker leases a line to broadcast direct from the Buffalo Bison training camp in Florida—that’s showmanship!

When BBC opens the Joint Charities and Community Fund Campaign with a mammoth all-star three and one-half hour broadcast—that’s showmanship!

When the tourist from Canada is met at the Peace Bridge with a BBC microphone and a cordial welcome to Buffalo—that’s showmanship!

When 3,000 University of Buffalo graduates stage a monster parade and BBC’s ultra-short-wave equipped truck brings a “play-by-play” description—that’s showmanship!

BBC Showmanship means BBC local dominance in the rich Western New York market. Let us prove it.

WGR . . . WKBW

. . . The Ends of the Dial . . .

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

Rep: Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$275.

Copy restrictions: All copy subject to station approval.

WSVS, BUFFALO

Operator: Seneca Vocational High School (Elmer S. Pierce, principal). *Power:* 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

WCAD, CANTON

Operator: St. Lawrence University. *Phone:* Canton 276. *Power:* 500 watts on 1220 kc. *Opened:* Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

Station head: Richard C. Ellsworth, secretary to the University. *Station manager:* Harold K. Bergman. *Program director, publicity director:* Ruth Willard. *Musical director:* Prof. H. Wellington Stewart. *Chief engineer:* Dr. Ward C. Priest.

News: Christian Science Monitor News.

This station is non-commercial; university-owned.

WESG, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. *Phone:* 5959; 5181. *Power:* 1,000 watts on 850 kc (daytime). *Affiliation:* CBS. *Opened:* 1921; present operation since Oct. 2, 1932. (Note: this station is operated commercially under lease by the Elmira Star-Gazette; it is owned by Cornell University, and there are additional studios in Ithaca on the University campus.)

Station manager: Dale L. Taylor. *Program director:* Harold M. Wagner. *Chief engineer:* True McLane. *Musical director:* Harry Springer. *Publicity director:* Glenn Williams.

Rep: J. P. McKinney & Son. *News:* AP; UP. *Seating facilities:* Studio, 45 persons; Mark Twain Hotel ballroom, 200. *Merchandising:* Make personal calls; direct mail; newspaper cooperation. *Foreign language programs:* None currently carried; acceptable with limitations. *Artists bureau:* Yes; have several bands, string groups, vocalists and other musicians. *Base rate:* \$100.

Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs.

WGBB, FREEPORT

Operator: Harry H. Carman. *Power:* 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGNV). *Affiliation:* None. *Opened:* 1924.

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

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Wellman Bldg. *Phone:* 7-151. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Blue. *Opened:* 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSyr, Syracuse.)

President: H. C. Wilder. *Station manager:* Charles Denny. *Commercial manager:* Simon Goldman. *Program director:* J. Costley. *Chief engineer:* H. K. Kratzent.

Rep: Lists none exclusively. *News:* UP. *Seating facilities:* 1,600 in an auditorium by remote. *Merchandising:* Yes; specific policies not listed. *Foreign language programs:* Accepted. *Artists bureau:* Yes; has no specific list of talent on hand, but will supply performers on request. *Base rate:* \$120.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice," no restrictions on alcoholic beverages; patent medicines restricted in accordance with Federal Trade Commission procedure.

WGNV, NEWBURGH

Operator: Peter Goelet. *Power:* 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGBB). *Affiliation:* None.

Director: Peter Goelet.

Rep: None. *Base rate:* \$40.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. *Phone:* Wickersham 2-2000. *Power:* 50,000 watts on 860 kc. *Affiliation:* This is the key station of the Columbia Broadcasting System (Note: On the FCC records this station is listed as WABC-WBOQ).

For all other information, see the Columbia Broadcasting System.

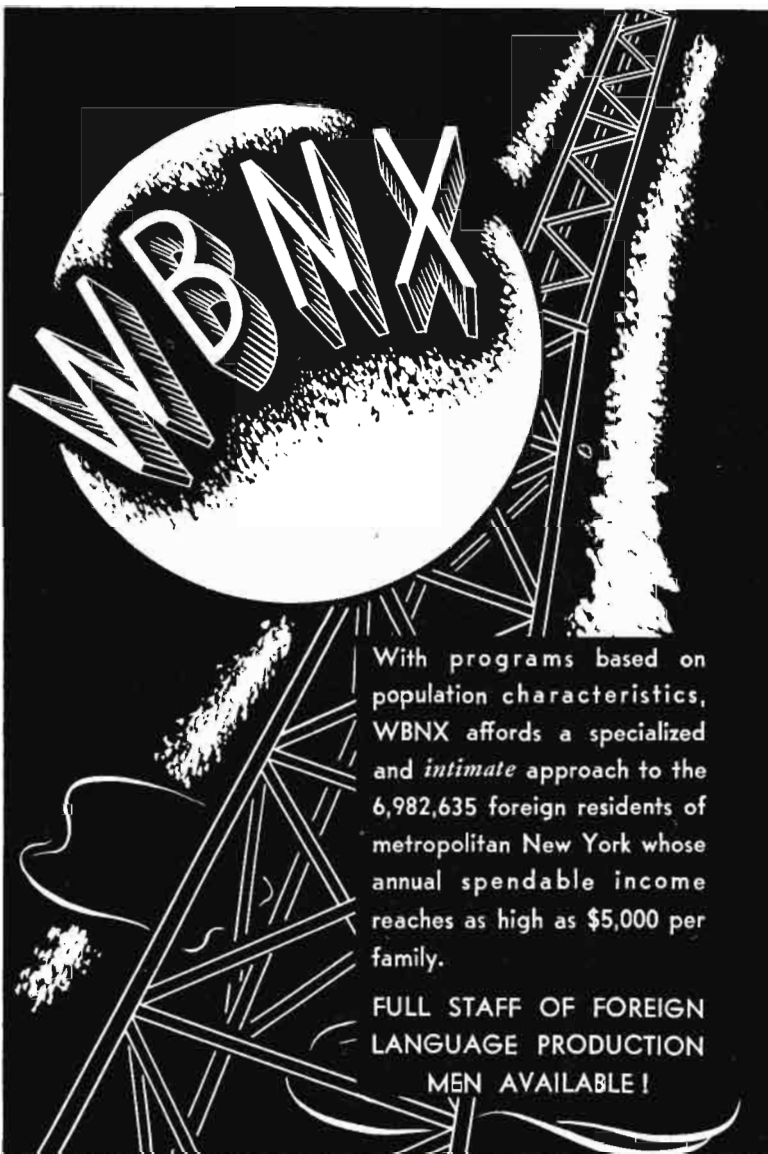
WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St. *Phone:* Triangle 5-3301. *Power:* 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). *Affiliation:* None. *Opened:* 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. *Commercial manager:* Oscar Kronenberg. *Chief engineer:* A. Hass.

A *NEW* APPROACH TO THE

NEW YORK MARKET



With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as \$5,000 per family.

FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!

VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

STATIONS—Continued

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. *Artists bureau:* Yes; has talent available. *Base rate:* \$200.

Copy restrictions: Accept beer; no other alcoholic beverages.

WBBC, NEW YORK CITY

Operator: Brooklyn Broadcasting Corp., 554 Atlantic Avenue. *Phone:* Triangle 5-6690. *Power:* 500 watts on 1400 kc. (shares time with WARD, WLTH, WVFW). *Affiliation:* None. *Opened:* 1926.

Managing director: Peter J. Testan. *Commercial manager, artists bureau head:* Arnold J. Jaffe. *Program and publicity director:* Bert Child. *Chief engineer:* Peter Testan, Jr. *Musical director:* Dave Tarras.

Rep: None. *News:* None. *Seating facilities:* 50 persons. *Merchandising:* Maintain publicity service department; sales department will advise and co-operate in dealer promotional campaigns and any other form of merchandising desired. *Foreign language programs:* Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. *Artists bureau:* Yes. *Base rate:* \$190.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations.

WBRR, NEW YORK CITY

Operator: Peoples Pulpit Assn. *Power:* 1,000 watts on 1300 kc. (shares time with WHAZ, WFAB and WEVD).

This station does not sell time; church-owned.

WBNX, NEW YORK CITY

Operator: WBNX Broadcasting Corp., 260 E. 161st St. *Phone:* Melrose 5-0333. *Power:* 1,000 watts on 1350 kc (divides time with WAWZ). *Affiliation:* None. *Opened:* 1927. (Note: Station specializes in foreign language programs.)

Vice-president, general manager: W. C. Alcorn. *Commercial manager:* S. W. Caulfield. *Assistant commercial manager:* William I. Moore. *Program director:* Ned Ervin. *Studio director:* Frank Johnson. *Musical director:* Arno Arriga.

Rep: Van Cronkhite Associates. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with produc-

tion of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* \$225.

Copy restrictions: No set rules.

WGNW, NEW YORK CITY

Operator: Arthur Faske. *Power:* 250 and 100 watts on 1500 kc (shares hours with WMBQ and WWRL). *Affiliation:* None.

Base rate: \$160.

No other data available.

WEAF, NEW YORK CITY

Operator: The National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 660 kc. *Affiliation:* NBC Basic Red—key station.

For all other information, see the National Broadcasting Co.

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 160 W. 44th St. *Phone:* Bryant 9-2360. *Power:* 1,000 watts on 1300 kc (shares time with WBRR, WFAB, WHAZ). *Affiliation:* None. *Opened:* July, 1931 (reorganized).

Managing director: Henry Greenfield. *Director in charge of programs:* Morris S. Novik. *Musical director:* Nicholas L. Saslowsky. *Publicity director:* George Field.

Rep: None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None. *Foreign language programs:* Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste."

WFAB, NEW YORK CITY

Operator: Fifth Avenue Broadcasting Corp. *Power:* 1,000 watts on 1300 kc (shares time with WBRR, WEVD, and WHAZ). *Affiliation:* None.

Director: Joseph Lang.

Rep: None. *Base rate:* \$200.

Copy restrictions: Accept beer, wine and hard liquors.

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. *Phone:* Bryant 9-7800. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* Yankee Network; Colonial Network; WLW Line; New York Broadcasting System. *Opened:* March 18, 1922.

Managing director: Louis K. Sidney.

THERE IS A *New*
Easy to Cover

WON

WRAX

WREN

RICH MARKET.....

Easy to Sell

1000 WATTS

DAY
500 WATTS

NIGHT
250 WATTS

There is a new market, 50% of the Italian Market of America, concentrated between New York and Philadelphia. We can put this market in the palm of your hand through WOV in New York and WRAX-WPEN in Philadelphia.

There are more than 1,750,000 Italo-Americans in the New York Metropolitan Area, and 350,000 Italo-Americans in Greater Philadelphia served by 8,000 grocery stores, 1,500 drug stores and numberless outlets for practically every product you wish to sell.

For the last six years WOV and WRAX-WPEN have done a remarkably good job: In 1936 and 1937 95% of WOV advertisers renewed their contracts; 20% of WOV and WRAX-WPEN programs are now running without interruption for more than four years.

Write Today!

If you wish more information about the Italian Market of America, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience. No obligation on your part.

WOV

132 West 43rd St., New York, N. Y.

WRAX • WPEN

22nd and Walnut Sts., Philadelphia, Pa.

Over 2 Million Italo - Americans in New York, New Jersey & Philadelphia

Associate director, commercial manager: Herbert L. Pettey. *Station manager:* Frank Roehrenbeck. *Program director:* Fred Raphael. *Chief engineer:* Gordon Windham. *Artists bureau head:* Leo Cohen. *Musical directors:* Don Albert, Irving Aaronson. *Production manager:* Mort Harris. *Publicity director:* Abraham L. Simon.

Rep: E. Katz Special Advertising Agency. *News:* UP. *Seating facilities:* Studio A, 150; studio B, 100; studio C, 100; studio No. 1403, 50. *Merchandising:* None. *Foreign language programs:* No. *Artists bureau:* Complete service; artists booked directly, while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including the Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* \$400.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast; will accept alcoholic beverages and patent medicines, acceptance depending on approval of product and copy.

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc. *Affiliation:* New York Broadcasting System. *Opened:* 1924. (Note: This station is newspaper-owned by the New York Journal and American—Hearst Newspapers.)

Station manager: Burt Squire. *Commercial manager:* Carl Calman. *Program director:* A. A. Grobe. *Chief engineer:* C. H. Pease. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

Rep: Hearst Radio, Inc. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

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

WJZ, NEW YORK CITY

Operator: National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

For all other information, see the National Broadcasting Co.

WLTH, NEW YORK CITY

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400

kc (divides time with WBBC, WARD, WVFW). *Affiliation:* None. *Opened:* September, 1925.

President, commercial manager: Samuel Gellard. *Program director:* Stanley Field. *Chief engineer:* Norwood Bradshaw. *Musical director:* Sholom Secunda. *Publicity director:* Norman H. Warembud.

Rep: Van Cronkhite Associates. *News:* Yiddish Telegraphic Agency. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has mailing list of listeners consistently patronizing advertisers which may be used by clients for follow-ups; has organized a Grocer's Association to aid advertisers in merchandising. *Foreign language programs:* Yes; in Jewish, Italian, German, Irish, Polish, Spanish, Norwegian, Arabic. *Artists bureau:* None. *Base rate:* \$175.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate code of ethics of NAB; with patent medicines, copy and hour of broadcast is also supervised by station.

WLWL, NEW YORK CITY

Operator: Universal Broadcasting Corp., 415 West 59th Street. *Power:* 5,000 watts on 1100 kc. (specified hours with WPG.)

Base rate: \$300.

No other information available after repeated requests.

(Note: At press time this station was reported as sold to Arde Bulova. Call letters will be changed to WBIL.)

WMBQ, NEW YORK CITY

Operator: Metropolitan Broadcasting Corp., special temporary authorization authorized to Joseph Husid, receiver for the Metropolitan Broadcasting Corp. *Power:* 100 watts on 1500 kc (shares hours with WCNW and WWRL).

No other data available.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., 1697 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

President, station manager: Donald Flamm. *Commercial manager:* Bertram Lebharr, Jr. *Program director:* Alfred A. Hall. *Chief engineer:* Frank Marx. *Artists bureau head:* Charles Wilshin. *Musical director:* Carl Fenton. *Publicity director:* Leon Goldstein.

Rep: Ray Linton (Chicago). *News:* INS. *Seating facilities:* Studios, 250 persons. *Merchandising:* Sales promotion depart-



On the screen
it's M-G-M

In the theatre
it's LOEW'S



On the AIR—*it's*
WHN
DIAL
1010



No wonder *Variety* named WHN as New York's Number One Showmanship Station! Our affiliation with Metro-Goldwyn-Mayer Studios and Loew's chain of theatres, our accomplished staff of experienced showmen, our wide range of talented artists, combine to give our advertisers the best possible setting for their sales message . . . And besides, there isn't a more economical or more effective way to reach the World's Richest Market—New York!

"THE STATION OF THE STARS"

first by a large margin!

BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK

Take your choice ✓ check at will

✓
Total number of local
accounts on the air . . .

first by a large
margin!

✓
Total number of local
accounts that repeat
year after year—season
in, season out—

first by a large
margin!

✓
Total number of national
accounts using programs
of no less than fifteen
minutes—

first by a large
margin!

✓
Total number of hours
on the air—with the
highest percent of listen-
ing audience among the
local stations (Clark-
Hooper)—

first by a large
margin!

✓
Total number of program
features that belong to
New York—that are New
York—that rank first in
listening audience—

first by a large
margin!

✓
... Best
equipped to
move your goods
at the lowest cost
per buyer . . .

first by a large
margin!

W·N·E·W

Covers New York City and its
environs twenty-four hours a day

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT

STATIONS—Continued

ment prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes; complete roster with about 65 artists available for booking. *Base rate:* \$550.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees.

WNEW, NEW YORK CITY

Operator: Wodaam Corp. is licensee, while WBO Broadcasting Co. is operating company; 501 Madison Ave. *Phone:* Plaza 3-3300. *Power:* 2,500 and 1,000 watts on 1250 kc. (shares time with WHBI). *Affiliation:* None. *Opened:* Feb. 13, 1934.

President: Milton H. Biow. *Station manager, artists bureau head:* Bernice Judis. *Commercial manager:* Herman Bess. *Program director:* Has a program board. *Chief engineer:* Max Weiner. *Musical director:* Merle Pitt. *Publicity director:* Sid Schwartz.

Rep: None. *News:* Press-Radio (also tie-up with N. Y. Evening Journal). *Seating facilities:* Studios, 200 persons. *Merchandising:* Maintains such a department. *Foreign language programs:* None. *Artists bureau:* Yes; has about 45 artists. *Base rate:* \$350.

Copy restrictions: Accepts beer, wine and patent medicines; rejects laxatives, reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others; guided by code of ethics of FCC.

WNYC, NEW YORK CITY

Operator: City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

Station head: K. J. H. Kracke (Commissioner of Plant & Structures). *Program director:* Seymour N. Siegel. *Chief engineer:* Isaac Brimberg. *Artists bureau head:* Bert Dixon. *Musical director:* Herman Newman. *Publicity director:* J. J. Auerhaan. *Studio manager:* T. H. Cowan.

News: Press Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Penn-

sylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

President: Alfred J. McCosker. *Vice-president, general manager:* Theodore C. Streibert. *Sales manager:* William B. Gellatly. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

Rep: Maintain own offices in Chicago. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* \$925.

Copy restrictions: Accept beer, wine and liquor; minimum length of period—5 minutes; announcements accepted, with restrictions on time of broadcast; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WOR, WAAB, WRAX, WICC, WEAN, WSPR, New York Broadcasting System. *Opened:* December, 1926.

President, station manager, commercial manager: John Iraci. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Charles Berry.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. *Phone:* Columbus 5-6366. *Power:* 1,000 watts on 1550 kc. *Affiliation:* None. *Opened:* 1934.

President: John V. L. Hogan. *Station*

THE W H A M EMPIRE COVERS

1
/
4

**The Vast Empire
State Population!**

* WHAM reaches 2,840,000 potential listeners as measured by the NBC System of Audience Measurement by "Areas."

3
/
4

**The Rich Empire
State's Area!**

* This measurement does NOT include the station's "Area" No. 3 with as high as 49% potential circulation.

**The ONLY 50,000 Watt Station In Western N. Y.
Clear Channel—Full Time—1150 Kilocycles**

ROCHESTER, N. Y.

Owned and Operated by the
STROMBERG-CARLSON
TELEPHONE MFG. CO.

Represented by
Craig & Hollingbery, Inc.
New York, Chicago

ASSOCIATED WITH N. B. C.

manager, commercial manager: Elliott M. Sanger. Chief engineer: Russell Valentine. Musical director: Eddy Brown. Publicity director: Dorothea Beckman.

Rep: None. News: Press-Radio. Seating facilities: Studio, 50 persons. Merchandising: Services rendered at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp. Power: 500 watts on 1400 kc (operates specified hours with WARD, WBBC, and WLTH). Affiliation: None.

Manager: S. J. D'Angelo.

Rep: None. Foreign language programs: Accepted. Base rate: \$175.

No other data available.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th Street. Phone: Newtown 9-3300. Power: 250 and 100 watts on 1500 kc (divides time with WMBQ and WCNW). Affiliation: None. Opened: August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. Commercial manager: Frank R. Clarke. Program director: Lou Cole. Musical director: Edward Feimer. Publicity director: Edith Dick.

Rep: None. News: Local. Seating facilities: None. Merchandising: Co-operate in any service requested, free of charge. Foreign language programs: Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. Phone: 3300. Power: 250 watts on 1400 kc. (daytime). Affiliation: None. Opened: Nov. 4, 1934.

Station manager: Leonard L. Hofmann. Program director: David W. Jefferies. Chief engineer: Hubert M. Hathaway.

Rep: Radio Markets, Inc. News: Supplied by Olean Times-Herald from editorial room. Seating facilities: Have studios in both Olean, N. Y., and Bradford, Pa.; capacities not listed. Merchandising: Have a maintenance merchandising department. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Do not accept beer, wine or hard liquors; no laxatives.

Note: station has studios in Bradford, Pa., and St. Bonaventure College.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. Phone: 802. Power: 250 and 100 watts on 1310 kc. Affiliation: New York Broadcasting System. Opened: Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. Commercial manager: Earl Baker. Program and publicity director: Burnham Adams. Chief engineer: Ray Ainsworth. Artists bureau head: Malcolm Weaver. Musical director: Gordon Redding.

Rep: Weed & Co. News: Transradio. Seating facilities: None. Merchandising: None. Foreign language programs: Will accept. Artists bureau: Yes; lists about 30 artists. Base rate: \$75.

Copy restrictions: Beer, wine and liquor advertising accepted; all continuity subject to station's approval.

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. Phone: Stone 1862. Power: 50,000 watts on 1150 kc. Affiliation: NBC Basic Blue. Opened: 1922.

General manager: William Fay. Studio manager: John Lee. Commercial manager: Frank W. Kelly. Program director: Charles Siverson. Chief engineer: John J. Long. Musical director: Charles Siverson. Publicity director: Art Kelly.

Rep: Craig & Hollingbery, Inc. News: UP. Seating facilities: Auditorium studio, 300 capacity. Merchandising: Give pre-announcements, mail dealer letters, and direct program publicity; other services rendered via outside organizations at cost. Foreign language programs: No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. Artists bureau: None. Base rate: \$360.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. Phone: Stone 1320. Power: 1,000 and 500

watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* J. Gordon Baldwin. *Publicity director:* Ross Woodbridge.

Rep: Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio A, 150; Studio B, 50. *Merchandising:* Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. *Foreign language programs:* Accept, though few features of this type are carried; must submit English translation in advance. *Artists bureau:* Yes; has a score of artists under contract. *Base rate:* \$175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries

will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 100 watts on 1210 kc. (to local sunset). *Affiliation:* New York State Broadcasting System. *Opened:* Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Program director, musical director:* Ken Sparnon.

Rep: None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the Eng-



SYRACUSE

*Nationally recognized as the leader
in a nationally-recognized*

"TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for further details of the station and program preferences of Syracuse listeners . . . for WFBL rates and time available . . . phone or write to

ONONDAGA RADIO BROADCASTING COMPANY

ONONDAGA HOTEL Phone 2-1147 SYRACUSE, N. Y.

Member Basic Network Columbia Broadcasting System

National Representatives, FREE & PETERS, INC.

110 East 42nd Street
NEW YORK CITY

180 North Michigan Ave.
CHICAGO

403 New Center Bldg.
DETROIT

111 Sutter Street
SAN FRANCISCO

Chamber of Commerce Bldg.
LOS ANGELES

STATIONS—Continued

lish translation. *Artists bureau:* None. *Base rate:* \$66.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management.

WNBZ, SARANAC LAKE

Operator: Earl J. Smith and Wm. Mace, doing business as Smith & Mace. *Power:* 100 watts on 1290 kc (daytime).

No further data available.

WGY, SCHENECTADY

Operator: National Broadcasting Co., Inc. (licensee is the General Electric Co.), 1 River Road. *Phone:* 4-2211. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

Station manager: Kolin Hager. *Commercial manager:* Ralph Nordberg. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Frank Glenn. *Publicity director:* W. T. Meenam.

Rep: National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* three studios, about 40 apiece; General Electric Rice Hall, 400; hotel studio, 300; Albany studio,

40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* \$400.

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 complete station approval.

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. *Phone:* 2-1147.

● TOPS!—IN THE CENTER of THE EMPIRE STATE

Four-Fold Power Increase. New—Modern—Progressive! Preferred by Local Advertisers by a Wider Margin. 1,000 Watts—Day and Night—on 570 K. C.—“The Sweet End of the Dial.” For years—the Fastest Growing Medium in Syracuse.

15 OUT OF 16 COUNTIES SAY WSYR
SEND FOR PROOF



SYRACUSE, N. Y.

STATIONS—Continued

Power: 5,000 and 1,000 watts on 1360 kc.
Affiliation: CBS. Opened: January, 1922.

President: Samuel H. Cook. Station manager: Samuel Woodworth. Commercial manager: Charles F. Phillips. Program director, artists bureau head: George M. Perkins. Musical director: Thelma Jean MacNeil. Publicity director: Carolyn Briggs.

Rep: Free & Peters, Inc. News: INS. Seating facilities: Roof garden, seating 350 persons; ballroom, 1,500; two theatres also available for certain hours. Merchandising: Maintain centrally located display window for use of advertisers for one week periods; standard display for pictures, sales messages, for store counters; invitation previews and broadcasts for retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. Foreign language programs: No rules. Artists bureau: None. Stock: Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. Base rate: \$175.

Copy restrictions: All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. Phone: 3-0158. Power: 1,000 watts on 570 kc. Affiliation: NBC Basic Blue Network. Opened: 1923.

President: H. C. Wilder. Station manager: H. C. Barth. Commercial manager: William T. Lane. Program director: Fred R. Ripley. Chief engineer: Armand Belle Isle. Artists bureau head: Fred Jeske. Musical director: Margaret Kimball. Publicity director: Enoch Squires.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: Studio, seating 900 persons; also have use of two auditoriums, one seating 900, the other 500. Merchandising: Check sales, supply publicity, window displays, counter cards, etc., free of charge; special services rendered at actual cost. Foreign language programs: Will accept, with restrictions. Artists bureau: Yes; lists about 25 artists. Base rate: \$200.

Copy restrictions: Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

THREE LITTLE WORDS . Utica, New York FOUR BIG LETTERS **WIBX** FIVE IMPORTANT FACTS:

First in CBS commercials of all basic supplementary stations.
85% of day and night listeners—a proven fact.
Among the first in per capita ability to buy.
One-half million trading area.

PLUS

New Western Electric Transmitter.
204-foot vertical radiator.

WIBX

UTICA, N. Y.

C.B.S.
N.Y.B.S.

Representatives
CRAIG & HOLLINGBERY, INC.
N. Y., Chicago, Detroit

WSYU, SYRACUSE

Operator: Central New York Broadcasting Corp., Starrett-Syracuse Bldg.

Director: Professor Kenneth G. Bartlett.

(Note: This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.)

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 500 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

Professor of Communication Engineering, station manager: W. J. Williams. *Program and musical director:* A. O. Niles. *Chief engineer:* H. D. Harris. *Publicity director:* F. Tift.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85.

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards and government regulations.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS; New York Broadcasting System. *Opened:* 1926.

President: Scott Howe Bowen. *Station and commercial manager:* Dale Robertson. *Program director:* A. W. Triggs. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Publicity director:* John Garfield.

Rep: Craig & Hollingbery, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* Yes; Elliott Stewart, director. *Base rate:* \$105.

Copy restrictions: Accept beer, wine and liquor advertising any day except Sunday; no patent medicines; all copy subject to station approval.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. *Phone:* White Plains 8352. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, WBRB). *Affiliation:* None. *Opened:* Aug. 11, 1932.

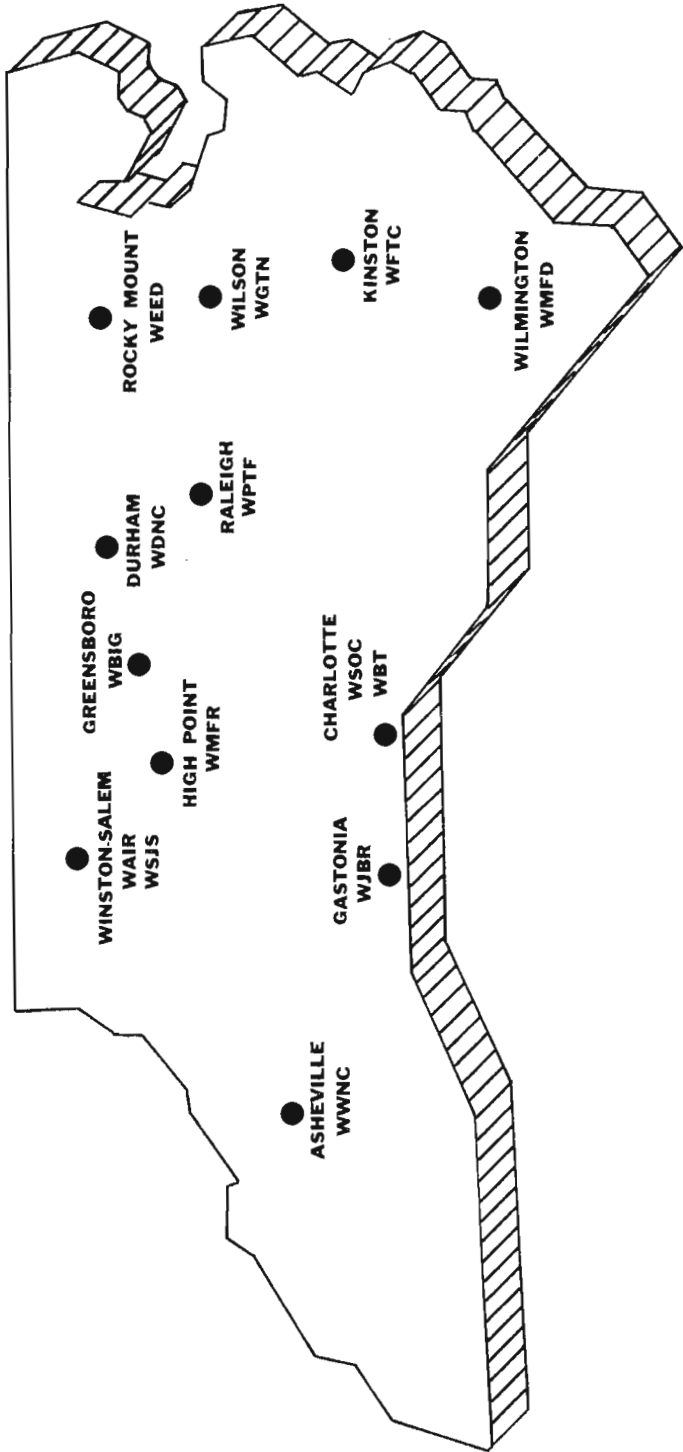
President, program director, artists bureau head, publicity: Frank A. Seitz. *Station manager:* Selma Seitz. *Commercial manager:* B. M. Middleton. *Chief engineer:* H. C. Laubenstein. *Musical director:* Randall Kaler.

Rep: Cox and Tanz; Associated Broadcast Adv. Co. in Greater New York; Northwest Radio Advertising Co. in Seattle. *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* \$100.

Copy restrictions: Take beer, wines and hard liquors; copy must be in "good usage and truthful."



NORTH CAROLINA



NORTH CAROLINA

(341,800 radio homes)

Radio Homes by Counties

Alamance	6,100	Franklin	2,000	Pamlico	600
Alexander	900	Gaston	8,700	Pasquotank	2,800
Alleghany	500	Gates	600	Pender	900
Anson	2,300	Graham	300	Perquimans	700
Ashe	1,200	Granville	2,400	Person	1,500
Avery	700	Greene	1,100	Pitt	6,300
Beaufort	3,800	Guilford	22,300	Polk	1,000
Bertie	1,700	Halifax	5,100	Randolph	3,000
Bladen	1,500	Harnett	3,400	Richmond	3,600
Brunswick	800	Haywood	2,900	Robeson	6,200
Buncombe	15,200	Henderson	2,700	Rockingham	5,500
Burke	2,700	Hertford	1,300	Rowan	7,600
Cabarrus	5,400	Hoke	1,000	Rutherford	3,600
Caldwell	2,700	Hyde	500	Sampson	2,800
Camden	300	Iredell	4,500	Scotland	1,800
Carteret	1,700	Jackson	1,300	Stanly	3,200
Caswell	900	Johnston	4,400	Stokes	1,100
Catawba	4,900	Jones	600	Surry	3,700
Chatham	1,700	Lee	1,700	Swain	800
Cherokee	1,100	Lenoir	4,600	Transylvania	900
Chowan	1,100	Lincoln	2,100	Tyrrell	300
Clay	400	McDowell	1,900	Union	3,400
Cleveland	5,000	Macon	1,000	Vance	3,200
Columbus	3,000	Madison	1,300	Wake	14,500
Craven	3,500	Martin	2,400	Warren	1,700
Cumberland	5,200	Mecklenburg	24,600	Washington	1,100
Currituck	400	Mitchell	1,100	Watauga	1,100
Dare	500	Montgomery	1,500	Wayne	5,800
Davidson	5,100	Moore	3,000	Wilkes	2,700
Davie	1,000	Nash	4,900	Wilson	5,200
Duplin	2,500	New Hanover	7,400	Yadkin	900
Durham	11,900	Northampton	1,800	Yancey	800
Edgecombe	5,400	Onslow	900		
Forsyth	15,200	Orange	1,900		

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Battery Park Place. Phone: 6240; 850. Power: 1,000 watts on 570 kc. Affiliation: NBC Optional Southeastern Service. Opened: February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president, general and station manager: Don S. Elias. Commercial manager: J. W. McIver. Program and musical director: Ezra McIntosh. Chief engineer: Cecil B. Hoskins. Publicity director: Bob Birmingham.

Rep: Hibbard Ayer. News: UP; AP. Seating facilities: None. Merchandising: Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. Foreign language programs: No set rules; requests have never been received, as foreign population is very small. Artists bureau: None. Base rate: \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

WBT, CHARLOTTE

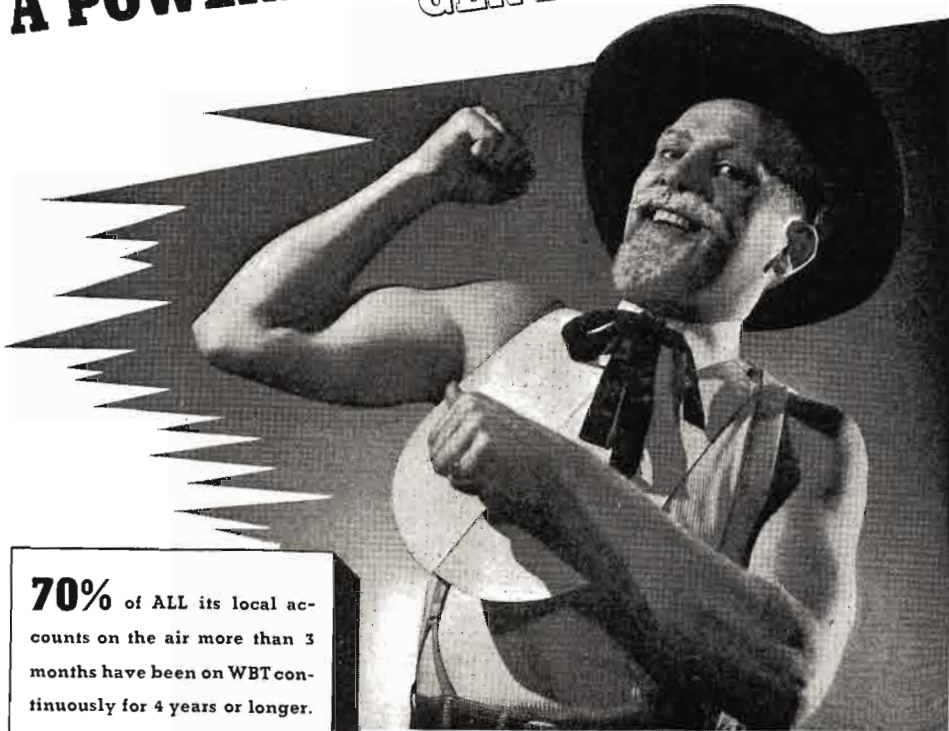
Operator: Columbia Broadcasting System, Inc., Wilder Bldg. Phone: 3-7107. Power: 50,000 watts on 1080 kc. Affiliation: CBS. Opened: 1921.

General manager: William A. Schudt, Jr. Sales manager: D. H. Long. Program director: C. H. Crutchfield. Chief engineer: J. J. Belouney. Publicity director: C. C. Carmichael.

Rep: Radio Sales. News: UP. Seating facilities: Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. Merchandising: Same as Columbia Broadcasting System, Inc. Foreign language programs: Not accepted. Artists bureau: None; however, agreements have been made with 60 artists and musicians for service to the sponsor. Stock: Station is wholly owned

A POWERFUL

**SOUTHERN
GENTLEMAN**



70% of ALL its local accounts on the air more than 3 months have been on WBT continuously for 4 years or longer.

When you mention radio in the Carolinas, everybody thinks *first* of WBT. Those who *buy* goods and those who *sell* them. For WBT is an aristocrat—and a mighty power—in the South.

Situated in almost the exact geographical center of the Carolinas (Charlotte is the big distributing point for both states) WBT, within 100 miles serves a larger population than the city of Detroit.

There isn't another station within 200 miles with more than one-tenth WBT's 50,000-watt power.

But watts hardly tell the story. They never do. VARIETY annually ranks WBT *first* in "Showmanship". The last Price-Waterhouse audience-audit credited WBT with a regular audience rating of 96.4%—one of the very highest in the country. On every count, WBT is a *power* in the South.

WBT—CHARLOTTE—50,000 WATTS—"THE PIONEER RADIO VOICE OF THE SOUTH".
Owned and operated by the Columbia Broadcasting System. Represented
by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco.

570

by CBS, Inc. *Base rate:* \$300.

Copy restrictions: See rules of Columbia Broadcasting System.

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. *Phones:* 7130, 7139, 6655. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* Oct. 14, 1933.

President, station manager, chief engineer: Earle J. Gluck. *Commercial manager:* William C. Irwin. *Program director, artists bureau head:* Paul W. Norris. *Musical director:* Boe Norris. *Publicity director:* Dick Faulkner.

Rep: Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Free plugs; direct mail, with postage paid by client; distribute window and display cards, contact dealers and distributors for actual expenses. *Foreign language programs:* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

WDNC, DURHAM

Operator: Herald-Sun Papers, Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* Lee E. Vickers. *Chief engineer:* R. A. Dalton. *Musical director:* Al Harding.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at local expositions; other services through E. Katz Special Advertising Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

WJBR, GASTONIA

Operator: J. B. Roberts. *Power:* 100 watts on 1420 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. *Phone:* 6125-6. *Power:* 1,000 watts on 1440 kc. *Affiliation:* CBS. *Opened:* May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. *Program director, artist bureau head, musical director:* Ernie Smith. *Chief engineer:* Earl Allison. *Publicity:* Virginia Wilson McKinney.

Rep: Craig and Hollingbery. *News:* Transradio. *Seating facilities:* Sportrena—capacity, 1,000; admission 20c. on current program. *Merchandising:* Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. *Artists bureau:* Yes; has 50 under contract. *Base rate:* \$100.

Copy restrictions: No alcoholic beverages except beer; no laxatives, or any product claiming laxative properties; no depilatories, deodorants, and products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* None.

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

No other information available after repeated requests.

WFTC, KINSTON

Operator: Jones Weiland. *Power:* 250 and 100 watts on 1200 kc.

At press time this station's construction permit had only recently been covered by a license; no further data available.

WPTF, RALEIGH

Operator: WPTF Radio Co., 324 Fayetteville St. *Phone:* 3007. *Power:* 5,000 watts on 680 kc. *Affiliation:* NBC Southeastern Group. *Opened:* 1922.

President: J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* R. E. Penny. *Program director:* Graham B. Poyner. *Chief engineer:* Henry Hulick. *Musical director:* Raymond Cosby. *Publicity director:* J. B. Clark.

Rep: Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered;

letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

WEED, ROCKY MOUNT

Operator: W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* none. *Opened:* September, 1933.

Station head: W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Paul Dillon. *Artists bureau head:* Bernard Proctor. *Musical director:* Ed Burwell.

Rep: none. *News:* none. *Seating facilities:* none. *Merchandising:* none. *Foreign language programs:* not accepted. *Artists bureau:* yes; list about 20 artists. *Base rate:* \$45.

Copy restrictions: beer and wine accepted; no liquor advertising; patent medicine copy subject to station censorship.

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. *Phone:* 3. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* April 18, 1935.

Station manager: R. A. Dunlea. *Commercial manager:* W. H. Hancammon, Jr. *Program director:* J. M. Johnston. *Chief engineer:* J. E. McCormick.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* \$30.

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

WGTV, WILSON

Operator: H. W. Wilson and Ben Farmer. *Power:* 100 watts on 1310 kc (daytime).

At press time this station had a construction permit only.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker and Susan H. Walker. *Power:* 250 watts on 1250 kc (daytime).

At press time this station's construction permit had only recently been covered by a license; no other data available.

WSOC
Charlotte, N. C.
NBC Affiliate

A Friendly Station
in a Friendly City

WSOC consistently covers the Charlotte retail trade area. Recent surveys and census information show that this Charlotte retail trade area stands first in the two Carolinas in both population and retail sales. In fact, it is one of the South's finest and best markets.

Earle J. Gluck
Manager
W. C. Irwin
Commercial Manager
Sears & Ayer
National Representative

Showmanship ?
Naw ! Just Being
A Good Fellow !

When the health department has a message . . .
When a car is stolen . . .
When the National Guard is to be hurriedly mobilized . . .
When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG is called . . .
And that's why we are known as
'THE FAVORITE STATION
IN THE FAVORED REGION'

WBIG
in Greensboro, N.C.

STATIONS—Continued

WSJS, WINSTON-SALEM

Operator: Winston-Salem Journal Co., 416-420 N. Marshall St. *Phone:* 4141. *Power:* 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* April 17, 1930. (Note: This station is newspaper-owned by the Winston-Salem Journal.)

General, station and commercial manager: Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Pub-*

licity director: Ralph Burgin.

Rep: Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws.

NORTH DAKOTA

(100,500 radio homes)

Radio Homes by Counties

Adams	1,000	Grant	800	Ransom	1,600
Barnes	3,400	Griggs	900	Renville	1,000
Benson	1,500	Hettinger	1,400	Richland	3,400
Billings	200	Kidder	700	Rollette	1,100
Bottineau	1,800	La Moure	1,600	Sargent	1,100
Bowman	900	Logan	700	Sheridan	800
Burke	1,200	McHenry	1,900	Sioux	400
Burleigh	3,100	McIntosh	800	Slope	500
Cass	8,900	McKenzie	900	Stark	2,700
Cavalier	1,400	McLean	2,000	Steele	700
Dickey	1,600	Mercer	1,000	Stutsman	4,100
Divide	1,300	Morton	3,600	Towner	1,000
Dunn	900	Mountrail	1,700	Trail	2,300
Eddy	1,000	Nelson	1,500	Walsh	3,200
Emmons	1,200	Oliver	400	Ward	7,100
Foster	1,200	Pembina	2,000	Wells	1,700
Golden Valley	600	Pierce	1,100	Williams	3,400
Grand Forks	6,900	Ramsey	3,300		

KFYR, BISMARCK

Operator: Meyer Broadcasting Co., 320 Broadway. *Phone:* 19. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* NBC Northwestern Group. *Opened:* September, 1925.

President: P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson. *Publicity director:* Roy H. Brant.

Rep: Furgason & Aston, Inc. *News:* Transradio. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted, provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

KDLR, DEVILS LAKE

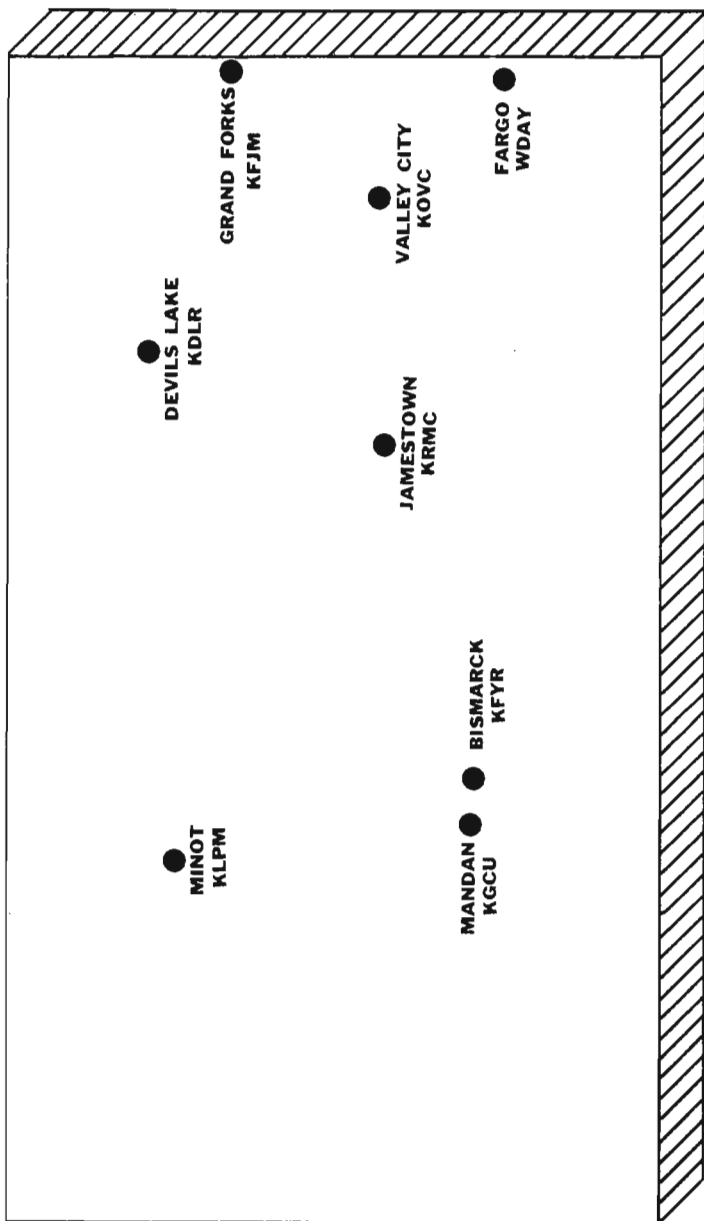
Operator: KDLR, Inc., 1025 Third St. *Phone:* 1090. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Jan. 25, 1925.

Director, station manager: Bert Wick. *Program director:* LaVell Waltman. *Chief engineer:* Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago); Northwest Radio Advertising (Seattle). *News:* None. *Seating facilities:* Theatre seating 990 persons; 25c. admission. *Merchandising:* Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* \$35.

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.

NORTH DAKOTA



WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. Phone: 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with Fargo Forum.)

President, station manager: E. C. Reineke. *Commercial manager:* Barney J. Lavin. *Program director:* Ken Kennedy. *Chief engineer:* Julius Hetland. *Publicity director:* Dave Henley.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* None. *Stock:* Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* \$150.

Copy restrictions: Take wine, beer, liquor; minute announcements limited strictly to 100 words.

KFJM, GRAND FORKS

Operator: University of North Dakota, First National Bank Bldg. Phone: 1200. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* 1923. (Note: This station is owned and operated by the University of North Dakota.)

General and station manager: Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Mrs. Fred Voedisch. *Chief engineer:* Elwin J. O'Brien.

Rep: None. *News:* Transradio. *Seating facilities:* 35 persons. *Merchandising:* Publicity, dealer contacts and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. *Foreign language programs:* Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. *Artists bureau:* None. *Base rate:* \$24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.

KEYR**THE BIGGEST BUY IN THE NORTHWEST!****COMPLETE COVERAGE OF
3,500,000 POTENTIAL LISTENERS!****UNUSUAL LOW COST PER INQUIRY!****MEYER BROADCASTING COMPANY**

BISMARCK, N. D.

FURGASTON & ASTON, National Representatives



"HE'S BIG, ALL RIGHT- BUT HE'S WHITE!"

If you judge **WDAY** by power and number of people covered, we'll probably seem pretty small pickin's by comparison with big stations in populous centers.

But judged by the complexion of results to advertisers, it's another matter . . . **WDAY** doesn't have to reach out over millions of slum-tenants in order to get a few hundred thousand listeners who live on the American plan. We serve a rich area where everybody is a prospect for what you make. The result is that **WDAY** sells a lot more goods, per watt and per radio family. May we send you the **PROOF?**

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

WDAY, INC.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

N. B. C.

FARGO, N. D.
Affiliated with the Fargo Forum

576

STATIONS—Continued

KRMC, JAMESTOWN

Operator: Roberts MacNab Co. (Arthur L. Roberts, R. B. MacNab and A. J. Breitbach, general manager.) *Power:* 250 and 100 watts on 1310 kc (simultaneous daytime operation, and nighttime sharing with KVOX). *Affiliation:* None.

Base rate: \$60.

KGCU, MANDAN

Operator: Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631 *Power:* 250 watts on 1240 kc (divides time with KLPM). *Affiliation:* None. *Opened:* 1925.

General manager: J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfoy.

Rep: Cox and Tanz. *News:* AP. *Seating facilities:* Visitors' Room, seating 200 persons. *Merchandising:* Reasonable services rendered free of charge; special services at cost, plus 10%. *Foreign language programs:* Will accept; translation must be furnished in advance. *Artists bureau:* None, as such, but maintain register of 6 orchestras and 56 entertainers for convenience of advertisers. *Base rate:* \$30.

Copy restrictions: Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval.

KLPM, MINOT

Operator: John B. Cooley, Leland-Parker Hotel. *Phone:* 1267. *Power:* 250 watts on 1240 kc (divides time with KGCU). *Affiliation:* None. *Opened:* October 1, 1929.

General and commercial manager: E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Floyd Wynn. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

Rep: Transamerican Broadcasting and Television Corp.; Sears & Ayer. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Scandinavian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* \$30.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

KOVV, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. *Phone:* 408. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Oct. 19, 1936.

Station director: George B. Bairey. *Program director:* Robert Ingstad. *Musical director:* Belle May. *Chief engineer:* Ernest G. Hendrickson. *Publicity director:* Alfred Monkkonen.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* \$40.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages.

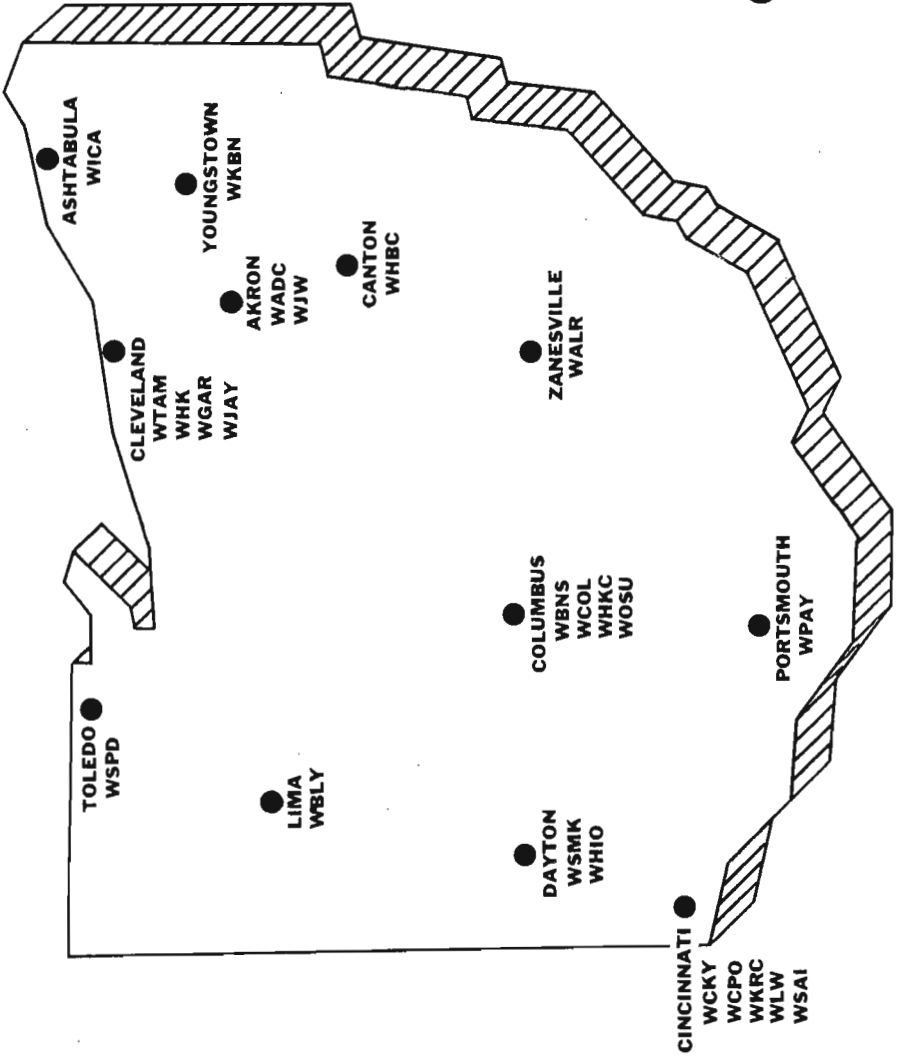
OHIO

(1,396,900 radio homes)

Radio Homes by Counties

Adams	2,300	Delaware	4,600	Jefferson	17,400
Allen	17,000	Erie	9,700	Knox	5,800
Ashland	7,000	Fairfield	8,100	Lake	9,400
Ashtabula	14,900	Fayette	3,700	Lawrence	6,200
Athens	8,400	Franklin	89,100	Licking	12,700
Auglaize	5,600	Fulton	4,800	Logan	6,100
Belmont	18,000	Gallia	3,200	Lorain	23,500
Brown	3,200	Geauga	2,900	Lucas	78,200
Butler	24,200	Greene	5,800	Madison	3,600
Carroll	2,000	Guernsey	7,300	Mahoning	47,000
Champaign	4,600	Hamilton	141,100	Marion	9,800
Clark	18,100	Hancock	7,600	Medina	6,400
Clermont	5,600	Hardin	5,000	Meigs	4,100
Clinton	4,800	Harrison	2,800	Mercer	4,200
Columbiana	18,000	Henry	4,300	Miami	10,100
Coshocton	5,000	Highland	4,700	Monroe	2,400
Crawford	7,600	Hocking	2,800	Montgomery	63,500
Cuyahoga	272,200	Holmes	2,300	Morgan	2,400
Darke	6,400	Huron	8,000	Morrow	1,900
Defiance	4,500	Jackson	3,300	Muskingum	13,900

OHIO



STATIONS—Continued

Noble	2,500	Ross	8,700	Union	2,900
Ottawa	4,100	Sandusky	8,200	Van Wert	4,800
Paulding	2,400	Scioto	14,800	Vinton	1,000
Perry	4,600	Seneca	9,400	Warren	3,900
Pickaway	4,000	Shelby	4,500	Washington	7,800
Pike	1,800	Stark	46,200	Wayne	10,000
Portage	7,500	Summit	76,900	Williams	5,200
Preble	3,800	Trumbull	21,700	Wood	7,100
Putnam	4,400	Tuscarawas	12,000	Wyandot	3,600
Richland	14,000				

WADC, AKRON

Operator: Allen T. Simmons, P. O. Box 830. *Phone:* Hemlock 5151-2-3. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS. *Opened:* April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. *Promotion, publicity director:* E. A. Marchal. *Program director, musical director:* H. L. Hageman. *Chief engineer:* John Aitkenhead, Jr. *Artists bureau head:* R. B. Wilson.

Rep: None. *News:* Transradio. *Seating facilities:* O'Neil's Auditorium—seats 1,000. *Merchandising:* Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* No talent listed, though nominally there is an artists setup. *Base rate:* \$195.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. *Phone:* Jefferson 6111. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1932.

President: John F. Weimer. *Station manager:* S. W. Townsend. *Commercial manager:* E. J. Palmer. *Program director, artists bureau head, musical director:* Arthur W. Graham. *Chief engineer:* Gerald Roberts. *Publicity director:* J. A. Griffith.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Accepts announcements; extra charge of \$1 per announcement if station announcer is used. *Artists bureau:* No talent listed, although a setup is nominally maintained. *Stock:* Held by John F. Weimer, W. F. Jones, S. W. Townsend. *Base rate:* \$75.

Copy restrictions: Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

WICA, ASHTABULA

Operator: C. A. Rowley. *Power:* 250 watts on 940 kc (daytime).

At press time this station had a construction permit only.

WHBC, CANTON

Operator: Edward P. Graham, 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* May 1, 1925.

General and station manager: C. W. Hayes. *Commercial manager:* Ralph Bruce. *Program director, artists bureau head:* George Beebut. *Chief engineer:* Kenneth Sliker.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* \$27.50 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Basic Blue. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.).

President, general manager, station manager: L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Program director:* Lee Goldsmith. *Chief engineer:* Charles Topmiller. *Musical director:* Mabel Fields. *Publicity director:* Elmer H. Dressman.

Rep: None. *News:* INS; Universal. *Seating facilities:* Studio, 75 persons. *Merchandising:* Available at no cost to clients using 26 or more quarter-hours; distribute displays, write letters to dealers and jobbers; make comparative surveys. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$425.

Copy restrictions: All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.

What ?

The Flood's Still Rising in Akron ? ?

AKRON

CANTON



WADC

AKRON, OHIO

ALLEN T. SIMMONS

Owner and Operator

CLEVELAND

YOUNGSTOWN

Correct! The flood of radio waves from WADC is now entering 96% of the radio homes in the huge Akron territory, and still rising!—as indicated in a recent Price-Waterhouse Survey.

This Columbia outlet (5,000 day-1,000 night) gives the advertiser four markets for the price of one — Akron, Youngstown, Canton, Cleveland—nearly two million listeners in the primary area alone!

WADC

**Akron
Ohio**

**5,000 w. Day
1,000 w. Night**

BASIC STATION

COLUMBIA BROADCASTING SYSTEM

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., Hotel Sinton. *Phone:* Parkway 1111. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

Production manager: William Kirken-dale. *Sales production manager:* George B. Hart. *Chief engineer:* Glen A. Davis.

Rep: None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* \$85.

Copy restrictions: All continuity subject to station approval; beer and wine advertising accepted.

WKRC, CINCINNATI

Operator: Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 7640. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 4, 1924.

General manager: John McCormick. *Production manager,* Ruth Lyons. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney.

Rep: Radio Sales, Inc. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* \$300.

Copy restrictions: See CBS program policies.

WLW, CINCINNATI

Operator: Crosley Radio Corp., 1329 Arlington Street. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC Optional Basic Service, Red or Blue; Mutual Broadcasting System; WLW Line. *Opened:* 1921.

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Commercial manager:* Frank M. Smith. *Program director:* Robert L. Kennett. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin Plough. *Musical director:* William Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc. *News:* UP; INS. *Seating facilities:* Two auditorium studios, one seating 300 per-

sons, the other 400 (shared with WSAI). *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$1,200.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WSAI, CINCINNATI

Operator: Crosley Radio Corp., Union Central Annex. *Phone:* Parkway 4500. *Power:* 2,500 and 1,000 watts on 1330 kc. *Affiliation:* NBC Basic Red; Mutual Broadcasting System; WLW Line. *Opened:* 1921. (Note: Same ownership as WLW, also of Cincinnati.)

President: Powel Crosley, Jr. *Vice-president, general manager:* William S. Hedges. *Station and commercial manager, program director:* Robert G. Jennings. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical director:* William C. Stoess. *Publicity director:* Bill Bailey.

Rep: Transamerican. *News:* INS, UP. *Seating facilities:* Two auditorium studios, one seating 300 persons, the other 400. *Merchandising:* Supply publicity in newspapers, radio publications and trade journals; work out window displays, etc.; all services free. *Foreign language programs:* Not accepted. *Artists bureau:* Yes. *Base rate:* \$240.

Copy restrictions: Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must be limited to minimum number of words and conform to standards of good taste; all copy subject to station approval.

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

President: G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Graves Taylor.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ball-

MORE

Radio Homes in America Because of WLW

Pioneering throughout the years in power increases has brought radio to thousands of homes which might otherwise have been denied its benefits.

Constant experimentation in the field of program improvements has attracted the attention of others whose interest in radio could not have been aroused otherwise.

★

PUBLIC INTEREST in WLW programs, and the

CONVENIENCE afforded through a clear signal projected by high power make WLW service a daily

NECESSITY to millions of radio listeners and . . .

WLW — THE NATION'S STATION

• THE OLD REFRAIN

No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

THE NATION'S STATION

THE STATION THEY'RE TALKING ABOUT

Programed to the taste of over one million people in the second largest market in the fourth largest state. WSAI has corralled a major portion of this wealthy audience through its civic, baseball, and network features.

WSAI is the Cincinnati buy.

- Basic Red Network, N. B. C.
- Mutual Broadcasting System
- The WLW Line

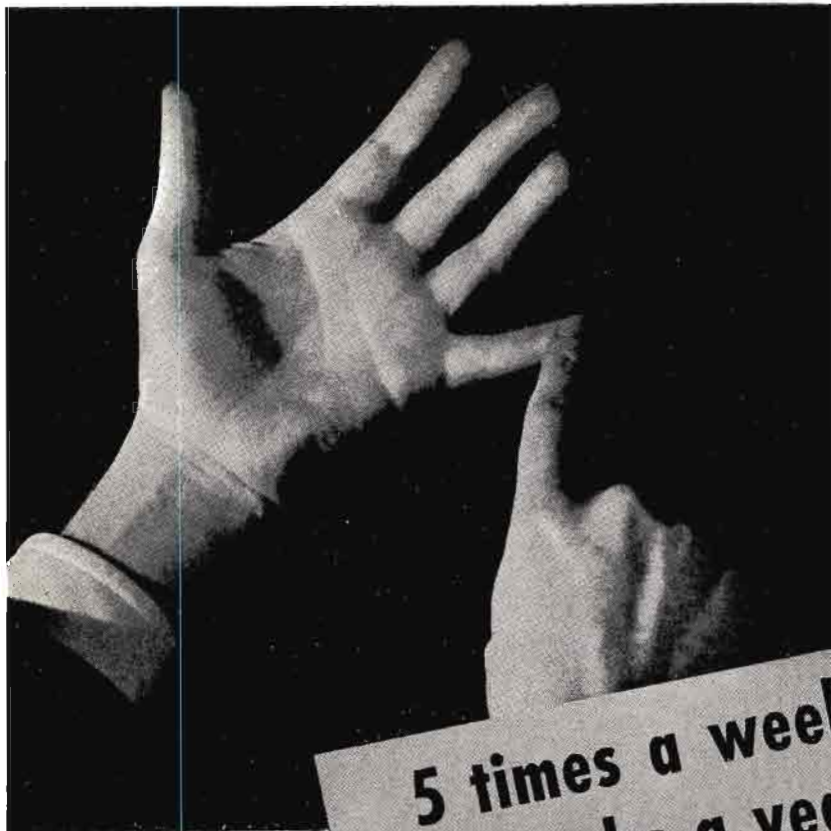
Robert G. Jennings, in Charge of Programs and Sales, Cincinnati.

Representatives: Transamerican—J. Ralph Corbett
Chicago and New York

CINCINNATI'S OWN STATION

WSAI

THE CROSLY RADIO CORPORATION



**5 times a week
52 weeks a year**

That's what Cincinnati advertisers think of WKRC

WKRC has more local advertisers than any other Cincinnati station.

More than half of them use WKRC *five times every week*.

Sixty-nine per cent of them use WKRC *fifty-two weeks a year*.

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

"FIRST ON YOUR DIAL" — IN CINCINNATI

WKRC

CINCINNATI, 5000 Watts, Day; 1000 Watts, Night.

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York • Chicago • Detroit • Los Angeles • San Francisco

room Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising*: Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs*: Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau*: Yes; with complete talent roster. *Stock*: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate*: \$300.

Copy restrictions: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. *Phone*: Prospect 5800. *Power*: 2,500 and 1,000 watts on 1390 kc. *Affiliation*: NBC Basic Blue. *Opened*: July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Chief engineer*: E. L. Gove. *Program director*: Mendel Jones. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean

Rep: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs*: Accepted provided literal English translation is furnished in advance to Stanley Altschuler, foreign program director. *Artists bureau*: Yes; all station personalities under its con-

trol for outside appearance. *Stock*: All stock held by the United Broadcasting Co.; this company also holds all stock of WJAY, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate*: \$300.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

WJAY, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. *Power*: 500 watts on 610 kc. (to local sunset). *Affiliation*: Mutual Broadcasting System. *Opened*: Jan. 1, 1927. (Note: WJAY is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager*: C. A. McLaughlin. *Production manager*: John T. Vorpe. *Program director*: Mendel Jones. *Chief engineer*: E. L. Gove. *Artists bureau head, musical director*: Louis Rich. *Publicity director*: Bev Dean.

Rep: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: See description of WHK, Cleveland. *Foreign language programs*: See WHK, Cleveland. *Artists bureau*: See WHK, Cleveland. *Stock*: See WHK, Cleveland. *Base rate*: \$112.50.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

STATIONS—Continued

WTAM, CLEVELAND

Operator: National Broadcasting Co. (under lease from WTAM, Inc.), NBC Building. *Phone:* Cherry 0942. *Power:* 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

Station manager: Vernon H. Pribble. *Program director:* Hal Metzger. *Chief engineer:* S. E. Leonard. *Artists bureau head:* E. Alcott. *Musical director:* Walter Logan. *Publicity director:* Bob Dailey.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 300 persons. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

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; patent medicines subject to NBC rules.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. *Phone:* Adams 9265. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with Ohio State Journal and Columbus Dispatch.)

General manager, station manager: Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* John McGeary. *Promotion director:* Jim Yerian.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Homemakers Club Studio seats 300 (organizations invited to use facilities for parties free). *Merchandising:* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call



L.B. Wilson
PRESENTS

STATIONS—Continued

letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tear-sheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs:* Will accept; but has none running currently. *Artists bureau:* None. *Base rate:* \$175.

Copy restrictions: Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. *Phone:* Adams 8207. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC (Red and Blue). *Opened:* September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

President: Kenneth B. Johnston. *Station manager:* C. Robert Thompson. *Commercial manager:* Neal A. Smith. *National sales manager:* Jack Kelly. *Program and publicity director:* Ed Bronson. *Continuity*

and production manager: Bob Seal. *Chief engineer:* Lester Nafzger.

Rep: Joseph Hershey McGillvra. *News:* INS. *Seating facilities:* 40 persons. *Merchandising:* Has a department equipped for this service; mail sent out; displays set up; inspection of goods on counters. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$125.

Copy restrictions: Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.; patent medicines accepted after approval by Ohio Medical Assn. as to merits or demerits of product in question.

WHKC, COLUMBUS

Operator: Associated Broadcasting Corp., 22 E. Gay Street. *Phone:* Adams 1101. *Power:* 500 watts on 640 kc. (to sunset in Los Angeles). *Affiliation:* Mutual Broadcasting System. *Opened:* 1921. (Note: This station is owned by the Cleveland Plain Dealer; also owners of WHK and WJAY, Cleveland, and WKBN, Youngstown.)

General and station manager: Carl M.

The **NEW..GREATER** and **MORE POWERFUL..**

WCKY

To an AUDIENCE OF MORE
THAN TWO MILLION
LISTENERS IN THE
RICH OHIO VALLEY

10,000 watts

WGAR ~~has~~ IS

showmanship in Cleveland

Radio Free-for-All
Planned by Lewis
for **WGAR** Dialers

Sportscaster to Start Question Series Tomorrow; Fanny Brice Will Attend Opening of Expo Aquacade

VOX POP Jr.

WGAR's new program for children; or how to die young through a radio announcer.

Ideas for children's programs are rarer than pearls. Either they're based on comic strips (Little Orphan Annie, Popeye, Dick Tracy) or they're straight Frank Merriwell blood and thunder (Bobby Benson, Jack Armstrong).

That's why radio men last month anxiously eyed a new wrinkle in radio kid-appeal—Curtiss Candy's Vox Pop Jr.

The idea is a brain child of **WGAR's** (Cleveland) Vice-President & General Manager John F. Patt. He spent the last few months sounding out members of Cleveland's Board of Education, school principals & teachers. They nodded approval. WGAR promptly sold Curtiss Candy on the idea. And last month "Vox Pop Jr." literally got moving. WGAR trotted their brand

THE AD CLUB SHOW

A FEW years ago a young fellow came to town to take over the management of Station **WGAR**.

In that brief period of time he has become a very conspicuous citizen of Cleveland, both by virtue of his business position and by his interest in civic affairs.

John F. Royal used to be Cleveland's showman par excellence. After yesterday's show put on before the joint meeting of the Cleveland Advertising and Rotary clubs in connection with the Ad Club's 35th anniversary, we nominate John F. Patt to take an rank along with John F. Royal.

To those who assisted Mr. Patt including Walberg Brown, Harper Garcia Smyth and others, appreciation is also due.

John Patt's "Parade of the Years," composed of movies, running comment, orchestral music, singing and lighting and other sound effects, was one of the best performances we've seen hereabouts on any stage.

The whole Ad Club anniversary meeting yesterday noon was lively and most ingeniously arranged. It will be long remembered.

Cleveland Press

WGAR

CLEVELAND'S FRIENDLY STATION

Bob Feller's Graduation
on **WGAR**

JOHN F. PATT,
Vice Pres. & Gen. Mgr.
EDWARD PETRY & CO.,
Nat'l Rep.

From Dusty Garret
WGAR Will Draw
"Morgue of Music"

And That Should Make Possible New Type
of Popular Program for Station's
Commercial Anniversary Broadcasts

A memorial program for the late John D. Rockefeller will be broadcast by **WGAR** tomorrow night at 9. Dr. D. R. Sharpe, executive secretary of the Cleveland Baptist Association, and Dr. Charles F. Thwing, president emeritus of Western Reserve University, will eulogize Rockefeller. The Euclid Avenue Baptist Church Choir, under the direction of George Krueger, and Walberg Brown's Ensemble will also be heard on the program.

By JACK WARFEL
Have you ever considered the financial value of music? Neither have I. But John Patt of **WGAR** has.



"Time Marches On"

Just a few short years ago, when radio was in its infancy, a handful of broadcasting stations served the entire country. Localized advertising was impossible then.

But today all this is changed. Every community has its own station and the measure of each station's influence is the number of listeners who set their dials to it, confident that programs will be worthwhile, hour after hour.

It is such listener confidence that has made the four stations of the United Broadcasting Company outstanding in Cleveland, Columbus and Youngstown.

If you want to reach any or all of these rich markets your first choice is WHK or WJAY in Cleveland, WHKC in Columbus and WKBN in Youngstown.

"United for Service"

WHK - WJAY CLEVELAND	UNITED BROADCASTING COMPANY	WHKC Columbus	WKBN Youngstown
<p>*****</p> <p>C. A. McLaughlin, Sales Mgr. J. T. Yorge, Production Manager</p>		<p>*****</p> <p>H. K. CARPENTER Vice President</p>	
		<p>*****</p> <p>C. M. Everson, Gen. Mgr. H. H. Hoesly, Sales Mgr.</p>	
		<p>*****</p> <p>W. P. Williamson, Pres. & Gen. Mgr. L. E. Evans, Sales Mgr.</p>	

FREE & PETERS, Inc.

National Representatives - New York - Chicago - Detroit

Columbia "net"
WBNS

COLUMBUS OHIO

The ONLY CBS Outlet
in Central Ohio

THE MARKET

As of Jan. 1, 1937

POPULATION

1,377,207

FAMILIES

359,964

RADIO HOMES

331,100

RETAIL SALES

.368,969,000

NBC Red & Blue
WCIO

COLUMBUS OHIO

The ONLY Red and Blue NBC
Outlet in Central Ohio

THE MARKET

As of Jan. 1, 1937

POPULATION

416,152

FAMILIES

106,433

RADIO HOMES

98,240

RETAIL SALES

\$134,269,000

Everson. *Commercial manager:* Harry H. Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* \$110.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

WOSU, COLUMBUS

Operator: Ohio State University. *Power:* 1,000 and 750 watts on 570 kc. (shares time with WKBN).

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Thomas Dunkelberger. *Publicity director:* Chuck Gay.

Rep: John Blair & Co. *News:* AP. *Seating facilities:* None; do not approve of audiences seeing broadcast. *Merchandising:* Has a man whose sole job is to contact wholesale and retail trade in the station territory; check on sales, etc. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180.

Copy restrictions: No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

WSMK, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-

affiliated with, but not owned by, the Dayton Herald and Journal).

President, station manager: S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* \$90.

Copy restrictions: Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

WBLY, LIMA

Operator: Herbert Lee Blye, 117 S. McDonnell St. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

Owner: Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

Rep: None. *News:* INS; also local. *Base rate:* \$25.

No other data available due to the short time this station has been in operation. Policies not completely set at time of query.

WPAV, PORTSMOUTH

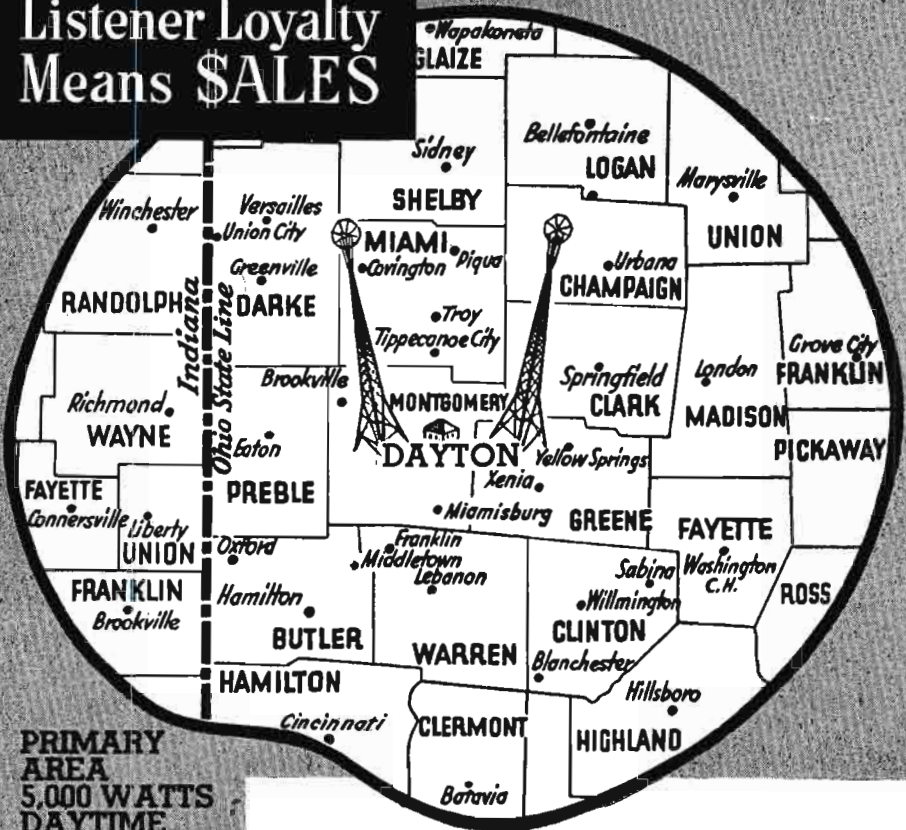
Operator: Vee Bee Corp., 821 Chilli-cothe St. *Phone:* 1010. *Power:* 100 watts on 1370 kc. *Affiliation:* Buckeye Network. *Opened:* April 15, 1935.

General manager, commercial manager: Marie Vandegrift. *Program director, musical director:* Orville E. Fields. *Chief engineer:* P. J. Eubanks. *Assistant manager:* Gwen Williams.

Rep: None. *News:* Christian Science Monitor News. *Seating facilities:* Auditorium, up to 2,000. *Merchandising:* No set service; have sent cards to dealers and made telephone contacts with them for clients. *Foreign language programs:* Accepted, though such business is not solicited. *Artists bureau:* None; there is a nominal setup for procuring talent, however. *Stock:* M. F. Rubin is president of the Vee Bee Corp. *Base rate:* \$75.

Copy restrictions: No beer, wine, or other alcoholic beverage advertising; na-

Where WHIO Listener Loyalty Means \$SALES



**PRIMARY
AREA
5,000 WATTS
DAYTIME**

FOR STATISTICAL INFORMATION
ON WHIO'S PRODUCTIVE AREA

See Previous Page

**THE TEST STATION
OF
THE NATION
DAYTON, OHIO**

National Representative JOHN BLAIR & CO.



STATIONS—Continued

tionally advertised patent medicines accepted.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. *Phone:* Adams 3175. *Power:* 5,000 and 1,000 watts on 1340 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1921.

President: George B. Storer. *Vice-president, general manager:* J. Harold Ryan. *Commercial manager:* Edward Y. Flanigan. *Program director, artists bureau head:* Russell A. Gohring. *Chief engineer:* Vern C. Alston. *Publicity director:* G. L. Young.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. *Foreign language programs:* Accepted, if run during daytime; must be transcriptions; accepted only through Van Cronkhite Associates, foreign language reps. *Artists bureau:* Setup maintained nominally only. *Stock:* Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold

Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. *Base rate:* \$220.

Copy restrictions: Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicine copy carefully checked.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17 N. Champion St. *Power:* 500 watts on 570 kc (operates specified hours with WOSU). *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr. *Station manager:* J. Lothaire Bowden.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* 300. *Foreign language programs:* Accepted if copy is limited. *Merchandising:* Complete service. *Base rate:* \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

"Nothing Succeeds Like Success"

"The Hoofers" . . . "Tarzan" . . . "Once Upon a Time"
"Charlie Chan" . . . "Unsolved Mysteries"

ALL SUCCESSES

And Now

THRILLS—The Great Hit Show on
NBC Pacific Coast Network

This Tested Show Available to Advertisers
for Use in All Territory East of Rockies

NOTE: Advertisers and Advertising Agencies—The experience and dependability of AMERICAN RADIO FEATURES can be of real service to you in the production of a new show idea, the creation and production of a new show or in doctoring an ailing show.

ALL Production—Personal Supervision

FREDERICK C. DAHLQUIST

5658 Wilshire Blvd., Los Angeles, California

To Cover Northwestern
Ohio and Southern Michigan

Use **WSPD**
TOLEDO

A BASIC STATION
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

JOHN BLAIR & CO., National Representatives

STATIONS—Continued

WALR, ZANESVILLE

Operator: WALR Broadcasting Company, 17½ S. 4th Street. *Phone:* Main 5044. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* April, 1924.

Managing director, station and commercial manager: Don Ioset. *Program and publicity director, artists bureau head:* Wayne Johnson. *Chief engineer:* Gene Alden. *Musical director:* Louise Prior.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* Offer complete service, including publicity, window displays, etc.; cost varies with contract. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* 250 shares outstanding; principal holders, Frazier Reams, E. B. Graham and S. L. Townsend. *Base rate:* \$50.

Copy restrictions: Beer, wine, liquor and patent medicines accepted.

OKLAHOMA

(335,000 radio homes)

Radio Homes by Counties

Adair	1,100	Grant	2,300	Nowata	1,500
Alfalfa	2,300	Greer	2,300	Okfuskee	2,600
Atoka	1,100	Harmon	1,600	Oklahoma	50,100
Beaver	1,000	Harper	1,000	Okmulgee	7,400
Beckham	3,900	Haskell	1,300	Osage	5,600
Blaine	2,700	Hughes	3,100	Ottawa	4,100
Bryan	3,600	Jackson	4,000	Pawnee	2,200
Caddo	5,800	Jefferson	2,000	Payne	5,600
Canadian	4,200	Johnston	1,100	Pittsburg	5,400
Carter	6,800	Kay	9,200	Pontotoc	3,800
Cherokee	1,400	Kingfisher	2,300	Pottawatomie	7,900
Choctaw	2,200	Kiowa	4,100	Pushmataha	1,100
Cimarron	600	Latimer	900	Roger Mills	1,200
Cleveland	3,700	Le Flore	3,600	Rogers	2,200
Coal	1,100	Lincoln	3,800	Seminole	7,300
Comanche	5,400	Logan	4,100	Sequoyah	1,400
Cotton	1,900	Love	900	Stephens	4,100
Craig	2,000	McClain	1,800	Texas	1,600
Creek	8,200	McCurtain	2,900	Tillman	3,500
Custer	4,200	McIntosh	1,900	Tulsa	43,400
Delaware	800	Major	1,500	Wagoner	1,700
Dewey	1,500	Marshall	1,100	Washington	5,000
Ellis	1,200	Mays	1,500	Washita	3,200
Garfield	9,800	Murray	1,400	Woods	2,800
Garvin	3,300	Muskogee	10,100	Woodward	2,100
Grady	6,500	Noble	2,100		

KADA, ADA

Operator: C. C. Morris, 115½ S. Rennie. *Phone:* 1212. *Power:* 100 watts on 1200 kc (daytime). *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* Sept. 26, 1934.

Owner, station head: C. C. Morris. *Station manager:* Joseph W. Lee. *Commercial manager:* W. H. Bailey. *Program director:* Paul J. Hughes. *Chief engineer:* J. Leiland Seay.

Rep: None. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$45.

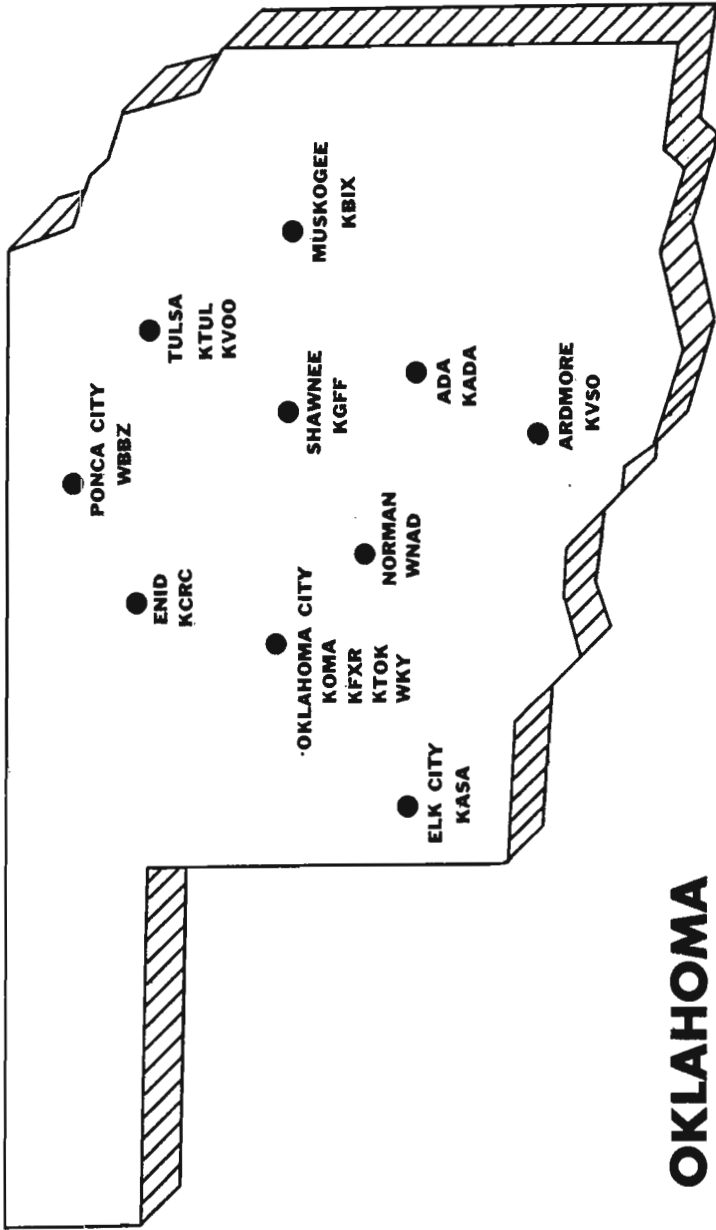
Copy restrictions: Accept beer, wine and hard liquor advertising; no commercials accepted for Sunday broadcasting.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General manager: Albert Riesen. *Station and commercial manager:* Fred Humphrey. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Musical director:* Weldon Wallace. *Publicity director:* James Griffith.

Rep: none. *News:* four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* publicity in Sunday radio page in Daily Ardmoreite, features on both local and national adver-



OKLAHOMA

tisers also run daily in connection with program schedule. *Foreign language programs*: no rules; such programs have never been requested. *Artists bureau*: setup nominal only. *Base rate*: \$60.

Copy restrictions: beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. *Power*: 100 watts on 1210 kc. *Affiliation*: Oklahoma Network; Mutual Broadcasting System.

Rep: None. *Base rate*: \$40.

Copy restrictions: No alcoholic beverages, except 3.2 beer.

No further data available.

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. *Phone*: 447. *Power*: 250 watts on 1360 kc. *Affiliation*: Oklahoma Network; Mutual Broadcasting System. *Opened*: April 1, 1928. (Note: station is interlocked in ownership with Enid News & Eagle newspaper.)

Manager-director: Craig Campbell. *Commercial manager*: Steve Kotapish. *Program director*: Ralph Rogers. *Chief engineer*: A. B. Clopton.

Rep: None. *News*: None. *Seating facilities*: Two studios, capacity 250. *Merchandising*: Tie-up with News and Eagle affords program mention in columns; station has billboards and tire covers. *Foreign language programs*: No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau*: None. *Stock*: Closed corporation; only stockholders are Wm. Taylor, president; M. C. Garber, vice-president; Lucy Garber, secretary. *Base rate*: \$60.

Copy restrictions: Will accept all beverages or drinks; only approved patent medicines accepted.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. *Phone*: 302. *Power*: 100 watts on 1500 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. *Office manager*: Franklin Whitehead. *Assistant program director*: Bill Hillhouse. *Chief engineer*: Wesley Brock.

Rep: The Branham Co. *News*: AP. *Seating facilities*: Reception room, seating 50

persons. *Merchandising*: Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs*: No set rules; none currently on station. *Artists bureau*: None. *Base rate*: \$55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

WNAD, NORMAN

Operator: University of Oklahoma. *Phone*: 900, stations 123 and 124. *Power*: 1,000 watts on 1010 kc (divides time with KGGF). *Opened*: 1922.

Director: T. M. Beard. *Studio manager*: Jack Wilson. *Program director*: H. R. Heck. *Chief engineer*: Clyde Farrar. *Musical director*: Ruth Davis.

This station is non-commercial; university-owned.

KFXR, OKLAHOMA CITY

Operator: Exchange Avenue Baptist Church of Oklahoma City, Hightower Bldg. *Phone*: 3-1775; 3-4333; 3-0419. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: 1925. (Note: This station is church-owned.)

Manager: B. C. Thomason. *Commercial manager*: Bob Elliston. *Program director*: Mary Louise Thomason. *Chief engineer*: Tom Banks, Jr. *Artists bureau heads*: Velma Evans and F. A. Godsoe. *Musical director*: Loretta Miller. *Publicity director*: Harold Sparks.

Rep: Cox and Tanz. *News*: No service listed. *Seating facilities*: No specific information given, although station notes that it has several hundred visitors daily. *Merchandising*: No information given. *Foreign language programs*: Accepted when accompanied by full English translation. *Artists bureau*: Yes; lists several orchestras and singers. *Base rate*: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally.

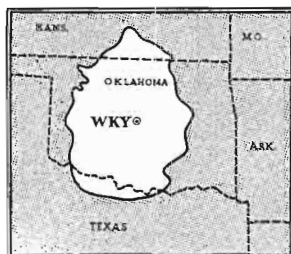
KTOK, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Company, 1800 W. Main Street. *Phone*: 3-8352. *Power*: 100 watts on 1370 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: April 1, 1937.

President: H. V. Hough. *Station manager*: J. R. Wetzel. *Commercial manager*: W. E. Robiseek. *Program and musical director, artists bureau head*: Paul Buening. *Chief engineer*: Clifford Easum.

Rep: None. *News*: Local. *Seating facilities*: None listed. *Merchandising*: Have

**GIVE
YOUR DEALERS
A FORCE
THEY CAN
FEEL**



● Within WKY's 0.5 n.w. contour (daytime) are 63½% of Oklahoma's radio homes and within this area is spent 64½c out of every retail dollar spent in the state.

● Oklahoma dealers know that when your advertising is on WKY you are doing your best to sell *FOR* them what you sell *TO* them.

The customer-influence of WKY in Oklahoma is a force dealers can feel, a force they can see in action every day. So when your salesmen talk WKY in Oklahoma, they're talking business. WKY is a sales argument dealers can understand.

Use WKY to influence more dealers and more customers in Oklahoma. It's the station you and your dealers will feel most forcibly at the sales counter.

WKY OKLAHOMA CITY



● AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN ● NATIONAL REPRESENTATIVE-E. KATZ SPECIAL ADVERTISING AGENCY

STATIONS—Continued

tie-up with local window display company. *Foreign language programs:* None. *Artists bureau:* No information given. *Base rate:* \$50.

Copy restrictions: Beer advertising accepted, no further information given.

KOMA, OKLAHOMA CITY

Operator: Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

Station manager: Neal Barrett. *Assistant manager:* Buryl Lottridge. *Program director:* Waymond Ramsey. *Chief engineer:* P. E. Bostaph. *Artists bureau head, musical director:* Margie Speer. *Publicity director:* W. S. Lukenbill.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$250.

Copy restrictions: Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. *Phone:* 3-4306. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Program director:* Daryl McAllister. *Musical director:* Allan Clark. *Publicity director:* E. C. Sutton.

Rep: E. Katz Special Advertising Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of postage; station has a column in the Daily Oklahoman and Oklahoma City Times; two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* None. *Base rate:* \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old es-

tablished patent medicines, with copy edited by station, can be accepted."

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (representative of C. L. Carrell Estate), 615 W. Grand Avenue. *Phone:* 2300. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* 1927.

Managing director, station manager: Adelaide L. Carrell. *Commercial manager, publicity director:* John Esau. *Program director:* Ted Compton. *Chief engineer:* Don Mitchell.

Rep: None. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$35 (½ hr., 13 times).

Copy restrictions: Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. *Phone:* 4390. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper.)

Vice-president, manager: Ross Porter. *Commercial manager:* Jack Whitney. *Program director:* Edith Page. *Chief engineer:* John Malloy.

Rep: None. *News:* AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* \$60.

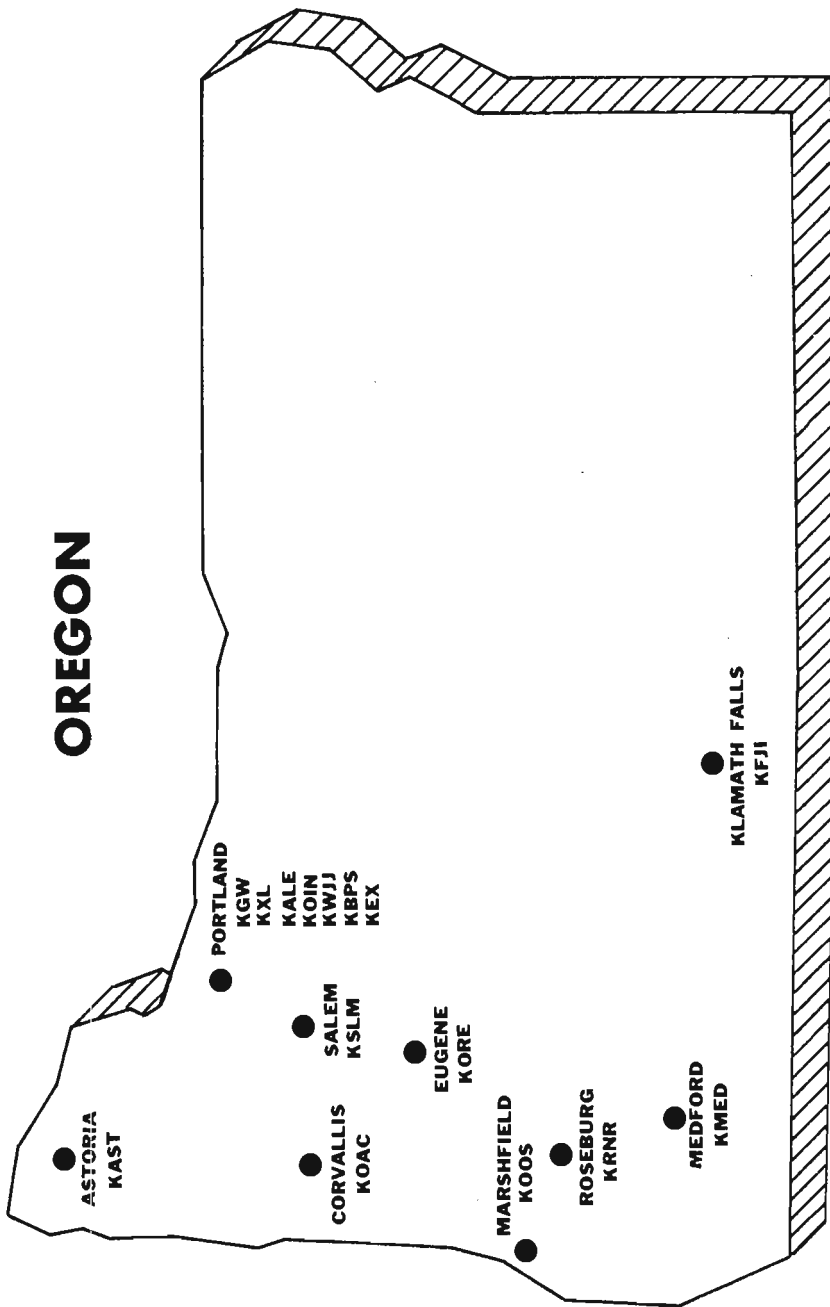
Copy restrictions: Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

Vice-president: William C. Gillespie. *Station manager:* Fenton Jeffers. *Commercial manager:* Lawson Taylor. *Program director:* Robert Holt. *Chief engineer:* Nathan Wilcox. *Artists bureau head, pub-*

OREGON



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.

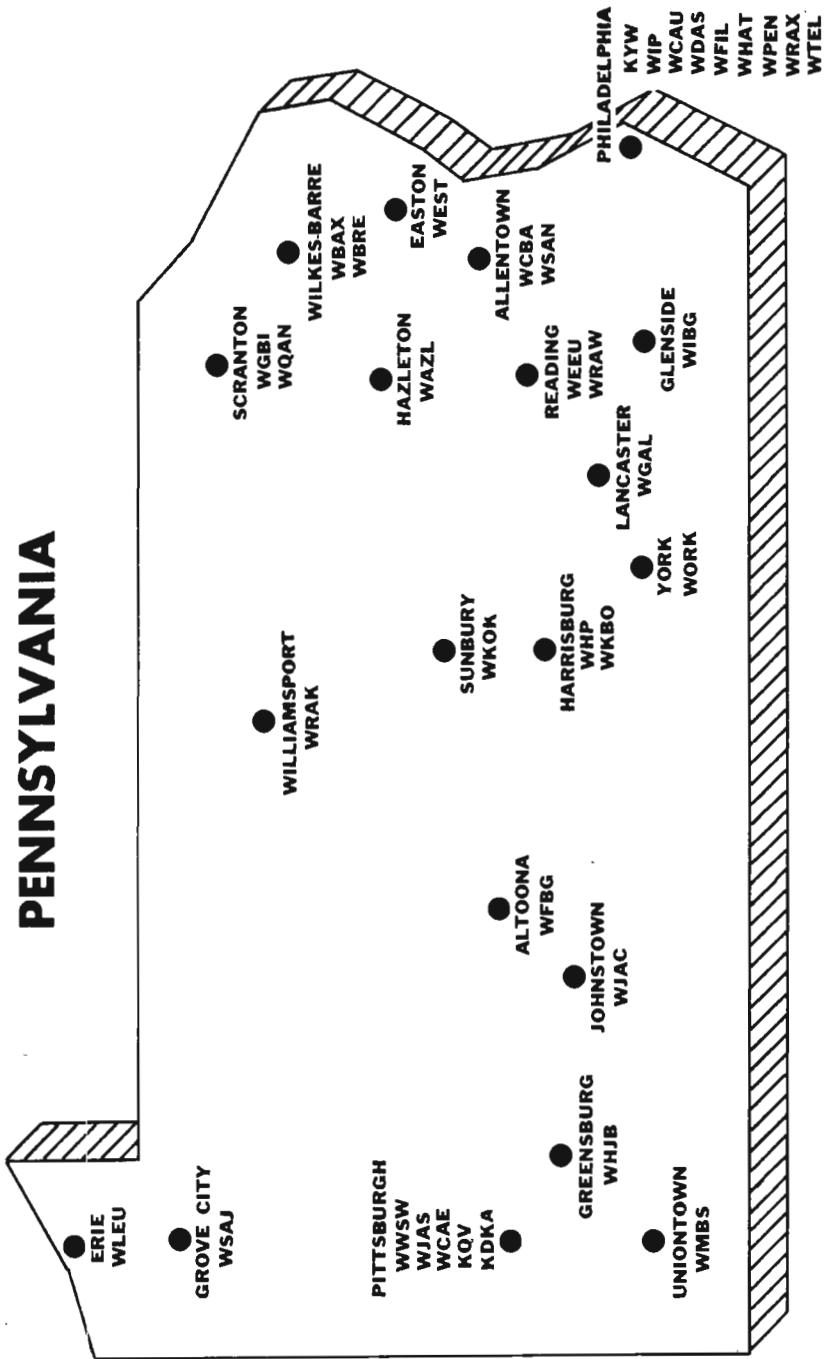
KXL, PORTLAND

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.

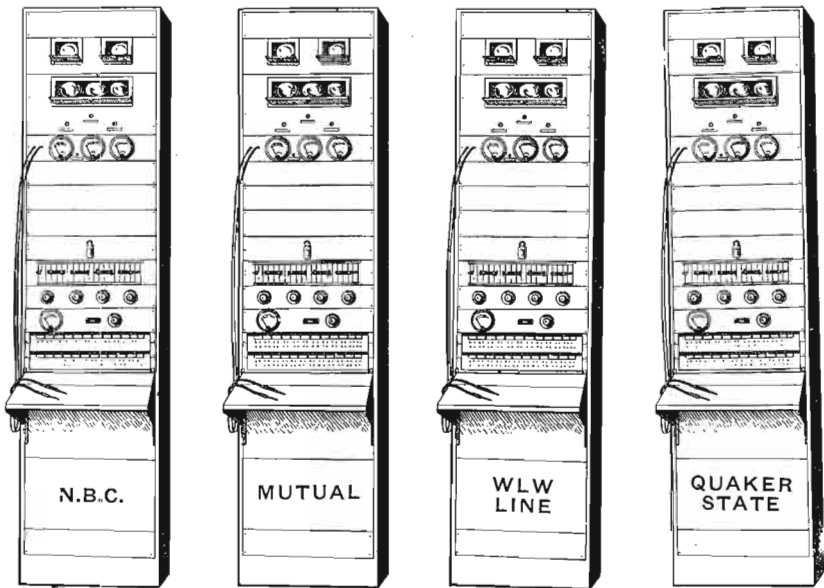
Copy restrictions: No definite rules; copy should be brief and "in good taste"; station reserves right to censor all spoken matter; will accept wine, beer and alcoholic advertising; patent medicines must pass County Medical Society and Federal Trade Commission before acceptance.

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

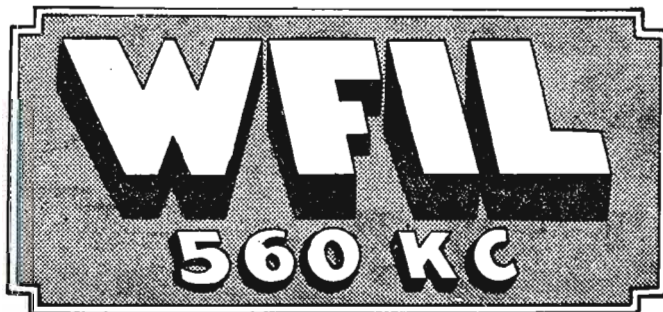


Four Networks To Over Six Million Listeners

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 Pitts-
burgh, must use WJAS.

The 4½ million people in the prosper-
ous 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 outstand-
ing 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 Deverson.

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

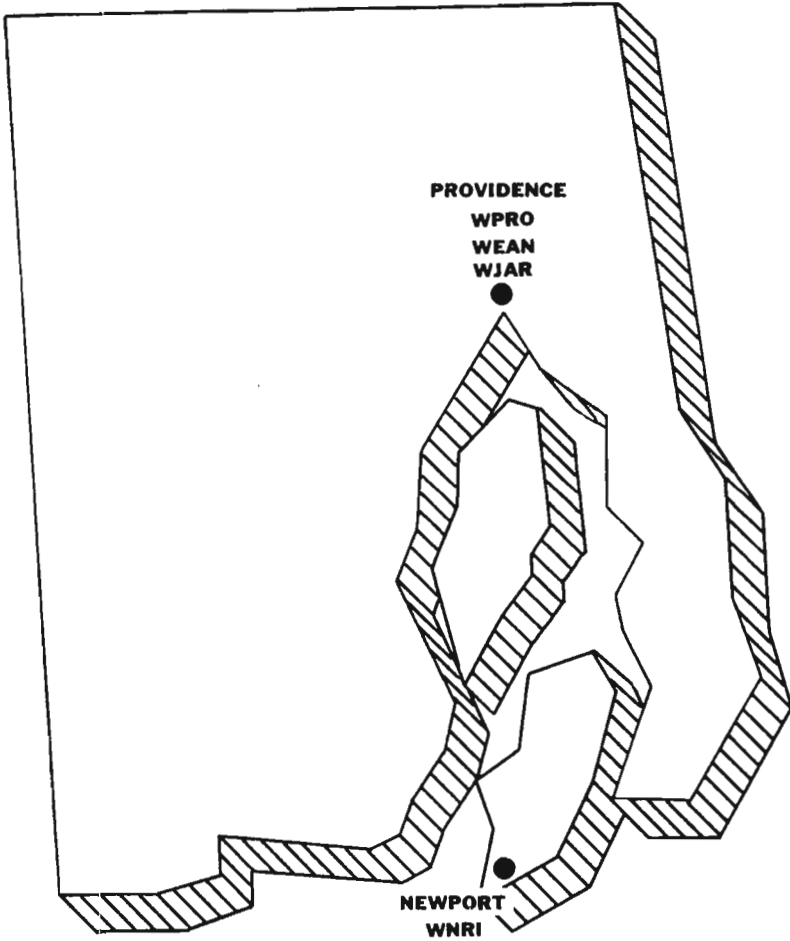
Operator: York Broadcasting Co., Inc., 13 S. Beaver St. *Phone:* 6629. *Power:* 1,000 watts on 1320 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Optional Basic Red or Blue; Inter-City Broadcasting System. *Opened:* March 21, 1932.

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 630 KILOCYCLES

500 W. NIGHT

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.

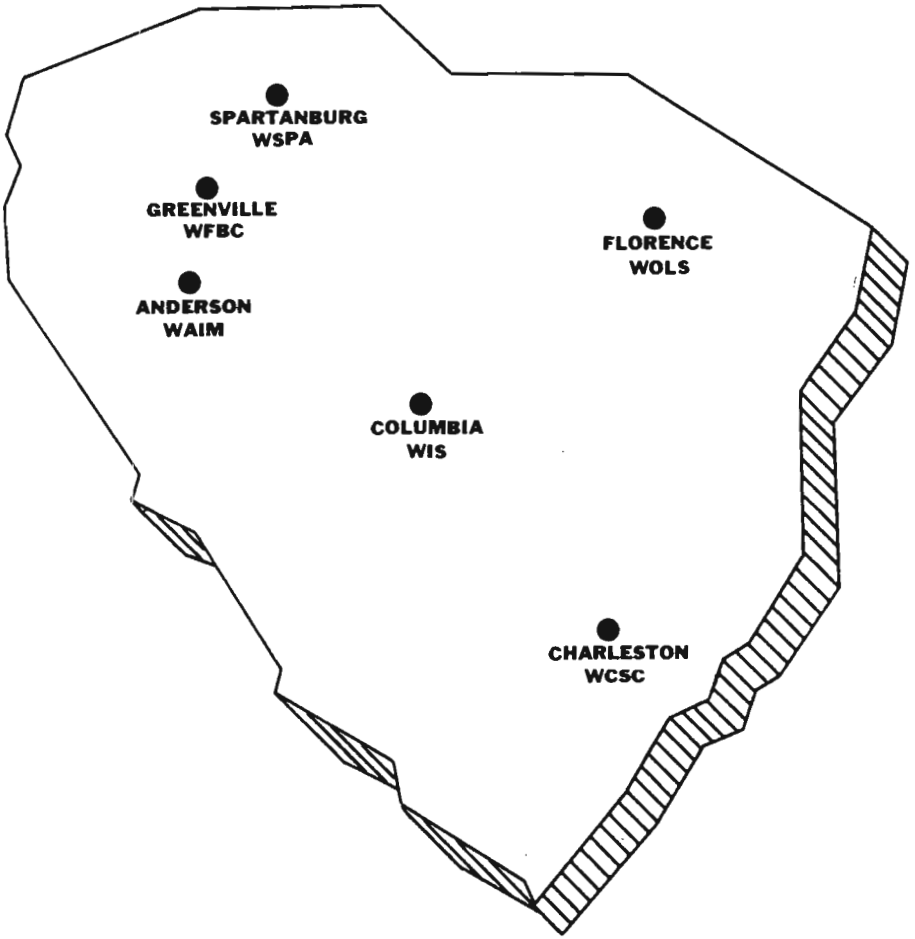
WCSC, CHARLESTON

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.

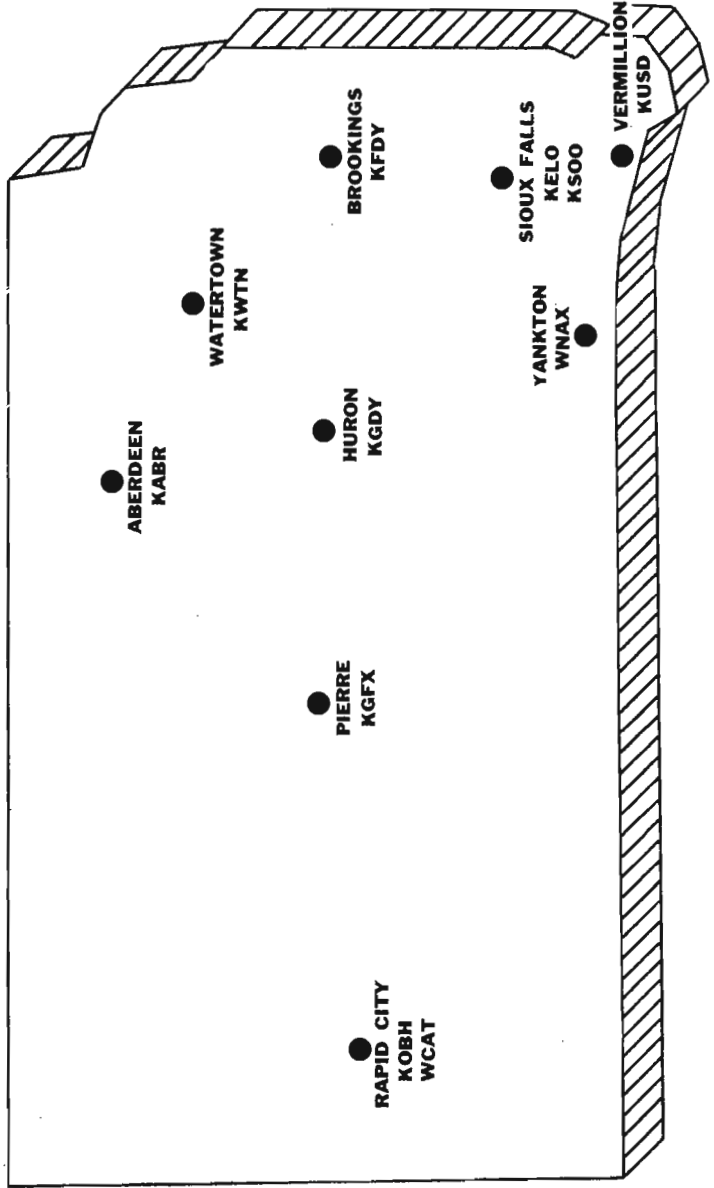
Rep: Cox & Tanz. *News:* UP. *Seating facilities:* 400 persons. *Merchandising:* Contact dealers, work out window displays, suggest publicity tie-ins, etc.; all services rendered free. *Foreign language programs:* Would accept if requests were ever received; however, foreign population is practically 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.

KELO, 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

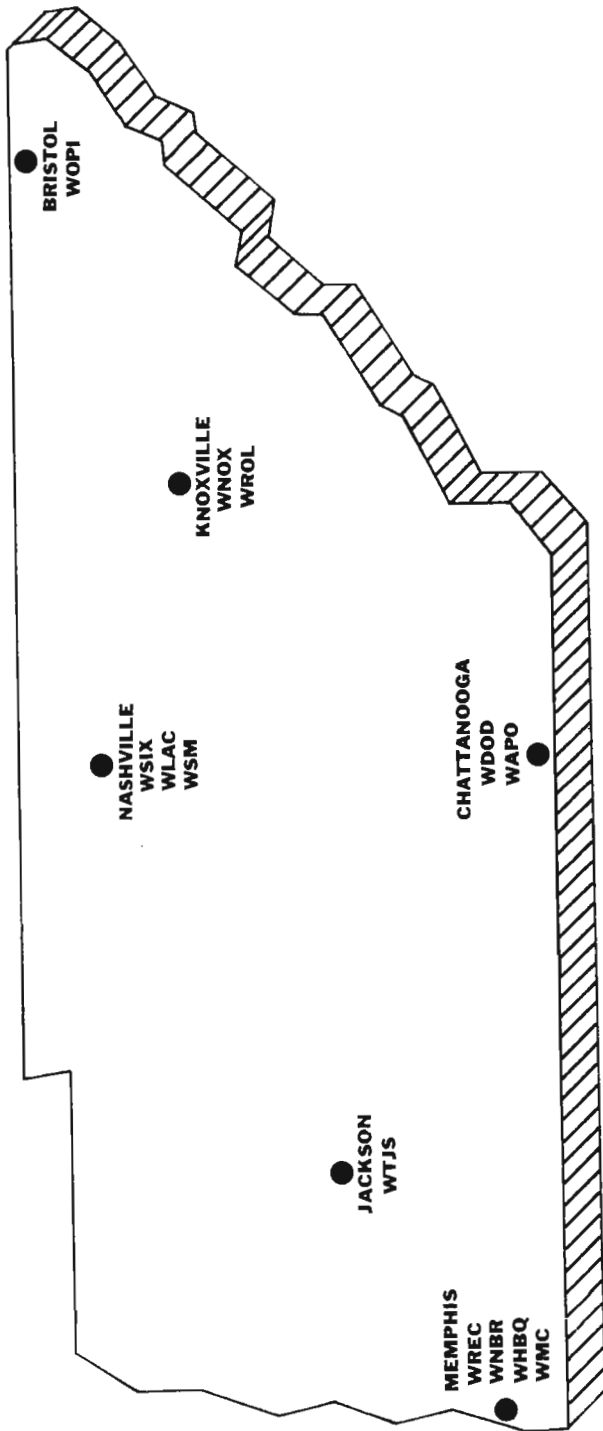
Operator: WDOD Broadcasting Corp., Patten Hotel. Phone: 6-5117. Power: 5,000 and 1,000 watts on 1280 kc. Affiliation: CBS. Opened: April 13, 1925.

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.

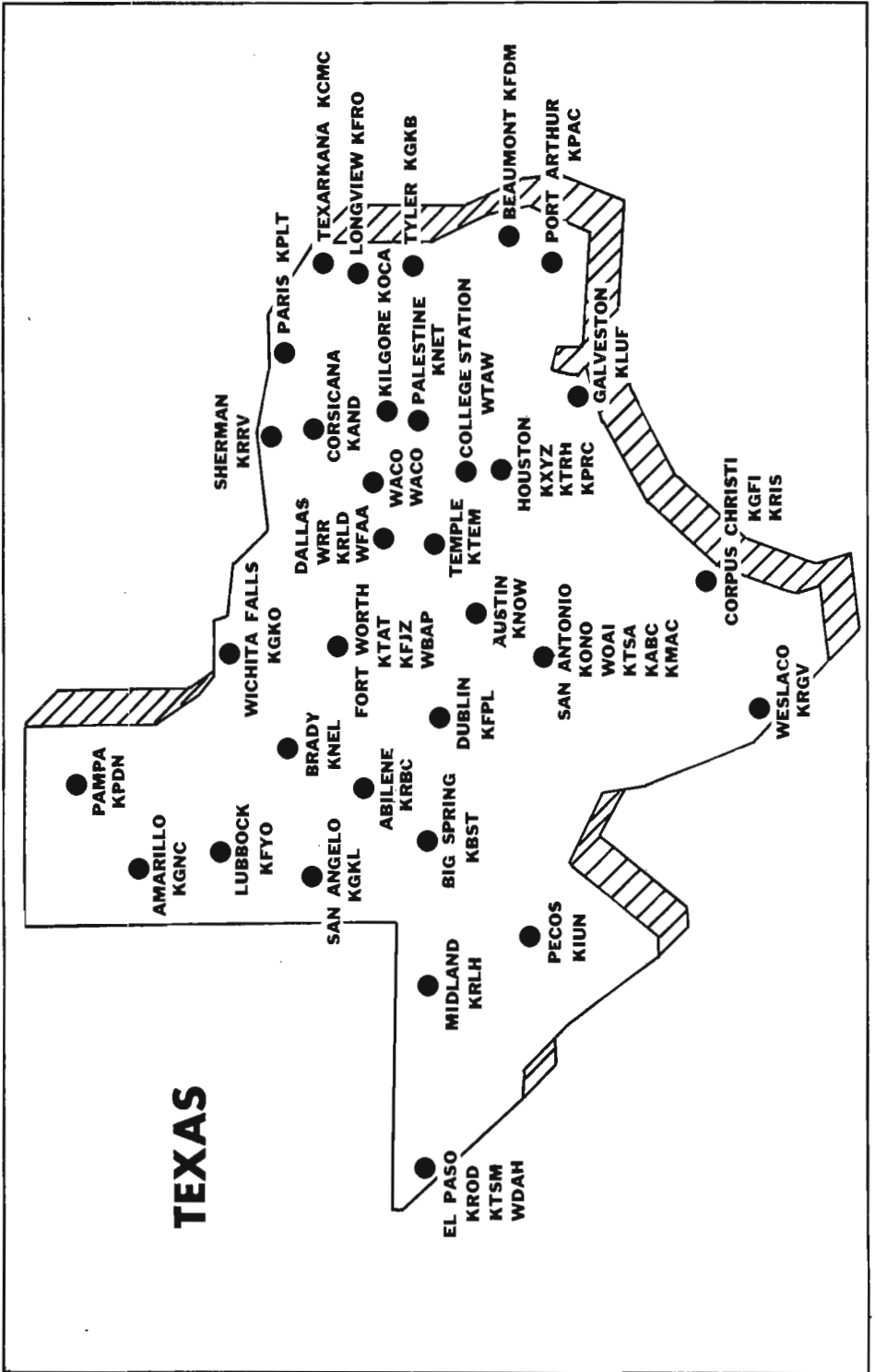
Owned and Operated by The National Life & Accident Insurance Co., Inc.

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.

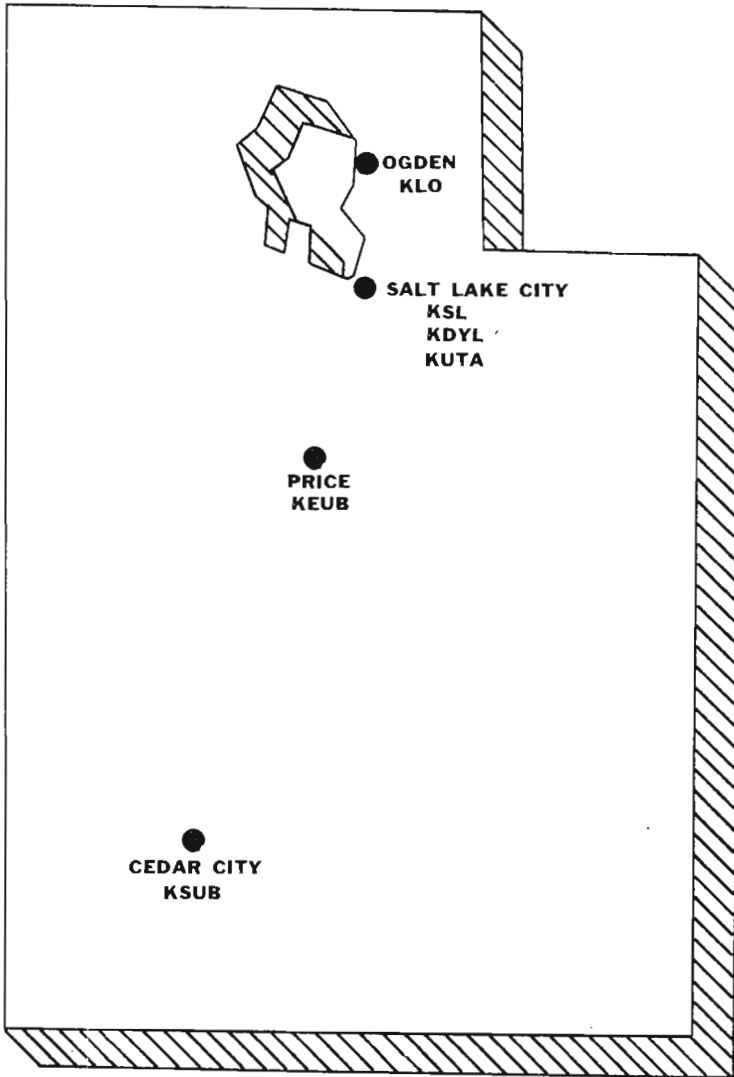
Rep: H. K. Conover Company. News: UP. Seating facilities: Studio, seating 25 persons; City Auditorium seating 1,500. Merchandising: Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use 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

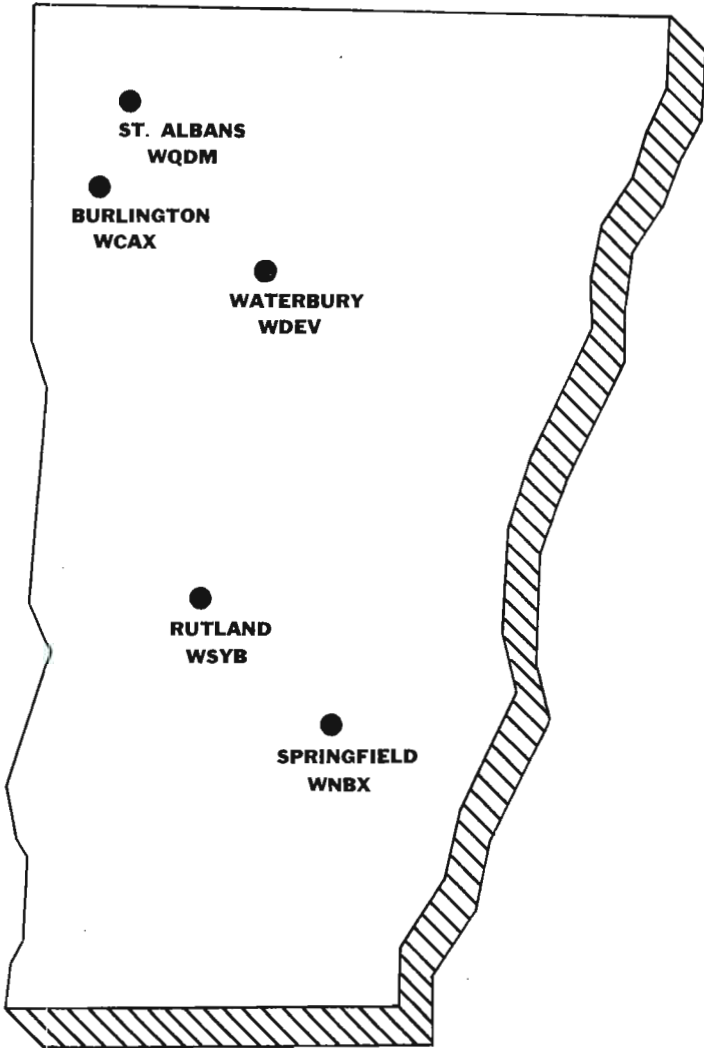
Operator: Philip Weiss Music Co., 80 West Street. *Phone:* 1247. *Power:* 100 watts on 1500 kc. (operates specified hours). *Affiliation:* None. *Opened:* December 7, 1930.

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

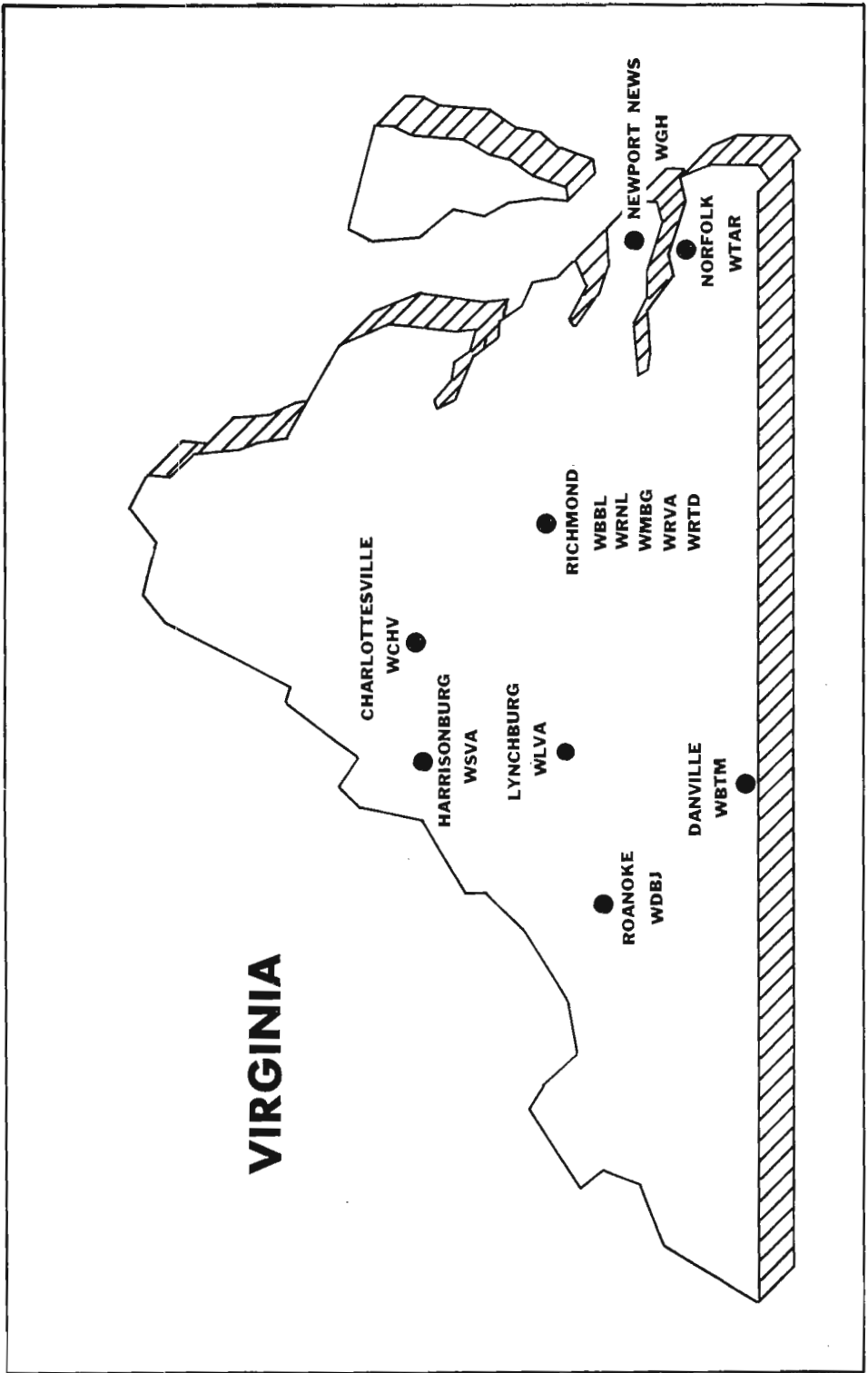
● THE DOMINANT MEDIUM IN THE TWIN STATES

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.



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 R V A
R I C H M O N D

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. Summiker
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.

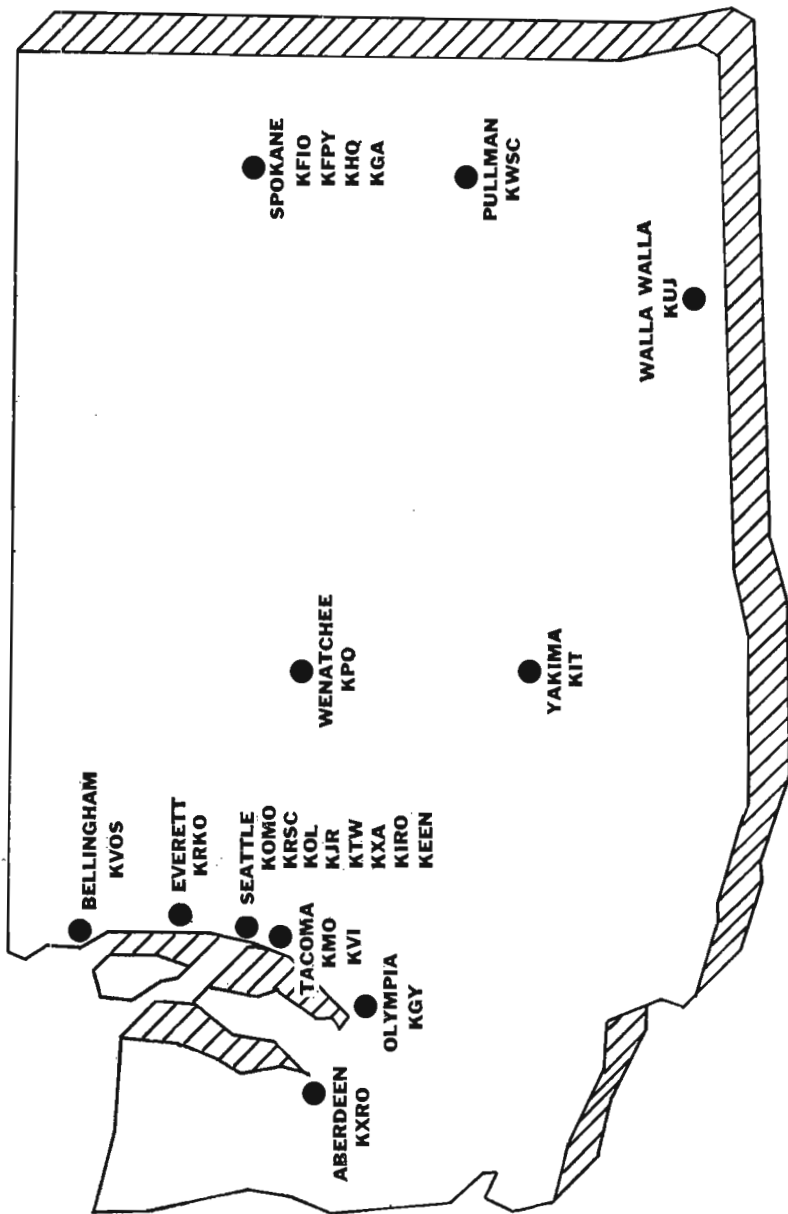
Copy restrictions: No beer, wines or hard liquors; patent medicines must be approved by the Federal Trade Commission.

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:* Elliott 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"

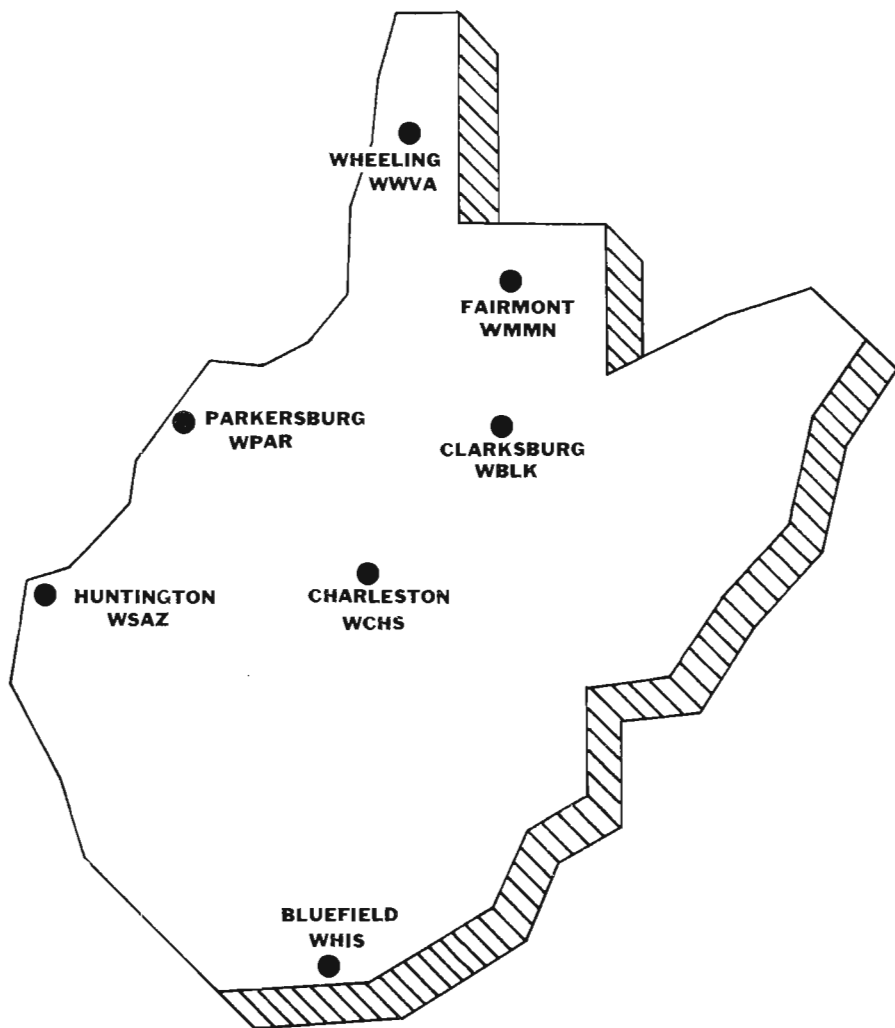
Columbia
Network

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.

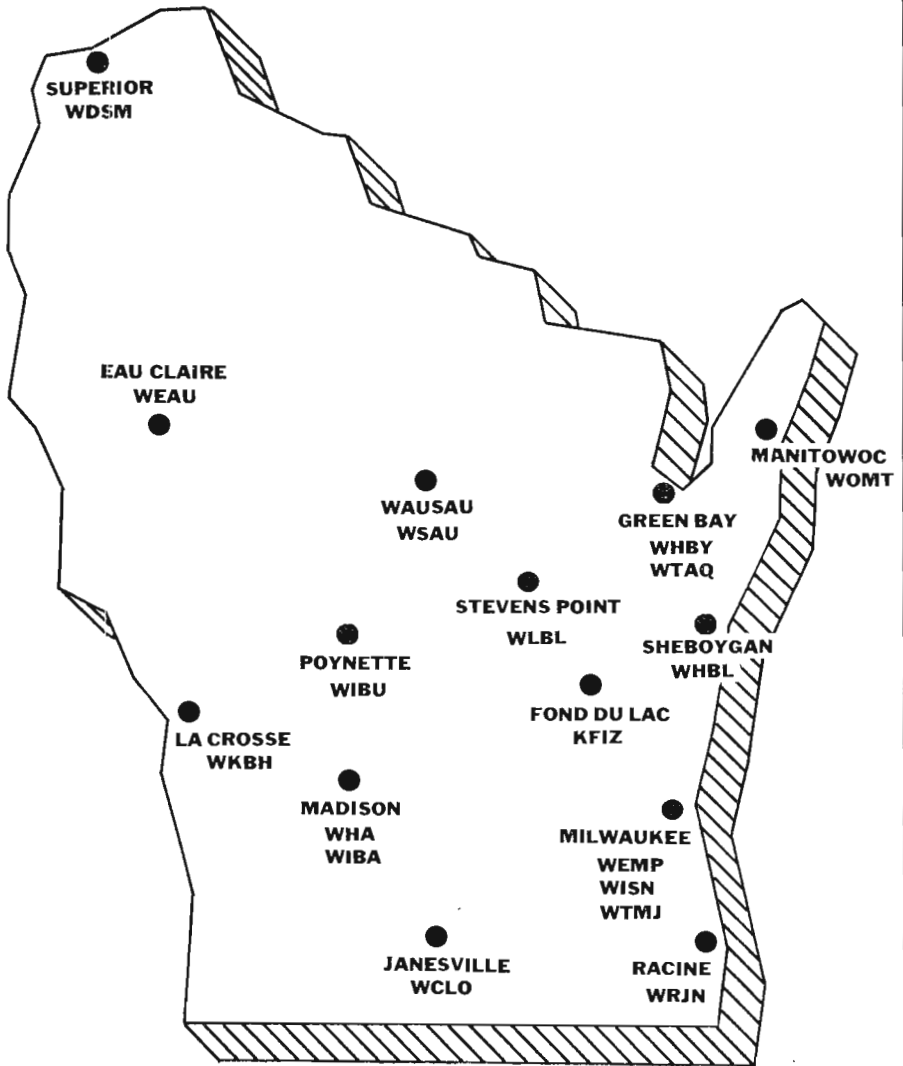
Rep: Small & Brewer, Inc. *Base rate:* \$140.

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

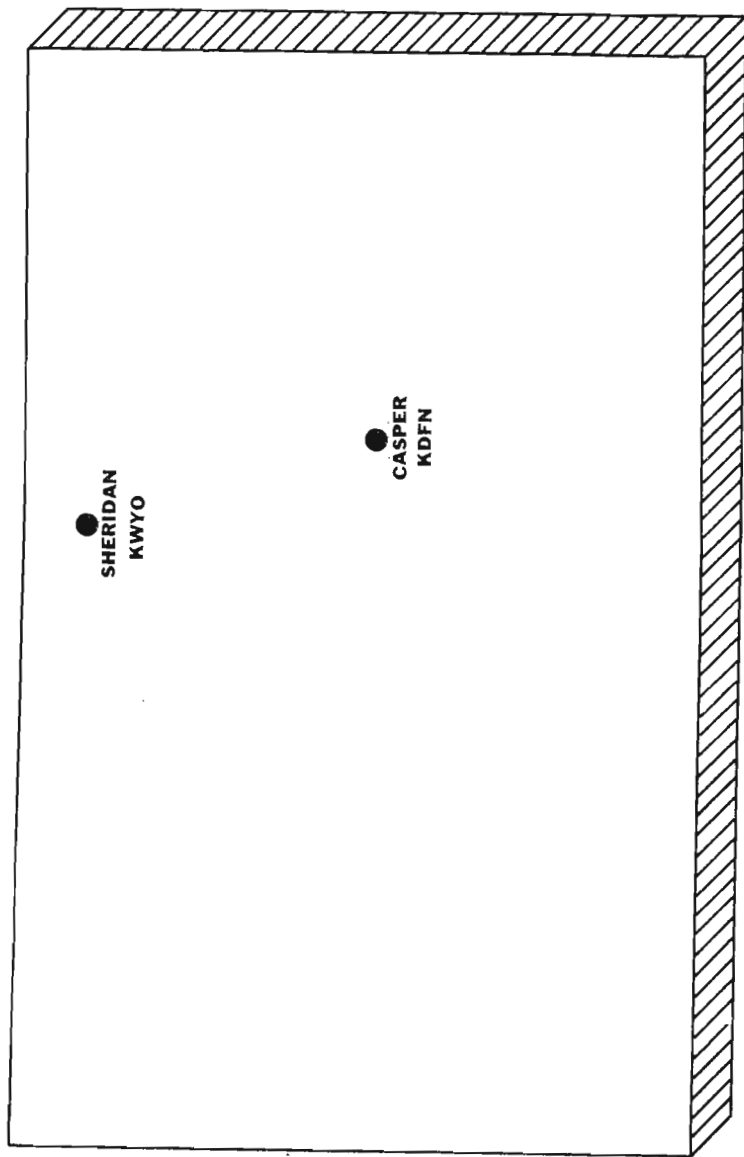
Operator: Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

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.

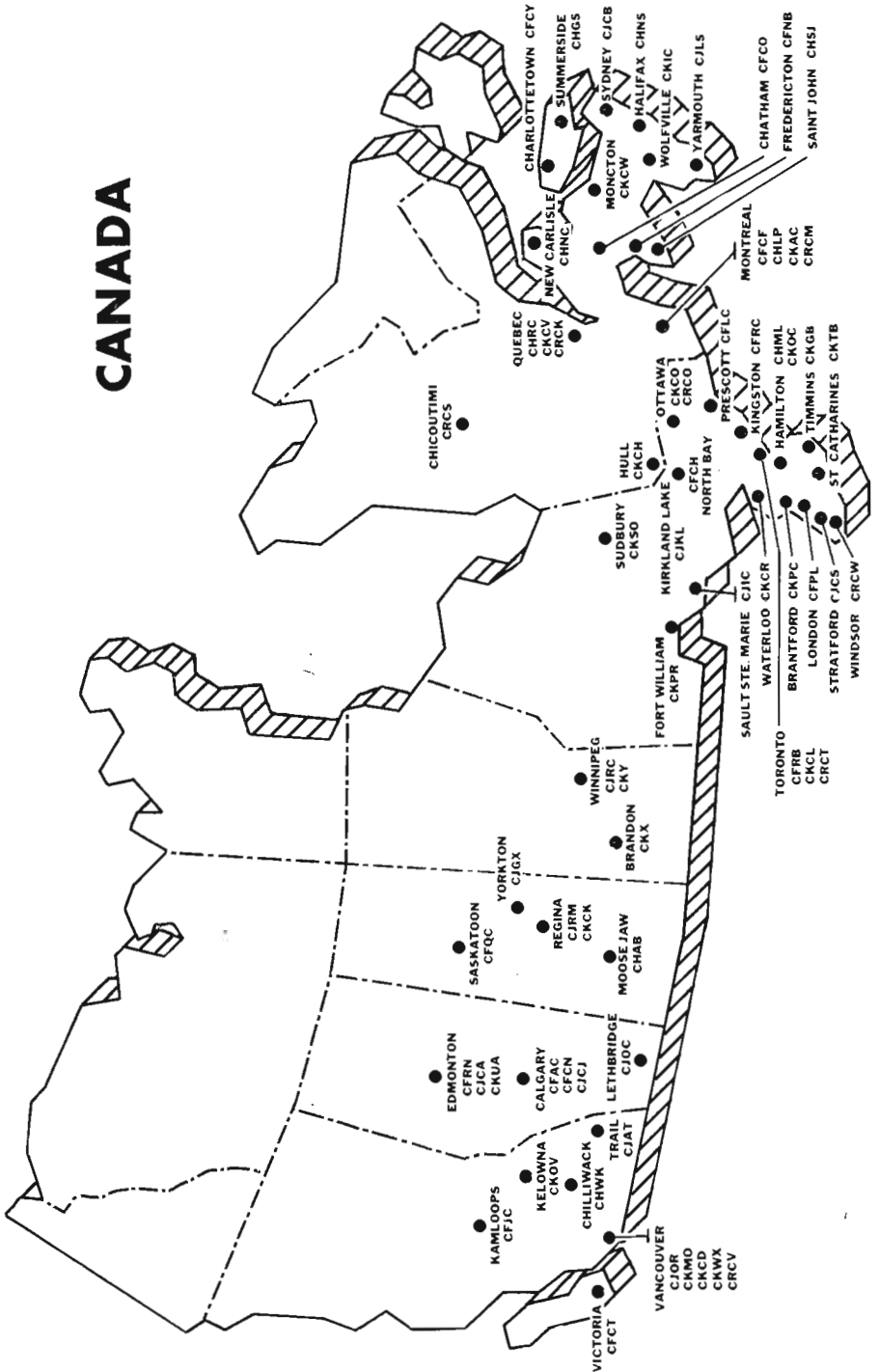
Rep: Joseph Hershey McGillvra (New York, Chicago, Toronto); All Canada Broadcasting System (Winnipeg). *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; 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** *Calgary*
CJCA *Edmonton*
CJOC *Lethbridge*
BRITISH COLUMBIA **CJAT** *Trail*
CKWX *Vancouver*
MANITOBA **CKX** *Brandon*
CKY *Winnipeg*
QUEBEC **CFCF** *Montreal*
SASKATCHEWAN **CKCK** *Regina*

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.

CFCE, 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

rector, 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.