

Musical Courier Circle 7-4500
 Music Trades Circle 7-0522
 Printers' Ink Ashland 4-6500
 Radio Murray Hill 2-5973
 Radio Advertising (Rates and Data) Mohawk 4-1220
 Radio Art Plaza 3-7156
 Radio Craft Walker 5-0730

RADIO DAILY Wisconsin 7-6336

Radio & Electric Appliance Journal Circle 7-5842
 Radio News & Short Wave Bryant 9-3142
 Radio Retailing Medallion 3-0700
 Radio Today Plaza 3-1340
 Radio Weekly Walker 5-2576
 Seiter, Carver, Livingston Publishers, Inc. Murray Hill 3-7177
 Standard Advertising Register Medallion 3-5850
 Tide Ashland 4-3390
 Variety Bryant 9-8153

NEWS SOURCES

Associated Press Eldorado 5-1200
 International News Service Murray Hill 2-0131
 NEA Service, Inc. Medallion 3-5160
 News Features, Inc. Circle 6-1738
 Press-Radio Bureau Murray Hill 2-5760
 Transradio News Features Circle 7-4560
 Transradio Press Service, Inc. Murray Hill 2-4053
 United Press Murray Hill 2-0400

TALENT AGENCIES

Artists Management Bureau Inc. Murray Hill 2-1888
 Associated Radio Artists Circle 7-4452
 Batchelor Enterprises, Inc. Chickerling 4-6204
 Herman Bernie, Inc. Circle 7-6201
 Chamberlain Brown Bryant 9-8480
 Columbia Artists, Inc. Wickersham 2-2000
 Columbia Concerts Corp. Circle 7-6900
 Consolidated Radio Artists, Inc. Columbus 5-3580
 Curtis & Allen Circle 7-4124
 Fanchon & Marco Circle 7-5630
 Hesse & McCaffrey Eldorado 5-1076
 Leading Attractions, Inc. Plaza 3-8093
 Ben B. Lipset, Inc. Plaza 3-6268
 A. & S. Lyons, Inc. Lackawanna 4-7460
 Mills Artists, Inc. Circle 7-7162
 William Morris Agency, Inc. Circle 7-2160
 Leo Morrison, Inc. Circle 7-6413
 Music Corporation of America Wickersham 2-8900
 NBC Artists Service Circle 7-8300
 Radio Orchestra Corp. Columbus 5-5952
 Rockwell-O'Keefe, Inc. Circle 7-7550
 Myron Selznick Co. of N. Y. Circle 7-6201
 Universal Radio Artists Bryant 9-7763
 Rudy Vallee Orchestra Units Corp. Eldorado 5-3435
 WOR Artists Bureau Pennsylvania 6-8383

PROGRAM PRODUCERS

Air Features, Inc. Wickersham 2-0077
 Atlas Radio Corp. Bryant 9-3040
 British-American Productions, Inc. Eldorado 5-0381
 Cleveland B. Chase, Inc. Eldorado 5-1720
 Chase & Ludlum Circle 7-4366
 Ted Collins Circle 7-0094
 Conquest Alliance Co. Plaza 3-5650
 Emar Enterprises, Inc. Columbus 5-3737
 Ted Hammerstein Longacre 5-9609
 H. S. Goodman Wickersham 2-3338
 Jean V. Grombach, Inc. Circle 7-6980
 Arnold Johnson Radio Productions Eldorado 5-3900
 Langlois & Wentworth Eldorado 5-1620
 Phillips H. Lord, Inc. Wickersham 2-2213
 McKnight & Jordan, Inc. Eldorado 5-6110
 Donald Peterson Wisconsin 7-0069
 Radio Events Syndicate Murray Hill 6-3487
 Rocke Productions, Inc. Circle 7-7630
 James L. Saphier Circle 7-2135
 Sound Masters, Inc. Bryant 9-2463
 Henry Souvaine, Inc. Circle 7-5666
 Star Radio Programs, Inc. Plaza 3-4991
 Douglas F. Storer, Inc. Circle 7-7672
 Universal Radio Programs, Inc. Murray Hill 2-0648
 Roger White Circle 7-4943
 Wilson-Powell & Hayward, Inc. Eldorado 5-0410
 Wolf Associates, Inc. Columbus 5-1621

TRANSCRIPTION AND RECORDING COMPANIES

Advertisers Recording Service, Inc. Circle 7-6982
 Allied Recording Products Co. Bryant 9-1435

Alsop Radio Recording, Inc. Eldorado 5-0780
 Atlas Radio Corp. Bryant 9-3040
 Associated Music Publishers, Inc. Bryant 9-0847
 Audio-Scriptions, Inc. Bryant 9-7480
 Brinckerhoff & Co. Plaza 3-3015
 Columbia Transcription Service Circle 7-6224
 Conquest Alliance Co. Plaza 3-5650
 Decca Records, Inc. Columbus 5-5662
 Eastern Sound Recording Co. Medallion 3-3554
 International Production Studios Columbus 5-7366
 Gennett Records Co. Bryant 9-5543
 Jean V. Grombach, Inc. Circle 7-6980
 Masque Sound Recording Corp. Murray Hill 2-4282
 Musicraft Records Inc. Bryant 9-6505
 National Recording Co. Medallion 3-3860
 National Transcription Features, Inc. Murray Hill 2-0648
 NBC Thesaurus Circle 7-8300
 Radio & Film Methods Corp. Aledonia 5-7530
 Reeves Sound Studios, Inc. Circle 6-6686
 Sound Reproductions Corp. Bryant 9-8265
 Speak-O-Phone Recording & Equipment Co. Columbus 5-1350
 Ed Strong Newtown 9-3232
 Transcriptions, Inc. Murray Hill 2-2103
 Universal Recording Co. Circle 6-2168
 Victor Recording Laboratory Bogardus 4-6200
 WOR Pennsylvania 6-8383
 World Broadcasting System Wickersham 2-2100

ORGANIZATIONS, UNIONS AND GOVERNMENT AGENCIES

Actors' Equity Bryant 9-3550
 Advertising Club Aledonia 5-1810
 Advertising Federation of America Bryant 9-0430
 American Association of Advertising Agencies Mohawk 4-7982
 American Federation of Musicians Pennsylvania 6-2545
 American Federation of Radio Artists Murray Hill 2-1157
 American Plays Association Columbus 5-1860
 ASCAP Columbus 5-7464
 Friars Club Circle 6-0282
 I. A. T. S. E. Columbus 5-8915
 Lambs Club Bryant 9-8020
 M. P. P. A. Circle 6-3084
 National Labor Relations Board Columbus 7-6860
 New York World's Fair 1939, Inc. Bryant 9-6000
 S. E. S. A. C. Bryant 9-3223
 Society of Jewish Composers, Publishers and Song Writers Longacre 5-9124
 Songwriters' Protective Association Columbus 5-3758
 Works Progress Administration Circle 6-4000

RAILROAD TERMINALS

Grand Central Vanderbilt 3-9100
 Pennsylvania Pennsylvania 6-5600

HOTELS

Aigenquin Vanderbilt 3-2500
 Ambassador Wickersham 2-1000
 Astor Circle 6-6000
 Barbizon-Plaza Circle 7-7000
 Belmont Plaza Wickersham 2-1200
 Biltmore Murray Hill 2-7920
 Commodore Vanderbilt 3-6000
 Edison Circle 6-5000
 Essex House Circle 7-0300
 Lexington Wickersham 2-4400
 Lincoln Circle 6-4500
 Lombardy Plaza 3-8600
 New Yorker Medallion 3-1000
 New Weston Plaza 3-4800
 Park Central Circle 7-8000
 Pennsylvania Pennsylvania 6-5000
 Plaza Plaza 3-1740
 Plymouth Circle 7-8100
 Ritz Carlton Plaza 3-4600
 Ritz Tower Wickersham 2-5000
 Roosevelt Vanderbilt 3-9200
 St. Moritz Wickersham 2-5800
 St. Regis Plaza 3-4500
 Savoy Plaza Volunteer 5-2600
 Sherry Netherland Volunteer 5-2800
 Vanderbilt Ashland 4-4000
 Waldorf-Astoria Eldorado 5-3000
 Warwick Circle 7-2700

IMPORTANT RADIO TELEPHONE NUMBERS in LOS ANGELES



RADIO STATIONS

KECA	Richmond	6111
KEHE	EXposition	1341
KFAC	Fltzroy	1231
KFI	Richmond	6111
KFCX	MUtual	2510
KFSG	EXposition	1141
KFVD	Fltzroy	6346
KFWB	HEmpstead	5151
KGER	MAdition	2551
KGFG	PRospect	2434
KHJ	VAAndyke	7111
KIEV	OMaha	3-4191
KMPC	WOodbury	6-1166
KMTR	HILLside	1161
KNX	HOLlywood	2484
KRKD	MAdition	2281

NETWORKS

Columbia Broadcasting System	HOLlywood	2484
Between 10 P.M. and 8:30 A.M.	HOLlywood	7052
Don Lee Broadcasting System	VAAndyke	7111
Mutual Broadcasting System	VAAndyke	7111
National Broadcasting Co.	HOLlywood	3631

STATION REPRESENTATIVES

Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3548
The Branham Co.	PRospect	3741
Bryant, Griffith & Brunson, Inc.	PRospect	4383
W. Austin Campbell Co.	MIchigan	3875
Conquest Alliance Co.	Richmond	6184
Free & Peters, Inc.	Richmond	6184
Free, Johns & Field, Inc.	Richmond	6184
Hearst Radio, Inc.	EXposition	1345
C. P. MacGregor	Fltzroy	4191
John H. Perry Associates (R. J. Bidwell Co.)	PRospect	4383
David H. Sandberg Co.	PRospect	1643
Transamerican Broadcasting & Television Corp.	HEmpstead	5315

ADVERTISING AGENCIES

Alber R. H. Company	PRospect	3331
F. Wallis Armstrong Co.	HILLside	0191
Associated Advertising Agency	VAAndyke	3956
Batten, Barton, Durstine & Osborn	HILLside	8919

Beaumont & Hohman	TRinity	8173
Benton & Bowles Inc.	HILLside	9151
Botsford, Constantine & Gardner	PRospect	0206
Boyd Company Inc.	EXposition	1251
Brisacher, Emil & Staff	PRospect	9368
Buchanan & Company Inc.	MIchigan	2156
Campbell-Ewald Company	PRospect	1275
The Caples Co.	PRospect	1542
Collier, Robert & Associates	WHITney	3131
The Cramer-Krasselt Co.	PRospect	0760
Crawford Advertising Agency	TUcker	3237
Creamer, Theodore B. Advertising Agency	MIchigan	4147
Doremus & Co.	TRinity	8821
Erwin, Wasey & Company	PRospect	5316
Fletcher & Ellis, Inc.	FEDeral	9111
Guenther-Bradford & Company	TUcker	9241
Hanff-Metzger of Calif., Ltd.	MIchigan	2156
Heintz Pickering & Company	MIchigan	6062
Hillman-Shane Advertising Agency Inc.	VAAndyke	5111
Houston Advertising Service Co.	OLympian	1901
James-Morton Inc.	PRospect	1154
Klinge'smith, Stuart L. & Co.	MUtual	8371
Lockwood-Shackelford Advertising Agency	TRinity	9801
Logan & Stebbins	TRinity	8821
Lord & Thomas	MIchigan	7651
McCann-Erickson Inc.	MIchigan	4049
Meany, Philip J. Co. Advertising Agency	MIchigan	3601
Miner, Dan B. Co., L. A.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Olsen, A. J., Bob Advertising Agency	TUcker	9285
Paramount Ad Service	HILLside	8552
Raymond, L. Co.	PRospect	3511
Records Advertising Agency	TUcker	7447
Ruthrauff & Ryan Inc.	HILLside	7593
Scheibner, Hugo Inc.	MIchigan	6636
Scholtz Advertising Service	MIchigan	2396
Smith, T. Tyler	PRospect	8043
Steller-Millar Agency	MUtual	4308
Stuart, Chas. R., Inc.	MUtual	2822
Sweeney & James	JEfferson	4019
Thompson, J. Walter Co.	MIchigan	5194
Weinberg, Milton Advertising Co.	TRinity	6878
West & Associates Inc.	OMaha	34832
Young & Rubicam Inc.	HOLlywood	2734

RECORDERS

Air-Check	GLadstone	2189
Associated Transcriptions of Hollywood	OREgon	4736

Electro VoxGladstone 2189
 RCA Mfg. Company.....Hillside 5171
 Norman B. Neely.....Hillside 9135
 Radiotone, Inc.HOLLYWOOD 3518
 Rec-Art StudiosPProspect 9232
 Otto K. Oleson.....Gladstone 5194
 Radio Recorders, Inc.HOLLYWOOD 3917
 Associated Cinema Studios.....HEmpstead 2131
 Aerogram, Inc.Hillside 7211
 C. P. MacGregorFltzroy 4191

RECORD MANUFACTURERS

American Record Corp. of America....GRanite 4134
 Allied Phonograph & Record Mfg. Co. HOLLYWOOD 5107
 RCA Mfg. Co.Hillside 5171

PROGRAM PRODUCERS

Aerogram, Inc.Hillside 7211
 Allied Phonograph & Record Mfg. Co. HOLLYWOOD 5107
 Associate Cinema Studios.....HEmpstead 2131
 American Radio Features.....YORk 8161
 Walter Biddick Co.RiChmond 6184
 Earnshaw, Inc.HEmpstead 5050
 Fanchon & MarcoHOLLYWOOD 5341
 Irving FogelHOLLYWOOD 5107
 Gene IngeHillside 3169
 Mayfield KaylorHOLLYWOOD 5107
 Raymond R. Morgan.....HEmpstead 4194
 Radioaids, Inc.HOLLYWOOD 5107
 C. P. MacGregorFltzroy 4191
 R. U. McIntosh & Associates.....WHitney 7713
 Standard RadioHillside 7027
 Mertens & PricePProspect 0101
 Pan-American RadioHillside 4027
 Wood Radio Productions.....GRanite 7434

RADIO ARTISTS AGENCIES

Alden-Silber AgencyHillside 7216
 Stanley Bergerman, Inc.OXford 3196
 Herman Bernie, Inc.OXford 1005
 John ColomboCRestview 1-8139
 Bill & Sabel DunnOXford 3259
 Fanchon & Marco, Inc.HOLLYWOOD 5341
 M/D. Howe Booking, Inc.WOodbury 6-2992
 International ArtistsHillside 2121
 Harry JolsonCRestview 0121
 Arthur Klein, Ltd.OXford 8670
 Thomas S. Lee Artists BureauVAn Dyke 7111
 William Morris Agency.....WOodbury 63121
 Radio Central CastingPProspect 2626
 Rock O'Keefe, Inc.CRestview 4101
 Alfred G. ShauerCRestview 1-5256
 H. N. Swanson, Inc.CRestview 1-5115
 J. C. Bachman-Dick PolymerOXford 7061
 Phil Berg-Bert AllenbergOXford 3131
 Walter BatchelorCRestview 1-8181
 Feldman-Blum AgencyCRestview 1-8151
 Harty-Kelton, Ltd.OXford 9497
 Leland Hayward & Co., Ltd.CRestview 1-5151
 Nat GoldstoneOXford 1131

Lou Irwin, Inc.OXford 1005
 Keighley—Keate AgencyWOodbury 6-3621

PUBLICATIONS

The BroadcasterCEntury 22210
 Daily VarietyHOLLYWOOD 6141
 Evening Herald-ExpressRiChmond 4141
 Evening NewsPProspect 6121

RADIO DAILYGRanite 6607

Hollywood ReporterHOLLYWOOD 3957
 Hollywood Citizen-NewsHOLLYWOOD 1234
 Los Angeles TimesMADison 2345
 Los Angeles ExaminerRiChmond 1212
 Los Angeles NewsMlChigan 1196
 Motion Picture DailyGRanite 2145
 Motion Picture HeraldGRanite 2145
 The Post RecordTUcker 1121
 Printers' InkMlChigan 7701
 RadioYORk 7226
 Radio GuideGLadstone 2196
 Radio-Television Casting Directory....PProspect 0482
 Standard Advertising Register.....PProspect 3835
 Standard Casting Directory.....GARfield 3881
 Studio Casting Directory.....GLadstone 1200
 VarietyHOLLYWOOD 6141

AIRPORTS

American AirlinesMlChigan 8822
 Grand Central Air TerminalOMaha 34222
 Los Angeles Municipal Airport.....THornwald 9267
 Union Air TerminalHOLLYWOOD 1606
 United Air LinesTUcker 6248

SPORT ARENAS

American Legion
 (Stadium-Hollywood)HOLLYWOOD 2951
 Los Angeles ColiseumRiChmond 6391
 Gilmore StadiumWHitney 1163

RAILWAY TERMINALS

Santa FeMUTual 0111
 Southern PacificMlChigan 6161
 Union PacificTRinity 9211

HOTELS

Ambassador HotelDRexel 7011
 Biltmore HotelMlChigan 1011
 Christie HotelHOLLYWOOD 2241
 Clark HotelMlChigan 4121
 Del Monte Hotel (L. A. Offices).....EXposition 9767
 Ensenada Hotel PlaysMUTual 5544
 Garden of Allah HotelHOLLYWOOD 3581
 Hollywood HotelHEmpstead 4181
 Hollywood KnickerbockerGLadstone 3171
 Hollywood Plaza HotelGLadstone 1131
 Roosevelt HotelHOLLYWOOD 2442
 The Town HouseEXposition 1234

Irving Reis

Under Writer-Director
Contract



IMPORTANT RADIO TELEPHONE NUMBERS in CHICAGO



RADIO STATIONS

KSTP (Chicago office)	SUPerior	8660
WAAF	RANdolph	1717
WBBM	WHITehall	6000
WCAU (Chicago office)	STATE	0366
WCBD	VAN Buren	6201
WCFL	SUPerior	5300
WCRW	DIVERsey	4440
WEDC	CRAWford	2436
WENR	SUPerior	8300
WGES	VAN Buren	6201
WGN	SUPerior	0100
WHAM (Chicago office)	STATE	0366
WHFC	LAWndale	8228
WIND (Chicago office)	STATE	5466
WJJD	STATE	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STATE	0366
WMAQ	SUPerior	8300
WMBI	DIVERsey	1570
WSBC	SEEley	2255
WWAE (Chicago office)	PLAZa	4300

NATIONAL NETWORKS

Columbia Broadcasting System	WHITehall	6000
Mutual Broadcasting System	SUPerior	0100
National Broadcasting Co.	SUPerior	8300

STATION REPRESENTATIVES

R. J. Barrett, Jr.	SUPerior	5110
John Blair & Co.	SUPerior	8660
The Branham Co.	CENtral	5726
Bryant, Griffith & Brunson, Inc.	ANDover	1040
H. K. Conover Service Co.	CENtral	8664
Cox & Tanz	FRAnklin	2095
Craig & Hollingsbery, Inc.	STATE	2898
J. J. Devine & Associates	CENtral	4270
Free, Johns & Field, Inc.	FRAnklin	6373
Free & Peters	FRAnklin	6373
Gene Furgason & Company	STATE	5241
Arthur H. Haag & Associates	CENtral	7553
Hearst Radio, Inc.	CENtral	6124
E. Katz Special Advertising Agency	CENtral	4238
Kelly-Smith Co.	FRAnklin	4687
Ray Linton	STATE	9493
Joseph Hershey McGillvra	SUPerior	3444
J. R. McKinney & Son	SUPerior	9866
Mitchell & Ruddell, Inc.	CENtral	1160
John H. Perry Associates	HARRison	8085
Edward Petry & Co.	DELaware	8600
Hugh Rager	RANdolph	7800
William G. Rambeau Co.	DELaware	3838
Paul H. Raymer Co.	SUPerior	4473
Graham A. Robertson	ANDover	3042
Sears & Ayer	SUPerior	8177
Small & Brewer, Inc.	STATE	8152
Transamerican Broadcasting & Tele- vision Corp.	STATE	0366
Van Cronkhite Associates, Inc.	STATE	6088
Weed & Co.	RANdolph	7730
L. I. Weisbar	WABash	1067
Howard H. Wilson Co.	CENtral	8744

ADVERTISING AGENCIES

Aubrey, Moore & Wallace Inc.	SUPerior	1600
Auspitz & Lee	STATE	7782
N. W. Ayer & Son, Inc.	RANdolph	3456
Baggeley, Horton & Hoyt, Inc.	STATE	2154
Batten, Barton, Durstine & Osborn, Inc.	CENtral	7808
Beaumont & Hohman, Inc.	CENtral	7144

Blackett-Sample-Hummert, Inc.	DEArborn	0900
Buchanan & Co.	SUPerior	3047
Burnet-Kuhn Advertising Co.	SUPerior	3800
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
Caples Co.	SUPerior	6016
Russell C. Comer Advertising Co.	SUPerior	2541
Doremus & Co.	CENtral	9132
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Fletcher & Ellis, Inc.	HARRison	8612
Ford, Browne & Mathews	DELaware	3800
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Charles Daniel Frey Co.	STATE	8161
J. Stirling Getchell	HARRison	2606
Henri, Hurst & McDonald, Inc.	SUPerior	3000
Frances Hooper Advertising Agency	SUPerior	5480
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPerior	4800
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
Hays, McFarland & Co.	RANdolph	9360
McJunkin Advertising Co.	STATE	5060
Louis Needham & Brorby, Inc.	STATE	5152
Neisser-Meyerho, Inc.	DELaware	7860
Reincke-Ellis-Younggreen & Finn, Inc.	WHITehall	7440
Roche, Williams & Cunnyngham	HARRison	8490
Rogers & Smith	DEArborn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Sehl Advertising Agency	STATE	7344
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7371
L. D. Wertheimer Advertising Co.	FRAnklin	8833
Young & Rubicam, Inc.	CENtral	3144

TRANSCRIPTION AND RECORDING COMPANIES

Columbia Transcription Service	DELaware	8263
Decca Records, Inc.	DELaware	8800
Marsh Laboratories, Inc.	WEBster	7288
RCA Manufacturing Co.	DELaware	4774
Radio Transcription Co. of America	DELaware	2325
Standard Radio, Inc.	STATE	3153
Walter C. Wicker	SUPerior	7279
World Broadcasting System	STATE	3828

PROGRAM PRODUCERS

Norman Alexandroff & Co.	WABash	6762
Conquest Alliance Co.	STATE	5096
J. Ralph Corbett, Inc.	DELaware	3265
Lillian Gordoni Radio Productions Co.	CALumet	6979
Charles Hughes Productions, Inc.	BUCKingham	4048
Donna Parker Productions	WEBster	2873

NEWS SOURCES

Associated Press	STATE	7700
International News Service	ANDover	1234
Transradio Press Service	STATE	8091
United Press	RANdolph	3677

ORGANIZATIONS AND UNIONS

Actor's Equity	WELLington	6377
American Federation of Actors	STATE	7918
American Federation of Musicians	STATE	0063
ASCAP	RANdolph	1805
Institute of Radio Service Men	SUPerior	1673
Radio & Television Institute	LONGbeach	6100
University Broadcasting Council	CENtral	2015



AL PEARCE

says

**"Afraid You're Listening In
I Hope I Hope I Hope!"**

**Carl (hoff-tempo) Hoff
and his Orchestra**

KENNETH ROBERTS—*Announcer*

ARLENE HARRIS
"The Human Chatterbox"

MONROE UPTON
Writer

BRADFORD BROWNE
Producer—N. W. Ayer & Sons

RICHARD J. McCAFFREY
Musical Arranger



TIZZIE LISH
Cooking and Health Expert

ELMER BLURT
Door to Door Salesman

BETTY GARDE
Actress

HARRY SWAN
Actor

AGNES MOOREHEAD
Actress

IN

"WATCH THE FUN GO BY"

SPONSORED BY THE FORD DEALERS OF AMERICA

CBS — Tuesday — 9 P. M. EST.



 **RADIO** 
HISTORY
MAKERS
 **OF 1937** 



Thumbnail summaries of personalities whose activities provided major headlines in the past year.

New York
used
other
annous
st.

1308 Ave.
LINOLEUM, B. 112 W. 42d, 100
NEW. BR. 9-7-29.

House Furnishings

SELLING CONTENTS 3-room apartment, practically new complete living room, bedroom, dinette; other odds and ends; no dealers call. PENNSYLVANIA 6-4119.

GOVERNOR WINTHROP secretary, lady's glass top desk, rush-bottom chairs, refectory table, lamps, rugs, Webster dictionary. Wisconsin 7-2113.

FOR SALE

Artists and Orchestras

FOR SALE: Radio Artists and Orchestras of proven public popularity, backed by the efficient service of a national firm of artists' representatives with offices conveniently located in Hollywood and Chicago as well as in New York City. Write, 'phone or wire Rockwell-O'Keefe Inc., 1270 6th Ave., New York; 32 W. Randolph St., Chicago, or 9028 Sunset Blvd., Hollywood.

SALE OF NEW FURNITURE
At old prices at both stores. Factory prices are up 20%. We bought carloads at old prices and pass the savings on to you.

SALE OF USED FURNITURE.
We have tremendous quantity "As Is" at unbelievably low prices. All at 358 B'way.

CLARK & GIBBY, INC.,
358 B'way, near Franklin; 20 East 41st St.
WA. 5-8330. Used Furniture at 358 B'way.

BIG BARGAINS NEW AND USED
DESKS, CHAIRS, TABLES, EXECUTIVE SUITES, LIBRARY TABLES, AND CHAIRS, LEATHER FRUNITURE, USED KARDEXES, METAL FILES, SAFES.
Bought, Sold and Exchanged.

NATHAN'S, 548 BROADWAY.
Tel. Canal 6-0350. Near Prince St.

MOVING—Sacrificing entire stock; storage cabinets, desks, leather chairs, typewriters, adding machines. Eagle, 110 West 11th St. (new used), 150

at
prices
at old
you.
RE
As Is at
35 B'way-
NC.
41st St.
358 B'way.

**USED
EXECUTIVE
AND
SAFE.**
SAFES.
changed.
BROADWAY.
near Prince St.

used comm-
furniture, files,
150 East 42d.

includes new
tools, drastic re-
ventory; monthly
East 84th. PLAZA

mlino, other famous
Grands from \$150.
BERLIN, 139 West
Open evenings.

lights, from \$25;
\$115; \$1 weekly.
325 25TH ST.

If sacrifice large grand
like new; no dealers.
2-4000.

ARTISTS' REPRESENTATIVES OF
Grand, \$410, 57th.
Power, 45 YORK-K
baby grand, \$125, act
Broadway).

Di. lat. depe...
B. Gutter & Son.
Hable Appraisers.

CASH for diamond
dition; confident
Diamond Apprai
BRyant 9-3212.

DIAMONDS, 5
Feingold, 1
9-6933.

DON'T SAC
Rugs, Silver
Antiques, B
before gettin
W. J. F.
BRyant 9

DON'T
FLA
PI

Always p
bric-a-brac

HIGH P
brac,
books,
STuyves

HIGH
paint,
7-0361.

DEAF
art

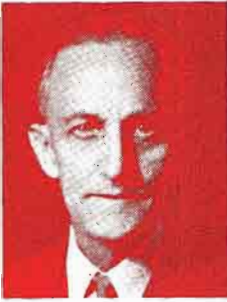
Hol

EL
pa

Rockwell O'Keefe Inc.

desks, many
CHICAGO
East
FACTIC fabk, HOLLYWOOD
near, 65 W. 70th. 15th Ave. O.D.

FRANK R. McNINCH



On supposedly temporary loan from the Federal Power Commission. Frank R. McNinch was appointed FCC chairman to succeed the late Anning S. Prall and to iron out the affairs of the Commission, which has been a target for much brick-

throwing. In the few months that he has been at the helm, the FCC has gone through considerable revising, constructively, reflecting the efficiency and quiet but quick action characteristic of McNinch.

JOHN ELMER



He was enjoying a comparatively serene life as owner of small-watter WCBM in Baltimore. Then John Elmer was elected president of the NAB, and immediately his troubles began. Exigencies compelled him to call a special NAB meeting

to take up a reorganization plan—and incidentally discuss the AFM situation. It was an unruly session, but Elmer handled the chair with commendable composure and much tolerance.

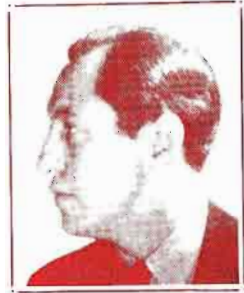
LENOX R. LOHR



A good deal of traveling was done in 1937 by Major Lohr, the NBC prexy. To the coast, where the web is building new studios, also to Europe and one particular trip to Washington where he dined with President and Mrs. Roosevelt, no less.

New NBC building activities, ordering an original radio opera and signing Dr. James R. Angell as educational counselor were just a few of the other items on his calendar during the year.

WILLIAM S. PALEY



Something that CBS prexy William S. Paley said about the business of broadcasting at the educational parley in Chicago late in the year made such an impression on Congressmen who read it that they had the talk inserted in the Congressional

Record. Diary of the live-wire CBS outfit also reveals leadership in expansion and profits, new Hollywood studios started, television tower on Chrysler Bldg. and many other items.

DAVID SARNOFF



RCA's president, in addition to executing his multiple duties of keeping the RCA family coordinated, was kept pretty busy on television the past year, the chief development in this end being a new cathode ray demonstration on a screen 3x4 feet—

but still no assurance that commercial television is very near.

ALFRED J. McCOSKER



Holding the dual post of president of Bamberg Broadcasting Co., owners of WOR, and chairman of Mutual Broadcasting System, Alfred J. McCosker can look back on 1937 with double pride. First because Mutual

crunched out in a big way in putting itself on the map as a national network, and secondly because WOR didn't have such a bad year either. Incidentally, McCosker was given a degree of LL.D. by John Marshall College of Law last June in recognition of his service in radio.



BILLY SWANSON and "His Music"



MANAGEMENT
ROCKWELL-O'KEEFE, Inc.
Radio City, N. Y.—Chicago—Hollywood

PUBLICITY
ED DUKOFF
HOTEL EDISON
NEW YORK CITY

• EDDIE CANTOR •



Texaco Town's "mayor" had a very active 1937, making the usual quota of new talent discoveries, being elected president of the new American Federation of Radio Artists, celebrating his 25th anniversary in show business and being fittingly

honored on the occasion with an "Eddie Cantor Week," switching his network broadcast from Sunday to Wednesday, making another feature film, getting his antique shop business going—and marrying off one of those five daughters who are almost as famous as the quints.

• COMMISSIONER PAYNE •



When it comes to figuring in the headlines, it takes a fast-stepper to keep ahead of FCC Commissioner George Henry Payne. His provocative utterances gave the industry and the public much good food for mental exercise. Though his activities as a crusader did get him

disbarred from FCC's Segal-Smith hearing, he also won many friends with his advocacy of more wholesome programs for juveniles—and better radio shows in general.

• O. B. HANSON •



A titular addition and a vital subtraction occurred in the life of O. B. Hanson the past year. To put it in plain English, the NBC chief engineer added the title of vice-president of the network in November, and if you don't mind the reverse chron-

ology, in June, the doctors subtracted an appendix from him. If it's not an even break, maybe he's got some tonsils that can be removed.

• HAROLD V. HOUGH •



Though he has plenty to do as general manager of WBAP, Fort Worth, and treasurer of the NAB, Harold V. Hough, known to thousands of pioneer radio listeners as "The Hired Hand," finds time to give a word picture of WBAP's famous Negro Holiness broadcast each New Year's Night and of the Fort Worth Rodeo. His NAB resolution against "dollar publicity" also was roundly applauded.

• ISAAC D. LEVY •



Ike Levy of the Philadelphia WCAU - CBS Levys, among whom also is his brother Dr. Leon Levy, is known around NAB gatherings as one of those so-called "stormy petrels." Nevertheless, when Ike "storms," NAB boys as well as

others are always glad to listen because there's meat in his words. A defense of FCC members and a warning to NAB to stay with Ascap were among his 1937 pronouncements.

• JOHN BLAIR •



Opening of new coast offices in Los Angeles and in Seattle, addition of a flock of stations and formation of a production service unit to better serve clients, were among the 1937 expansion activities of John Blair & Co., explaining why the head of the rep firm, John Blair himself, was kept on the hop throughout the year. Blair's 1937 record marks him as a go-getter.



TOMORROW'S STARS

THE life blood of the amusement business is the supply of fresh, new talent to supplant the fading stars of another day. This organization specializes in the training, development, and exploitation of young artists, from whose ranks will emerge the headliners of tomorrow.

We are proud to include the following names among our contracted artists:

BUDDY CLARK

BILL CHALLIS

GEORGE FISCHER

BOB HARING

BOB HOPE (radio only)

NATHAN KROLL

LORETTA LEE

BARRY McKINLEY

NEW YORKERS CHORUS

JEAN O'NEILL

ALLEN PRESCOTT

HARRY SALTER

VICTOR SCHERTZINGER (radio only)



JAMES L. SAPHIER

Radio Talent and Productions

NEW YORK

HOLLYWOOD

• DONALD W. THORNBURG •



What with the spurt in Hollywood originations and the actual launching of construction on the new CBS studio layout in the movie capital, Donald W. Thornburg, vice-president in charge of West Coast operations for the network marks up

1937 as one of the busiest years of his career. He was so busy, in fact, that he hardly even had time to get in the headlines.

• WILLIAM S. HEDGES •



Vacating a vice-presidency in the Crosley Radio organization (WLW-WSAI), Cincinnati, William S. Hedges returned to the NBC fold in October to take over the direction of the network's station relations. Less than two months later, he was elected a

vice-president of company, thus adding another important entry in the log-book of an executive radio career that dates back to 1922.

• WM. A. SCHUDT JR. •



One of the most aggressive of the CBS stations—ace in the showmanship field and no slouch in other departments, either—is WBT of Charlotte, with Bill Schudt as general manager and chief generator of ideas for business, programs and good-

will. The station's accomplishments reflect the live-wire Schudt management.

• ALBERT S. FOSTER •



When WEW, St. Louis University station after 16 years as a non-commercial station, decided to go in for paid business in the Fall of 1937, Albert S. Foster was brought from WWL, New Orleans, to be g.m. Signing of some 400 customers in the first 12 weeks

attests to the wisdom of the move.

• EDWARD KLAUBER •



The executive vice-president of CBS, along in May of the past year, was made a member of the company's board of directors, following an increase in the authorized size of the directorate. Paul Kesten and Mefford Runyon also were made

directors. Outside of that, Klauber performed his important duties without stepping much into the limelight.

• DONALD FLAMM •



Final selection of a site for WMCA's new and more expansive studios was one of the important matters decided by Donald Flamm, station owner, in the past year. A little expansion of the Inter-City network, of which Flamm also is prexy, and the launching of occasional program novelties also helped to keep him occupied.



*"Music of Yesterday and Today
Styled the BLUE BARRON way"*



Management

CONSOLIDATED RADIO ARTISTS INC.

30 Rockefeller Plaza - New York
Chicago — Cleveland —
Hollywood — Dallas

NBC-Red and Blue Networks
FOUR TIMES WEEKLY

CURRENTLY
GREEN ROOM — HOTEL EDISON
NEW YORK CITY

JOHN S. YOUNG



One of radio's most erudite announcers, selected as the "All-American" in that line during 1928-32, and possessor of a gold trophy presented to him in 1932 by President Hoover, John S. Young, was honored again late in 1937 by being selected as Radio

Director for the coming New York World's Fair. Internationally informed, a scholar and lecturer as well as advertising consultant and commentator, he is well fit to do a fine job.

MARK WOODS



In electing Mark Woods a vice-president last November, along with William S. Hedges and O. B. Hanson, NBC filled its quota of 11 men necessary to make up a football squad that could play the CBS vice-presidential team. Occupying the post of treasurer, Woods is one of the youngest NBC executives, though he's been with the firm since 1926.

H. LESLIE ATLASS



Looking after the CBS interests in the Chicago territory is H. Leslie Atlass, vice-president of the network. The Atlass boys — the other being his brother, Ralph — have been cutting quite a figure in radio circles out Chicago way for a good many

years. H. Leslie heads WBBM, while Ralph has WJJD, as well as WIND over at Gary.

DON E. GILMAN



The past year had a moving day in it for Don E. Gilman, vice-president in charge of NBC west coast operations. Greater concentration of NBC activity in Hollywood, and the new radio center being built there, made it necessary for Gilman to shift his headquarters from San Francisco to the movie city. But he still maintains social and business ties in S. F. with frequent visits.

DON DAVIS



Celebration of the 15th anniversary of his station, WHB in Kansas City, was the big noise in the routine of Donald Dwight Davis the past year. The event was put over on a scale unprecedented in so far as such celebrations are con-

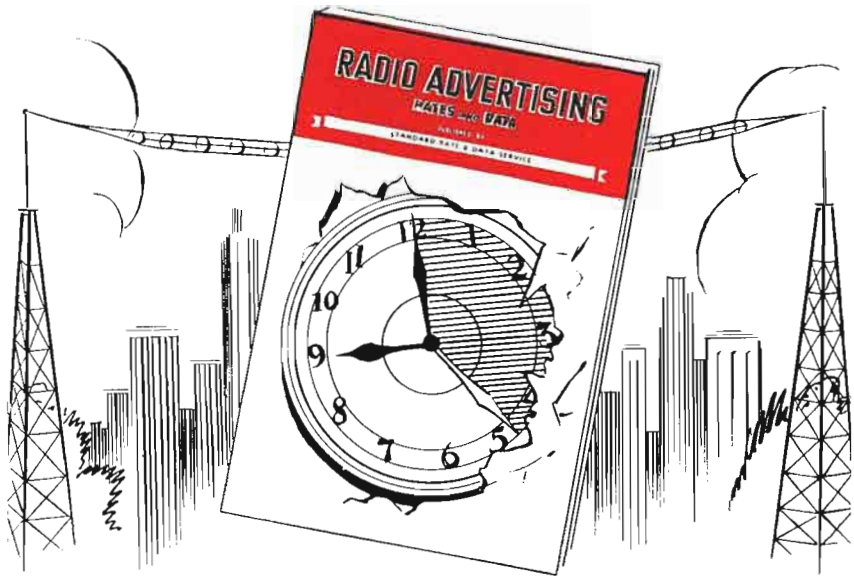
cerned, and Don Davis has press books and other souvenirs to prove it.

JOHN SHEPARD III



As president of two New England networks, the Yankee and the Colonial, with headquarters in Boston, John Shepard III has his hands full. But he likes radio so well that he sold out his interest in Boston's famous Shepard store in order to devote all his time to the broadcasting business.

WHEN *TIME* IS THE MEDIUM



● You have decided to buy *TIME* to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

You would naturally have many questions to ask about certain stations . . . you find the answers in **RADIO ADVERTISING RATES &**

DATA! It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, **IN ONE CONVENIENT, COMPACT SERVICE!**

Revised and issued every month . . . supplementary bulletin service every week.

SUBSCRIPTION \$15 A YEAR

CHICAGO
333 N. Michigan Avenue

NEW YORK
420 Lexington Avenue

● **ELLIOTT ROOSEVELT** ●



Climaxing a year of gradually increasing activity and responsibility in the management of radio stations, Elliott Roosevelt was made president and general manager of Hearst Radio. Previous to this development late in December, Roose-

velt had been handling the southwest and California Hearst stations. There was also some talk a while back of the possibility that he would become a network commentator. But he probably will be too busy for that now.

● **GEORGE W. TRENDLE** ●



One of the hot controversies of 1937 in radio and movie circles was the protest against dispensers of harmful Hollywood gossip via radio, and George W. Trendle, who is both a theater man and head of Michigan Radio Network, helped to bring this issue

to a head. Sale of "Lone Ranger" serial to the films (Monogram) and appointing Raymer as MRN rep also were among Trendle's 1937 deals.

● **LOUIS K. SIDNEY** ●



All-around showman and managerial chief of WHN, Louis K. Sidney stepped into the producing end of radio last November when Bill Bacher left the big M-G-M weekly production for Maxwell House. It was more than a man-sized job, but Sidney is no midget and the records show that he was quite equal to the task. The WLW Line hookup and the designation of WHN as NBC's third New York City outlet also figured among Sidney's more important 1937 activities.

● **LEWIS ALLEN WEISS** ●



There was a lot doing in the Don Lee Broadcasting System the past year, mainly the addition of another dozen or so Pacific Northwest stations, and these developments kept Lew Weiss, g.m. of the System, hopping around quite regularly.

Busy though he was, he took time to promise that the Don Lee System would start television service on the coast in 1938.

● **JOHN F. ROYAL** ●



One of radio's most efficient and best loved executives is John F. Royal, vice-president in charge of programs at NBC. He doesn't appear much in print, but the benefits of his extensive showmanship play a vital part behind the scenes of the NBC show-schedules.

● **FRANK BRAUCHER** ●



The popular magazine field lost a top rank sales executive in October of 1937 when Alfred J. McCosker sold Frank Braucher on the idea of joining WOR as vice-president in charge of sales. Braucher formerly was vice-president and director at Crowell Publishing Co.

FRANK GILL JR.

SCRIPTIST AND DIALOGUE DIRECTOR

1937-1938

"YOUR HOLLYWOOD PARADE"

(Lucky Strike-Warner Bros.)*

"HOLLYWOOD MARDI-GRAS"

(Packard)†

*Lord & Thomas

†Young & Rubicam

Direction—Wm. Morris

Agency

FRANK GILL SR.

Personal Manager

BILL DEMLING

COMEDY AND DRAMATIC MATERIAL

1937-1938

"HOLLYWOOD MARDI-GRAS"

Packard—
(Young & Rubicam)

"MICKEY MOUSE THEATRE"

Walt Disney—
(Lord & Thomas)

MARIE STODDARD'S

LITTLE SCHOOL OF

—SCREEN—
RADIO—STAGE

◆
8496 SUNSET BLVD.
HOLLYWOOD, CAL.
◆

• ARTHUR PRYOR JR. •



At the NAB convention in Chicago last June, Arthur Pryor Jr., vice-president-in-charge - of - radio for Batten, Barton, Durstine & Osborne, said some straight-from-the-shoulder things about the poor quality of manpower in the program end of a bit of talk . . .

radio. It caused quite and some thinking.

• LAWRENCE LOWMAN •



CBS operations increased considerably in 1937, which meant extra work for the vice-president in charge of operations, who happens to be Lawrence W. Lowman, as well as for Herbert V. Akerberg, vice-president in charge of station relations, and their

respective lieutenants and sergeants.

• EDMUND (TINY) RUFFNER •



In the summer of 1937, Tiny Ruffner resigned from Benton & Bowles agency to become vice-president and radio director on the coast for Ruthrauff & Ryan. His radio voice has sold millions of dollars of merchandise for sponsors—and that's only the beginning.

• ROY C. WITMER •



Remember all those headlines of the past year telling about new highs in billings and other remarks to that effect? Well, in the case of NBC, Roy C. Witmer had something to do with the increases. He's the vice-president in charge of sales.

• NILES TRAMMELL •



Chicago's importance as a radio program producing center, to say nothing of time sales, did not suffer to any extent despite the Hollywood upswing in 1937. In fact, Chicago set new records for script shows. And Niles Trammell is v.p. in charge of

NBC's central division.

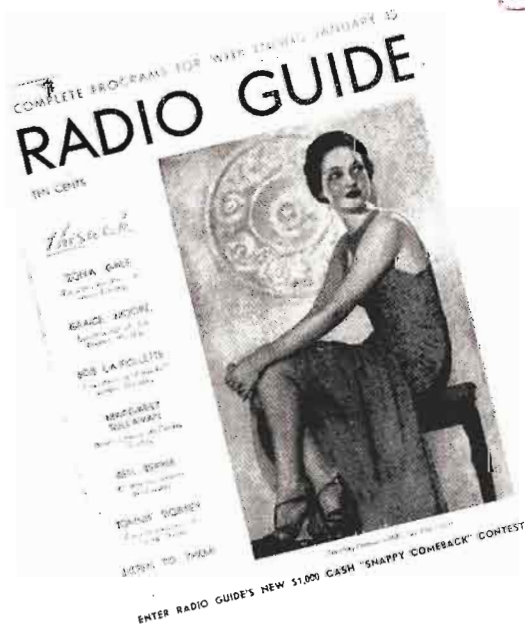
• W. B. LEWIS •



If you noted some improvement in CBS 1937 shows, you can't go far wrong by sending your bouquets via W. B. Lewis, vice-president in charge of programs. Aside from those duties, Lewis will be remembered on the 1937 calendar for a very intelligent talk he delivered on radio and the movies at a luncheon meeting of the Ass'n of Motion Picture Advertisers.

RADIO GUIDE

has become an indispensable weekly reading habit in a constantly increasing number of American homes, because it doubles radio enjoyment. ★ ★ It exerts a powerful influence upon the listening and buying habits of more than 400,000 families.



*T*hese columns are read and studied by program sponsors, advertising agency executives, radio artists, radio dealers, and the industry as a whole, because it is the outstanding authority in its field. Thus Radio Guide combines a big consumer audience with an important trade readership.

551
FIFTH AVENUE
NEW YORK

RADIO GUIDE 10¢

At All Newsstands Every Thursday

• DONALD WITHYCOMB •



What with opening WFIL's own offices in New York and Chicago—with very profitable results, by the way—and the building of new studios, General Manager Donald Withycomb of the Philly station didn't have exactly a dull year. On completion of the

studios, he also started a more elaborate schedule of local productions.

• T. C. STREIBERT •



In recording the activities and the expansion of the Mutual Broadcasting System in the past year, one man who mustn't be overlooked is Theodore C. Streibert. He's executive v.p. of the organization, and he had plenty to say and do about the network's on-

ward and upward moves during 1937.

• JOSEPH V. CONNOLLY •



As part of the changes that took place in the Hearst Radio organization the past year, Joseph V. Connolly changed his title from that of president to chairman of the board. But under one title or another, a busy and important exec is still a. b. and i. e. affairs also keep

The voluminous INS Connolly pretty busy.

• EDWARD W. CRAIG •



A prominent part in drafting the NAB reorganization proposal and the committee was played by Edward W. Craig, head of WSM. He also was actively engaged in working out IRNA developments as a member of the IRNA special advisory committee.

• HERBERT R. EBENSTEIN •



Launching something new in the way of merchandising radio programs, Herbert R. Ebenstein created quite a bit of interest in the past year in his Atlas Radio outfit, which set out to produce ET shows and distribute them under the same system used by film

companies, i.e., key city exchanges. Besides setting up the nationwide distributing organization, Atlas completed 28 shows in 1937.

• FRANK E. MASON •



Being appointed personal assistant to Lenox R. Lohr, president of NBC, was the principal occurrence in the official life of Frank E. Mason during 1937. Coincident with the move, Mason relinquished his duties in the station relations end to Bill Hedges, but retained his vice-presidency.



NBC RECORDED PROGRAM SERVICE

offering complete facilities for the creation,
casting, production, and recording of programs for

National and Local Spot Advertising



- CUSTOM BUILT PROGRAMS
- RECORDING OF CLIENT OR AGENCY PRODUCED PROGRAMS
- SIMULTANEOUS RECORDING OF NETWORK BROADCASTS
- THESAURUS PROGRAMS
- SYNDICATED RECORDED "STOCK" PROGRAMS
- "REFERENCE" OR AUDITION RECORDINGS



Write for catalog describing
the above services



*Electrical Transcription Service
National Broadcasting Company*

A RADIO CORPORATION
OF AMERICA SERVICE

RCA Building • Radio City • New York
Merchandise Mart • Chicago, Illinois

MYRON P. KIRK



Genial and equally astute Myron P. Kirk, former vice-president and director of radio for Ruthrauff & Ryan, Inc., caused a hubbub in radio circles when he resigned that position to become vice-president in charge of radio for Famous Artists, Hollywood.

There Kirk has assumed duties in both pictures and radio that helped make Ruthrauff & Ryan one of the top ranking firms in the agency field. Kirk's record is based on such celebrated programs as those of Major Bowes, Al Jolson, Edward G. Robinson, Joe Penner and others. His salesmanship and talent handling showed many a sponsor how to sell the product.

GEORGE BOLLING



From the Detroit office of John Blair & Co., Vice-President George Bolling moved east and up last summer to head the New York office on resignation of Murray Grabhorn. Management of the Detroit office thereupon fell to his brother, R. H. Bolling.

MARK ETHRIDGE



In two of the past year's highly important radio developments — the AFM situation and the NAB reorganization — Mark Ethridge played a prominent and helpful role. Interested in the issues because he's general manager of Louisville Courier-Journal,

owners of WHAS, Ethridge gave valuable aid in the musician negotiations as well as in the NAB revamping.

J. HAROLD RYAN



This is the current president of the Ohio Association of Broadcasters. He was elected last November to succeed the retiring John F. Patt of WGAR, Cleveland. Ryan also has other responsibilities. He's president and g.m. of Fort Industry Co., owners and operators of WSPD, Toledo; president of West Virginia Broadcasting Corp., operating WVVA, Wheeling, and treasurer of Monongahela Valley Broadcasting Co., operating WMMN, Fairmont, W. Va.

CLAY MORGAN



Shortly after Clay T. Morgan took up the post of director of promotion at NBC early in 1937, things began to literally fly in the promotion division. White space copy and direct mail promotion hit the all-time high in the spring and early summer. By the way, if you see any similarity in the accompanying picture and Warner Oland's, don't tell Morgan. He's heard it before.

JOSEPH J. WEED



The head of Weed & Co., station rep firm, is a specialist in Canadian situations, and during the past year was instrumental in arranging mergers of groups of Dominion outlets under exclusive representation as an aid toward doing away with hit or miss representation under the non-exclusive sales methods.



● Are your
SOUND EFFECTS
up to
Standard
?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded from life and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Also: STANDARD LIBRARY SERVICE
POPULAR SUPPLEMENT LIBRARY
SONS OF THE PIONEERS
ORGAN TREASURES and other FEATURES

Standard Radio

180 North Michigan Ave., Chicago, Ill.
6404 Hollywood Blvd., Hollywood, Cal.

IRVING REIS



In the activity of furthering better drama on the air, Irving Reis and his Columbia Workshop productions the past year were well in the lead. Unfortunately for radio, the movies finally enticed playwright-producer-director Reis to Hollywood —

which ought to be another lesson to radio to take better care of its talent.

EVAN ROBERTS



Appointed by Washington as a \$1 a year man to carry out his own plan to organize a WPA Federal Theater Radio Division, Evan Roberts made this project one of the most prolific producers of shows in radio, with particular emphasis on

shows of artistic as well as entertainment merit. His cultural-educational qualifications resulted in his being made consultant for 20th Century Fund, radio forum created by the late Edward A. Filene.

JOHN V. L. HOGAN



A leading proponent of quality and cultural programs, John V. L. Hogan, owner and operator of WQXR in New York, made considerable progress the past year in building up a steady following of class listeners. Success of his policies has aroused discussion

in the future possibility of different stations going in for specialized forms of broadcasting.

POWEL CROSLY, JR.



There was a bit of excitement in the 1937 radio life of Powel Crosley, Jr. First, the Washington fuss over WLW's 500,000 watts; then when Crosley signed Charles Michelson, Democratic party publicist, as public relations man; creation of WLW Line, naming Transamerican as rep. change in g.m. for Crosley Corp. and a few other items.

JAMES D. SHOUSE



Giving up the general management of KMOX, the CBS outlet in St. Louis, James D. Shouse moved up to Cincinnati, where he is now known as vice-president of Crosley Radio Corp. in charge of broadcasting activities. As such, he is g.m. of WLW

and WSAI, with Robert G. Jennings as assistant g.m. and general sales manager.

GEORGE ENGLS



The artists service division of NBC had to keep on its toes throughout 1937 more than ever before, what with dearth of talent, keen competition for names, continual clamor for new finds, and what not. On top of it all—or probably as a result of the strain—George Engles, v.p. in charge of this service, wound up in a hospital for an operation.



The station that has
Atlas will have the Shows... 2
 The station that has the shows
 will have the Audiences... +2
 The station that has the audiences
 will have the Sponsors... = 4

"That's radio arithmetic!"

ATLAS RADIO DISTRIBUTING CORPORATION

Home Office—1540 BROADWAY, N. Y. C.

Studios—930 N. WESTERN AVE., HOLLYWOOD, CAL.

REGIONAL HEADQUARTERS

1540 BROADWAY
 NEW YORK CITY
 HAROLD HOPPER, Dir.

333 N. MICHIGAN AVE.
 CHICAGO
 L. DANIEL BLANK, Dir.

EQUITABLE BLDG.
 HOLLYWOOD
 RAY COFFIN, Dir.

2011 JACKSON ST.
 DALLAS
 CLAUDE C. EZELL, Dir.

● **H. R. CARPENTER** ●



In showmanship, civic service, special events enterprise and general progress, the United Broadcasting Co.'s two Cleveland stations, WHK and WCLE (formerly WJAY), were front-rankers and kept regularly in the headlines throughout 1937.

It was all done under the direction of H. K. Carpenter, v.p. and g.m.

● **LEO FITZPATRICK** ●



The general manager of WJR, Detroit, piloted his station through its most successful year in 1937. He paid generous dividends on each share of stock, gave 131 employees a 10 per cent bonus in December and made his staff a "happy family," the envy of many a radio station operator.

● **SAMUEL R. ROSENBAUM** ●



Despite many other business and personal interests, Samuel R. Rosenbaum, the head of WFIL, Philadelphia, took a leading role in bringing the IRNA-AFM situation to a workable status. Came to the front as a very sane and capable chairman

of the IRNA special advisory committee who kept the ship on an even keel when the storm was at its worst.

● **BENEDICT GIMBEL, JR.** ●



Expenditure of \$86,000 for a new 320-foot vertical antenna and for a new and enlarged studio plant was made by Benedict Gimbel Jr. for WIP, the Philadelphia station over which he presides as prexy. An amazing jump in sales and listener recognition was also chalked up by Gimbel's WIP the past year.

● **DR. JAMES R. ANGELL** ●



Dr. James Rowland Angell, ex-president of Yale University, is NBC's educational counselor and has been serving in the post since last fall. Soon after taking over his new assignment, Dr. Angell made a trip to Europe to study educational

broadcasts in England, Holland and other countries which do not use the radio solely for propaganda. The famous educator has no "cure-alls" for education by radio, but is spending the greater part of his first year planning NBC's future activities in this highly important phase of radio broadcasting.

● **DR. LYMAN BRYSON** ●



When CBS formed its Adult Education Board at the turn of the year, Dr. Lyman Bryson was made chairman of the board of 13 prominent figures from the fields of advertising and education. Dr. Bryson is professor of education at Teacher's College, Columbia University, and also a member of the executive committee of the American Ass'n of Education. During the year the board and CBS will cooperate to the end that the first experimental year may be devoted to perfecting the educational techniques which will attract the largest listening audience.

Complete coverage of New England major markets

The populous six states of the North Atlantic seaboard, one of the largest and most active buying regions in the country, have many separate major shopping areas. These areas comprise the huge New England market.

Direct, coordinated contact with these important trading centers, assuring the maximum volume of sales throughout this rich market, can best be obtained through that group of 14 popular local stations operating under the banner of The Yankee Network.

This Network is recognized as a vitally important factor in the commerce of the field it covers. Its proven sales-producing facilities are at your service.

WNAC Boston	WLBZ Bangor
WTIC Hartford	WFEA Manchester
WEAN Providence	WSAR Fall River
WTAG Worcester	WNBH New Bedford
WICC { Bridgeport New Haven	WLLH { Lowell Lawrence
WNLC New London	WLNH Laconia
WCSH Portland	WRDO Augusta

THE YANKEE NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

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

Low Cost coverage of New England key markets

The many large, separate markets lying between southern Connecticut and northern Maine may appear awesome to the sales executive trying to cover New England on a small budget. Yet all of these important trading areas can be covered effectively and *economically*.

The Colonial Network, whose key station is WAAB, Boston, comprises 14 stations, each of which is situated in one of the urban trading centers which together form a huge New England market. No other network offers such comprehensive coverage at such low cost.

Give your program sales-developing impetus and support by using the combined facilities of the following stations:

WAAB Boston	WLBZ Bangor
WEAN Providence	WFEA Manchester
WICC { Bridgeport New Haven	WNBH New Bedford
WTHH Hartford	WLLH { Lowell Lawrence
WNLC New London	WBRY Waterbury
WSAR Fall River	WLNH Laconia
WSPR Springfield	WRDO Augusta

THE COLONIAL NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc.
Exclusive National Representatives



NETWORKS



National
Regional

The 3-time leader
... twice!

For the second consecutive year, Columbia continues its leadership *in all three major phases* of network advertising:

*Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.**

*Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.***

*Columbia, in 1937, continued as the world's largest radio network.****

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world—who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

*.And did so last year.

**And has been for four consecutive years.

***And has been for five consecutive years.

*In the detailed record of these CBS advertisers is the answer to every basic question you can ask about radio advertising: Does radio sell *slow* turn-over products? Does radio sell *quick* turn-over products? Is the *institutional* campaign effective on the air? Must it be a ‘*big*’ radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a *single* medium, bring everything to the nation—from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!*

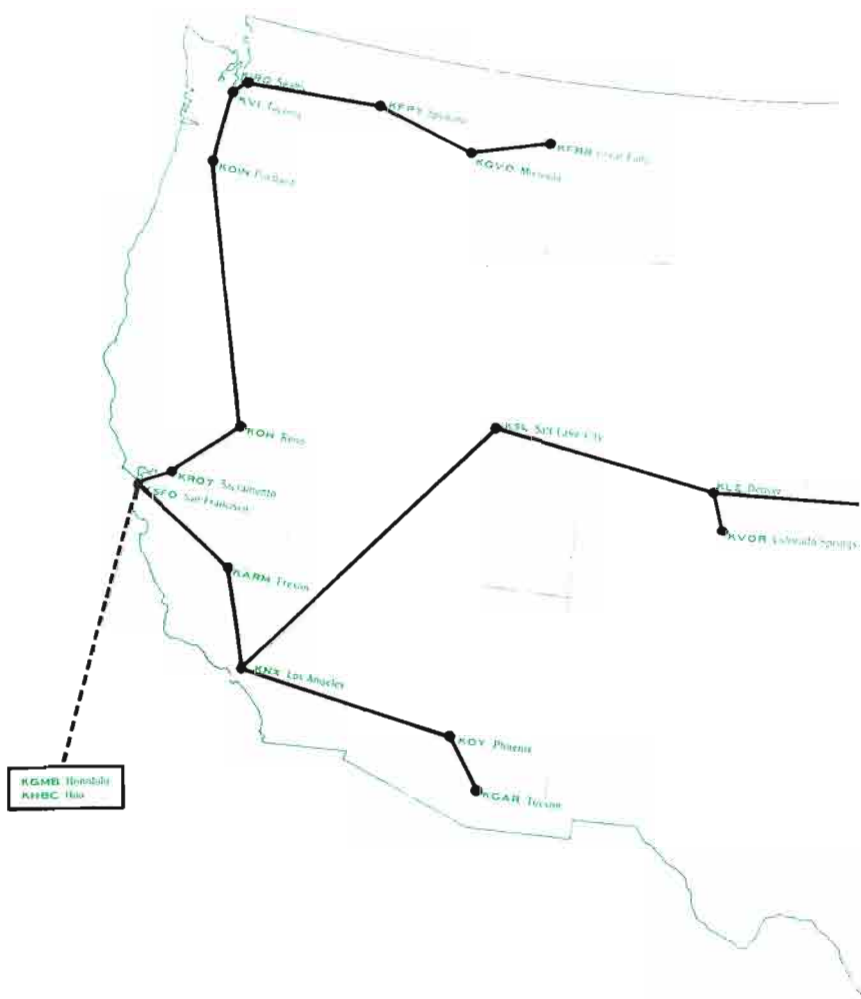
But this record tells less than half the story!

Throughout the year, some 22,475 Columbia programs were broadcast to the nation. Less than half of these were sponsored. The rest were programs ‘*by Columbia*’—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world’s largest network, bringing the world’s *voice* home to the nation every day of the year—wherever home may be.

The COLUMBIA
Broadcasting System



COLUMBIA BROADCASTING SYSTEM



*The World's Largest Radio Network**
115 stations in 114 cities

COLUMBIA BROADCASTING SYSTEM

BOARD OF DIRECTORS

William S. Paley
Leon Levy
Jerome H. Louchheim
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber

Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

OFFICERS

William S. Paley..... President
Edward Klauber..... Executive Vice-President
Paul W. Kesten..... Vice-President (Television and Public Relations)
M. R. Runyon..... Vice-President and Director
Lawrence W. Lowman..... Vice-President in Charge of Operations
H. K. Boice..... Vice-President in Charge of Sales
H. V. Akerberg..... Vice-President in Charge of Station Relations
Sam Pickard..... Vice-President
W. B. Lewis..... Vice-President in Charge of Programs
Frank K. White..... Treasurer
F. A. Willis..... Assistant to the President
Samuel R. Dean..... Assistant Treasurer
James M. Seward..... Assistant Treasurer
Jos. H. Ream..... General Attorney
William C. Gittinger..... Sales Manager

William H. Ensign..... Assistant Sales Manager
B. J. Prockter..... Manager of Sales Service
Victor M. Ratner,
 Director of Sales Promotion Department
J. J. Karol..... Director of Research
Frank N. Stanton..... Manager of Research Division
J. K. Churchill..... Chief Statistician
John S. Carlile..... Production Manager
J. G. Gude..... Station Relations Manager
Hugh A. Cowham..... Commercial Engineer
Edwin King Cohan,
 Director of General Engineering
A. B. Chamberlain..... Chief Engineer
Peter G. Goldmark..... Television Director
Luther Reid..... Acting Director of Publicity
Jos. McElliott..... Manager of Photographic Division
Douglas Coulter..... Assistant Director of Broadcasts
Gerald Maulsby,
 Assistant Director of Program Operations
Max Wylie..... Director of Script Division
Paul W. White,
 Director of Public Events & Special Features
Davidson Taylor..... Director of Music Division
Jan Schimek..... Director of Copyright Division

Julius Mattfeld..... Music Librarian
Sterling Fisher..... Director of Radio Talks
Leonard H. Hole..... Director of Program Service
Harriet Hess..... Manager of Typing Division
Agnes Law..... Manager of Program Reference File
H. I. Rosenthal..... Manager Columbia Artists, Inc.
Walter R. Pierson,
 Manager of Sound Effects Division
Gilson B. Gray..... Commercial Editor
Jos. H. Burgess, Jr..... Personnel Manager
Albert H. Bryant..... Manager of Mail and Files
John E. Forsander..... Purchasing Agent
C. C. Boydston..... Chief Accountant
Arthur S. Padgett..... Chief Auditor
J. Kelly Smith..... Manager of Radio Sales
A. E. Joscelyn,
 Eastern Sales Manager Radio Sales
I. S. Becker,
 Business Manager of Columbia Artists, Inc.
G. Stanley McAllister,
 Manager of Construction and Building
 Operations
Henry Grossman,
 Eastern Division Operations Engineer

Chicago

H. Leslie Atlass,
Vice-President in Charge of Western
Territory
J. L. Van Volkenburg... Assistant to Mr. Atlass
J. J. King... Assistant to Mr. Atlass
L. F. Erikson... Western Sales Manager
Harry Mason Smith... Chicago Sales Manager
Paul S. Wilson... Chicago Radio Sales Manager
Robert N. Brown... Program Director
J. Oren Weaver... News Editor
Frank B. Falknor... Chief Engineer
Frank Rand... Publicity Director
Wayde Grinstead... Sales Promotion Manager
Robert Hafter... Production Manager
J. V. McLoughlin... Assistant Treasurer
Urban Johnson... Sound Effects Manager

Washington

Harry C. Butcher,
Vice-President in Charge of CBS Wash. Office
Paul A. Porter... Attorney
A. D. Willard, Jr.,
Sales Manager and Station Manager WJSV
Frederick A. Long... Program Director
Clyde Hunt... Chief Engineer
Ann Gillis... Publicity Director
Harry R. Crow... Assistant Treasurer

Cincinnati

John McCormick... Manager of Station WKRC
Wm. J. Williamson,
Sales Manager of Station WKRC
Ruth Reeves Lyons... Program Director
Frank Dieringer... Chief Engineer
Margaret Maloney... Publicity Director

Charlotte

William A. Schudt, Jr., Manager of Station WBT
Royal E. Penny... Sales Manager of Station WBT
Chas. H. Crutchfield... Program Director
James Beloungy... Chief Engineer
Sam Justice... Publicity Director
Robert W. Carpenter... Accountant

Minneapolis

Earl H. Gammons... Manager of Station WCCO
K. W. Husted,
Sales Manager and Assistant Station Manager
Carl Burkland... Assistant Sales Manager
Hayle C. Cavanor... Program Director
Alvin B. Sheehan... Manager of Artists Bureau
H. S. McCartney... Chief Engineer
Max K. Schiffman... Production Manager
Ruth M. Brinley... Accountant
K. C. Titus... Office Manager

St. Louis

Merle S. Jones... Manager of Station KMOX
K. W. Church... Sales Manager
C. G. Renier... Program Director
G. L. Tevis... Chief Engineer
Jerry Hoekstra... Publicity Director
James S. Johnson... Sales Promotion Director
R. S. Gillingham... Accountant

Hollywood

D. W. Thornburgh,
Vice-President in Charge of CBS Pacific Office
and Manager of KNX
John M. Dolph... Assistant to Vice-President
Harry W. Witt... Sales Manager, Los Angeles
Henry M. Jackson... Sales Manager, San Francisco
Charles Vanda... Program Director
Russ Johnston... Continuity Chief
Fox Chase... Director of Special Events
Foster Goss... News Editor
Lester Bowman,
Western Division Operations Engineer
Edwin H. Buckalew,
Director of Sales Promotion, Los Angeles
Edith S. Todesca... Production Manager
Alan Cormack... Traffic Manager
Alfred Span... Sound Effects Manager
C. A. Carlson... Accountant

Boston

Harold E. Fellows... Manager of Station WEEI
Lewis S. Whitcomb,
Publicity Director and Assistant Station Mgr.
H. Roy Marks... Sales Manager
Arthur F. Edes... Program Director
Philip K. Baldwin... Chief Engineer
George R. Dunham, Jr.,
Director of Sales Promotion
Lloyd G. del Castillo,
Chief of Production and Musical Director
John J. Murray... Accountant

Detroit

Webster H. Taylor... Sales Manager
Herbert A. Carlborg... Radio Sales Manager

London

E. R. Murrow... European Director

Vienna

William L. Shirer,
Central European Representative

PROGRAM POLICIES OF THE COLUMBIA BROADCASTING SYSTEM

A Statement to the Public, to Advertisers And to Advertising Agencies

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish

and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot

always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are gen-

erally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announce-

ments to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

Full-hour programs:

All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:

All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:

All commercial announcements not to total more than
3 minutes

Quarter-hour programs:

All commercial announcements not to total more than
2 minutes 10 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime

programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.

3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No continuity which describes repellantly any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
12. No use of broadcasting time except for direct or indirect advertising of goods or services.
13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general.

The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.



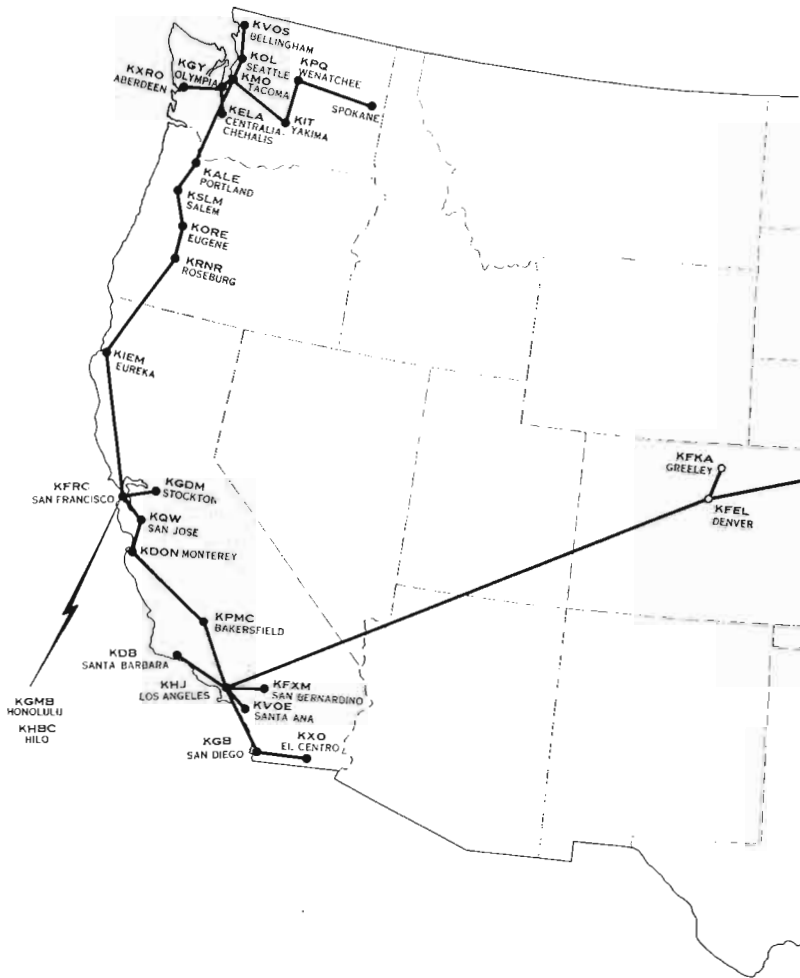
Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
WKRC	Cincinnati	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEL	Boston	Owned by Edison Illuminating Co. Leased and managed by CBS.

CBS also has an FCC application pending to lease KSFO, San Francisco.

MUTUAL BROADCASTING SYSTEM



NETWORK FACILITIES AS OF JAN 1-1938

○ AFFILIATED STATIONS

● BASIC STATIONS

The Third Market in the West

Interior California's millions in retail sales can be successfully reached by radio only through the use of the McClatchy Broadcasting Company stations. Available as part of the National Broadcasting Company Red or Blue Networks, and the California Radio System.

Mc Clatchy Broadcasting Company

Sacramento, Calif.

KFBK

Sacramento

10,000 watts

KMJ

Fresno

1,000 watts

KERN

Bakersfield

100 watts

KWG

Stockton

100 watts

The California Radio System

MUTUAL BROADCASTING SYSTEM

OFFICERS

Chairman of Board of Directors,
Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Executive Secretary.....E. M. Antrim
Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Legal Advisor.....Keith Masters
Publicity Coordinator.....Lester Gottlieb
Program Coordinator.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Manager.....Robert A. Schmid

London and European Representative,
John S. Steele

OFFICES

Administrative Office...Chicago, Tribune Tower

Branch Offices

New York.....1440 Broadway
Detroit.....Union Guardian Bldg.
Cincinnati.....Union Central Life Bldg.
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
England.....Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

Originations

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the newly constructed WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

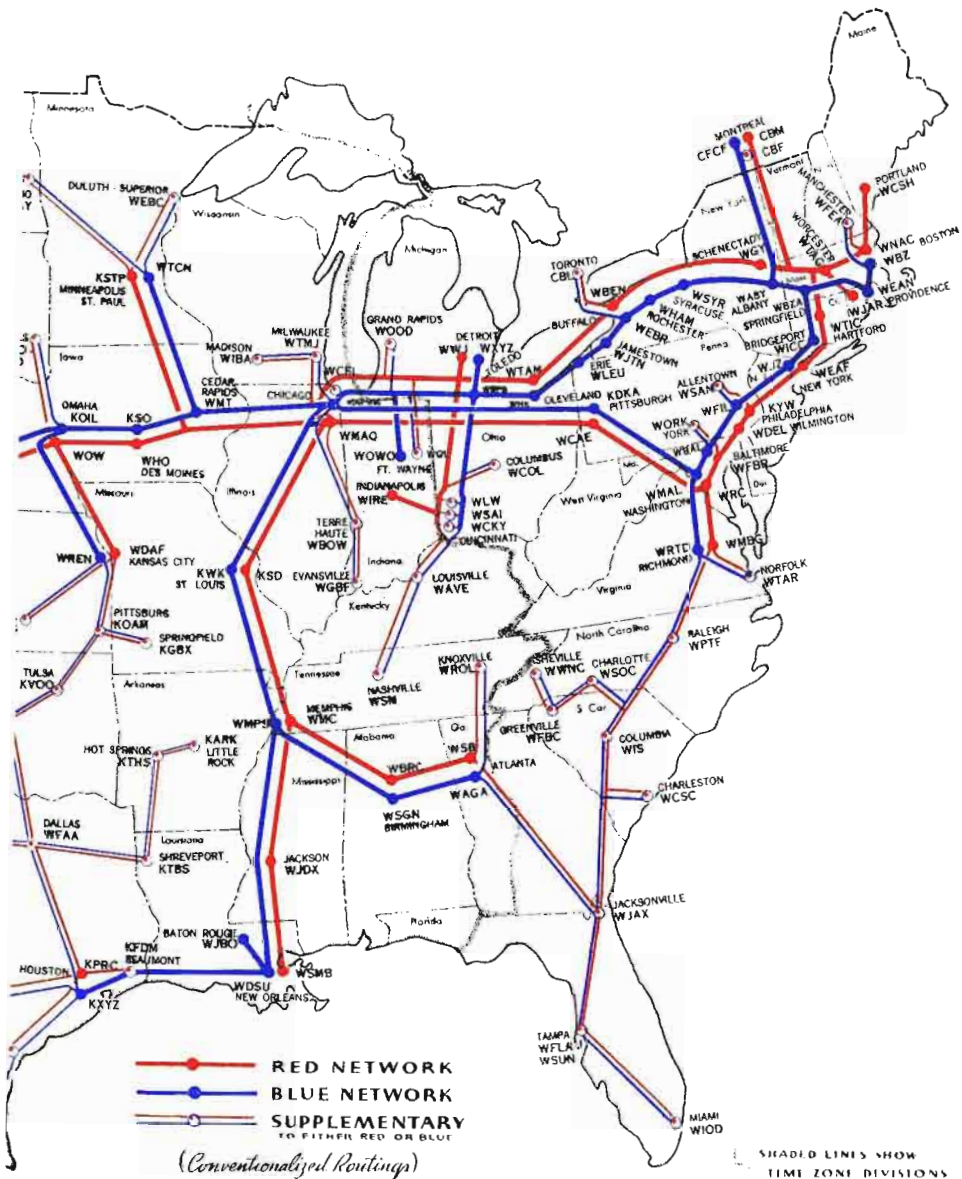
Publicity and Public Relations

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

Sales Promotion and Research Department

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

ASTING COMPANY



NBC *is*

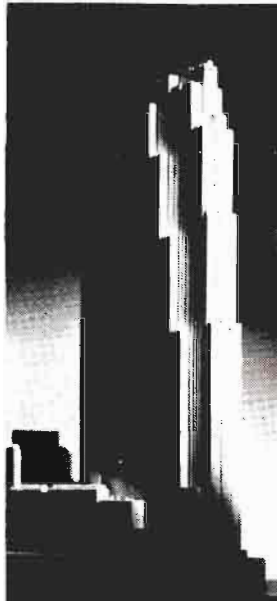
"Broadcasting Headquarters"

Take PROGRAMS . . . NBC's Red and Blue Networks sent out over 51,000 programs during 1937. 35 hours a day of the world's most popular programs, available to 24,500,000 radio families.

Take STATIONS . . . 143 affiliated stations now broadcast Blue and Red Network programs. Ten NBC associated short-wave stations make NBC the leader in international broadcasts.

Take BUILDING of PROGRAMS . . . For eleven years, NBC has set the style in programs. These "Famous Firsts" have since become radio patterns.

Take SPOT and LOCAL ADVERTISING . . . NBC's Managed Stations are, everywhere, "Tops in Spot!" Super-power transmitters cover broad territories. *Fifteen fine stations in ten key markets.*



Whether you Write it
...Wire it...
Phone it...
Cable or Radio it

**"RADIO CITY
NEW YORK"**

**is the World's
best known
Radio Address**

Take TRANSCRIPTIONS . . . NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC Thesaurus is used by more than 220 station subscribers!

Take ARTISTS . . . NBC Artists Service is the largest talent sales organization in the world. To radio advertisers and their agencies, it offers not only specific talent to answer advertisers' sales problems, but sound program ideas as well, and complete casts.

NBC—in times of public necessity, as well as daily convenience — carries one ideal above all others, that the listener be served!

For these convincing reasons, NBC is known wherever radio is known as . . .

**"BROADCASTING
HEADQUARTERS"**

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

NATIONAL BROADCASTING COMPANY

BOARD OF DIRECTORS

Angell, Dr. James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Gen. Charles G.
Dunn, Gano
Harbord, James G.

Harden, Edward W.
Lohr, Lenox R.
Milhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Sheffield, James R.

Throckmorton, George K.

Officers

Sarnoff, David.....Chairman of the Board
Lohr, Lenox B.....President
Ashby, A. L.....Vice-President & General Counsel
Engles, George.....Vice-President
Gilman, Don E.....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Mason, Frank E.....Vice-President
Royal, John F.....Vice-President

Russell, Frank M.....Vice-President
Trammell, Niles.....Vice-President
Whitmer, Roy C.....Vice-President
Woods, Mark.....Vice-President & Treasurer
Teichner, R. J.....Assistant Treasurer
MacConnach, Lewis.....Secretary
Woods, Mark.....Assistant Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.....President
Almonte, J. de Jara.....Assistant to President
Angell, James Rowland...Educational Counselor
Farrier, Clarence.....Television Coordinator
Mason, Frank E.,
Vice-President and Assistant to President
McGrew, Martha.....Assistant to President

Artists Service Department

Engles, George,
Vice-President & Managing Director
Bottorff, O. O.,
Vice-President of Civic Concert Service, Inc.
(subsidiary of NBC)
King, Frances Rockefeller,
Manager of NBC Private Entertainment
Levine, Marks.....Manager of Concert Division
Tuthill, Daniel S.....Assistant Managing Director

Continuity Acceptance

MacRorie, Janet.....Editor

Electrical Transcription Department

Egner, C. Lloyd.....Manager
Chizzini, Frank E.....Assistant Manager
Thomas, Reginald.....Program Director

Engineering Department

Hanson, O. B.,
Vice-President in Charge of Engineering
Gilcher, V. J.....Manager of Technical Service
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Milne, George O.....Eastern Division Engineer
Morris, Robert M.....Development Engineer
Rackey, C. A.....Audio Facilities Engineer

General Service Department

Preston, Walter G., Jr.....Head, General Service

Lowell, Edward M.,
Manager Office Services Division and Asst.
Dept. Head
Neubeck, William,
Manager, Building Maintenance Division
Thurman, Charles H.,
Manager, Guest Relations Division
Van Houten, D. B.....Manager, Staff Division
Wallace, Dwight G.....Personnel Manager

Legal Department

Ashby, A. L.....Vice-President & General Counsel
Grimshaw, I. L.....Attorney
Hennessey, P. J., Jr.....Attorney—Washington
Ladner, Henry.....Attorney
Leuschner, Frederick.....Attorney—Hollywood
McDonald, J. A.....Attorney—Chicago
Myers, R. P.....Attorney
Prime, E. G.....Attorney

Operated Stations Department

Morton, A. H.....Manager
Wailes, Lee B.....Assistant to Manager

Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H.....Manager, Music Division
Black, Frank.....General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Cuthbert, Margaret,
Director, Women's Program Division
Dillon, Gale...Superv. N. Y. Sound-Effects Section
Dunham, Franklin.....Educational Director
Fitch, C. W.....Business Manager
Hutchinson, Thomas H.,
Manager, Television Program Division

Kelly, Patrick ... Supervisor, Announcing Division
 Kelly, N. Ray,
 Mgr. Sound Effects Div. and Maintenance
 La Prade, Ernest Director, Music Research
 Meservey, Douglas W.
 Miller, William Burke. Evening Program Manager
 Rainey, William S. ... Production Division Manager
 Schechter, A. A. Head of News & Special Events
 Titterton, Lewis H. Manager, Script Division
 Wing, Paul. Director, Children's Programs

Publicity Department

Morgan, Clay Director of Promotion
 Randall, Wayne L. Director of Publicity
 Babb, J. Vance,
 Manager, Press Inform. & Service Division
 James, E. P. H.,
 Manager, Advertising & Sales Promotion

Relations With Stations Department

Hedges, William S.,
 Vice-Pres. in Charge of Station Relations
 Kiggins, Keith,
 Manager, Station Relations Division
 McClancy, B. F. Manager, Traffic Division

Research and Development

Horn, C. W. Director

Sales Department

Witmer, Roy C.,
 Vice-President in Charge of Sales
 Boyd, Maurice M. Manager, National Spot
 Sales Division of the Eastern Sales Dept.
 Dyke, Ken R. Eastern Sales Manager
 Greene, F. Melville. Sales Traffic Manager
 McConnell, James V.,
 Assistant to Sales Vice-President
 Showerman, Irving Edward,
 Assistant Sales Manager, Eastern Division
 Van der Linde, Victor. General Sales Counsel

Treasury Department

Woods, Mark,
 Vice-President, Treasurer & Asst. Secretary
 Beville, H. M., Jr. Chief Statistician
 Bloxham, William D. Purchasing Agent
 Kelly, Harold M. Asst. Auditor
 MacDonald, John H. Budget Director
 McKeon, Harry F. Auditor
 Payne, Glenn W. Commercial Engineer
 Teichner, R. J. Assistant Treasurer
 Wall, C. A. Assistant to Treasurer

Central Division—Chicago

Trammell, Niles,
 Vice-President in Charge of Central Div.
 Stations WMAQ and WENR
 Carpenter, Kenneth,
 Sales Manager, Central Division
 Kaney, A. W. Assistant to Vice-President
 Luttgens, Howard C. Central Division Engineer
 McDonald, J. A. Attorney

Menser, Clarence L. Production Manager
 Ray, William B. Manager, Press Division
 Robb, Alex S. Manager, Artists Service
 Stockmar, Edward. Traffic Supervisor
 Strotz, Sidney. Program Manager, Central Division
 Whalley, John F. Office Manager

Western Division— Hollywood

Gilman, John E.,
 Vice-Pres. in Charge of Western Division
 Bock, Harold. Manager of Press Division
 Dellett, F. V. Auditor, Western Division
 DeWolf, Donald A. Engineer in Charge
 Dixon, Sydney L.,
 Sales Manager, Western Division
 Frost, Lewis. Assistant to Vice-President
 Harshbarger, Dema Elaine. Artists Service
 Leuschner, Frederick Attorney
 Saxton, A. H. Western Division Engineer
 Swallow, John,
 Program Manager, Western Division

Western Division— San Francisco

Yoder, Lloyd,
 Manager, San Francisco Office, Stations KPO
 and KGO
 Carney, Kenneth B. Program Manager
 Dorais, S. P. Auditor
 Gale, Paul B. Traffic Supervisor
 Peck, Curtis D. Engineer in Charge
 Samuel, Milton. Manager of Press Division

Washington, D. C.

Russell, Frank M. Vice-President in Charge
 Berkeley, Kenneth H.,
 General Manager WRC and WMAL
 Hennessey, P. J., Jr. Attorney
 Johnson, Albert E. Engineer in Charge

Foreign Representatives England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.
 Nelson, A. E., Manager, Station KDKA
 DENVER, COLO.
 Owen, R. H., Manager, Station KOA
 BOSTON AND SPRINGFIELD, MASS.
 Holman, John A., Manager, Stations WBZ-
 WBZA
 SCHENECTADY, N. Y.
 Hager, Kolin, Manager, Station WGY
 WASHINGTON, D. C.
 Berkeley, Kenneth H., Manager Stations WRC-
 WMAL
 CLEVELAND, OHIO
 Pribble, Vernon H., Manager, Station WTAM
 PHILADELPHIA, PA.
 Joy, Leslie W., Manager, Station KYW

PROGRAM POLICIES OF THE NATIONAL BROADCASTING COMPANY

A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.

These Program Policies are the outcome of the experience gained in nearly ten years of NBC network operation. They were first circulated in printed form to advertisers and advertising agencies in January, 1934. The present edition contains such revisions as have since been made necessary by changed conditions.

PRINCIPLES

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set

up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies. These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience — primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome

statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its

length, NBC should be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

REQUIREMENTS

1.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3.

False or questionable statements and all other forms of misrepresentation must be eliminated.

4.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

6.

Statements of prices and values must be confined to specific facts. Mislead-

ing price claims or comparisons must not be used.

7.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

8.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PROGRAM PROCEDURE

To secure observance of the requirements set forth in Part 2, the following procedure has been adopted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no

agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

3.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4.

For protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

5.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimony and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the

same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.



Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by the M. A. Leese Radio Corp. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

REGIONAL NETWORKS



Development of the regional network was a natural one necessitated by the growth of the radio industry. Evidence of its necessity as a major advertising medium is revealed in the increased use by national advertisers, the volume of business steadily reaching its peak to 1937. Primarily, regionals are no longer considered testing grounds for additional subsequent coverage since account executives are using regionals as a standard part of their annual appropriations.

Compactness of the area served and usual economy of coverage of these areas are considered vital factors in the selection of regional networks by advertising agencies for broadcast purposes. Most regionals have popularized local talent that draw for their respective sponsors in a big way, while every properly conducted regional offers various other top-notch services.

Current trend views the regional as being in sound business condition, with every indication that the coming season will find a continued increase in the number of advertisers, in keeping with the constant renewals that came through each season for the past several years. Not a few advertisers appreciate the fact that the regional offers an excellent opportunity to obtain programs of particular interest to the area served.

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

President.....Burridge D. Butler
Manager.....Fred A. Palmer

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

John Blair & Co.

Buckeye Network

1311 Terminal Tower, Cleveland, Ohio

PERSONNEL

General Manager.....H. K. Carpenter

STATIONS

WCLE, Cleveland; WHK, Cleveland; WHKC, Columbus; WPAY, Portsmouth.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

California Radio System

708 "I" Street, Sacramento, Calif.

PERSONNEL

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

NATIONAL REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

Carolina Combination

The Carolina is not a regional network, but rather a sales combination composed of WPTF, Raleigh, and WIS, Columbia. No permanent wires are maintained between the two cities, and sole purpose of the combination is to offer spot advertisers coverage in North and South Carolina at a single combination rate.

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President John Shepard 3rd
Assistant to President R. L. Harlow
Director of Sales W. W. Warner
Sales Promotion Manager James V. Bonner
Editor-in-Chief of Colonial Network
News Service L. Bickford
Director of Publicity Al Stephenson
Technical Director Paul DeMars
Chief Engineer I. Robinson
Merchandising Head J. B. Thompson
Sports Editor of Colonial Network
News Service Richard McDonough
Manager of Colonial Network
Artist Bureau Van D. Sheldon
Director of Public Relations Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Colonial Network will accept or feed programs to the Mutual Broadcasting System, the Quaker State Network or to the following stations: WOR, WINS, WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and home economics programs, the latter limited to four non-competing clients daily. Complete merchandising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

General Manager Lewis Allen Weiss
Assistant Manager Willet Brown
Special Events Director Van Newkirk
Program Director Jack Joy

Publicity Director Bud Rutherford
Promotion Manager Richard Webster

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro.

Northern California: KFRC, San Francisco; KQW, San Jose; *KGDM, Stockton; KDON, Monterey; KIEM, Eureka.

*Daytime only.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; *Spokane; KGY, Olympia; KELA, Centralia.

*To Be Announced Later.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Inter-City Broadcasting System

"The Independent Network of the North
Atlantic Seaboard"

1697 Broadway, New York City
Phone: Circle 6-2200

Chicago office: 360 N. Michigan Ave.

PERSONNEL

President Donald Flamm
Director of Sales Bertram Lebharr, Jr.
Director of Special Events Dick Fishell
Director of Publicity Leon Goldstein
Manager of Artists Bureau Charles Wilshin
Sales Promotion Manager Al Rose
Manager of Chicago Office Ray Linton

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WATR, Waterbury; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the eleven stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

Address: Register and Tribune Building,
Des Moines, Ia.

Phone: 3-2111 Des Moines

Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel

PERSONNEL

President Gardner Cowles, Jr.
Vice-President John Cowles
Vice-President and Treasurer Luther L. Hill
Vice-President Sumner Quarton
Secretary Fred Little
Artist Bureau Manager Ranny Daly

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo.

COVERAGE

The Iowa Network covers 146 counties in Iowa, Minnesota, Wisconsin, Illinois and Missouri. Population, 3,269,618. Radio Homes, 690,994. Retail Sales, \$838,821,000.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

E. Katz Special Advertising Agency

The Maryland Network

STATIONS

WCBM, Baltimore (Key Station), Hearst Tower Bldg., Phone, Calvert 2840; WTBO, Cumberland, 31 Frederick St.; WJEJ, Hagerstown, 16 West Washington St.

COVERAGE

The Maryland Network gives blanket coverage of the state of Maryland as well as the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia.

Mason-Dixon Radio Group

8 W. King St. Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCullough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Dela.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul Raymer & Co.

Michigan Network

Operated by the King-Trendle Broadcasting Corp.

300 Madison Theater Building, Detroit, Mich. Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell

STATIONS

Key Station: WXYZ, Detroit; WBCM, Bay City and Saginaw; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language

programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission. Network contracts are not permitted. The network is available without WXYZ and WKZO for sponsors requiring state stations with the Detroit market eliminated.

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

Northern California Broadcasting System

The title, Northern California Broadcasting System, is purely a sales name, which is used only when KJBS and KQW are sold together. It is not a corporate set-up, and stations involved do not attempt to promote the sales combination as a regional network. There are no officers, and facilities and production involved are those of KJBS and KQW individually.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Joseph W. Lee
Treasurer.....Albert Riesen
Managing Director.....Joseph W. Lee

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KASA, Elk City; WBBZ, Ponca City.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

John Hershey McGillvra

The Texas Quality Network

Address Individual Stations

PERSONNEL

General Manager.....Martin B. Campbell
Program Director.....Alex Keese

STATIONS

WFAA, Dallas; WOAL, San Antonio; WBAP, Fort Worth; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval.



government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

The Virginia Broadcasting System

Covering Virginia's Richest Markets
323 East Grace St., Richmond, Va.
Phone: 3-4242

PERSONNEL

President Earl Sowers
Vice-President..... Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE
Horace Hagedorn

West Texas Broadcasting System

c/o KGKL, San Angelo, Texas

PERSONNEL

Managing Director..... Earle Yates

STATIONS

KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President John A. Kennedy
Managing Director Mortimer C. Watters
Program Director..... N. Pagliara
Chief Engineer..... O. Robinson
Dramatic Director..... D. C. Lochner
Musical Director..... H. McWhorter
Publicity Director..... J. P. Grose
Artist Bureau Head..... P. Dressler
Sales Manager..... G. Ferguson

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

POLICIES

Advertising of alcoholic beverages accepted.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.
Phone: 356

PERSONNEL

President..... Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville; WOMT, Manitowac.

The Yankee Network

Covering New England
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President..... John Shepard 3rd
Assistant to the Pres..... R. L. Harlow
Director of Sales..... C. W. Phelan
Director of Production..... Linus Travers
Sales Promotion Manager..... C. McVarnish
Research Director..... Robert C. Taylor
Editor-in-Chief—Yankee Network News Service Al Stephenson
Director of Publicity..... Al Stephenson
Technical Director..... Paul De Mars
Chief Engineer..... I. Robinson
Merchandising..... J. B. Thompson
Sports Editor..... Richard McDonough
Director Home Economics..... G. McMullen
Artists Bureau..... Van D. Sheldon
Public Relations..... G. Harrison

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Yankee Network will accept or feed programs to WOR, WHN or WINS, New York, provided the program is broadcast only in New York and New England.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department available to clients, also production staff and artists bureau.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-344

PERSONNEL

Manager..... E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

POLICIES

The stations comprising the Z Net are connected by lines at all times, and are available as a unit. Live talent programs originate at either station; transcribed programs originate only at Butte. No announcement over 100 words in length or 1 minute accepted. Advertising of alcoholic beverages is accepted. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability.

The Z Net serves western Montana.

All-Canada Radio Facilities

(ALL CANADA RADIO SYSTEM)

Winnipeg office: 171 McDermot Ave.

Toronto office: 716 Dominion Bank Bldg.

Montreal office: 923 Dominion Square Bldg.

PERSONNEL

President.....Dawson Richardson
 Managing Director.....H. R. Carson
 Secretary.....A. R. Gibson

REPRESENTATIVES

Calgary.....F. W. Cannon
 Winnipeg.....G. F. Herbert
 Vancouver.....J. E. Baldwin
 Toronto.....P. H. Gayner

STATIONS

Central Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina.
 Prairie Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFCN, Calgary.
 Grain Belt Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary.

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada

Montreal office: 1231 St. Catherine St., West.

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CRCS, Chicoutimi; CRCK, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBL, Prince Albert; *CJCA, Edmonton; *CFAC, Calgary; *CJOC, Lethbridge.

*These stations as a group, with CFGP Grande Prairie comprise the Foothills Network. This network has headquarters in the Southam Bldg., Calgary, Alberta and is represented in Canada by the All-Canada Radio Facilities, Inc., and in the United States by Weed & Co. H. R. Carson is the General Manager.

POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

Dominion Broadcasting Co.

203 C. P. R., Toronto, Ont., Canada

Phone: Waverly 1990

PERSONNEL

Manager.....Hal B. Williams

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB, St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBL, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CJCA, Edmonton, Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; CKTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary; CJOR, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFLC, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlotteville.

Supplementary to Maritime Network: CJCB, Sydney; CJLS, Yarmouth.

POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.



STATIONS

of the United States



Standard Experimental
International Canada
High-Frequency Mexico

•
Newspaper Owned Stations

•
***F.C.C. Application
Regulations***

•
Canada Survey

•
***Canadian Broadcasting
Regulations***



Your Grace, M'Lords, Ladies and Gentlemen

PRAY TAKE HEED

Down these steps, m'lord . . . ah, that's it . . . Now, one more . . . Witness upon these walls, sire, scrolls deep-graven with the records of our results. To your left, m'lord, the tale of an apothecary whose quaint product has shown a year after year increase of 100% for four years while using WOR. Pardon? Oh no, this story is that of a maker of sweetmeats whose sales showed a 500% increase six months after using WOR. What say your lordship? But the story is not one-third told! Very well, as your lordship pleases. We shall expectantly await your 52 week commitment by return post. Good journey, sire.

WOR

STANDARD STATIONS

OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles and Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	374
KABR	Aberdeen, S. Dak.	1420	100	
		C.P. 1390	1000 d., 500 n.	355
KADA	Ada, Okla.	1200	100	331
KALB	Alexandria, La.	1210	100	
			C.P. 250 d.	252
KALE	Portland, Ore.	1300	500	
			C.P. 1000	339
KAND	Corsicana, Tex.	1310	100	366
KANS	Wichita, Kans.	1210	100	248
KARK	Little Rock, Ark.	890	1000 d., 500 n.	183
KARM	Fresno, Calif.	C.P. 1310	100	186
KASA	Elk City, Okla.	1210	100	331
KAST	Astoria, Ore.	1370	100	336
KATE	Albert Lea, Minn.	1420	250	273
KAWN	Gallup, New Mex.	1500	100	299
KBIX	Muskogee, Okla.	1500	100	333
KBPS	Portland, Ore.	1420	100	339
KBST	Big Spring, Tex.	1500	100	365
KBTM	Jenesboro, Ark.	1200	100	183
KCKN	Kansas City, Kan.	1310	100	246
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	184
KCMO	Kansas City, Mo.	1370	100	281
KCRC	Enid, Okla.	1360	250	331
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	180
KDAL	Duluth, Minn.	1560	100	273
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	199
KDFN	Casper, Wyo.	1440	500	398
KDKA	Pittsburgh, Pa.	980	50000	318
KDLR	Devils Lake, N. Dak.	1210	100	326
KDNC	Lewistown, Mont.	C.P. 1200	250 d., 100 n.	288
KDON	Monterey, Calif.	1210	100	194
KDTH	Dubuque, Ia.	C.P. 1340	500	242
KDVL	Salt Lake City, Utah	1290	1000	
			C.P. 5000 d.	378
KECA	Los Angeles, Calif.	1430	5000 d., 1600 n.	189
KEEN	Seattle, Wash.	1370	100	387
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	189
KELA	Between Centralia and Chehalis, Wash.	1440	500	385
KELD	El Dorado, Ark.	1370	100	182
KELO	Sioux Falls, S. Dak.	1200	100	356
KERN	Bakersfield, Calif.	1370	100	186
KETB	Price, Utah	1420	100	377
KEX	Portland, Ore.	1180	5000	339
KFAB	Lincoln, Nebr.	770	10000	289
KFAC	Los Angeles, Calif.	1300	1000	191
KFAM	St. Cloud, Minn.	C.P. 1420	100	276
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	287
KFBI	Abilene, Kans.	1050	5000	245
KFBK	Sacramento, Calif.	1190	5000	
			C.P. 10000	195
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	365
KFDY	Brookings, S. Dak.	780	1000	355
KFEL	Denver, Colo.	920	500	202
KFEQ	St. Joseph, Mo.	680	2500	284

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFGQ	Boone, Ia.	1370	100	240
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	248
KFI	Los Angeles, Calif.	640	50000	191
KFIO	Spokane, Wash.	1120	100	389
KFIZ	Fond Du Lac, Wis.	1420	100	393
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	243
KFJI	Klamath Falls, Ore.	1210	100	337
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	321
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	369
KFKA	Greeley, Colo.	880	1000 d., 500 n.	203
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	247
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	244
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	291
KFOX	Long Beach, Calif.	1250	1000	
			C.P. 5000 d.	189
KFPL	Dublin, Tex.	1310	250 d., 100 n.	367
KFPW	Fort Smith, Ark.	1210	100	182
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	389
KFQD	Anchorage, Alaska	780	250	398
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	196
KFRO	Long View, Tex.	1370	250	372
KFRU	Columbia, Mo.	630	1000 d., 500 n.	280
KFSD	San Diego, Calif.	600	1000	196
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	191
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	284
KFVD	Los Angeles, Calif.	1000	1000	191
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	280
KFWB	Hollywood, Calif.	950	5000 d., 1000 n.	187
KFXD	Nampa, Idaho	1200	250 d., 100 n.	221
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	203
KFXM	San Bernardino, Calif.	1210	100	196
KFXR	Oklahoma City, Okla.	1310	250 d., 100 n.	333
KFYO	Lubbock, Texas	1310	250 d., 100 n.	372
KFYR	Bismarek, N. Dak.	550	5000 d., 1000 n.	319
KGA	Spokane, Wash.	1470	5000	389
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	181
KGB	San Diego, Calif.	1330	1000	106
KGBU	Ketchikan, Alaska	900	500	
			C.P. 1000	309
KGBX	Springfield, Mo.	1230	500	286
KGCA	Decorah, Ia.	1270	100	241
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	221
KGCU	Mandan, N. Dak.	1240	250	321
KGCX	Wolf Point, Mont.	1450	1000	288
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	274
KGDM	Stockton, Calif.	1100	1000	200
KGDY	Huron, S. Dak.	1340	250	355
KGEK	Sterling, Colo.	1200	100	205
KGER	Long Beach, Calif.	1360	1000	189
KGEZ	Kalispell, Mont.	1310	100	288
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	335
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	365
KGFI	Los Angeles, Calif.	1200	100	191
KGFL	Roswell, New Mex.	1370	100	299
KGFW	Kearney, Nebr.	1310	100	
			C.P. 250 d.	289
KGFX	Pierre, S. Dak.	630	200	355
KGGC	San Francisco, Calif.	1420	100	197
KGGF	Coffeyville, Kans.	1010	1000	245
KGGM	Albuquerque, N. Mex.	1230	1000	298
KGHF	Pueblo, Colo.	1320	500	205
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	183
KGHL	Billings, Mont.	780	5000 d., 1000 n.	287
KGIR	Butte, Mont.	1340	2500 d., 1000 n.	287
KGJW	Alamosa, Colo.	1420	100	201
KGKB	Tyler, Tex.	1509	250 d., 100 n.	376
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	374
KGKO	Wichita Falls, Tex.	570	1000 d., 250 n.	
	C.P. Fort Worth, Tex.		5000 d., 1000 n.	369
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	292
KGLO	Mason City, Ia.	1210	250 d., 100 n.	243
KGMB	Honolulu, Hawaii	1320	1000	399

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGNC	Amarillo, Tex.	1110	2500 d., 1000 n.	364
KGNF	North Platte, Nebr.	1130	1000	291
KGNO	Dodge City, Kans.	1340	250	246
KGO	San Francisco, Calif.	790	7500	197
KGU	Honolulu, Hawaii	750	2500	400
KGVL	Greenville, Tex.	C.P. 1200	100	371
KGVO	Missoula, Mont.	1260	1000	288
KGW	Portland, Ore.	620	5000 d., 1000 n.	339
KGY	Olympia, Wash.	1210	100	387
KHBC	Hilo, Hawaii	1100	250	309
KHBCG	Okmulgee, Okla.	1210	100	334
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	191
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	389
KHSL	Chico, Calif.	1260	250	186
KHUB	Watsonville, Calif.	1310	250	201
KICA	Clovis, New Mex.	1370	100	299
KID	Idaho Falls, Idaho	1320	1000 d., 500 n.	
KIDO	Boise, Idaho	1350	C.P. 5000 d. 2500 d., 1000 n.	224 220
KIDW	Lamar, Colo.	1120	C.P. 5000 d. 100	205
KIEM	Eureka, Calif.	1150	1000 d., 500 n.	186
KIEY	Glendale, Calif.	850	250	187
KINY	Juneau, Alaska	1310	100	
KIRO	Seattle, Wash.	C.P. 1430 650	250 250	399
KIT	Yakima, Wash.	S.A. 710 1250	1000 500 d., 250 n.	387 391
KIUL	Garden City, Kans.	1210	100	246
KIUN	Pecos, Tex.	1420	100	374
KIUP	Durango, Colo.	1370	100	203
KJBS	San Francisco, Calif.	1070	500	197
KJR	Seattle, Wash.	970	5000	387
KLAI	Carlsbad, New Mex.	1210	100 C.P. 250 d.	298 337
KLBM	La Grande, Ore.	C.P. 1120	250 d., 100 n.	
KLCN	Blytheville, Ark.	1290	100	182
KLO	Ogden, Utah	1400	500	377
KLPM	Minot, N. Dak.	1240	250	
KLRA	Little Rock, Ark.	C.P. 1360 1390	1000 d., 500 n. 5000 d., 1000 n.	321 184
KLS	Oakland, Calif.	1280	250	194
KLUF	Galveston, Tex.	1370	100	371
KLX	Oakland, Calif.	880	1000	194
KLZ	Denver, Colo.	560	5000 d., 1000 n.	202
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	244
KMAC	San Antonio, Tex.	1370	250 d., 100 n.	375
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	281
KMED	Medford, Ore.	1110	250	337
KMJ	Fresno, Calif.	580	1000	187
KMLB	Monroe, La.	1200	250 d., 100 n.	253
KMMJ	Clay Center, Nebr.	740	1000	289
KMO	Tacoma, Wash.	1330	1000	390
KMOX	St. Louis, Mo.	1090	50000	284
KMPC	Beverly Hills, Calif.	710	500	186
KMTR	Los Angeles, Calif.	570	1000	187
KNEL	Brady, Tex.	1500	250	365
KNET	Palestine, Tex.	1420	100	373
KNOW	Austin, Tex.	1500	100 C.P. 250 d.	364
KNX	Los Angeles, Calif.	1050	50000	193
KOA	Denver, Colo.	830	50000	202
KOAC	Corvallis, Ore.	550	1000	336
KOAM	Pittsburg, Kans.	790	1000	247
KOB	Albuquerque, New Mex.	1180	10000	298
KOBH	Rapid City, S. Dak.	1370	250 d., 100 n.	356
KOCA	Kilgore, Tex.	1210	250 d., 100 n.	372
KOH	Reno, Nev.	1380	500	293
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	292
KOIN	Portland, Ore.	940	5000 d., 1000 n.	310
KOKO	La Junta, Colo.	1370	100	203
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	388
KOMA	Oklahoma City, Okla.	1480	5000	333

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	388
KONO	San Antonio, Tex.	1370	100 C.P. 250	375
KOOS	Marshfield, Ore.	1200	250 d., 100 n.	337
KORE	Eugene, Ore.	1120	100	337
KOTN	Pine Bluff, Ark.	1500	100	184
KOVC	Valley City, N. Dak.	1500	250 d., 100 n.	321
KOY	Phoenix, Ariz.	1390	1000	180
KPAC	Port Arthur, Tex.	1260	500	374
KPDN	Pampa, Tex.	1310	100	373
KPFA	Helena, Mont.	1210	250 d., 100 n.	288
KPLC	Lake Charles, La.	1500	250 d., 100 n.	253
KPLT	Paris, Tex.	1500	250	373
KPMC	Bakersfield, Calif.	1550	1000	185
KPO	San Francisco, Calif.	680	50000	198
KPOF	Denver, Colo.	880	1000	202
KPTC	Pasadena, Calif.	1210	100	195
KPQ	Wenatchee, Wash.	1500	250 d., 100 n.	390
KPRC	Houston, Tex.	920	5000 d., 1000 n.	
KQV	Pittsburgh, Pa.	1380	S.A. 5000 500	371 348
KQW	San Jose, Calif.	1010	1000	198
KRBA	Lufkin, Tex.	C.P. 1310	100	373
KRBC	Abilene, Tex.	1420	250 d., 100 n.	364
KRE	Berkeley, Calif.	1370	250 d., 100 n.	185
KRGV	Weslaco, Tex.	1260	1000	377
KRIS	Corpus Christi, Tex.	1330	500	366
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	193
KRKO	Everett, Wash.	1370	50	385
KRLC	Lewiston, Idaho	1390	250	221
KRLD	Dallas, Tex.	1040	10000	366
KRLH	Midland, Tex.	1120	100	373
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	321
KRMD	Shreveport, La.	1310	250 d., 100 n.	255
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	340
KRNT	Des Moines, Iowa	1329	5000 d., 1000 n.	242
KROC	Rochester, Minn.	1310	250 d., 100 n.	276
KROD	El Paso, Tex.	C.P. 1500	100	367
KROW	Oakland, Calif.	930	1000	195
KROY	Sacramento, Calif.	1210	100	195
KRQA	Sante Fe, New Mexico	1310	100	209
KRRV	Sherman, Tex.	1310	250	376
KRSC	Seattle, Wash.	1120	250	388
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	247
KSAL	Salina, Kans.	1500	250 d., 100 n.	247
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	244
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	285
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	221
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	198
KSL	Salt Lake City, Utah	1130	50000	379
KSLM	Salem, Ore.	1370	100	341
KSO	Des Moines, Iowa	1430	2500 d., 500 n.	242
KSOO	Sioux Falls, S. Dak.	1110	250 C.P. 5000	356
KSRO	Santa Rosa, Calif.	1310	250	200
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	276
KSUB	Cedar City, Utah	1310	100	377
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	180
KTAR	Phoenix, Ariz.	620	1000	181
KTAT	Fort Worth, Tex.	1210	1000	369
KTBC	Austin, Tex.	1120	1000	364
KTBS	Shreveport, La.	1450	1000	255
KTEM	Temple, Tex.	1370	250	376
KTFI	Twin Falls, Idaho	1210	1000 d., 500 n. C.P. 1000	223
KTBS	Hot Springs National Park, Ark.	1010 S.A. 1060	S.A. 1000 n. 10000	183
KTKC	Visalia, Calif.	1190	250	200
KTMS	Santa Barbara, Calif.	1220	500	199
KTOK	Oklahoma City, Okla.	1370	100	334
KTRB	Modesito, Calif.	740	250	194
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	371

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTRI	Sioux City, Ia.	C.P. 1420	250 d., 100 n.	245
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	375
KTSM	El Paso, Tex.	1310	250 d., 100 n.	367
KTUL	Tulsa, Okla.	1400	1000 d., 500 n.	335
KTW	Seattle, Wash.	1220	1000	388
KUJ	Walla Walla, Wash.	1370	100	390
KUMA	Yuma, Ariz.	1420	100	182
KUOA	Siloam Springs, Ark.	1260	5000	184
KUSD	Vermillion, S. Dak.	890	500	357
KUTA	Salt Lake City, Utah	C.P. 1560	100	379
KVCV	Redding, Calif.	1200	100	195
KVEC	San Luis Obispo, Calif.	1200	250	199
KVGB	Great Bend, Kans.	1370	100	246
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	390
KVOA	Tucson, Ariz.	1260	1000	181
KVOD	Denver, Colo.	920	500	203
KVOE	Santa Ana, Calif.	1500	100	199
KVOL	Lafayette, La.	1310	100	253
KV00	Tulsa, Okla.	1140	25000	336
KV0R	Colorado Springs, Colo.	1270	1000	201
KV0S	Billingham, Wash.	1200	100	385
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	276
KVRS	Rock Springs, Wyoming	C.P. 1370	250 d., 100 n.	398
KVSO	Ardmore, Okla.	1210	100	
			C.P. 250 d.	331
KWBG	Hutchinson, Kans.	1420	100	246
KWEW	Hobbs, New Mexico	C.P. 1500	100	299
KWG	Stockton, Calif.	1200	100	200
KWJJ	Portland, Ore.	1060	500	
		S.A. 1010		340
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	285
KWKH	Shreveport, La.	850	10000	
		S.A. 1100		255
KWLC	Decorah, Iowa	1270	100	241
KWLK	Longview, Wash.	C.P. 780	250	387
KWNO	Winona, Minn.	C.P. 1200	250	277
KWOC	Poplar Bluff, Mo.	C.P. 1310	100	284
KWOS	Jefferson City, Mo.	1310	100	281
KWSC	Pullman, Wash.	1220	5000 d., 1000 n.	387
KWTN	Watertown, S. Dak.	1210	100	357
KWTO	Springfield, Mo.	560	5000	286
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	398
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	389
KXBY	Kansas City, Mo.	1530	1000	283
KXL	Portland, Ore.	1420	250 d., 100 n.	340
KXO	El Centro, Calif.	1560	100	186
KXOK	St. Louis, Mo.	C.P. 1250	1000	285
KXRO	Aberdeen, Wash.	1310	250 d., 100 n.	385
KXYZ	Houston, Tex.	1440	1000	372
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	198
KY0S	Merced, Calif.	1040	250	193
KYSM	Mankato, Minn.	C.P. 1500	250 d., 100 n.	274
KYW	Philadelphia, Pa.	1020	10000	345
WAAB	Boston, Mass.	1410	1000 d., 500 n.	261
WAAF	Chicago, Ill.	920	1000	225
WAAT	Jersey City, N. J.	910	500	296
WAAW	Omaha, Nebr.	660	500	292
WABC	New York, N. Y.	860	50000	305
WABI	Bangor, Me.	1200	250 d., 100 n.	256
WABY	Albany, N. Y.	1370	250 d., 100 n.	300
WACO	Waco, Tex.	1120	100	376
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	322
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	217
WAGF	Dothan, Ala.	1370	250	178
WAGM	Presque Isle, Maine	1420	100	257
WAIM	Anderson, S. C.	1200	100	353
WAIR	Winston-Salem, N. C.	1250	250	319
WALA	Mobile, Ala.	1380	1000 d., 500 n.	179
WALR	Zanesville, Ohio	1210	100	330
WAML	Laurel, Miss.	1310	250 d., 100 n.	279
WAPI	Birmingham, Ala.	1140	5000	177
WAP0	Chattanooga, Tenn.	1120	250 d., 100 n.	358

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WARD	Brooklyn, N. Y.	1400	500	301
WASH	Grand Rapids, Mich.	1270	500	271
WATL	Atlanta, Ga.	1370	250 d., 100 n.	217
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	207
WAVE	Louisville, Ky.	940	1000	249
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n.	297
WAYX	Waycross, Ga.	1200	250 d., 100 n.	220
WAZL	Hazleton, Pa.	1420	100	343
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	240
WBAL	Baltimore, Md.	1060	10000	257
WBAP	Fort Worth, Tex.	800	50000	369
WBAX	Wilkes-Barre, Pa.	1210	100	351
WBBC	Brooklyn, N. Y.	1400	500	301
WBBL	Richmond, Va.	1210	100	383
WBBL	Chicago, Ill.	770	50000	225
WBBR	Brooklyn, N. Y.	1300	1000	301
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	331
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	267
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	302
WBEO	Marquette, Mich.	1310	100	272
WBHP	Huntsville, Ala.	1200	100	178
WBIG	Greensboro, N. C.	1440	1000	317
WBIL	New York, N. Y.	1100	5000	305
WBLK	Charlottesville, W. Va.	1370	100	392
WBLE	Lima, Ohio	1210	100	329
WBNO	New Orleans, La.	1200	100	253
WBNS	Columbus, Ohio	1130	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	327
WBNX	New York, N. Y.	1350	1000	306
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	302
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	239
WBRR	Red Bank, N. J.	1210	100	297
WBRC	Birmingham, Ala.	930	1000	
			C.P. 5000 d.	177
WBRE	Wilkes-Barre, Pa.	1310	100	351
WBRK	Pittsfield, Mass.	C.P. 1310	250 d., 100 n.	265
WBRY	Waterbury, Conn.	1530	1000	208
WBT	Charlotte, N. C.	1080	50000	315
WBTM	Danville, Va.	1370	250 d., 100 n.	381
WBZ	Boston, Mass.	990	50000	261
WBZA	Boston, Mass.	990	1000	261
WCAD	Canton, N. Y.	1220	500	303
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	348
WCAL	Northfield, Minn.	1250	2500 d., 1000 n.	
		C.P. 760	5000	276
WCAM	Camden, N. J.	1280	500	296
WCAO	Baltimore, Md.	600	1000 d., 500 n.	257
WCAP	Asbury Park, N. J.	1280	500	294
WCAT	Rapid City, S. Dak.	1200	100	356
WCAU	Philadelphia, Pa.	1170	50000	345
WCAN	Burlington, Vt.	1200	250 d., 100 n.	379
WCAZ	Carthage, Ill.	1070	100	223
WCBA	Allentown, Pa.	1440	500	341
WCBD	Chicago, Ill.	1080	5000	225
WCBM	Baltimore, Md.	1370	250 d., 100 n.	259
WCBS	Springfield, Ill.	1120	250 d., 100 n.	233
WCCO	Minneapolis, Minn.	810	50000	275
WCFL	Chicago, Ill.	970	5000	227
WCIS	Charleston, W. Va.	580	1000 d., 500 n.	391
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	381
WCKY	Covington, Ky.	1490	10000	323
WCLE	Cleveland, Ohio	610	500	325
WCLO	Janesville, Wis.	1200	250 d., 100 n.	394
WCLS	Joliet, Ill.	1310	100	231
WCMU	Ashland, Ky.	1310	250 d., 100 n.	249
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	301
WCOA	Pensacola, Florida	1340	500	
			C.P. 1000 d.	214
WCOG	Meridian, Miss.	880	1000 d., 500 n.	
			C.P. 1000	279
WCOL	Columbus, Ohio	1210	100	328
WCOP	Boston, Mass.	1120	500	362

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	323
WCRW	Chicago, Ill.	1210	100	227
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	353
WCSH	Portland, Maine	940	2500 d., 1000 n.	256
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	215
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	283
WDAH	El Paso, Texas	1310	250 d., 100 n.	367
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	345
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	320
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	384
WDBO	Orlando, Fla.	580	1000	
			C.P. 5000 d.	213
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	208
WDEV	Waterbury, Vt.	550	500	380
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	275
WDNC	Durham, N. C.	1500	100	316
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	358
WDRG	Hartford, Conn.	1330	5000 d., 1000 n.	206
WDSM	Superior, Wisc.	C.P. 1200	100	397
WDSU	New Orleans, La.	1250	1000	254
WDWS	Champaign, Ill.	1370	100	225
WDZ	Tuscola, Ill.	1020	250	283
WEAF	New York, N. Y.	660	50000	306
WEAN	Providence, R. I.	780	5000 d., 1000 n.	352
WEAU	Eau Claire, Wisc.	1050	1000	393
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	274
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	231
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	303
WEDC	Chicago, Ill.	1210	100	227
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	318
WEEI	Boston, Mass.	590	5000 d., 1000 n.	262
WEEU	Reading, Pa.	830	1000	349
WELI	New Haven, Conn.	900	500	207
WELL	Battle Creek, Mich.	1420	100	267
WEMP	Millwaukee, Wisc.	1310	100	395
WENR	Chicago, Ill.	870	50000	227
WEOA	Evansville, Ind.	1370	250 d., 100 n.	235
WESG	Elmira, N. Y.	1040	1000	
		S.A. 850		304
WEST	Easton, Pa.	1200	250 d., 100 n.	342
WEVD	New York, N. Y.	1300	1000	306
WEW	St. Louis, Mo.	760	1000	285
WEXL	Royal Oak, Mich.	1310	50	273
WFAA	Dallas, Tex.	800	50000	366
WFAB	New York, N. Y.	1300	1000	307
WFAM	South Bend, Ind.	1200	100	239
WFAS	White Plains, N. Y.	1210	100	313
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	354
WFBG	Altoona, Pa.	1310	100	341
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	311
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	238
WFBR	Baltimore, Md.	1270	1000 d., 500 n.	259
WFDF	Flint, Mich.	1310	100	271
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	294
WFIL	Philadelphia, Pa.	560	1000 d., 500 n.	
			C.P. 1000 S.A. 1000 n.	347
WFLA	Clearwater, Fla.	620	5000 d., 1000 n.	210
WFMD	Frederick, Md.	900	500	259
WFOR	Hattiesburg, Miss.	1370	100	278
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	214
WFTC	Kinston, N. C.	1200	250 d., 100 n.	318
WGAL	Lancaster, Pa.	1500	250 d., 100 n.	345
WGAN	Portland, Me.	640	500	257
WGAR	Cleveland, Ohio	1450	1000 d., 500 n.	326
WGAU	Athens, Ga.	C.P. 1310	250 d., 100 n.	217
WGBB	Freeport, N. Y.	1210	100	304
WGBF	Evansville, Ind.	630	1000 d., 500 n.	235
WGBI	Seranton, Pa.	880	1000 d., 500 n.	350
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	279
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	229
WGH	Newport News, Va.	1310	250 d., 100 n.	382
WGIT	Galesburg, Ill.	C.P. 1500	250	331

Call Letter	City	Frequency in Kilocycles	Power in Watts	Sec Page
WGL	Fort Wayne, Ind.	1370	100	235
			C.P. 250 d.	
WGN	Chicago, Ill.	720	50000	229
WGNV	Newburgh, N. Y.	1210	100	305
WGPC	Albany, Ga.	1120	100	217
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	303
WGRC	New Albany, Ind.	1370	250	238
WGRM	Grenada, Miss.	C.P. 1210	100	278
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	218
WGTM	Wilson, N. C.	1310	100	318
WGVA	Indianapolis, Ind.	C.P. 1050	1000	238
WGY	Schenectady, N. Y.	790	50000	311
WHA	Madison, Wis.	910	5000	395
WHAM	Greenfield, Mass.	C.P. 1210	250	264
WHAL	Saginaw, Mich.	C.P. 950	500	273
WHAM	Rochester, N. Y.	1150	50000	310
WHAS	Louisville, Ky.	820	50000	251
WHAT	Philadelphia, Pa.	1310	100	347
WHAZ	Troy, N. Y.	1300	1000	313
WHB	Kansas City, Mo.	860	1000	283
WHBB	Selma, Ala.	1500	100	179
WHBC	Canton, Ohio	1200	100	
			C.P. 250 d.	322
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	232
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	296
WHBL	Sheboygan, Wis.	1300	250	397
WHBQ	Memphis, Tenn.	1370	100	361
WHBU	Anderson, Ind.	1210	250 d., 100 n.	231
WHBV	Green Bay, Wis.	1200	250 d., 100 n.	391
WHDF	Cadumet, Mich.	1370	250 d., 100 n.	267
WHDH	Boston, Mass.	830	1000	263
WHDT	Olean, N. Y.	1400	250	309
WHEB	Portsmouth, N. H.	740	250	291
WHEC	Rochester, N. Y.	1130	1000 d., 500 n.	310
WHEF	Kosciusko, Miss.	1500	250 d., 100 n.	279
WHFC	Cicero, Ill.	1420	250 d., 100 n.	230
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	328
WHIP	Hammond, Ind.	1480	5000	237
WHIS	Bluefield, W. Va.	1110	1000 d., 500 n.	391
WHJB	Greensburg, Pa.	620	250	342
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	327
WHKC	Columbus, Ohio	640	500	328
WHLB	Virginia, Minn.	1370	250 d., 100 n.	277
WHN	New York, N. Y.	1010	5000 d., 1000 n.	307
WHO	Des Moines, Ia.	1000	50000	242
WHOM	Jersey City, N. J.	1450	250	296
WHP	Harrisburg, Pa.	1130	1000 d., 500 n.	313
WIBA	Madison, Wis.	1280	5000 d., 1000 n.	395
WIBG	Glenside, Pa.	970	100	342
WIRM	Jackson, Mich.	1370	250 d., 100 n.	272
WIBU	Poynette, Wis.	1210	250 d., 100 n.	396
WIBW	Topoka, Kans.	580	5000 d., 1000 n.	248
WIBX	Utica, N. Y.	1200	250 d., 100 n.	313
WICA	Ashtabula, Ohio	940	250	322
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	205
WIL	St. Louis, Mo.	1200	250 d., 100 n.	286
WILL	Urbana, Ill.	580	1000	231
WILM	Wilmington, Del.	1120	100	208
WIND	Gary, Ind.	560	5000 d., 1000 n.	237
WINS	New York, N. Y.	1180	1000	307
WIOD-WMBF	Miami, Fla.	610	1000	212
WIP	Philadelphia, Pa.	610	1000	317
WIRE	Indianapolis, Ind.	1100	5000 d., 1000 n.	238
WIS	Columbia, S. C.	560	5000 d., 1000 n.	351
WISN	Milwaukee, Wis.	1120	1000 d., 250 n.	396
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	313
WJAG	Norfolk, Nebr.	1060	1000	291
WJAR	Providence, R. I.	890	5000 d., 1000 n.	352
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	319
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	211
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	223
WJBL	Detroit, Mich.	1500	250 d., 100 n.	269
WJBL	Decatur, Ill.	1200	100	231

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBO	Baton Rouge, La.	1120	500	253
WJBW	New Orleans, La.	1200	100	254
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	178
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	278
WJEJ	Hagerstown, Md.	1210	100 d., 50 n.	260
WJIM	Lansing, Mich.	1210	250 d., 100 n.	272
WJJD	Chicago, Ill.	1130	20000	229
WJMS	Ironwood, Mich.	1420	100	271
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	215
WJR	Detroit, Mich.	750	50000	269
WJRD	Tuscaloosa, Ala.	1200	250	180
WJSV	Washington, D. C.	1460	10000	209
WJTN	Jamestown, N. Y.	1210	250 d., 100 n.	305
WJW	Akron, Ohio	1210	250 d., 100 n.	322
WJZ	New York, N. Y.	760	50000	307
WKAQ	San Juan, Puerto Rico	1210	1000	400
WKAR	East Lansing, Mich.	850	1000	270
WKAT	Miami Beach, Fla.	1500	100	213
WKBB	East Dubuque, Ill.			
	C.P. Dubuque, Ia.	1500	250 d., 100 n.	243
WKBBH	La Crosse, Wis.	1380	1000	395
WKBN	Youngstown, Ohio	570	500	330
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	313
WKBY	Richmond, Ind.	1500	100	239
WKBV	Buffalo, N. Y.	1480	5000	303
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	272
WKEU	Griffin, Ga.	1500	100	219
WKOK	Sunbury, Pa.	1210	100	350
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	323
WKV	Oklahoma City, Okla.	900	5000 d., 1000 n.	331
WKZO	Kalamazoo, Mich.	590	1000	
			C.P. 1000 d., 250 n.	272
WLAC	Nashville, Tenn.	1470	5000	363
WLAK	Lakeland, Fla.	1310	100	211
WLAP	Lexington, Ky.	1420	250 d., 100 n.	249
WLAW	Lawrence, Mass.	680	1000	265
WLB	Minneapolis, Minn.	1250	1000	
		C.P. 760	5000	275
WLBC	Muncie, Ind.	1310	250 d., 100 n.	238
WLBL	Stevens Point, Wis.	900	5000	397
WLBZ	Bangor, Me.	620	1000 d., 500 n.	256
WLEU	Erie, Pa.	1420	250 d., 100 n.	342
WLLH	Lowell, Mass.	1370	250 d., 100 n.	265
WLMU	Middlesboro, Ky.	C.P. 1210	250 d., 100 n.	252
WLNH	Laconia, N. H.	1310	100	293
WLS	Chicago, Ill.	870	50000	229
WLTH	Brooklyn, N. Y.	1400	500	301
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	382
WLW	Cincinnati, Ohio	700	50000	
			S.A. 500000 Exp.	325
WMAL	Washington, D. C.	630	500 d., 250 n.	209
WMAQ	Chicago, Ill.	670	50000	230
WMAS	Springfield, Mass.	1420	250 d., 100 n.	265
WMAZ	Macon, Ga.	1180	1000	219
WMBC	Detroit, Mich.	1420	250 d., 100 n.	269
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	232
WMBF-WIOD	See WIOD-WMBF			
WMBG	Richmond, Va.	1350	500	383
WMBH	Joplin, Mo.	1420	250 d., 100 n.	281
WMBT	Chicago, Ill.	1080	5000	230
WMBQ	Auburn, N. Y.	1310	100	
			C.P. 250 d.	300
WMBQ	Brooklyn, N. Y.	1500	100	302
WMBR	Jacksonville, Fla.	1370	250 d., 100 n.	211
WMBT	Uniontown, Pa.	1120	250	351
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	361
WMCB	New York, N. Y.	570	1000	307
WMEX	Boston, Mass.	1500	250 d., 100 n.	263
WMFD	Wilmington, N. C.	1370	100	318
WMFF	Plattsburg, N. Y.	1310	250 d., 100 n.	310
WMFG	Hibbing, Minn.	1210	250 d., 100 n.	274
WMEJ	Daytona Beach, Fla.	1420	100	211
WMFO	Decatur, Ala.	1370	100	178

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFR	High Point, N. C.	1200	100	317
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	277
WMMN	Fairmont, W. Va.	890	1000 d., 500 n. C.P. 5000 d., 1000 n.	392
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	272
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	361
WMSD	Sheffield, Ala.	1420	100	179
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	241
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	263
WNAD	Norman, Okla.	1010	1000	333
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	357
WNBC	New Britain, Conn.	1380	250 C.P. 1000 d., 250 n.	207
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	309
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	265
WNBX	Springfield, Vt.	1260	1000 S.A. 1000 d., 500 n.	380
WNBZ	Saranac Lake, N. Y.	1290	100	311
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	400
WNEW	New York, N. Y.	1250	2500 d., 1000 n.	308
WNLC	New London, Conn.	1500	100	207
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	359
WNYC	New York, N. Y.	810	1000	309
WOAI	San Antonio, Tex.	1190	5000	375
WOC	Davenport, Ia.	1370	250 d., 100 n.	241
WOF	Ames, Ia.	640	5000	240
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	300
WOL	Washington, D. C.	1310 C.P. 1230	100 1000	209
WOLS	Florence, S. C.	1200	100	351
WOMI	Owensboro, Ky.	C.P. 1500	250 d., 100 n.	252
WOMT	Manitowac, Wis.	1210	100	395
WOOD	Grand Rapids, Mich.	1270	500	271
WOPI	Bristol, Tenn.	1500	100	357
WOR	Newark, N. J.	710	5000	297
WORC	Worcester, Mass.	1280	500	266
WORK	York, Pa.	1320	1000	352
WORLD	Boston, Mass.	920	500	264
WOSU	Columbus, Ohio	570	1000 d., 750 n.	328
WOV	New York, N. Y.	1130	1000	309
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	292
WOWO	Fort Wayne, Ind.	1160	10000	237
WPAD	Paducah, Ky.	1420	250 d., 100 n.	252
WPAR	Parkersburg, W. Va.	1420	100	392
WPAX	Thomasville, Ga.	1210	100	219
WPAY	Pertsmouth, Ohio	1370	100	329
WPEN	Philadelphia, Pa.	920	500 d., 250 n. S.A. 1000 n.,	348
WPG	Atlantic City, N. J.	1100	5000	295
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	400
WPRO	Providence, R. I.	630	1000 d., 500 n.	353
WPIP	Ponce, Puerto Rico	1420	250 d., 100 n.	400
WPTF	Raleigh, N. C.	680	5000	318
WQAM	Miami, Fla.	560	1000	212
WQAN	Scranton, Pa.	880	1000 d., 500 n.	350
WQBC	Viicksburg, Miss.	1360	1000	279
WQDM	St. Albans, Vt.	1390	1000	380
WQXR	New York, N. Y.	1550	1000	309
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	351
WRWA	Reading, Pa.	1310	100	349
WRAX	Philadelphia, Pa.	920	500 d., 250 n. S.A. 1000 n.	348
WRBL	Columbus, Ga.	1200	250 d., 100 n.	218
WRC	Washington, D. C.	950	1000 d., 500 n. C.P. 5000 d., 1000 n.	210
WRDO	Augusta, Me.	1370	100	256
WRDW	Augusta, Ga.	1500	250 d., 100 n.	218
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	361
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	247
WRGA	Rome, Ga.	1500	250 d., 100 n.	219
WRJN	Racine, Wis.	1370	250 d., 100 n.	396
WRNL	Richmond, Va.	880	500	383
WROK	Rockford, Ill.	1410	1000 d., 500 n.	232

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	359
WRR	Dallas, Tex.	1280	500	367
WRD	Richmond, Va.	1500	100	384
WRUF	Gainesville, Fla.	830	5000	211
WRVA	Richmond, Va.	1110	5000	384
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	325
WSAJ	Grove City, Pa.	1310	100	343
WSAL	Salisbury, Md.	1200	250	260
WSAN	Allentown, Pa.	1440	500	341
WSAR	Fall River, Mass.	1450	1000	264
WSAU	Wausau, Wis.	1370	100	397
WSAY	Rochester, N. Y.	1210	100	310
WSAZ	Huntington, W. Va.	1190	1000	392
WSB	Atlanta, Ga.	740	50000	218
WSBC	Chicago, Ill.	1210	250 d., 100 n.	230
WSBT	South Bend, Ind.	1360	500	239
WSFA	Montgomery, Ala.	1110	1000 d., 500 n.	179
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	177
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	363
WSJS	Winston-Salem, N. C.	1310	100	319
WSM	Nashville, Tenn.	650	50000	363
WSMB	New Orleans, La.	1320	1000	
			C.P. 5000 d.	254
WSMK	Dayton, Ohio	1380	200	329
WSNJ	Bridgeton, N. J.	1210	100	295
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	315
WSFA	Spartanburg, S. C.	920	1000	354
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	329
WSPR	Springfield, Mass.	1140	500	266
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	243
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	214
WSVA	Harrisonburg, Va.	550	500	381
WSVS	Buffalo, N. Y.	1370	50	303
WSYB	Rutland, Vt.	1500	100	380
WSYR-WSYU	Syracuse, N. V.	570	1000	311 & 313
WTAD	Quincy, Ill.	900	1000	232
WTAG	Worcester, Mass.	580	1000	266
WTAL	Tallahassee, Fla.	1310	100	
			C.P. 250 d.	215
WTAM	Cleveland, Ohio	1070	50000	327
WTAQ	Green Bay, Wis.	1330	1000	394
WTAR	Norfolk, Va.	780	1000	382
WTAW	College Station, Tex.	1120	500	360
WTAX	Springfield, Ill.	1210	100	233
WTBO	Cumberland, Md.	800	250	259
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	275
WTEL	Philadelphia, Pa.	1310	100	348
WTHT	Hartford, Conn.	1200	100	206
WTIC	Hartford, Conn.	1060	50000	206
		S.A. 1040		
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	359
WTMJ	Milwaukee, Wis.	620	5000 d., 1000 n.	396
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	231
WTNJ	Trenton, N. J.	1280	500	297
WTOC	Savannah, Ga.	1260	1000	
			C.P. 5000 d.	219
WTOL	Toledo, Ohio	C.P. 1200	100	330
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	234
WVFW	Brooklyn, N. Y.	1400	500	302
WWAE	Hammond, Ind.	1200	100	237
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	
			S.A. 5000	269
WWL	New Orleans, La.	850	10000	
			C.P. 50000	255
WWNC	Asheville, N. C.	570	1000	315
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	313
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n.	349
WWVA	Wheeling, W. Va.	1160	5000	393
WXYZ	Detroit, Mich.	1240	1000	269

STATIONS BY CITIES

WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR		Berkeley, Calif.	KRE	
Aberdeen, Wash.	KXRO	M	Beverly Hills, Calif.	KMPC	
Abilene, Kansas	KFBI		Big Spring, Tex.	KBST	
Abilene, Texas	KRBC		Billings, Mont.	KGHL	NB-NR
Ada, Okla.	KADA	M	Binghamton, N. Y.	WNBF	C
Akron, Ohio	WADC	C	Birmingham, Ala.	WAPI	C
	WJW			WBRC	NR
Alamosa, Colo.	KGIW			WSGN	NB
Albany, Ga.	WGPC		Bismarck, N. D.	KFYR	NB-NR
Albany, N. Y.	WABY	NB	Bloomington, Ill.	WJBC	
	WOKO	C	Bluefield, W. Va.	WHIS	
Albert Lea, Minn.	KATE		Blytheville, Ark.	KLCN	
Albuquerque, N. M.	KGGM		Boise, Ida.	KIDO	NB-NR
	KOB	NB-NR	Boone, Iowa.	KFGQ	
Alexandria, La.	KALB		Boston, Mass.	WAAB	M
Allentown, Pa.	WCBA			WBZ	NB
	WSAN	NB-NR		WBZA	NB
Altoona, Pa.	WFBG			WCOP	
Amarillo, Texas	KGNC	NB-NR		WEEI	C
Ames, Iowa	WOI			WHDH	
Anchorage, Alaska	KFQD			WMEX	
Anderson, Ind.	WHBU			WNAC	NR
Anderson, S. C.	WAIM	C		WORL	
Ardmore, Okla.	KVSO	M	Brady, Texas	KNEL	
Asbury Park, N. J.	WCAP		Bridgeport, Conn.	WICC	NB-M
Asheville, N. C.	WWNC	NB-NR	Bridgeton, N. J.	WSNJ	
Ashland, Ky.	WCMI		Bristol, Tenn.	WOPI	
Ashtabula, Ohio	WICA		Brookings, S. D.	KFDY	
Astoria, Ore.	KAST		Brooklyn, N. Y.	WARD	
Athens, Ga.	WGAU			WBBC	
Atlanta, Ga.	WAGA	NB		WBBR	
	WATL			WCNW	
	WGST	C		WLTH	
	WSB	NR		WMBQ	
Atlantic City, N. J.	WPG	C		WVFW	
Auburn, N. Y.	WMBO		Brownsville, Texas	KGFI	
Augusta, Ga.	WRDW	C	Buffalo, N. Y.	WBEN	NR
Augusta, Me.	WRDO	M		WBNY	
Austin, Texas	KNOW	C		WEBR	NB
	KTBC			WGR	C
Bakersfield, Calif.	KERN	NB-NR		WKBW	C
	KPMC	M		WSPV	
Baltimore, Md.	WBAL	NB-M	Burlington, Vt.	WCAX	
	WCAO	C	Butte, Mont.	KGIR	NB-NR
	WCBM		Calumet, Mich.	WHDF	
	WFBR	NR	Camden, N. J.	WCAM	
Bangor, Me.	WABI		Canton, N. Y.	WCAD	
	WLZ	C-M	Canton, Ohio	WHBC	
Baton Rouge, La.	WJBO	NB	Cape Girardeau, Mo.	KFVS	
Battle Creek, Mich.	WELL		Carlsbad, N. M.	KLAH	
Bay City, Mich.	WBCM		Carthage, Ill.	WCAZ	
Beaumont, Tex.	KFDM	NB-NR	Casper, Wyoming	KDFN	
Bellingham, Wash.	KVOS	M	Cedar City, Utah	KSUB	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Cedar Rapids, Iowa	WMT	NB-M	Decatur, Ill.	WJBL	
Centralia-Chehalis, Wash.	KELA		Decorah, Iowa	KGCA	
Champaign, Ill.	WDWS			KWLC	
Charleston, S. C.	WCSC	NB-NR	Denver, Colo.	KFEL	M
Charleston, W. Va.	WCHS	C		KLZ	C
Charlotte, N. C.	WBT	C		KOA	NR
	WSOC	NB-NR		KPOF	
Charlottesville, Va.	WCHV			KVOD	NB
Chattanooga, Tenn.	WAPO		Des Moines, Iowa	KRNT	C
	WDOD	C		KSO	NB-M
Chicago, Ill.	WAAF			WHO	NR
	WBBM	C	Detroit, Mich.	WJBK	
	WCBD			WJR	C
	WCFL	NB-NR		WMBC	
	WCRW			WWJ	NR
	WEDC			WXYZ	NB
	WENR	NB	Devil's Lake, N. D.	KDLR	
	WGES		Dodge City, Kans.	KGNO	
	WGN	M	Dothan, Ala.	WAGF	
	WJJD		Dublin, Texas	KFPL	
	WLS	NB	Dubuque, Ia.	KDTH	
	WMAQ	NR		WKBB	C
	WMBI		Duluth, Minn.	KDAL	C
	WSBC			WEBC	NB-NR
Chico, Calif.	KHSL		Durango, Colo.	KIUP	
Cicero, Ill.	WHFC		Durham, N. C.	WDNC	C
Cincinnati, Ohio	WCKY	NB-NR	East Lansing, Mich.	WKAR	
	WCPO		East St. Louis, Ill.	WTMV	
	WKRC	C	Easton, Pa.	WEST	
	WLW	NB-NR-M	Eau Claire, Wis.	WEAU	
	WSAI	NB-NR-M	El Centro, Calif.	KXO	M
Clarksburg, W. Va.	WBLK		El Dorado, Ark.	KELD	
Clay Center, Nebr.	KMMJ		Elk City, Okla.	KASA	
Clayton, Mo.	KFUO		Elkhart, Ind.	WTRC	
Clearwater, Fla.	WFLA	NB-NR	Elmira, N. Y.	WESG	C
Cleveland, Ohio	WCLE	M	El Paso, Tex.	KROD	
	WGAR	C		KTSM	NB-NR
	WHK	NB-M		WDAH	
	WTAM	NR	Enid, Okla.	KCRC	M
Clovis, N. M.	KICA		Erie, Pa.	WLEU	NB
Coeur d'Alene, Ida.	KGCI		Eugene, Ore.	KORE	M
Coffeyville, Kans.	KGGF	M	Eureka, Calif.	KIEM	M
College Station, Tex.	WTAW		Evansville, Ind.	WEOA	C
Colorado Springs, Colo.	KVOR	C		WGBF	NB-NR
Columbia, Mo.	KFRU		Everett, Wash.	KRKO	
Columbia, S. C.	WIS	NB-NR	Fairmont, W. Va.	WMMN	C
Columbus, Ga.	WRBL		Fall River, Mass.	WSAR	M
Columbus, Ohio	WBNS	C	Fargo, N. D.	WDAY	NB-NR
	WCOL	NB-NR	Fergus Falls, Minn.	KGDE	
	WHKC	M	Flint, Mich.	WFDF	
	WOSU		Florence, S. C.	WOLS	
Corpus Christi, Tex.	KRIS	NB-NR	Fond du Lac, Wis.	KFIZ	
Corsicana, Texas	KAND		Fort Smith, Ark.	KFPW	
Corvallis, Ore.	KOAC		Fort Wayne, Ind.	WGL	NB-NR
Cumberland, Md.	WTBO			WOWO	NB
Dallas, Tex.	KRLD	C	Fort Worth, Tex.	KFJZ	
	WFAA	NB-NR		KTAT	M
	WRR	M		WBAP	NB-NR
Danville, Va.	WBTM		Frederick, Md.	WFMD	
Davenport, Iowa	WOC	C	Freeport, N. Y.	WGBB	
Dayton, Ohio	WHIO	C	Fresno, Calif.	KARM	C
	WSMK			KMJ	NB-NR
Daytona Beach, Fla.	WMFJ		Gadsden, Ala.	WJBY	
Decatur, Ala.	WMFO		Gainesville, Fla.	WRUF	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
Galesburg, Ill.	WGIL		Kalispell, Mont.	KGEZ	
Gallup, N. M.	KAWM		Kansas City, Kans.	KCKN	
Galveston, Texas	KLUF		Kansas City, Mo.	KCMO	
Garden City, Kans.	KIUL			KMBC	C
Gary, Ind.	WIND			KXBY	
Glendale, Calif.	KIEV			WDAF	NR
Glenside, Pa.	WIBG			WHB	M
Grand Forks, N. D.	KFJM		Kearney, Nebr.	KGFW	
Grand Junction, Colo.	KFXJ		Ketchikan, Alaska	KGBU	
Grand Rapids, Mich.	WASH		Kilgore, Texas	KOCA	
	WOOD	NB-NR	Kinston, N. C.	WFTC	
Great Bend, Kans.	KVGB		Klamath Falls, Ore.	KFJI	
Great Falls, Mont.	KFBB	C	Knoxville, Tenn.	WNOX	C
Greeley, Colo.	KFKA	M		WROL	NB-NR
Green Bay, Wisc.	WHBY		Kosciusko, Miss.	WHEF	
	WTAQ	C	Laconia, N. H.	WLNH	M
Greenfield, Mass.	WHAI		LaCrosse, Wisc.	WKBH	C
Greenville, S. C.	WFBC	NB-NR	Lafayette, La.	KVOL	
Greenville, Tex.	KGVL		La Grande, Ore.	KLBM	
Greensboro, N. C.	WBIG	C	La Junta, Colo.	KOKO	
Greensburg, Pa.	WHJB		Lake Charles, La.	KPLC	
Grenada, Miss.	WGRM		Lakeland, Fla.	WLAK	
Griffin, Ga.	WKEU		Lamar, Colo.	KIDW	
Grove City, Pa.	WSAJ		Lancaster, Pa.	WGAL	
Hagerstown, Md.	WJEJ		Lansing, Mich.	WJIM	
Hammond, Ind.	WHIP		Lapeer, Mich.	WMPC	
	WWAE		Laurel, Miss.	WAML	
Harrisburg, Ill.	WEBQ		Lawrence, Kans.	KFKU	
Harrisburg, Pa.	WHP	C		WREN	NB
	WKBO		Lawrence, Mass.	WLAW	
Harrisonburg, Va.	WSVA		Lewiston, Ida.	KRLC	
Hartford, Conn.	WDRG	C	Lewistown, Mont.	KDNC	
	WTHT	M	Lexington, Ky.	WLAP	
	WTIC	NR	Lima, Ohio.	WBLY	
Hattiesburg, Miss.	WFOR		Lincoln, Nebr.	KFAB	C
Hazleton, Pa.	WAZL			KFOR	M
Helena, Mont.	KPFA		Little Rock, Ark.	KARK	NB-NR
Hibbing, Minn.	WMFG	C		KGHI	
High Point, N. C.	WMFR			KLRA	C
Hilo, Hawaii	KHBC		Long Beach, Calif.	KFOX	
Hobbs, N. M.	KWEV			KGER	
Hollywood, Calif.	KFWB		Longview, Texas	KPRO	
Honolulu, Hawaii	KGMB	C-M	Longwood, Wash.	KWLK	
	KGU	NB-NR	Los Angeles, Calif.	KECA	NB
Hot Springs, Ark.	KTHS	NB-NR		KEHE	
Houston, Texas	KPRC	NR		KFAC	
	KTRH	C		KFI	NR
	KXYZ	NB		KFSG	
Huntington, W. Va.	WSAZ			KFVD	
Huntsville, Ala.	WBHP			KGFJ	
Huron, S. D.	KGDY			KHJ	M
Hutchinson, Kans.	KWBG			KMTR	
Idaho Falls, Ida.	KID			KNX	C
Indianapolis, Ind.	WGVA			KRKD	
	WFBM	C	Louisville, Ky.	WAVE	NB-NR
	WIRE	NR-M		WHAS	C
Iowa City, Iowa	WSUI		Lowell, Ariz.	KSUN	
Ironwood, Mich.	WJMS		Lowell, Mass.	WLLH	M
Jackson, Mich.	WIBM		Lubbock, Texas	KFYO	
Jackson, Miss.	WJDX	NR	Lufkin, Texas	KRBA	
Jackson, Tenn.	WTJS		Lynchburg, Va.	WLVA	
Jacksonville, Fla.	WJAX	NB-NR	Macon, Ga.	WMAZ	C
	WMBR	C	Madison, Wisc.	WHA	
Jamestown, N. Y.	WJTN	NB		WIBA	NB-NR
Jamestown, N. D.	KRMC		Manchester, N. H.	WFEA	NB-NR-M
Janesville, Wisc.	WCLO		Mandan, N. D.	KGCU	
Jefferson City, Mo.	KWOS		Manhattan, Kans.	KSAC	
Jerome, Ariz.	KCRJ		Manitowoc, Wisc.	WOMT	
Jersey City, N. J.	WAAT		Mankato, Minn.	KYSM	
	WHOM		Marquette, Mich.	WBEO	
Johnstown, Pa.	WJAC		Marshalltown, Ia.	KFJB	
Joliet, Ill.	WCLS		Marshfield, Ore.	KOOS	
Jonesboro, Ark.	KBTM		Mason City, Iowa	KGLO	C
Joplin, Mo.	WMBH		Mayaguez, P. R.	WPRA	
Juneau, Alaska	KINY		Medford, Ore.	KMED	NB-NR
Kalamazoo, Mich.	WKZO		Memphis, Tenn.	WHBQ	
				WMC	NR

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
	WMPS	NB	Paris, Texas	KPLT	
	WREC	C	Parkersburg, W. Va.	WPAR	C
Merced, Calif.	KYOS		Pasadena, Calif.	KPPC	
Meridian, Miss.	WCOC	C	Pecos, Texas	KIUN	
Miami, Fla.	WIOD-WMBF	NB-NR	Pensacola, Fla.	WCOA	C
	WQAM	C	Peoria, Ill.	WMBD	C
Miami Beach, Fla.	WKAT		Philadelphia, Pa.	KYW	NR
Middlesboro, Ky.	WLMU			WCAU	C
Midland, Texas	KRLH			WDAS	
Milwaukee, Wisc.	WEMP			WFIL	NB-M
	WISN	C		WHAT	
	WTMJ	NB-NR		WIP	
Minneapolis, Minn.	WCCO	M		WPEN	
	WDGY	C		WRAX	
	WLB			WTEL	
	WTCN	NB	Phoenix, Ariz.	KOY	C
Minot, N. D.	KLPM			KTAR	NB-NR
Mississippi City, Miss.	WGCM		Pierre, S. D.	KGFX	
Missoula, Mont.	KGVO	C	Pine Bluff, Ark.	KOTN	
Mobile, Ala.	WALA	C	Pittsfield, Mass.	WBRK	C
Modesto, Calif.	KTRB		Pittsburg, Kans.	KOAM	NB-NR
Monroe, La.	KMLB		Pittsburgh, Pa.	KDKA	NB
Monterey, Calif.	KDON	M		KQV	
Montgomery, Ala.	WSFA	C		WCAE	NR-M
Moorhead, Minn.	KVOX			WJAS	C
Muncie, Ind.	WLBC			WWSW	
Muskegon, Mich.	WKBZ		Plattsburg, N. Y.	WMFF	
Muskogee, Okla.	KBIX	M	Pocatello, Ida.	KSEI	
Nampa, Ida.	KFXD		Ponca City, Okla.	WBBZ	M
Nashville, Tenn.	WLAC	C	Ponce, Puerto Rico	WPRP	
	WSIX		Poplar Bluff, Mo.	KWOC	
	WSM	NB-NR-M	Port Arthur, Tex.	KPAC	
New Albany, Ind.	WGRC		Portland, Me.	WCSH	NR
Newark, N. J.	WHBI			WGAN	
	WOR	M	Portland, Ore.	KALE	M
New Bedford, Mass.	WNBH	M		KBPS	
New Britain, Conn.	WNBC			KEX	NB
Newburgh, N. Y.	WGNY			KGW	NR
New Haven, Conn.	WELI			KOIN	C
New London, Conn.	WNLC	M		KWJJ	
New Orleans, La.	WBNO			KXL	
	WDSU	NB	Portsmouth, N. H.	WHEB	
	WJBW		Portsmouth, Ohio	WPAY	
	WSMB	NR	Poynette, Wis.	WIBU	
	WWL	C	Presque Isle, Me.	WAGM	
Newport News, Va.	WGH		Price, Utah	KEUB	
New York	WABC	C	Providence, R. I.	WEAN	NB-M
	WBIL			WJAR	NR
	WBNX			WPRO	C
	WEAF	NR	Pueblo, Colo.	KGHF	NB-NR
	WEVD		Pullman, Wash.	KWSC	
	WFAB		Quincy, Ill.	WTAD	
	WHN		Racine, Wisc.	WRJN	
	WINS		Raleigh, N. C.	WPTF	NB-NR
	WJZ	NB	Rapid City, S. D.	KOBH	
	WMCA			WCAT	
	WNEW		Reading, Pa.	WEEU	
	WNYC			WRAW	
	WOV		Red Bank, N. J.	WBRB	
	WQXR		Redding, Calif.	KVCV	
Norfolk, Nebr.	WJAG		Reno, Nev.	KOH	C
Norfolk, Va.	WTAR	NB-NR	Richmond, Ind.	WKBV	
Norman, Okla.	WNAD		Richmond, Va.	WBBL	
Northfield, Minn.	WCAL			WMBG	NR
North Platte, Neb.	KGNF			WRNL	
Oakland, Calif.	KLX			WRTD	NB
	KLS			WRVA	C-M
	KROW		Roanoke, Va.	WDBJ	C
Ogden, Utah.	KLO	NB	Rochester, Minn.	KROC	
Oklahoma City, Okla.	KFXR		Rochester, N. Y.	WHAM	NB
	KOMA	C		WHEC	C
	KTOK	M		WSAY	
	WKY	NB-NR	Rockford, Ill.	WROK	
Okmulgee, Okla.	KHBG		Rock Island, Ill.	WHBF	
Olean, N. Y.	WHDL		Rock Springs, Wyo.	KVRS	
Olympia, Wash.	KGY	M	Rocky Mount, N. C.	WEED	
Omaha, Nebr.	KOIL	NB-M	Rome, Ga.	WRGA	
	WAAW		Roseburg, Ore.	KRNR	M
	WOW	NR	Roswell, N. M.	KGFL	
Orlando, Fla.	WDBO	C	Royal Oak, Mich.	WEXL	
Owensboro, Ky.	WOMI		Rutland, Vt.	WSYB	
Paducah, Ky.	WPAD		Sacramento, Calif.	KFBK	NB-NR
Palestine, Tex.	KNET			KROY	C
Pampa, Texas	KPDN		Saginaw, Mich.	WHAL	

City and State	Call Letters	Major Network	City and State	Call Letters	Major Network
St. Albans, Vt.	WQDM		Springfield, Mo.	WSPR	M
St. Augustine, Fla.	WFOY			KGBX	NB-NR
St. Cloud, Minn.	KFAM			KWTO	
St. Joseph, Mo.	KFEQ		Springfield, Vt.	WNBX	C
St. Louis, Mo.	KMOX	C	Sterling, Colo.	KGEK	
	KSD	NR	Stevens Pt., Wisc.	WLBL	
	KWK	NB-M	Stockton, Calif.	KGDM	M
	KXOK			KWG	NB-NR
	WEW		Sudbury, Pa.	WKOK	
	WIL		Superior, Wisc.	WDSM	
St. Paul, Minn.	KSTP	NR	Syracuse, N. Y.	WFBL	C
	WMIN			WSYR-WSYU	NB
St. Petersburg, Fla.	WSUN	NB-NR	Tacoma, Wash.	KMO	M
Salem, Ore.	KSLM	M		KVI	C
Salina, Kans.	KSAL		Tallahassee, Fla.	WTAL	
Salisbury, Md.	WSAL		Tampa, Fla.	WDAE	C
Salt Lake City, Utah	KDYL	NR	Temple, Texas	KTEM	
	KSL	C	Terre Haute, Ind.	WBOW	NB-NR
	KUTA		Texarkana, Ark.	KCMC	
San Angelo, Tex.	KGKL		Thomasville, Ga.	WPAX	
San Antonio, Tex.	KABC		Toledo, Ohio	WSPD	NB
	KMAC			WTOL	
	KONO		Topeka, Kans.	WIBW	C
	KTSA	C	Trenton, N. J.	WTNJ	
	WOAI	NB-NR	Troy, N. Y.	WHAZ	
San Bernardino, Calif.	KFXM	M	Tucson, Ariz.	KGAR	C
San Diego, Calif.	KFSD	NB		KVOA	
	KGB	M	Tulsa, Okla.	KTUL	C
San Francisco, Calif.	KFRC	M		KVOO	NB-NR
	KGGC		Tuscaloosa, Ala.	WJRD	
	KGO	NB	Tuscola, Ill.	WDZ	
	KJBS		Twin Falls, Ida.	KTFI	
	KPO	NR	Tyler, Texas	KGKB	
	KSFO	C	Uniontown, Pa.	WMBS	
	KYA		Urbana, Ill.	WILL	
San Jose, Calif.	KQW	M	Utica, N. Y.	WIBX	C
San Juan, P. R.	WKAQ		Valley City, N. D.	KOVC	
	WNEL		Vermilion, S. D.	KUSD	
San Luis Obispo, Calif.	KVEC		Vicksburg, Miss.	WQBC	
Santa Ana, Calif.	KVOE	M	Virginia, Minn.	WHLB	C
Santa Barbara, Calif.	KDB	M	Visalia, Calif.	KTKC	
	KTMS	NB	Waco, Texas	WACO	C
Santa Fe, N. M.	KRQA		Walla Walla, Wash.	KUJ	
Santa Rosa, Calif.	KSRO		Washington, D. C.	WJSV	C
Saranac Lake, N. Y.	WNBZ			WMAL	NB
Savannah, Ga.	WTOC	C		WOL	M
Schenectady, N. Y.	WGY	NR		WRC	NR
Scottsbluff, Nebr.	KGKY		Waterbury, Conn.	WATR	
Scranton, Pa.	WGBI	C		WBRY	M
	WQAN		Waterbury, Vt.	WDEV	
Seattle, Wash.	KEEN		Watertown, S. D.	KWTN	
	KIRO	C	Watsonville, Calif.	KHUB	
	KJR	NB	Wausau, Wisc.	WSAU	
	KOL	M	Waycross, Ga.	WAYX	
	KOMO	NR	Wenatchee, Wash.	KPQ	M
	KRSC		Weslaco, Texas	KRGV	NB-NR
	KTW		West Palm Beach, Fla.	WJNO	C
	KXA		West Lafayette, Ind.	WBAA	
Selma, Ala.	WHBB		Wheeling, W. Va.	WWVA	C
Shawnee, Okla.	KGFF	M	White Plains, N. Y.	WFAS	
Sheboygan, Wisc.	WHBL		Wichita, Kans.	KANS	NB-NR
Sheffield, Ala.	WMSD			KFH	C
Shenandoah, Ia.	KFNF			KGKO	C
	KMA		Wichita Falls, Tex.	WBAX	
Sheridan, Wyo.	KWYO		Wilkes-Barre, Pa.	WBRE	NB-NR
Sherman, Texas	KRRV			WRAK	
Shreveport, La.	KRMD		Williamsport, Pa.	WDEL	NR
	KTBS	NB-NR	Wilmington, Del.	WILM	
	KWKH	C	Wilmington, N. C.	WMFD	
Siloam Springs, Ark.	KUOA		Wilson, N. C.	WGTM	
Sioux City, Ia.	KSCJ	C	Winona, Minn.	KWNO	
	KTRI		Winston Salem, N. C.	WAIR	
Sioux Falls, S. D.	KELO	NB-NR		WSJS	C
	KSOO	NB-NR	Wolf Point, Mont.	KGCC	
South Bend, Ind.	WFAM		Woodside, N. Y.	WWRL	
	WSBT	C	Worcester, Mass.	WORC	C
Spartanburg, S. C.	WSPA			WTAG	NR
Spokane, Wash.	KPIO			WYAK	M
	KFPY	C	Yakima, Wash.	KIT	C
	KGA	NB	Yankton, S. Dak.	WNAX	C
	KHQ	NR	York, Pa.	WORK	NB-NR
Springfield, Ill.	WCBS		Youngstown, Ohio	WKBN	C
	WTAX		Yuma, Arizona	KUMA	
Springfield, Mass.	WMAS	C	Zanesville, Ohio	WALR	
			Zarephath, N. J.	WAWZ	

BROADCASTING STATIONS

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issue of STANDARD RATE and DATA.

ALABAMA

Population 2,895,000

Number of Families 640,720

Number of Radio Homes 293,940

Retail Sales \$337,217,000

Auto Registrations 297,292

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts.

OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc.* BUSINESS ADDRESS: Protective Life Bldg. STUDIO ADDRESS 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON THE AIR: Full daytime schedule; alternate night schedule (with KVOO). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

PERSONNEL

President & Genl. Mgr. Thad Holt
Commercial Manager Dewey Long

POLICIES

Has been taking beer and light wine accounts but no hard liquor.

REPRESENTATIVE

Radio Sales

* New operating company known as Voice of Alabama, Inc., (with CBS owning 45 per cent of the stock) scheduled to take over this station as lessees. Up to the time of going to press the FCC had not yet granted its permission.

WBRC

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSI-

NESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

PERSONNEL

President K. G. Marshall
Commercial Manager K. G. Marshall
Ass't Manager John M. Connolly
Station Manager J. C. Bell
Sales Manager J. C. Bell
Musical Director W. D. Rushing
Chief Engineer J. C. Bell

POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

WSGN

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 2184. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald, NEWS

SERVICE: International News Service; **TRANSCRIPTION SERVICE:** World Broadcasting System.

PERSONNEL

V-P. and Gen. Mgr.....Henry P. Johnston
Chief Engineer.....P. B. Cram
Program Director.....Bob McRaney
Production Manager.....Ira Leslie

POLICIES

Accept beer, but not whiskey—foreign language when English version is furnished.

Merchandise via mail letters to trade, contact accounts, at cost to sponsor — have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

REPRESENTATIVE

Kelly Smith Company

WMFO

"HEART OF THE TENN. VALLEY"
DECATUR—EST. 1935

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. **POWER:** 100 watts. **OWNED BY:** James R. Doss, Jr. **OPERATED BY:** James R. Doss, Jr. **BUSINESS ADDRESS:** 418½ Second Ave. **PHONE:** Decatur 1010. **STUDIO ADDRESS:** 418½ Second Ave. **TRANSMITTER LOCATION:** 418½ Second Ave. **TIME ON THE AIR:** 6:00 A.M. to local sunset. **NEWSPAPER AFFILIATIONS:** Birmingham Post, Southern Radio News (Cooperative only). **NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System.

PERSONNEL

President.....James R. Doss, Jr.
Commercial Manager.....R. H. Albright
Advertising Manager.....Ted R. Woodard
Artists' Bureau Head.....M. E. Summer
Chief Announcer.....A. M. Smith
Station Manager.....Ted R. Woodard
Sales Manager.....R. H. Albright
Publicity Director.....Ted R. Woodard
Musical Director.....Cois Lowery
Chief Engineer.....Rex White

POLICIES

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail and Newspaper listings. Also advance "Plugs" from Station.

REPRESENTATIVE

J. J. Devine & Assoc.

WAGF

"THE TRI-STATES STATION"
DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. **POWER:** 250 watts. **OWNED BY:** Dothan Broadcasting Co. **OPERATED BY:** Dothan Broadcasting Co. **BUSINESS ADDRESS:** 204½ E. Main St. **PHONE:** 1430. **STUDIO ADDRESS:** 204½ E. Main St. **TRANS-**

MITTER LOCATION: S. E. Ala. Fairgrounds. **TIME ON THE AIR:** 8:00 A.M. to local sunset. **NEWS SERVICE:** Transradio Press.

PERSONNEL

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Chief Announcer.....Samuel Hall
Chief Engineer.....John T. Hubbard

POLICIES

Does not accept liquor Announcements. Wines and Beer accepted. No Foreign language element in this territory.

No special merchandising policies.

REPRESENTATIVE

J. J. Devine & Assoc.

WJBY

GADSDEN—EST. 1928

FREQUENCY: 1210 Kc. **POWER:** 250 watts. d.; 100 watts. n. **OWNED BY:** Gadsden Broadcasting Co., Inc. **OPERATED BY:** Gadsden Broadcasting Co., Inc. **BUSINESS ADDRESS:** 108 Broad St. **PHONE:** 88. **STUDIO ADDRESS:** 108 Broad St. **TRANSMITTER LOCATION:** 108 Broad St. **TIME ON THE AIR:** 7:00 A.M. to 9:30 P.M. **NEWS SERVICE:** Transradio Press. **TRANSCRIPTION SERVICE:** NBC The-saurus.

PERSONNEL

President.....B. H. Hopson
Commercial Manager.....J. W. Buttram
Advertising Manager.....J. W. Buttram
Station Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Publicity Director.....Ed. Mullinax
Chief Engineer.....Vernon Story

POLICIES

No liquor advertising accepted. Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

REPRESENTATIVE

Norman Craig, N. Y., and Sears & Ayer, Chicago

WBHP

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"
HUNTSVILLE—EST. 1937

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. **POWER:** 100 Watts. **OWNED BY:** W. H. Pollard. **OPERATED BY:** W. H. Pollard. **BUSINESS ADDRESS:** Time's Bldg. **PHONE:** 313. **STUDIO ADDRESS:** Time's Bldg. **TRANSMITTER LOCATION:** 1½ miles west of Huntsville. **MAINTAINS ARTISTS' BUREAU.** **TIME ON THE AIR:** 7:00 A.M. to 9:00 P.M. **NEWS SERVICE:** Transradio Press.

PERSONNEL

President.....W. H. Pollard
Commercial Manager.....John C. Hughes
Advertising Manager.....John S. Allen

Artists' Bureau Head Weston Britt
 Chief Announcer Vance Brooks
 Station Manager W. H. Pollard
 Sales Manager John S. Allen
 Musical Director Weston Britt
 Chief Engineer M. C. Davie, Jr.

Treasurer and Gen. Mgr. Howard E. Pill
 Sales Manager John B. DeMotte
 Publicity Director M. E. Price
 Musical Director E. Caldwell Stewart
 Chief Engineer S. G. Persons

POLICIES

Does not accept liquor or foreign language programs.

REPRESENTATIVE

J. J. Devine & Assoc.

WALA

MOBILE—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1380 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: W. O. Pape.
 OPERATED BY: Pape Broadcasting Company.
 BUSINESS ADDRESS: 106 St. Joseph St.
 PHONE: Dexter 5893-4. STUDIO ADDRESS:
 106 St. Joseph St. TRANSMITTER LOCATION:
 Mobile. TIME ON THE AIR: 7:00 A.M. to 11:00
 P.M. MAINTAINS ARTISTS' BUREAU. TRAN-
 SCRIPTON SERVICE: NBC Thesaurus.

PERSONNEL

General Manager W. O. Pape
 Assistant Manager J. H. Hunt
 Artists' Bureau Head H. J. Grant
 Sales Manager H. K. Martin
 Musical Director H. J. Grant
 Chief Engineer R. H. Cole
 Chief Announcer H. J. Grant

POLICIES

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

WSFA

"ALABAMA'S CAPITAL CITY STATION"
MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1410 Kc. POWER: 1000 watts,
 d.; 500 watts, n. OWNED BY: Montgomery
 Broadcasting Co., Inc. OPERATED BY: Mont-
 gomery Broadcasting Co., Inc. BUSINESS
 ADDRESS: Jefferson Davis Hotel. PHONE:
 Cedar 5880. STUDIO ADDRESS: Jefferson
 Davis Hotel. TRANSMITTER LOCATION:
 Jefferson Davis Hotel. TIME ON THE AIR:
 6:30 A.M. to 11:00 P.M. NEWS SERVICE: In-
 ternational News Service, Transradio Press.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President S. G. Persons
 Commercial Manager H. E. Pill
 Advertising Manager H. E. Pill
 Chief Announcer E. Caldwell Stewart

POLICIES

No foreign language programs accepted.

Merchandising features: All mailing at clients' expense; Advertising department will detail man for dealer contacts when requested; Broadside of announcements preceding inaugural of new series of programs, giving time of program, features, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

WHBB

"HEART OF THE BLACK BELT"
SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts.
 OWNED BY: Selma Broadcasting Co. OP-
 ERATED BY: Same. BUSINESS ADDRESS:
 Box 26. PHONE: 1233. STUDIO ADDRESS:
 31 Edgewood. TRANSMITTER LOCATION:
 Highway 80 (2 miles from town). TIME ON
 THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited).
 NEWS SERVICE: International News Service.
 TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager W. J. Reynolds, Jr.
 Commercial Manager W. J. Reynolds, Jr.
 Advertising Manager L. D. Yates
 Chief Announcer W. A. Coleman
 Sales Manager L. D. Yates
 Chief Engineer Homer Johnson

POLICIES

No stated special policies.

REPRESENTATIVE

J. J. Devine & Assoc.

WMSD

"THE NEWS STATION"
SHEFFIELD—EST. 1933

FREQUENCY: 1420 Kc. POWER: 100 watts.
 OWNED BY: Muscle Shoals Broadcasting
 Corp. OPERATED BY: Muscle Shoals Broad-
 casting Corp. BUSINESS ADDRESS: Sheffield
 Hotel. PHONE: 821. STUDIO ADDRESS: Shef-
 field Hotel. TRANSMITTER LOCATION:
 Muscle Shoals City. TIME ON THE AIR: 6:30
 A.M. to 10:00 P.M. NEWS SERVICE: Trans-
 radio Press. TRANSCRIPTION SERVICE: NBC
 Thesaurus.

PERSONNEL

President Mrs. E. L. Chapman
 Advertising Manager Joe Van Sandt
 Artists' Bureau Head Beulah Sutton
 Chief Announcer James Connolly
 Station Manager Joe Van Sandt
 Publicity Director Beulah Sutton
 Musical Director Beulah Sutton
 Chief Engineer Bill Atkinson

POLICIES

All advertising for Alcoholic Beverages and Medicines must be checked 24 hours in advance by the Station or Office Manager.

REPRESENTATIVE

J. J. Devine & Assoc., Inc.

WJRD

"BRIGHTEST DAY TIME SPOT ON YOUR DIAL"

TUSCALOOSA—EST. 1936
ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 393. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug

Factory Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Director.....James R. Doss, Jr.
Commercial Manager.....J. L. Doss
Advertising Manager.....J. L. Doss
Chief Announcer.....Gerald Little
Program and Production
Manager.....Wilhelmina Quarles
Sales Manager.....J. L. Doss
Musical Director.....Wilhelmina Quarles
Chief Engineer.....E. H. Eudy

POLICIES

Local law prohibits liquor advertisements. WJRD does not participate in promotional advertising, or schemes of any kind.

REPRESENTATIVE

J. J. Devine & Assoc.

ARIZONA

Population 412,000

Number of Families 98,780

Number of Radio Homes 72,090

Retail Sales \$121,083,000

Auto Registrations 115,035

KCRJ

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

POLICIES

Spanish staff service available for Spanish programs.

KSUN

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933
ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

President.....James S. Maffeo

Commercial Manager.....R. B. Thompson
Station Manager.....Carleton W. Morris
Sales Manager.....R. B. Thompson
Chief Engineer.....David C. Karbach

POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

REPRESENTATIVE

John Blair & Company

KOY

PHOENIX—EST. 1921 (as KFCB)
1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12th St. & Camelback Rd. TIME ON THE AIR: 6:30 A.M. to 11:45 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service, Langlois-Wentworth.

PERSONNEL

President William A. Baldwin
Business Manager J. D. Schreiber
Artists' Bureau Head Roberta Bragdon
Chief Announcer Joe Dana
Program Director Jack Williams
Station Manager Fred A. Palmer
Sales Manager Chas. Kennedy
Publicity Director Lucille Braine
Musical Director Ralph Waldo Emerson
Chief Engineer E. E. Alden

POLICIES

Policy on liquor advertising maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

Publicity given in Phoenix Chat (local shop-pers guide) in which KOY schedule is printed weekly.

REPRESENTATIVE

John Blair & Company

KTAR

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (Evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library Service, NBC Thesaurus, Standard Radio Library and MacGregor Library.

PERSONNEL

President Sam Kahan
Station Manager Richard O. Lewis
Commercial Manager J. R. Heath
Artists' Bureau Head Fay Meyerson
Publicity Director Hal Roach
Musical Director Howard Pyle
Chief Engineer Arthur Anderson

POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest

Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Paid listing of program in morning and evening Phoenix newspapers. Announcements regarding program time and sponsor on the air prior to program time. Other services depending on type of program and job to be done in a merchandising way.

REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

KGAR

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts. n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: Sixth Ave. & 12th St. PHONE: Tucson 918. STUDIO ADDRESS: Sixth Ave. & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Lang-Worth Feature Programs.

PERSONNEL

President-General Mgr. Frank Z. Howe

POLICIES

All programs, talks and announcements are subject to station approval.

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)
Walter Biddick Co. (Coast)

KVOA

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co., OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2888. PHONE: 3703. STUDIO ADDRESS: Albert Steinfeld & Co. Bldg., Pennington and Stone. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press (in cooperation with the Arizona Daily Star). TRANSCRIPTION SERVICE: C. P. MacGregor & Co.

PERSONNEL

President Harold Steinfeld
Station Manager R. B. Williams
Publicity Director Carl C. Hickman
Musical Director Carl C. Hickman
Chief Engineer Leonard L. Nalley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

KUMA

"THE VOICE OF YUMA COUNTY"

YUMA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: A. H. Schermann. OPERATED BY: E. B. Sturdivant d/b Silver Crest Theaters. BUSINESS ADDRESS: P. O. Box 1871. PHONE: 88. STUDIO ADDRESS: Lee Hotel

Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7-9 A.M.—11-2 P.M.—6-10 P.M. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Station Manager.....E. N. Sturdivant
Chief Announcer.....D. E. Bennett
Chief Engineer.....Ted H. Kieling

POLICIES

Advertises beer, wine, but not whiskey. Merchandising: Help with direct mail provided sponsor furnishes material. Tie-up with Yuma Daily Sun to carry program publicity, etc.

REPRESENTATIVE

Walter Biddick Co.

ARKANSAS

Population 2,048,000

Number of Families 479,380

Number of Radio Homes 213,410

Retail Sales \$240,724,000

Auto Registrations 217,227

KLCN

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: C. L. Lintzenich. OPERATED BY: Same. BUSINESS ADDRESS: Sec. & Walnut. PHONE: 123-122. STUDIO ADDRESS: 203 Main. TRANSMITTER LOCATION: Sec. & Walnut. TIME ON THE AIR: 9:00 A.M. to 5:00 P.M. NEWS SERVICE: Local news.

PERSONNEL

Owner and Operator.....C. L. Lintzenich
Advertising Manager.....C. L. Lintzenich
Chief Announcer.....A. J. Bishop
Publicity Director.....John Burns
Chief Engineer.....C. L. Lintzenich

POLICIES

No stated special policy.

KELD

"IN TUNE WITH SOUTH ARKANSAS"

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: P.O. Box 610 Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....R. E. Meinert
Commercial Manager.....F. E. Bolls
Advertising Manager.....T. P. Thompson
Chief Announcer.....Leon Sipes
Station Manager.....F. E. Bolls
Publicity Director.....Leon Sipes
Musical Director.....Rodney Smith
Chief Engineer.....Charles Matthis, Jr.

POLICIES

Does not broadcast liquor announcements. Station publishes house organ at regular intervals to aid in merchandising commercials.

KFPW

"THE FRIENDLY STATION"

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. Transradio Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio & World Broadcasting System. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....John A. England
Commercial Manager.....Jimmie Barry
Advertising Manager.....Jimmie Barry

Artists Bureau Head.....A. E. Hall
 Station Manager.....Dorothy A. Gibson
 Sales Manager.....J. Barry
 Publicity Director.....Paul E. Nelson
 Musical Director.....Alton Blake
 Chief Engineer.....L. Willard Doane

POLICIES

Does not accept liquor accounts. Beer is accepted. No foreign language accounts. Closing time for programs in advance. No time sold in bulk for re-sale.

Merchandising aids through news tie-ups and specially arranged services.

KT HS

"KUM-TO-HOT SPRINGS"
HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Hot Springs. PHONE: 212-3. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Hot Springs New Era and Sentinel Record. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....S. A. Kemp
 Station Manager.....S. A. Cisler
 Commercial Manager.....H. A. Shuman
 Chief Engineer.....J. Clinton Norman

POLICIES

No liquor advertising.
 Advance announcements gratis on programs.
 Dealer contacts by arrangement.

REPRESENTATIVE

Gene Furgason & Co.

KB TM

"N. E. ARKANSAS' FRIENDLY VOICE"
JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. J. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M. to 6:30 P.M. (summer). NEWS SERVICE: Transradio News.

PERSONNEL

President.....W. J. Beard
 Commercial Manager.....Jay P. Beard
 Advertising Manager.....Jay P. Beard
 Chief Announcer.....Frank Keegan
 Station Manager.....Jay P. Beard
 Publicity Director.....Fred McGhee
 Chief Engineer.....J. D. Miller

POLICIES

A minimum of liquor advertising is accepted on week days. None accepted on Sunday.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

K ARK

LITTLE ROCK—EST. 1930

NBC (RED and BLUE)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS 212 Cedar. PHONE: 2-1841. STUDIO ADDRESS: 212 Center. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. Facilities for recording on acetate.

PERSONNEL

V-P. and Gen. Mgr.....G. E. Zimmerman
 Station Manager.....Larry Meinert
 Commercial Manager.....C. K. Beaver
 Chief Announcer.....Jack Lewis
 Sales Manager.....C. K. Beaver
 Musical Director.....Thomas Morrisey
 Chief Engineer.....Dan Winn

POLICIES

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up.

REPRESENTATIVE

Edward Petry & Company

KG HI

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

PERSONNEL

Manager.....R. G. Terrill
 Program Director.....Henry Frick
 Chief Engineer.....K. F. Tracy

POLICIES

Advertising of alcoholic beverages accepted.

KLRA

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: Press-Radio News, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President..... A. L. Chilton
Commercial Manager..... S. G. Vinsonhaler
Chief Announcer..... Frank Hennessey
Station Manager..... S. C. Vinsonhaler
Sales Manager..... Ray Lang
Publicity Manager..... Ray Lang
Musical Director..... Alleene Ables
Chief Engineer..... K. F. Tracy

POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

REPRESENTATIVE

E. Katz, Special Adv. Agency.

KOTN

"COTTON CENTER OF ARKANSAS"

PINE BLUFF—EST. 1934

ARKANSAS NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to local sunset. TRANSCRIPTION SERVICE: C. P. McGregor.

PERSONNEL

President..... B. J. Parrish
Commercial Manager..... R. W. Etter
Station Manager..... B. J. Parrish
Musical Director..... Lucille Grubbs
Chief Engineer..... J. R. Whitworth

POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

KUOA

"VOICE OF THE OZARKS"

SILOAM SPRINGS—EST. 1922

FREQUENCY: 1260 Kc. Power: 5000 Watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. TRANSMITTER LOCATION: 1 mile west of Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

PERSONNEL

Chairman of Board..... John E. Brown
President..... Richard Hodges
Commercial Manager..... Storm Whaley
Station Manager..... C. M. Books
Musical Director..... Reginald W. Martin
Chief Engineer..... J. L. Miller

POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

REPRESENTATIVE

Howard H. Wilson Co.

KCMC

"SERVING TEXARKANA AND THE 4 STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

TEXARKANA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President..... C. E. Palmer
General Manager..... Foster W. Fort
Artists Bureau Head..... Georgene Wilson
Chief Announcer..... Thomas Dillahunty
Musical Director..... R. W. Siler
Chief Engineer..... W. H. Robison

POLICIES

Liquor accounts are not solicited but will be taken if the word whiskey or liquor is not used in the copy . . .

Merchandising: Maintains a staff to see that the local trade makes the most of the spot programs of the manufacturer and advertiser.

REPRESENTATIVE

H. K. Conover Company

CALIFORNIA

Population 6,154,000

Number of Families 1,721,310 Number of Radio Homes 1,648,410

Retail Sales \$2,329,009,000 Auto Registrations 2,327,984

KERN

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station Manager.....Robert L. Stoddard
Sales Manager.....Robert L. Stoddard
Publicity Director.....Philip McHugh
Chief Engineer.....Verne Shatto

POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

REPRESENTATIVE

Paul H. Raymer Co.

KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Box 1709. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, MacGregor.

PERSONNEL

President.....F. G. R. Schamblin
Commercial Manager.....E. McCaffrey

Chief Announcer.....C. C. Sturm
Station Manager.....L. A. Schamblin
Musical Director.....C. C. Sturm
Chief Engineer.....L. P. Jarvis

POLICIES

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

REPRESENTATIVE

John Blair & Company

KRE

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2337 Shattuck Ave. PHONE: Berkeley 7713; Ashberry 7713. STUDIO ADDRESS: 2337 Shattuck Ave. TRANSMITTER LOCATION: Ashby Ave. & East Shore Highway. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (except week of frequency tests). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager.....Arthur Westlund
Commercial Manager.....M. Donald Hambly
Advertising Manager.....M. Donald Hambly
Chief Announcer.....M. Donald Hambly
Sales Manager.....Arthur Westlund
Publicity Director.....Frederick Macpherson
Musical Director.....Harold S. Hawley
Chief Engineer.....K. Gordon Morrison

POLICIES

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other

promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

KMPC

"THE STATION OF THE STARS"
BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....C. A. Richards
 Station Manager.....Leo B. Tyson
 Sales Manager.....Leo B. Tyson
 Publicity Director.....Edith E. Black
 Commercial Manager.....Leo B. Tyson
 Chief Announcer.....Matt Murray
 Musical Director.....Oliver Alberti
 Chief Engineer.....Roger Love

POLICIES

Accept beer and wine. No hard liquors, or no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

REPRESENTATIVE

Howard H. Wilson Co.

KHSL

"VOICE OF THE GOLDEN EMPIRE"
CHICO—EST. 1935

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2nd & Flume Sts. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

PERSONNEL

President and Gen'l Mgr.....Harold Smithson
 Chief Announcer.....Don Honsdel
 Musical Director.....Max Sypher
 Chief Engineer.....Charles Sherburne

POLICIES

No liquor ads accepted excepting approved beer advertising. No foreign language programs.

Will distribute window cards and contact advertisers local customers and generally assist the advertiser with their customers to promote business and better business for both.

REPRESENTATIVE

Will accept from reputable station representatives. No exclusive representative appointed.

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
 DON LEE BROADCASTING SYSTEM
 FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

PERSONNEL

Manager.....F. M. Bowles

REPRESENTATIVE

John Blair & Co.

KIEM

"THE VOICE OF THE REDWOODS"
EUREKA—EST. 1933

MUTUAL—DON LEE
 FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World, MacGregor, Titan.

PERSONNEL

Station Manager.....Wm. B. Smullin

POLICIES

Accepts only beer and wine liquor accounts. Merchandising including securing of dealers on sustained accounts.

REPRESENTATIVE

John Blair & Company

KARM

"VOICE OF CENTRAL CALIFORNIA"
FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: Fresno. STUDIO ADDRESS: Fresno. TRANSMITTER LOCATION: Fresno. TIME ON THE AIR: Full Time License.

PERSONNEL

President.....George Harm.
 Station Manager.....Lou Keplinger
 Program Director.....Dick Wegener
 Chief Engineer.....John Scales

No further information available at time of going to press. Outlet went on the air officially and joined CBS late in Jan.

REPRESENTATIVE

Walter Biddick Co. (Coast)

K M J

FRESNO—EST. 1922

NBC (RED AND BLUE) CRS

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

PresidentGuy Hamilton
Commercial ManagerHoward Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station ManagerKeith Collins

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. All programs subject to acceptance of station management and must conform to station policy and government regulations. Only station announcers allowed at the microphone.

Maintains a merchandising service for advertisers.

REPRESENTATIVES

Paul H. Raymer Co.

K I E V

GLENDALE—EST. 1933

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: Daytime to local sunset.

PERSONNEL

PresidentDavid H. Cannon
General ManagerL. W. Peters

POLICIES

Advertising of alcoholic beverages accepted.

K F W B

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

HOLLYWOOD—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Warner Bros.

Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. Associated Music. MAINTAINS ARTISTS BUREAU.

PERSONNEL

PresidentJ. L. Warner
Station ManagerHarry Maizlish
Chief AnnouncerHarry Hall
Sales ManagerC. C. Mittendorf
Publicity DirectorIrving Parker
Musical DirectorLeon Leonardi
Chief EngineerHarry Myers

POLICIES

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

K M T R

"TOP OF THE DIAL"

HOLLYWOOD—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 1:00 P.M.

PERSONNEL

PresidentVictor E. Dalton
General ManagerVictor E. Dalton
Asst. General ManagerKenneth O. Tinkham
Production ManagerRudy Cornell
Musical DirectorSalvatore Santaella
Chief TechnicianCarrol Hauser

POLICIES

Station does not accept patent medicine or medical advertising. Beer and wine advertising accepted; hard liquor advertising accepted only after 10:00 P.M. Station does not accept advertising for stock-selling companies, lotteries, fortune tellers or astrologists. Station accepts foreign language programs.

REPRESENTATIVE

J. J. Devine & Assoc.

THE value of radio time on any station is determined by the effectiveness of its programs. A station's audience is developed and held by the quality and appeal of its programs.

KFWB programs are produced in the world's largest motion picture studios. No other station has a greater source of outstanding program talent and material than KFWB.

"IN THE HEART OF HOLLYWOOD"

K F W B

Warner Bros. Broadcasting Corporation
Los Angeles, California

KEY STATION OF THE CALIFORNIA RADIO SYSTEM

National Representatives

Transamerican Broadcasting and Television Corp.

NEW YORK

CHICAGO

HOLLYWOOD

KFOX

"WHERE YOUR SHIP COMES IN"

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 Watts.
OWNED BY: Hal G. Nichols. OPERATED BY:
Same. BUSINESS ADDRESS: 220 E. Anaheim
St. PHONE: 672-81. STUDIO ADDRESS: 220
E. Anaheim St. TRANSMITTER LOCATION:
Same. TIME ON THE AIR: 5:00 A.M. to 12:00
Midnight. NEWS SERVICE: Associated Press,
United Press, International News Service and
local news. TRANSCRIPTION SERVICE: Stand-
ard Radio, C. P. MacGregor.

PERSONNEL

President Hal G. Nichols
Commercial Manager..... Lawrence W. McDowell
Advertising Manager..... Lawrence W. McDowell
Station Manager..... Hal G. Nichols
Sales Manager..... Lawrence W. McDowell
Publicity Director..... Frank Goss
Musical Director..... Rolly Wray
Chief Engineer..... Lawrence B. Weston

POLICIES

Beer and light wines only—no hard liquor.
Accepts foreign language accounts.

REPRESENTATIVE

Joseph Hershey McGillvra, Walter Biddick Co.

KGER

"NEWS ON THE HOUR—EVERY HOUR"

LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts.
OWNED BY: Consolidated Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Dobyns Footwear Bldg. PHONE: 660-41. STU-
DIO ADDRESS: Dobyns Footwear Bldg., and
Hotel Clark. TRANSMITTER LOCATION: North
Long Beach. TIME ON THE AIR: 6:00 A.M. to
midnight. NEWS SERVICE: Transradio Press
and local News. TRANSCRIPTION SERVICE:
World Broadcasting System, Standard Radio,
NAB Transcriptions.

PERSONNEL

President C. Merwin Dobyns
Commercial Manager..... John A. Dobyns
Business Manager Tom Hunter
Station Manager C. Merwin Dobyns
Chief Announcer Victor Eckland
Musical Director Helene Smith
Publicity Director Lee Wynne
Chief Engineer Jay Tapp

POLICIES

Foreign language are accepted and will be
prepared by a special foreign language de-
partment, if so desired. Advertising of alco-
holic beverages accepted but only with copy
and time acceptable to station. All such con-
tracts subject to immediate cancellation. Sta-

tion reserves the right to refuse or revise all
programs. Programs must conform to station
rules and all other regulations.

REPRESENTATIVE

Howard H. Wilson Company

KECA

LOS ANGELES—EST. 1929

NATIONAL BROADCASTING CO.

FREQUENCY: 1430 Kc. POWER: 5000 watts.
OWNED BY: Earle C. Anthony. OPERATED
BY: Same. BUSINESS ADDRESS: 1000 S.
Hope St. PHONE: Richmond 6111. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
82nd St. & Compton Ave. TIME ON THE AIR:
7:00 A.M. to midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICE:
NBC Thesaurus.

PERSONNEL

President..... Earle C. Anthony
Commercial Manager..... Carl Haverlin
Merchandising Manager..... Karl Kellogg
Station Manager..... Harrison Hollivay
Publicity Director..... Bernard Smith
Chief Engineers Curtis Mason,
H. L. Blatterman

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Company

KEHE

"THE PERSONALITY STATION"

LOS ANGELES—EST. 1925

FREQUENCY: 780 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Hearst Radio,
Inc. OPERATED BY: Hearst Radio, Inc. BUSI-
NESS ADDRESS: 141 No. Vermont. PHONE:
Exposition 1341. STUDIO ADDRESS: 141 No.
Vermont. TRANSMITTER LOCATION: (Near
Baldwin Hills) 2951 Moynier Lane. TIME ON
THE AIR: (daily) 6:00 A.M. to midnight; (Sun-
day) 7:00 A.M. to midnight. NEWSPAPER
AFFILIATIONS: Los Angeles Evening Herald
and Express. NEWS SERVICES: International
and Universal Services. TRANSCRIPTION
SERVICES: Associated Library and C. P.
MacGregor.

PERSONNEL

Station Manager Jack Gross
Musical Director Claude Sweeten
Chief Announcer George Irwin
Program Director Al Poska
Chief Engineer..... Fred Ragsdale

POLICIES

Light wines and beer acceptable. Liquor ac-
ceptable only after 10 P.M. No foreign lan-
guage programs.

Merchandising service available upon re-
quest.

REPRESENTATIVE

Hearst Radio, Inc.

KFI 50,000 WATTS
640 KILOCYCLES
N. B. C. RED



KECA - 5000 WATTS
1430 KILOCYCLES
N. B. C. BLUE

Paul C. Anthony, Inc.

LOS ANGELES • • • CALIFORNIA

EDWARD PETRY & CO.

National Sales Representatives

KFAC

"HOME, CHURCH AND SCHOOL"
LOS ANGELES

FREQUENCY: 1300 Kc. POWER: 1000 Watts.
OWNED BY: E. L. Cord. OPERATED BY:
Los Angeles Broadcasting Co. BUSINESS
ADDRESS: 645 So. Mariposa. PHONE: Fitz-
roy 1234. STUDIO ADDRESS: 645 So. Mari-
post. TRANSMITTER LOCATION: Adohr Milk
Farm, 18th & La Cienega. TIME ON THE AIR:
24 hours daily, 3 to 5 A.M. (Wed.) NEWS-
PAPER AFFILIATION: Los Angeles Times: NEWS
SERVICE: United Press.

PERSONNEL

President.....Don P. Smith
Chief Announcer.....Robert Swan
Station Manager.....Calvin J. Smith
Musical Director.....Gino Severi

POLICIES

No hard liquor advertising. Beer and wine
advertising after 10 P.M. only. No foreign
language programs. No medical advertising.

KFI

LOS ANGELES—EST. 1922
NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000
watts. OWNED BY: Earle C. Anthony. OP-
ERATED BY: Same. BUSINESS ADDRESS: 1000
S. Hope St. PHONE: Richmond 6111. STUDIO
ADDRESS: Same. TRANSMITTER LOCATION:
Buena Park. TIME ON THE AIR: 7:00 A.M.
to midnight. NEWS SERVICE: United Press.
TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Earle C. Anthony
Commercial Manager.....Carl Haverlin
Station Manager.....Harrison Holliday
Publicity Director.....Bernard Smith
Chief Engineers.....Curtis Mason.
H. L. Blatterman

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Company

KFSG

LOS ANGELES

FREQUENCY: 1120 Kc. POWER: 2500 Watts.
d.; 500 Watts, n. OWNED BY: Echo Park
Evangelistic Association. OPERATED BY: Echo
Park Evangelistic Association. TIME ON THE
AIR: Shares Time with KRKD.

POLICIES

Station does not sell time.

KFVD

"CENTER OF THE DIAL"
LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts.
OWNED BY: Standard Broadcasting Co. OP-
ERATED BY: Same. BUSINESS ADDRESS: 338
S. Western. PHONE: Fitzroy 6346. STUDIO
ADDRESS: 338 S. Western. TRANSMITTER
LOCATION: Culver City. TIME ON THE AIR:
6:00 A.M. to local sunset. 10:00 P.M. to 4:00
A.M. NEWS SERVICE: United Press.

PERSONNEL

President.....Frank Burke
Station Manager.....Frank Burke
Sales Manager.....C. E. Watts
Chief Engineer.....Jack Smithson

POLICIES

Will not accept any liquor or beer account.

KGFJ

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Ben S. McGlashan. OPERATED
BY: Ben S. McGlashan. STUDIO ADDRESS:
1417 S. Figueroa St. PHONE: Prospect 2434.
TRANSMITTER LOCATION: Washington and
Oak Sts. TIME ON THE AIR: Full Time Li-
cense. NEWS SERVICE: International News
Service. TRANSCRIPTION SERVICE: C. P.
MacGregor; Titan Production Co.; Associated
Recorded Program Service; Standard Radio.

PERSONNEL

Manager.....Ben S. McGlashan
Assistant Manager.....H. Duke Hancock
Chief Engineers.....Al Weinert,
Charles Whitney.
Program Director.....Al Dahlstrum

POLICIES

Beer and wine accounts accepted, but no
hard liquor, nor patent medicines. Commer-
cials limited according to length of program.
Foreign language accounts (Spanish) taken.
All copy subject to approval of Better Busi-
ness Bureau.

REPRESENTATIVE

Cox & Tanz

KHJ

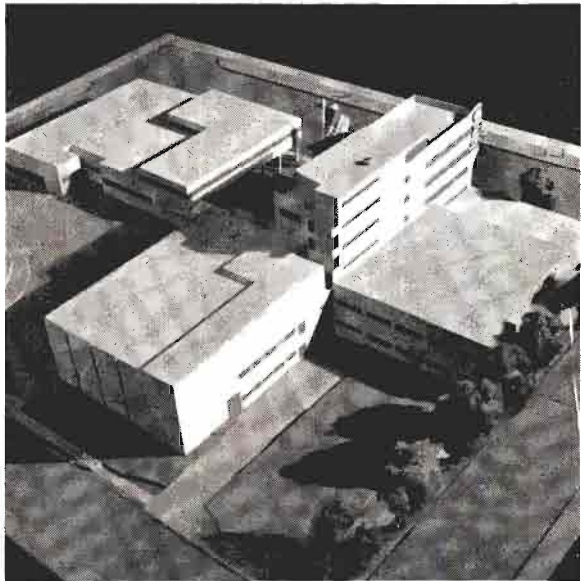
"KINDNESS, HAPPINESS AND JOY"
LOS ANGELES—EST. 1932
MUTUAL & DON-LEE BROADCASTING
SYSTEM

FREQUENCY: 900 Kc. POWER: 5000 Watts,
1000 Watts, n. OWNED BY: Don-Lee Broad-
casting System. OPERATED BY: Same. BUSI-
NESS ADDRESS: Seventh & Bixel Sts.; 1076
W. 7th St. PHONE: VA. 7111. STUDIO AD-
DRESS: Seventh & Bixel Sts., 1076 W. 7th St.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00

There is a distinguished new address on the Pacific Coast—"COLUMBIA SQUARE, Hollywood." KNX and the CBS West Coast Division have a magnificent new studio and office structure there, of modern-functional design. New production facilities of unequalled beauty and utility are available to all CBS clients on the Pacific Coast. And from this address speed programs for Columbia's many millions of listeners from coast to coast.

"COLUMBIA SQUARE, HOLLYWOOD"

KNX



50,000 WATTS — OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY RADIO SALES — NEW YORK • CHICAGO • DETROIT • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President Thomas Lee
 Station Manager Lewis Allen Weiss
 Commercial Manager Thayer Ridgway
 Advertising Manager Richard Webster
 Chief Announcer James Burton
 Sales Manager Thayer Ridgway
 Publicity Director Bud Rutherford
 Musical Directors

Frederick Stark & David Broekman
 Chief Engineer Frank Kennedy

POLICIES

Will take beer and wine.

Merchandising plan: Theater trailers in five downtown theaters, lobby cards in theaters. 8 x 10 ads in the following papers; L. A. Daily News, L. A. Downtown Shopping News, L. A. Evening News, Hollywood Shopping News.

REPRESENTATIVE

John Blair & Company

KNX

"THE VOICE OF HOLLYWOOD"

LOS ANGELES—EST. 1924

COLUMBIA BROADCASTING SYSTEM
 FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6125 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 2484. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Now at Sherman Oaks, after March to be at Hawthorne Ave. and 190th St. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. ARTISTS BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Music Service.

PERSONNEL

President William S. Paley
 Commercial Manager Harry W. Witt
 Advertising Manager E. W. Buckalew
 Artists Bureau Head Arthur Rush
 Chief Announcer Don Forbes
 Station Manager Donald W. Thornburgh
 Sales Manager Harry W. Witt
 Publicity Director Hal Rorke
 Musical Director Wilbur Hatch
 Chief Engineer Lester Bowman

POLICIES

No liquor advertising accepted. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station. Lectures and Talks (except political talks) are not

accepted between the hours of 6:00 P.M. and 12:00 midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 P.M. (Other restrictions same as CBS network.)

Merchandising: Individualized service supplants routine merchandising assistance; every product is considered a new exploitation opportunity. A complete publicity department is maintained rendering plus service for sponsors and their products.

REPRESENTATIVE

Radio Sales Corp.

KRKD

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 Watts. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 312 Spring Arcade. PHONE: Madison 2281 & FI 0514. STUDIO ADDRESS: 312 Spring Arcade. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: (Mon., Tues., Wed., Thurs. & Sat.) 6:00 A.M. to 7:45 P.M. (Friday) 6:00 A.M. to midnight. (Sunday) 6:30 A.M. to 10:30 A.M.—12:30 P.M. to 3:00 P.M. & 4:00 P.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Daily News, Evening News. NEWS SERVICE: United Press.

PERSONNEL

President Frank P. Doherty
 Commercial Manager John A. Driscoll
 Chief Announcer Howard R. Bell
 Station Manager John A. Driscoll
 Sales Manager John A. Driscoll
 Publicity Director Joe Micciche
 Musical Director Howard R. Bell
 Chief Engineer Willis O. Freitag

POLICIES

Does not solicit any liquor or foreign language accounts.

Maintains a promotion department that aids accounts in conducting special sales or events.

KYOS

"YOUR STATION"

MERCED—EST. 1936

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Working arrangements with Merced Sun Star, Turlock Daily Journal, Madera Tribune. TRANSCRIPTION SERVICE: NBC Theasaurus, Standard Radio Library.

PERSONNEL

President Ray McClung
Commercial Manager Norman Schwartz
Chief Announcer Charles Foll
Station Manager M. F. Woodling
Sales Manager M. F. Woodling
Publicity Director Charles Foll
Chief Engineer John W. Crews

POLICIES

No mention of names or prices on hard liquors.

Foreign language programs allowed; no duplicate announcements in English; cash in advance.

REPRESENTATIVE

Walter Biddick Co.—West Coast

KTRB

“VOICE OF CENTRAL CALIFORNIA”
MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: T. R. McTammany and Wm. H. Bates, Jr. BUSINESS ADDRESS: McHenry and Sylvan Aves. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: Sunrise to sunset. NEWSPAPER AFFILIATIONS: Oakdale Enterprise, Jamestown Enterprise. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: MacGregor and Sollie.

PERSONNEL

Station Manager T. R. McTammany

POLICIES

Only beer and wine accounts accepted. All programs and announcements are subject to the owner's approval and the Federal Communications Commission regulations.

REPRESENTATIVES

Walter Biddick Co. and Cox & Tanz

KDON

“THE MONTEREY BAY STATION”
MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS-PAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. McGregor, Inc.

PERSONNEL

President Allen Griffin
Commercial Manager H. V. Walters

Chief Announcer Cecil Lynch
Station Manager Howard V. Walters
Sales Manager Howard V. Walters
Publicity Director Cecil Lynch
Chief Engineer Bill Crabbe, Jr.

POLICIES

Takes wine and beer advertising.

Merchandising aids through movie trailers (when furnished by advertiser), letters to the trade, etc.

REPRESENTATIVE

John Blair & Co.

KLS

OAKLAND—EST. 1921

BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service.

PERSONNEL

Station Manager S. W. Warner
Commercial Manager F. W. Morse

POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village—a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

KLX

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: Unlimited (actual, 7:30 A.M. to 11:30 P.M.) NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Manager Preston D. Allen

POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

K R O W *

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts.
OWNED BY: Educational Broadcasting Corp.
OPERATED BY: Educational Broadcasting Corp.
BUSINESS ADDRESS: 464 Nineteenth St.
PHONE: Glencort 6774. STUDIO ADDRESS:
Hotel Bellevue. PHONE: Orway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

* No further information made available after usual requests.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: Pasadena Presbyterian Church.
OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

PERSONNEL

Station Manager David Black
Chief Announcer Vincent Parsons
Chief Engineer N. V. Parsons

POLICIES

Takes no commercial programs.

K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: Golden Empire Broadcasting Co.
OPERATED BY: Same. BUSINESS ADDRESS: Main 99 Highway. PHONE: 900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: Maintains own library.

PERSONNEL

President Harold Smithson
Commercial Manager Harold Smithson
Advertising Manager Harold Smithson
Chief Announcer Harry De Lasaux
Station Manager Harold Smithson
Production Manager Harry De Lasaux
Publicity Director Harold Smithson
Chief Engineer Charles Sherburne

POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

K F B K

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA
RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 8700. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. Affiliated with McClatchy ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Vice-President G. C. Hamilton
Commercial Manager Howard Lane
Chief Announcer Eucl Labbard
Station Manager Howard Lane
Sales Manager Leo Ricketts
Publicity Director H. Jacobsen
Musical Director George Breece
Chief Engineer Norman D. Webster

POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

REPRESENTATIVE

Paul H. Raymer Company

K R O Y

SACRAMENTO—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President Royal Miller
Chief Announcer R. Spence
General Manager Will Thompson, Jr.
Station Manager E. E. Wolffe
Sales Manager G. C. Collipp
Chief Engineer M. Cooper

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Walter Biddick & Company

KFXM

"VOICE OF THE SUNKIST VALLEY"
SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: J. C. & E. W. Lee. OPERATED
BY: Lee Bros. Broadcasting Co. BUSINESS
ADDRESS: California Hotel. PHONE: 4761 &
2. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
6:00 A.M. to 12:00 P.M. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERVICE:
Standard Radio.

PERSONNEL

Commercial Manager.....Gene W. Lee
Chief Announcer.....Howard Baichly
Station Manager.....J. Clifford Lee
Sales Manager.....Maurice Vroman
Publicity Director.....E. W. Lee
Chief Engineer.....Paul Oard

POLICIES

Liberal policy, but does not solicit liquor
advertising or encourage same.

Merchandising: Maintains contact man to
work with distributors and dealers. Newspa-
per and shopping news publicity.

REPRESENTATIVE

John Blair & Company

KFSD

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts.
OWNED BY: Airfan Radio Corp., Ltd. OPER-
ATED BY: Airfan Radio Corp., Ltd. BUSINESS
ADDRESS: U. S. Grant Hotel, 326 Broadway.
PHONE: Franklin 6353. STUDIO ADDRESS:
U. S. Grant Hotel, 326 Broadway. TRANSMIT-
TER LOCATION: U. S. Grant Hotel, 326 Broad-
way. TIME ON THE AIR: (daily) 7:00 A.M. to
midnight, (Sunday) 8:00 A.M. to midnight.
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Thomas E. Sharp
Commercial Manager.....John Babcock
Station Manager.....Thomas E. Sharp
Sales Manager.....John Babcock
Publicity Director.....Mrs. Leah McMahon
Musical Director.....Mrs. Leah McMahon
Chief Engineer.....Harold Hasenbeck

POLICIES

Station accepts beer and wine advertising
but has so far not accepted hard liquor ac-
counts.

Has not accepted any foreign language
accounts.

Merchandising: Contests of legitimate nature
are allowed on any commercial program.

Exploitation and publicity for both sustaining
and commercial programs are handled by
Publicity Director. News stories, pictures, cuts,
and mats, when available are released daily
to both local and out-of-town papers and radio
journals for release. Surveys and any extra
exploitation may be arranged for on an actual
cost basis.

REPRESENTATIVE

National Broadcasting Co., Inc.

KGB

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
OWNED BY: Don Lee Broadcasting System.
OPERATED BY: Same. BUSINESS ADDRESS:
1012 First Ave. PHONE: Franklin 6151.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same. TIME ON THE AIR:
(daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00
A.M. to midnight. NEWS SERVICES: Trans-
radio Press, International News Service.
TRANSCRIPTION SERVICE: World Broadcast-
ing System.

PERSONNEL

Genl. Mgr.....Lewis Allen Weiss
Commercial Manager.....D. J. Donnelly
Chief Announcer.....George Putnam
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....David R. Young
Chief Engineer.....Milam Cater

POLICIES

No liquor; beer and wine only. No foreign
language accounts accepted.

Merchandising: Cooperative advertising for
merchandising effort; quarter-page weekly in
San Diego Shopping News available for use
of KGB advertisers.

REPRESENTATIVE

John Blair & Co.

KFRC

SAN FRANCISCO—EST. 1924

MUTUAL—DON-LEE BROADCASTING
SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts,
d.; 1,000 Watts, n. OWNED BY: Don-Lee
Broadcasting System. OPERATED BY: Same.
BUSINESS ADDRESS: 1000 Van Ness Ave.
PHONE: Prospect 0100. STUDIO ADDRESS:
1000 Van Ness Ave. TRANSMITTER LOCA-
TION: Same. TIME ON THE AIR: 6:30 A.M.
to Midnight. NEWS SERVICE: Transradio
Press, International News Service. MAIN-
TAINS ARTISTS' BUREAU. TRANSCRIPTION
SERVICE: World Broadcasting System.

PERSONNEL

President Thomas S. Lee
 Commercial Manager..... Ward D. Ingram
 Artists' Bureau Head..... H. C. Moore
 Chief Announcer..... Robert Benca
 Station Manager..... Wilbur Eickelberg
 Publicity Director..... Pat Kelly
 Musical Director..... Chet Smith
 Chief Engineer..... Ernest G. Underwood

POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs. Merchandising is dependent on specific requirements of individual accounts.

REPRESENTATIVE

William G. Rambeau Company

KGGC

"VOICE OF THE GOLDEN GATE"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Golden Gate Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 230 Eddy. PHONE: Ordway 8963. STUDIO ADDRESS: 230 Eddy. TRANSMITTER LOCATION: Same. TIME ON THE AIR: C.P. Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President S. H. Patterson
 Commercial Manager..... S. H. Patterson
 Advertising Manager..... C. E. Hopkins
 Artists' Bureau Head..... Gordon Kelly
 Chief Announcer..... Harry Le Roy
 Station Manager..... S. H. Patterson
 Sales Manager..... C. E. Hopkins
 Publicity Director..... Les. Malloy
 Musical Director..... Gordon Willis
 Chief Engineer..... Wm. C. Grove

POLICIES

No hard liquor accepted. No other restrictions. Foreign language now on station. Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

REPRESENTATIVE

Howard Wilson Company

KGO

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRAN-

SCRIPTION SERVICE: NBC Thesaurus. MITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: San Francisco Chronicle. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President Gerard Swope
 Station Manager..... Lloyd E. Yoder
 Commercial Manager..... William B. Ryan
 Advertising Manager..... William B. Ryan
 Artists Bureau Head..... Kenneth Carney
 Chief Announcer..... Richard Ellers
 Sales Manager..... William B. Ryan
 Publicity Director..... Milton Samuel
 Musical Director..... Meredith Willson
 Chief Engineer..... A. H. Saxton

POLICIES

Does not accept liquor advertising nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

KJBS

SAN FRANCISCO—EST. 1925

NORTHERN CALIFORNIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1460 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1460 Pine St. TRANSMITTER LOCATION: 1460 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. (?) NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Langlois & Wentworth, NAB Library.

PERSONNEL

President Ralph R. Brunton
 Commercial Manager..... Ralph R. Brunton
 Chief Announcer..... Harry H. Wickersham
 Station Manager..... Ralph R. Brunton
 Sales Manager..... Ralph R. Brunton
 Publicity Director..... E. P. Franklin
 Musical Director..... W. A. Gade

POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

REPRESENTATIVE

Walter Biddick Agency for West Coast

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.
FREQUENCY: 680 Kc. POWER: 50,000
Watts. OWNED BY: National Broadcasting
Co. OPERATED BY: Same. BUSINESS AD-
DRESS: 111 Sutter St. PHONE: Sutter 1920.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Belmont. TIME ON THE AIR:
(daily) 7:30 A.M. to midnight. (Sunday) 8:00
A.M. to midnight. NEWSPAPER AFFILIA-
TION: San Francisco Call-Bulletin. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: NBC Thesaurus. NBC
ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Station Manager.....Lloyd E. Yoder
Commercial Manager.....William B. Ryan
Advertising Manager.....William B. Ryan
Artists Bureau Head.....Kenneth Carney
Chief Announcer.....Richard Eilers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Meredith Willson
Chief Engineer.....A. H. Saxton

POLICIES

Does not accept liquor advertising nor for-
eign language accounts. NBC policies apply
otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

KSFO

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 560 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: The Asso-
ciated Broadcasters, Inc. OPERATED BY: Same.
BUSINESS ADDRESS: Russ Bldg. PHONE: Gar-
field 4700. STUDIO ADDRESS: Russ Bldg.
TRANSMITTER LOCATION: Islais Creek. TIME
ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICE: Standard Radio, NAB Library.

PERSONNEL

President.....W. I. Dumm
Commercial Manager.....W. I. Dumm
Advertising Manager.....W. I. Dumm
Station Manager.....Philip G. Lasky
Vice-President.....Philip G. Lasky
General Manager.....Philip G. Lasky
Publicity Director.....Harry Elliott
Musical Director.....Albert White
Chief Engineer.....R. V. Howard

POLICIES

No liquor advertising; only beer. No for-
eign language programs. No lectures or talks.

except political during a campaign. No all-
talking sponsored program consisting chiefly
of advertising matter. Medical products sub-
ject to examination by station before accept-
ance, and usually only well known products
accepted. No unusual claims allowed.

Merchandising done on actual cost basis.

REPRESENTATIVE

Free & Peters, Inc.

KYA

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM
FREQUENCY: 1230 Kc. POWER: 5,000 Watts,
d.; 1,000 Watts, n. OWNED BY: Hearst Ra-
dio, Inc. OPERATED BY: Same. BUSINESS
ADDRESS: Hearst Bldg. PHONE: Douglas
2536. STUDIO ADDRESS: Same. TRAN-
SMITTER LOCATION: Candlestick Point, Bay
View Park. TIME ON THE AIR: (daily) 6:30
A.M. to midnight. (Sunday) 8:00 A.M. to
midnight. NEWSPAPER AFFILIATIONS: San
Francisco Examiner, San Francisco Chronicle,
S. F. Call-Bulletin, S. F. Daily News. NEWS
SERVICE: International News Service. TRAN-
SCRIPTION SERVICE: Associated Service.

PERSONNEL

President.....J. V. Connolly
Commercial Manager.....Clarence B. Juneau
Chief Announcer.....David S. Vaile
Station Manager.....Clarence B. Juneau
Sales Manager.....Clarence B. Juneau
Publicity Director.....Clarence Meyers
Musical Director.....Walter Rudolph
Chief Engineer.....Paul C. Schulz

POLICIES

Beer and wine accounts acceptable at any
time. Hard liquor accounts only acceptable
after 10 p.m.; must have a live talent show.

Will distribute blotters and publicity as mer-
chandising aids.

REPRESENTATIVE

Hearst Radio, Inc.

KQW

SAN JOSE—EST. 1910

(Believe it or not)

**MUTUAL—DON-LEE AND NORTHERN
CALIFORNIA BROADCASTING SYSTEM**
FREQUENCY: 1010 Kc. POWER: 1000 Watts.
OWNED BY: Pacific Agricultural Foundation,
Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: 87 East San Antonio St. PHONE: Bal-
lard 2616. STUDIO ADDRESS: 87 East San An-
tonio St. TRANSMITTER LOCATION: Same.
TIME ON THE AIR: 6:15 A.M. to 12:00 Mid-
night, PST. NEWSPAPER AFFILIATION: San

Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC The-saurus, Standard Program Library.

PERSONNEL

President.....Ralph R. Brunton
Station Manager.....C. S. Harper
Sales Manager.....E. L. Barker

POLICIES

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:15 A.M. daily except Sunday. Portuguese 6:30 to 7:00 A.M. and Italian 7:00 to 7:15 A.M.

Theater trailers and display space in news-paper.

REPRESENTATIVE

John Blair and Co. (National)

KVEC

SAN LUIS OBISPO—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 134. STUDIO ADDRESS: 851 Higuera St. TRANSMITTER LOCATION: San Luis Obispo. TIME ON THE AIR: Daytime. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager.....Les Hacker
Commercial Manager.....John C. Clifton

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)
Walter Biddick Co. (Coast)

KVOE

“THE VOICE OF THE ORANGE EMPIRE”
SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Local and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President and General Manager.
Ernest L. Spencer
Chief Announcer.....Wallace S. Wiggins

Musical Director.....Wallace S. Wiggins
Chief Engineer.....Wallace S. Wiggins

POLICIES

No liquor advertising accepted. Spanish is the only foreign language broadcast.

Merchandising: Publicity of program in local newspaper. Direct mail sent out at cost. Surveys made at actual cost.

REPRESENTATIVE

John Blair & Company

KDB

“THE VOICE OF SANTA BARBARA”

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service, Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Thomas S. Lee
Commercial Manager.....Earl Pollock
Chief Announcer.....Tony La Frano
Station Manager.....Don Hastings
Sales Manager.....Earl Pollock
Chief Engineer.....Robert Arne

POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Merchandising tie-in with two local theaters for some merchandising ideas. Also commercial department cooperates on exploitation of regular station accounts.

KTMS

“THE NEWS-PRESS STATION”

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE)

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non - Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....T. M. Storke
Chief Engineer.....C. C. Van Cott

POLICIES

Does not accept liquor accounts.
Merchandising services—information of specific features given out on request.

REPRESENTATIVES

Weed & Company, McClatchy Broadcasting Co., Walter Biddick Co.

KSRO

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rosa Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

ManagerR. F. Bjorn

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

KGDM

STOCKTON—EST. 1926

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: Daytime, (actual, 6:00 A.M. to local sunset). TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

ManagerA. H. Green

REPRESENTATIVES

Small & Brewer (Coast)
John Blair & Co.

KWG

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Guy C. Hamilton
Chief Announcer.....Dean Banta
Station Manager.....Bernard E. Cooney
Sales Manager.....Bernard E. Cooney
Chief Engineer.....Russell Bennett

POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

REPRESENTATIVE

Paul H. Raymer Company

KTKC

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register-Tulare, Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. McGregor, Standard Radio, Inc.

PERSONNEL

President.....Chas. A. Whitmore
Advertising Manager.....Milland Kibbe
Chief Announcer.....Sheldon Anderson
Station Manager.....Chas. P. Scott
Sales Manager.....Chas. P. Scott
Publicity Director.....Chas. P. Scott
Musical Director.....Chas. P. Scott
Chief Engineer.....Bert Williamson