

NICARAGUA

Official language: Spanish. *Money:* Cordoba. *Area:* 49,200 square miles. *Population:* 750,000. *Estimated number of receiving sets:* 4,000. *Tax or registration:* None.

Duty on transcription and records: 30% ad valorem, plus an additional tax of 0.10 cordobas on each record. *Surtax,* 37½% of duty.

YNIGG, MANAGUA

Operator: Dr. Justo Garcia Zaldana. *Address:* Managua. *Power:* 200 watts on 6535 kc. *Affiliation:* None. *Opened:* Aug. 15, 1937.

Station head: Justo Garcia Zaldana. *Station manager, chief engineer:* R. Ernesto Gutierrez U. *Commercial, program and publicity director, artists bureau head:* Manuel Lopez Escobar. *Musical director:* Luis F. Urroz.

Rep: Conquest Alliance Co., Inc., New York; National Export Advertising Service, Inc., New York. *News:* Obtained from the daily *La Noticia*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Use standard type records on turntables of 33½ and 78 r.p.m. *Best programs:* Regional music, songs with guitar accompaniment, dance music and select music by station's orchestra. *Artists bureau:* Yes; lists 14 artists.

Rates: One hour, \$20; half-hour, \$12; quarter-hour, \$7; 10 minutes, \$5; 5 minutes, \$3; one minute, \$.60. *Announcements* 30 times a day, \$30 per month. *Hours of broadcast* are from 12 noon to 2 p.m. and 7 to 10 p.m. daily, except Sunday. *Contracts* for 6 months or more earn 10% discount. *Prices* quoted are gross rates; for net rate subtract 30%. (Note: These prices are in U. S. gold currency.)

Copy restrictions: Certain restrictions are placed on political broadcasts.

YNLG, MANAGUA

Operator: Labayo Guerra & Cia. *Address:* 5a Calle Noroeste No. 207. *Power:* 1,000 watts on 6610 kc. *Affiliation:* None. *Opened:* February, 1934. (Note: Labayo Guerra & Cia. also maintain a repair shop for radios and electrical equipment.)

General and commercial manager, chief engineer: Benjamin J. Guerra L. *Program director:* Cesar Guerra L. *Musical director, artists bureau head:* Luis A. Delgadillo. *Publicity director:* Manuel Morales F.

Rep: Conquest Alliance Co., Inc., New York; Export Advertising Agency, Chicago; Pan American Radio Productions, Hollywood. *News:* Information service, Ecos de

Centro-America. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia and Decca records. *Turntables* take any size recording at 33½ and 78 r.p.m. *Best programs:* Classical music, typical Mexican music, singers, American dance music. *Artists bureau:* Yes; lists 10 artists.

Rates: One hour, \$20; half-hour, \$12; quarter-hour, \$7.25; 10 minutes, \$4.75; 5 minutes, \$2.35; one minute, \$.50. (Note: These rates are quoted in U. S. A. currency.)

Copy restrictions: All advertising subject to the regulations of the radio control board.

YNOD, MANAGUA

Operator: Octavio Delgado y Francisca v. de Gomez. *Address:* Managua. *Power:* 50 watts on 7206 kc. *Affiliation:* None. *Opened:* Dec. 10, 1935.

Station manager and general department head: Octavio Delgado. *Chief engineer:* Humberto Salvo.

Rep: None. *News:* Obtained from radio broadcasts, foreign newspapers, etc. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: None. *Best programs:* Popular songs, poetry, short select prose, scientific news. *Artists bureau:* None.

Rates: At press time this station had temporarily suspended operations, hence no rates are available. *Plans* are under way to "reopen shortly."

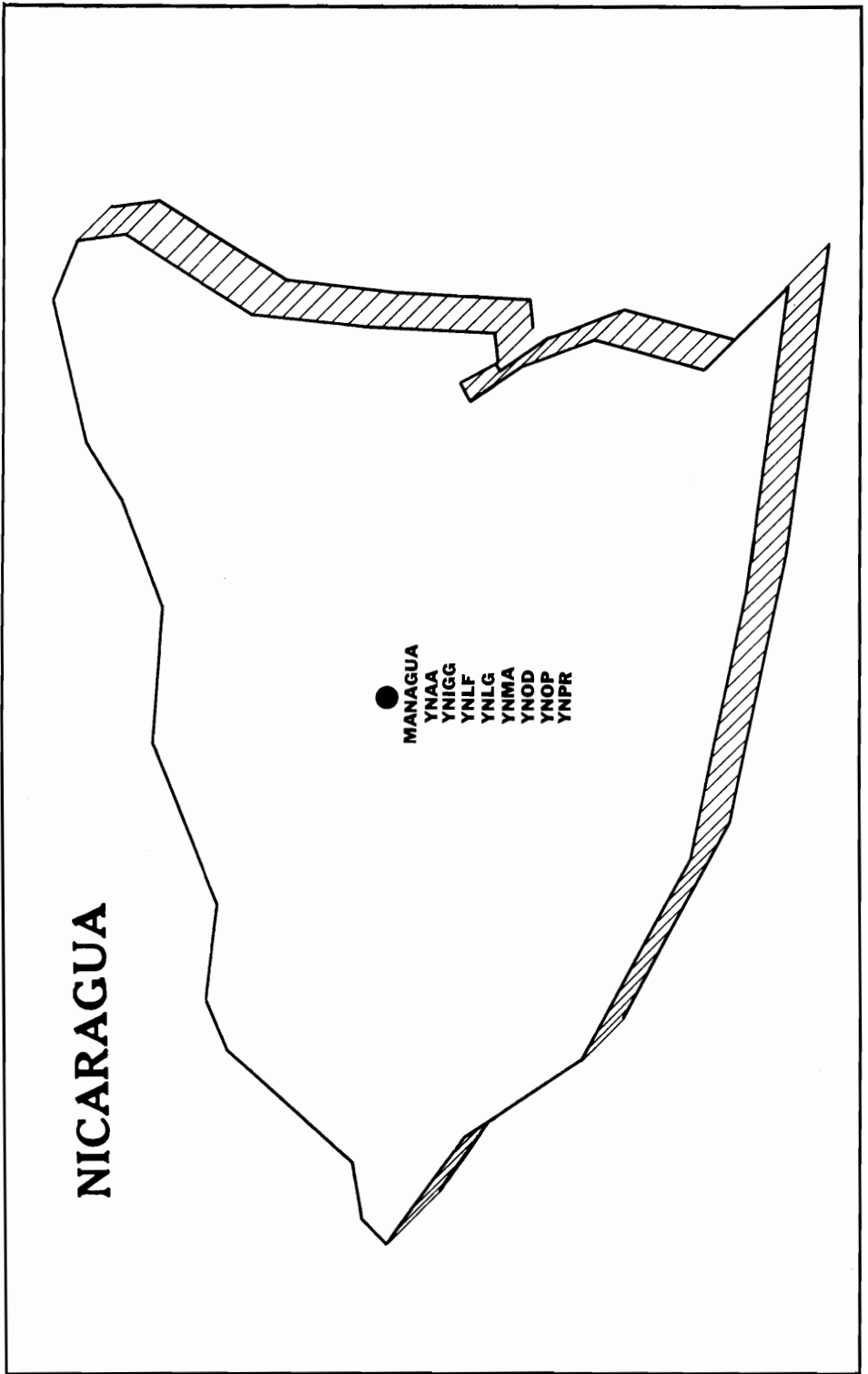
Copy restrictions: No political advertising unfavorable to the government and its institutions.

YNOP, MANAGUA

Operator: E. Tefel & E. H. Andreas, "Radiodifusora Bayer." *Address:* Managua. *Power:* 1,000 watts on 5758 kc; 100 watts on 1230 kc. *Affiliation:* None. *Opened:* Sept. 16, 1933.

Station manager and chief engineer: E. H. Andreas. *Commercial manager:* E. Tefel. *Program director, artists bureau head:* M. A. Hernandez. *Musical director:* Paco Soto. *Publicity director:* R. Arana.

Note: All rates for this nation are quoted in U. S. Dollars.



NICARAGUA STATIONS—Continued

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Obtained from newspaper, *Novedades*, and All-American Cables, Inc. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have RCA Victor and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Dance music, amateur hour, children's hour, martial music. *Artists bureau:* Yes; lists 32 artists.

Rates: One hour, \$22; half-hour, \$12.50; quarter-hour, \$7; 5 minutes, \$2.50. Frequency discounts: 14 to 26 times, 5%; 27 to 52 times, 10%; 53 to 104 times, 20%. (Note: These rates are quoted in U. S. A. currency.) *Copy restrictions:* None.

YNPR, MANAGUA

Operator: Rod. Sengelmann. *Address:* Managua. *Power:* 500 watts on 8580 kc. *Affiliation:* None.

Owner: Rod. Sengelmann. *Station manager:* Ad. Majewsky. *Chief engineer:* Spencer Macy. *Musical director:* Paco Fiallos.

Rep: None. *News:* Broadcast local news only. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: None. *Best programs:* No list given. *Artists bureau:* Yes; lists an orchestra of 10 members and several singers.

Rates: No information given.

Copy restrictions: None.

PANAMA

Official language: Spanish. *Money:* Balboa. *Area:* 33,667 square miles. *Population:* 467,459. *Estimated number of receiving sets:* 7,000 to 8,000. *Tax or registration:* None.

Duty on transcriptions and records: None. There is, however, a consular fee on duty-free goods, totalling 8% of F.O.B. value at port of export.

HP50-HP5K, COLON

Operator: Jose Jaen J. & Cia, Ltd. *Address:* Apartado 33, Colon. *Power:* HP50, 250 watts on 1440 kc; HP5K, 250 watts on 6005 kc. *Affiliation:* None. *Opened:* July, 1935. (Note: Jose Jaen J. & Cia, is also an electrical supply house.)

Manager: Jose Jaen y Jaen.

Rep: Station states it has various representatives in the U. S.; no names listed. *News:* Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have NBC Thesaurus transcriptions and two RCA turntables. *Best programs:* No list given. *Artists bureau:* None.

Rates: One hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$30; 6 to 11 p.m., \$40. Half-hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$17.50; 6 to 11 p.m., \$22.50. Quarter-hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$10; 6 to 11 p.m., \$12.50. Prices are for station time and announcer only. NBC Thesaurus programs: One hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$40; 6 to 11 p.m., \$50. Half-hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$22.50; 6 to 11 p.m., \$27.50. Quarter-hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$12.50; 6 to 11 p.m., \$15. Prices for station time and announcer in Transradio news bulletins: 15 minutes, 7 to 9 a.m. and

11:30 a.m. to 1 p.m., \$15; 6 to 11 p.m., \$20. 10 minutes, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$12.50; 6 to 11 p.m., \$17.50. 5 minutes, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$10; 6 to 11 p.m., \$15. Daily announcements, once in the morning in English and once at noon in Spanish, \$40 per month; twice morning and noon, \$60 per month. Three-month contracts earn 5%; 6-month, 10%; 12-month, 15%. (Note: These prices are in U. S. currency.)

Copy restrictions: Station mentions there are no legal restrictions.

HP5C-HP5B, PANAMA

Operator: Emisora Miramar. *Address:* Apartado 910, Panama. *Power:* HP5C, 100 watts on 730 kc; HP5B, 100 watts on 6030 kc. *Affiliation:* None.

Station head: Gmo. Endara P.

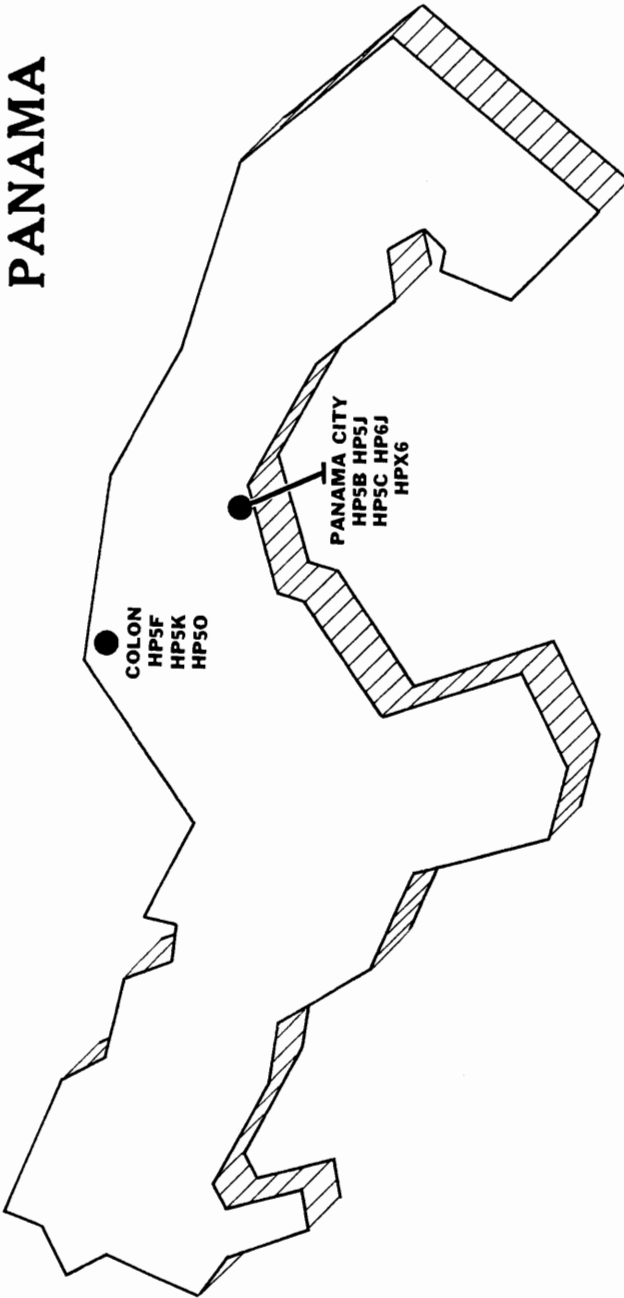
Rep: Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: one hour, \$40; half-hour, \$25; quarter-hour, \$15; five minutes, \$8; one

Note: All rates for this nation are quoted in U. S. Dollars

PANAMA



PANAMA STATIONS—Continued

minute, \$2.50. Frequency discounts: five to 13 times, 5%; 13 to 26 times, 10%; 26 to 52 times, 15%; more than 52 times, 20%. Five-minute spot announcements daily, \$190 per month; one minute daily, \$60. Frequency discounts: one or two months, 5%; three or four months, 10%; five or six months, 15%. (Stations broadcast daily from 7 to 10:45 p.m., Sunday, 10:45 a.m. to 1 p.m. and 8 to 10:45 p.m.). (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: None.

(This information was supplied by **Broadcasting Abroad, Ltd., and not by the stations direct.**)

HP6J-HP5J, PANAMA

Operator: Manuel Diaz Doce. *Address:* Apartado 867. *Power:* HP6J, 100 watts on 1360 kc; HP5J, 100 watts on 9590 kc. *Affiliation:* No information available.

Owner: Manuel Diaz Doce.

Rep: Broadcasting Abroad Ltd., New

York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, \$40; half-hour, \$25; quarter-hour, \$15; five minutes, \$8; one minute, \$2.50. Frequency discounts: five to 13 times, 5%; 13 to 26 times, 10%; 26 to 52 times, 15%; more than 52 times, 20%. Five-minute spot announcements daily, \$190 per month; one minute daily, \$60. Frequency discounts: one or two months, 5%; three or four months, 10%; five or six months, 15%. (Note: These rates are quoted in U.S.A. currency.)

Copy restrictions: None.

(This information was supplied by **Broadcasting Abroad, Ltd., and not by the stations direct.**)

PARAGUAY

Official language: Spanish. *Money:* Peso. *Area:* Paraguay proper, 61,647 square miles (claims an additional area of 100,000 square miles, known as the Gran Chaco, part of which is also claimed by Bolivia). *Population:* 926,580 (exclusive of the Chaco region). *Estimated number of receiving sets:* 10,000. *Tax or registration:* None.

Duty on transcriptions and records: Discs for phonographs, 1.80 Argentine gold pesos per dozen, plus 15% ad valorem. In addition, there is a surtax of 6.5% ad valorem.

ZP4, ASUNCION

Operator: Isern & Saccarello. *Address:* Coronel Martinez 274, Asuncion. *Power:* 1,000 watts on 720 kc. *Affiliation:* None. (Note: Isern & Saccarello also engage in the sale of radio parts.)

Proprietor: A. Isern. *Station manager, publicity director:* Hector Noriega. *Commercial manager:* Oscar Noriega. *Chief engineer:* C. M. Saccarello. *Program director:* Sixto Rodriguez. *Artists bureau head:* Martinez Lema.

Rep: None. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

Electrical transcriptions: Use RCA Victor, Columbia and Odeon records. Turntables take any size recording, at 33½ and 78 r.p.m. *Best programs:* Typical national songs and music, U. S. music. *Artists bureau:* Yes; lists 16 artists.

Rates: No information given.

Copy restrictions: None.

ZP3, ENCARNACION

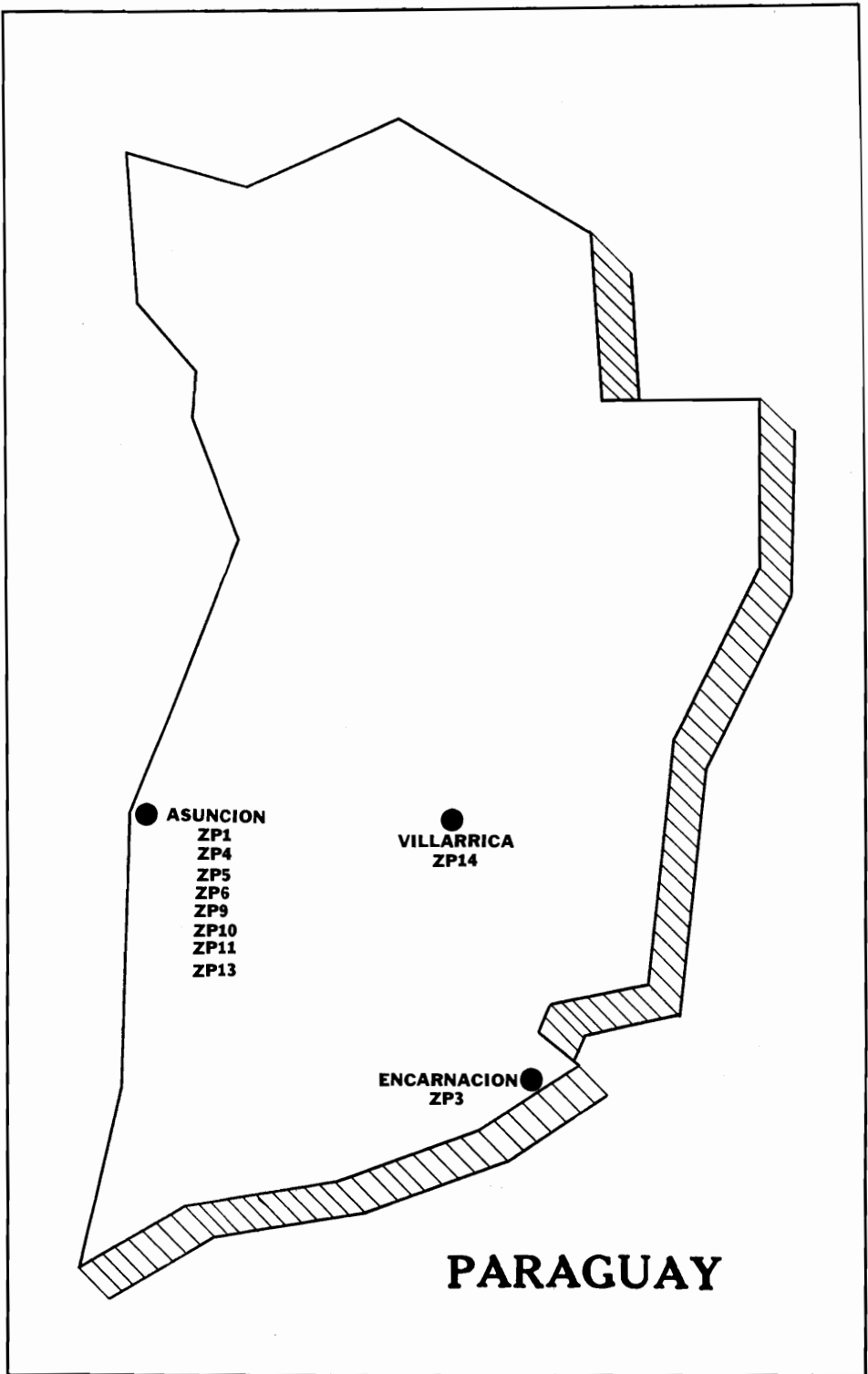
Operator: Julio Cormillot e Hijos. *Address:* Radio Bouquet, Encarnacion. *Power:* 250 watts on 900 kc. *Affiliation:* None, but also has a studio in Posadas, Argentine, with which it is connected by lines under the Parana River, and can hook up with all the Americas by means of two telephone lines. *Opened:* Dec. 17, 1935.

Station head, commercial manager, chief engineer: Julio Cormillot. *Station manager:* Horacio Cormillot. *Publicity director:* A. Andres Cormillot.

Rep: None. *News:* Uses local bulletins only, obtained from northern Argentine. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, if announcer and copy is supplied.

Electrical transcriptions: Uses records

Note: Unless otherwise stated, all rates are in Pesos.



● **ASUNCION**
ZP1
ZP4
ZP5
ZP6
ZP9
ZP10
ZP11
ZP13

● **VILLARRICA**
ZP14

● **ENCARNACION**
ZP3

PARAGUAY

PARAGUAY STATIONS—Continued

of all makes sold in Argentine. Have two turntables at 78 r.p.m. *Best programs:* Argentine and Paraguayan regional popular songs. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: All copy must adhere to government regulations.

ZP14, VILLARRICA

Operator: Friedmann Hnos. *Address:* Villarrica. *Power:* 1,000 watts on 6250 kc. *Affiliation:* None.

Administrator: Friedmann Hnos.

Rep: None in the U. S.; Hector M. Colonna, Lavalle 1268, Planta abja, Esqr. 31, Buenos Aires, Argentine. *News:* Obtained from the Buenos Aires Agency. *Merchan-*

dising: None. *Foreign language programs:* Accept programs in any language, provided advertiser supplies announcer.

Electrical transcriptions: Have 6,000 records of unspecified make. Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Paraguayan, Argentinian, Brazilian and U. S. music. *Artists bureau:* None. (Note: These rates are quoted in U. S. A. currency.)

Rates: Quarter-hour daily for one month, \$150. Contracts for more than one month, 10% discount; for less than one month, add 10%.

Copy restrictions: None, except that commercials be "simple and clear."

PERU

Official language: Spanish. *Money:* Sol. *Area:* 482,133 square miles (official estimate; includes territory which has been in dispute and for which boundaries are undetermined). *Population:* 6,500,000. *Estimated number of receiving sets:* 40,000. *Tax or registration:* None.

Duty on transcriptions and records: Finished discs and cylinders for phonographs and similar apparatus, 1.50 soles per gross kilo; blank discs, 0.70 soles per gross kilo. *Surtax:* 2% of import duty at the ports of Pisco, Talara, Chimbote and Paita; 1% at Callao; 1% of C.I.F. value, custom house of entry on all shipments.

OAX7A, CUZCO

Operator: Carlos Lizarraga Fischer. *Address:* Cuzco. *Power:* 200 watts on 6128 kc. *Affiliation:* None. *Opened:* April 11, 1936.

Owner, chief engineer, artists bureau head: Carlos Lizarraga Fischer. *Program and publicity director:* Doris Rosenthal. *Musical director:* Baltazar Zegarra.

Rep: The Atlas Agency, Lima, Peru. *News:* Obtained from a news service maintained by the government. *Merchandising:* Services rendered free on long-term contracts; charge a fee for placing posters, arranging displays, etc., on limited campaigns. *Foreign language programs:* Government regulations prohibit broadcasts in any language other than Spanish.

Electrical transcriptions: Use Columbia records. Turntables take recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* Peruvian Inca music, Peruvian creole music, Spanish, Mexican, classical, Argentine and American music. *Artists bureau:* Yes; lists 40 artists.

Rates: One hour, 8 a.m. to 7 p.m., S/ 20; half-hour, S/ 13; quarter-hour, S/ 10. One hour, 7 to 9 p.m., S/ 23; half-hour, S/ 15;

quarter-hour, S/ 11. One hour, 9 p.m. to midnight, S/ 25; half-hour, S/ 16; quarter-hour, S/ 12. Prices quoted include time and announcer only; programs with orchestra or string ensemble of not more than four artists, add S/ 12 per hour.

One daily announcement up to 20 words, 11 a.m. to 1 p.m., S/ 20 per month; one announcement on alternate days, S/ 13 per month. One daily announcement, 7 to 9 p.m., S/ 28 per month; on alternate days, S/ 16 per month. One daily announcement, 9 p.m. to midnight, S/ 30 per month; on alternate days, S/ 22 per month. Contracts for more than one month earn 20% discount for each additional month.

Copy restrictions: No advertising which might undermine public morals, and no political propaganda disturbing to public order.

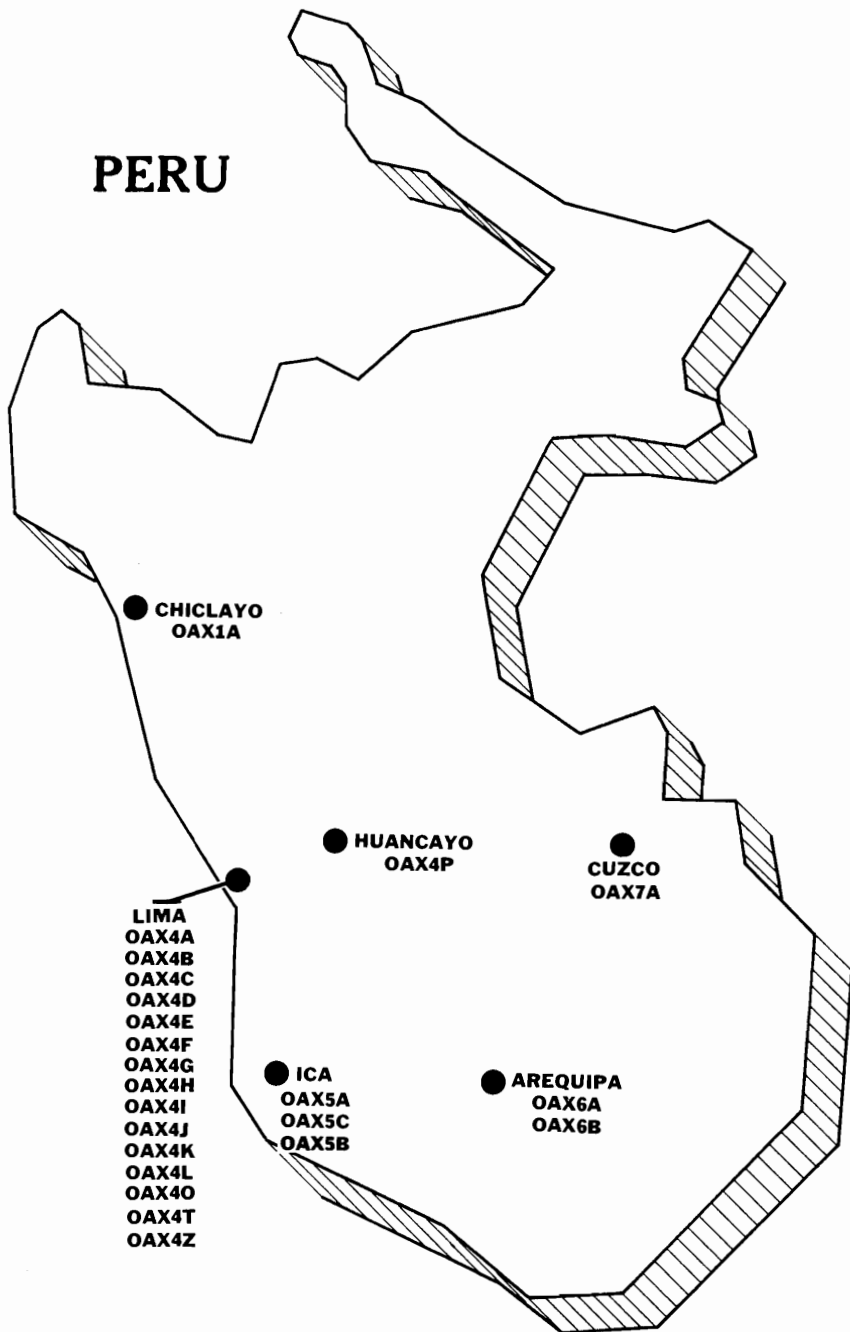
OAX5B-OAX5C, ICA

Operator: Macchiavello & Humbert, Ltd. *Address:* Ica. *Power:* OAX5B, 200 watts on 1280 kc.; OAX5C, 200 watts on 9590 kc. *Affiliation:* No information available.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and for-*

Note: Unless otherwise stated, all rates are in Soles.

PERU



PERU STATIONS—Continued

eign language programs: No information available.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: Quarter-hour, \$6.75; half-hour, \$10; full hour, \$15. Frequency discounts: 13 times, 5%; 26 times, 10%. (Note: These rates are quoted in U.S. currency.)

Copy restrictions: No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

OAX4A-OAX4T-OAX4Z, LIMA

Operator: Radio Nacional Del Peru. *Address:* Avenida Petit Thouars, Lima. *Power:* OAX4A, 10,000 watts on 854 kc; OAX4T, 14,000 watts on 6082 kc; OAX4Z, 12,000 watts on 9562 kc. *Affiliation:* No information available.

Business manager: Gmo. Lazart.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 9 p.m. to midnight, \$150; one hour, 13 times, \$142; 26 times, \$135; 52 times, \$127.50; 104 times (within one year), \$120. Half-hour, 9 p.m. to midnight, \$90; half-hour, 13 times, \$85.50; 26 times, \$81; 52 times, \$76.50; 104 times, \$72. Quarter-hour, 9 p.m. to midnight, \$54; quarter-hour, 13 times, \$51.30; 26 times, \$48.60; 52 times, \$45.90; 104 times, \$43.20. One hour, 7 to 9 p.m., \$120; one hour, 13 times, \$114; 26 times, \$108; 52 times, \$102; 104 times (within one year), \$96. Half-hour, 7 to 9 p.m., \$72; half-hour, 13 times, \$68.40; 26 times, \$64.80; 52 times, \$61.20; 104 times, \$57.60. Quarter-hour, 7 to 9 p.m., \$43.20; quarter-hour, 13 times, \$41.05; 26 times, \$38.90; 52 times, \$36.70; 104 times, \$34.55. (Note: These rates are quoted in U. S. A. currency.)

Copy restrictions: Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

OAX4B-OAX4G, LIMA

Operator: Radio Grellaud. *Address:* Avenida Abancay 915, Apartado 1242, Lima. *Power:* OAX4B, 1,000 watts on 1200 kc; OAX4G, 400 watts on 6230 kc. *Affiliation:* No information available.

Manager: Roberto Grellaud.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

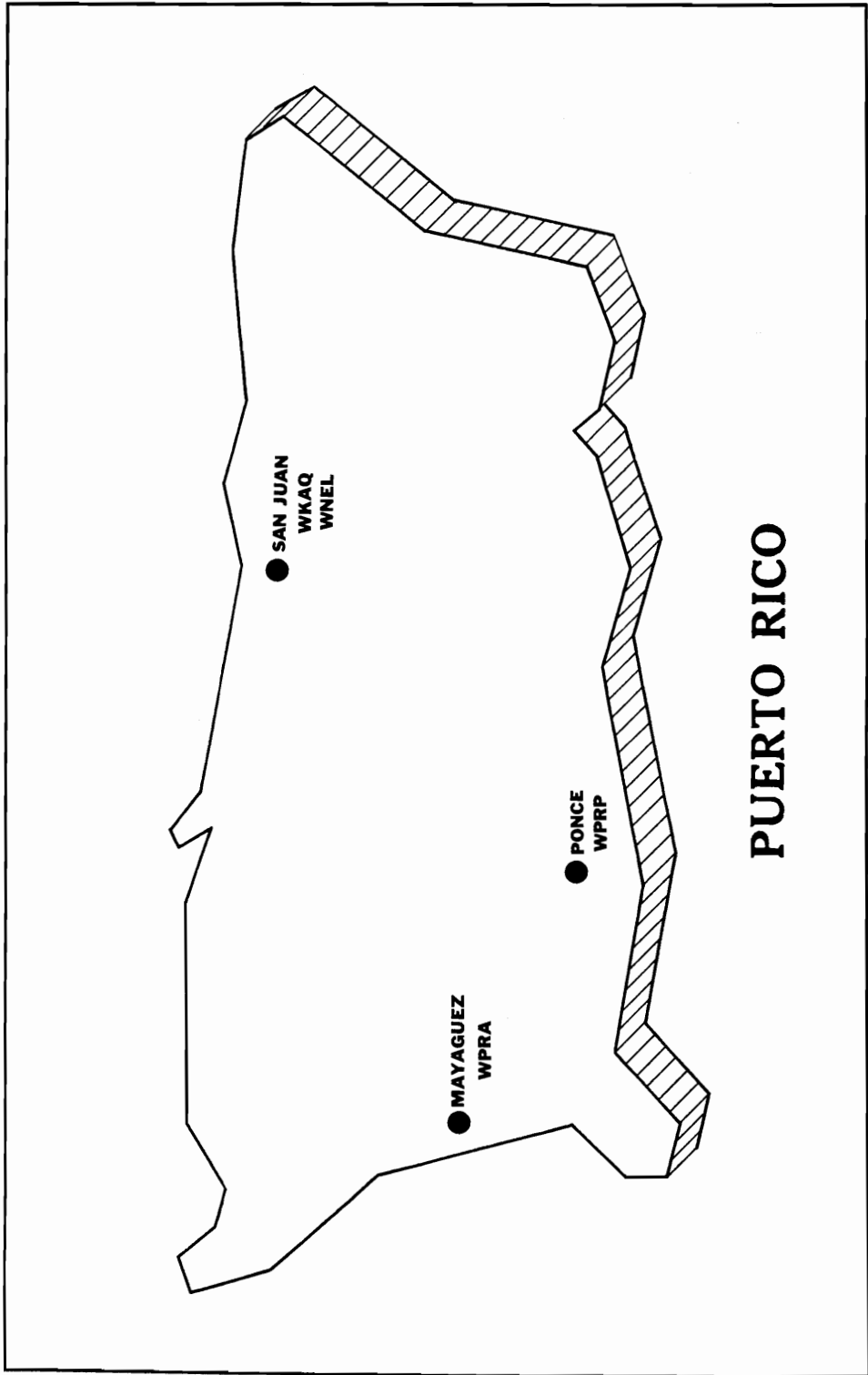
Rates: One hour, 11 a.m. to 2 p.m., less than 10 times, \$58; 10 to 19 times, \$56; 20 to 29 times, \$49.50; 30 or more times, \$46.75. One hour, 5 to 11.30 p.m., less than 10 times, \$56; 10 to 19 times, \$62; 20 to 29 times, \$58.50; 30 or more times, \$55. Half-hour, 11 a.m. to 2 p.m., less than 10 times, \$31; 10 to 19 times, \$29; 20 to 29 times, \$27.50; 30 or more times, \$26. Half-hour, 5 to 11.30 p.m., less than 10 times, \$34; 10 to 19 times, \$32.30; 20 to 29 times, \$30.50; more than 30 times, \$28.50. Quarter-hour, 11 a.m. to 2 p.m., less than 10 times, \$16; 10 to 19 times, \$15; 20 to 29 times, \$14.50; 30 or more times, \$13.75. Quarter-hour, 5 to 11.30 p.m., less than 10 times, \$18; 10 to 19 times, \$17; 20 to 29 times, \$16; 30 or more times, \$15.35. Ten minutes, 11 a.m. to 2 p.m., less than 10 times, \$11.50; 10 to 19 times, \$10.40; 20 to 29 times, \$9.75; 30 or more times, \$10.35. Ten minutes, 5 to 11.30 p.m., less than 10 times, \$13; 10 to 19 times, \$11.80; 20 to 29 times, \$11; 30 or more times, \$10.35. Five minutes, 11 a.m. to 2 p.m., less than 10 times, \$5.75; 10 to 19 times, \$5.20; 20 to 29 times, \$4.90; 30 or more times, \$4.60. Five minutes, 5 to 11.30 p.m., less than 10 times, \$6.50; 10 to 19 times, \$5.90; 20 to 29 times, \$5.50; 30 or more times, \$5.25. One minute, 11 a.m. to 2 p.m., less than 10 times, \$1.90; 10 to 19 times, \$1.70; 20 to 29 times, \$1.60; 30 or more times, \$1.55. One minute, 5 to 11.30 p.m., less than 10 times, \$2; 10 to 19 times, \$1.90; 20 to 29 times, \$1.80; 30 or more times, \$1.70. (Note: These rates are quoted in U. S. A. currency.)

Copy restrictions: Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

OAX4J-OAX4I, LIMA

Operator: Radio Internacional S. A. *Address:* Minería Bldg., 6th floor, P. O. Box 1166, Lima. *Power:* OAX4J, 500 watts on 1100 kc.; OAX4I, 500 watts on 9520 kc. *Affiliation:* None at present; station states it expects to become affiliated with Radio Agricultura, Santiago, Chile, and Radio Splendid, Buenos Aires, Argentine. *Opened:* June 1, 1935. (Note: Radio Internacional S. A. are also artists' representatives, and



PUERTO RICO

● **SAN JUAN**
WKAQ
WNEL

● **MAYAGUEZ**
WPRA

● **PONCE**
WPRP

PERU STATIONS—Continued

engage in the sale of records and transcriptions.)

Managing director: Antonio Vazquez. *Station manager:* D. Platt. *Commercial manager:* J. Aprile. *Chief engineer:* Alfonso Pereira. *Program director, artists bureau head:* D. Riva. *Musical director:* F. Ormeno. *Publicity director:* M. Venegas.

Rep: Conquest Alliance Co., Inc., New York City. *News:* UP, AP, Transocean, British Legation, Peruvian Official news service (maintained by the government), the Havas Agency. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

Electrical transcriptions: Have large library of records of various make. Also have 4 turntables which take 6 to 18-inch recordings at 33 $\frac{1}{2}$ and 78 r.p.m. *Best programs:* Spanish operettas, Peruvian folklore music, classical music, operas, Spanish comedies, dance music, South American folklore, Central American songs, detective serials. *Artists bureau:* Yes; lists 63 artists.

Rates: One daily announcement, noon to 1 a.m. (up to 25 words) \$3; per month, \$30; two daily announcements, \$5.50; per month, \$55; 3 daily announcements, \$7.50; per month, \$75; 4 daily announcements, \$9; per month, \$90; 5 daily announcements, \$10; per month, \$100; 10 daily announcements, \$20; per month, \$200. Ten daily announcements, noon to 1 a.m. (up to 15 words), \$15; per month, \$150; 15 daily announcements, \$21; per month, \$210; 20 daily announcements, \$25; per month, \$250; 30 daily announcements, \$35; per month, \$350. Ten daily announcements, noon to 1 a.m. (up to 10 words), \$12; per month, \$120; 15 daily announcements, \$16; per month, \$160; 20 daily announcements, \$19; per month, \$190; 30 daily announcements, \$27; per month, \$270. Announcements on the above scale.

but broadcast specifically between 5 p.m. and 1 a.m., add 20%; between 7 p.m. and 11 p.m., add 50%. Prices for programs currently on station; minimum period, 15 minutes: Noon to 3 p.m., \$1 per minute; 5 p.m. to 1 a.m., \$1.50 per minute; 7 p.m. to 11 p.m., \$2 per minute; programs at a specific hour, \$3 per minute; programs with special artists, \$1.50 per minute, plus cost of artists' services. All rates are subject to a 10% tax. (Note: These prices are quoted in U.S.A. currency.)

Copy restrictions: All patent medicine advertising must be approved by the Department of Health.

OAX4L, LIMA

Operator: Radio Miraflores. *Address:* Manco Capac 347, Miraflores, Lima. *Power:* 250 watts on 1250 kc. *Affiliation:* No network; station states it is affiliated with OAX5B, Radio Universal of Ica. *Opened:* 1935.

Station head and commercial manager: Clemente Palma. *Station manager, chief engineer:* Ricardo Palma. *Program director:* Sara Vizcarra. *Musical director:* Clemencia Palma. *Artists bureau head:* George Bullard. *Publicity director:* Jorge Alvarado.

Rep: None. *News:* UP. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have a library of 15,000 RCA Victor, Columbia, Decca, Perfect, Odeon, Telefunken and other records. Turntables take 10, 12 and 16-inch recordings at 33 $\frac{1}{2}$ and 78 r.p.m. *Best programs:* Sports broadcasts, American dance music and Hollywood gossip. *Artists bureau:* Yes; lists 50 artists.

Rates: No information given.

Copy restrictions: Patent medicines must be approved by the Department of Health.

PUERTO RICO

Official language: Spanish widely used; English taught in public schools. *Money:* U. S. dollars. *Area:* 3,435 square miles. *Population:* 1,723,500. *Estimated number of radio sets:* 52,000.

Duty on transcriptions: None. There is, however, a 10% ad valorem Internal Revenue Tax. (Note: Stations in this nation are governed by the U. S. Federal Communications Commission; releases on restricted musical selections must be obtained from ASCAP.)

WPRA, MAYAGUEZ

Operator: Puerto Rico Advertising Co., Inc. *Address:* P. O. Box 271, Mayaguez. *Power:* 100 and 250 watts on 1370 kc. *Affiliation:* None. *Opened:* June 15, 1937.

President, commercial manager, publicity director: Andres Camara. *Station manager:* P. R. Fermaintt. *Chief engineer:* Ralph P. Perry. *Program and musical director:* Celso Torres.

PUERTO RICO STATIONS—Continued

Rep: None. *News:* Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Turntables take 10, 12 and 16 inch recordings at 33 1/3 and 78 r.p.m. *Best programs:* Musical, semi-classical and classical programs. *Artists bureau:* None.

Rates: One hour, 6 to 11 a.m., \$18; 11 a.m. to 12 noon, \$20; noon to 2 p.m., \$30; 2 to 6 p.m., \$20; 6 p.m. to midnight, \$35. For quarter-hour program, add 20% to hour rates; for half-hour program, add 15% to hour rates. For programs to be broadcast at specified morning hour, add 20%. Contracts (not exceeding one year) for 13 to 25 hours earn 5% discount; 25 to 51 hours, 10%; 52 to 103 hours, 15%; 104 to 311 hours, 20%; 312 hours or more, 25%. Prices quoted include station time and facilities and announcers' services. Additional charges will be made for programs originating outside the station studios. During nighttime periods, commercials must not exceed 225 words per quarter-hour; during daytime, commercials must not exceed 300 words per quarter-hour.

Copy restrictions: All copy must adhere to U.S. government rules and regulations.

WPRP, PONCE

Operator: Julio M. Conesa. *Address:* Ponce, Puerto Rico. *Power:* 250 watts on 1420 kc. *Affiliation:* None. *Opened:* 1935.

Owner, general director and chief engineer: Julio M. Conesa. *Station manager:* I. Schmidtke. *Commercial manager:* A. Mirabal. *Program director and artists bureau head:* Anto Alfonso. *Publicity director:* Lieban Cordova.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Obtained from Station WNEL, Puerto Rico. *Merchandising:* Services available upon request. *Foreign language programs:* Accept English programs.

Electrical transcriptions: Have World Broadcasting System and Langlois & Wentworth, Inc., transcriptions, vertical and lateral cut. *Best programs:* Hollywood news, American dance music with vocals in English, and semi-classical music. *Artists bureau:* Yes; number of artists not given.

Rates: Following rates are quoted for quarter-hour periods. Six to 8 p.m., 7 times weekly, \$25 per week; 4 times, \$23; 3 times, \$20; 2 times, \$15; 1 time, \$8. Eight to 11 p.m., quarter-hour, 7 times weekly, \$20 per week; 4 times, \$15; 3 times, \$12; 2 times, \$10; once, \$6. From 11 p.m. to midnight not less than half-

hour periods sold; prices on request. Eleven a.m. to 1 p.m., quarter-hour, 7 times weekly, \$25 per week; 4 times, \$23; 3 times, \$20; 2 times, \$15; once, \$8. From 7:30 to 8:30 a.m. and 11 a.m. to noon, quarter-hour, 7 times weekly, \$20 per week; 4 times, \$15; 3 times, \$12; 2 times, \$10; once, \$6. Half-hour rates multiply by 2 the figures given and deduct 10%; full hour, multiply by 4 and deduct 15%. Prices for announcements by the month run from \$50 to \$150, depending on length of text and number of announcements per day. Station supplies all facilities, including announcer. Frequency discount, 10% after termination of second month.

Copy restrictions: Station adheres to the same general regulations as are followed in the U. S.

WKAQ, SAN JUAN

Operator: Radio Corporation of Puerto Rico. *Address:* Calle Tetuan, Esquina Tanca, San Juan. *Power:* 1,000 watts on 1240 kc. *Affiliation:* None.

Station head: J. W. G. Ogilvie.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Obtained from newspaper. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33 1/3 and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 7 a.m. to 6 p.m., \$25; half-hour, \$12.50; quarter-hour, \$7.50; one-minute, \$2.50. One hour, 6 p.m. to midnight, \$50; half-hour, \$25; quarter-hour, \$15; one minute, \$5. Frequency discounts: 13 to 25 times, 5%; 26 to 51 times, 10%; 52 to 103 times, 15% 104 to 311 times, 20%; 312 or more times, 25%. Fifteen seconds at beginning and at end of program reserved for station announcement. One-minute spots after 6 p.m. sold only on the full hour.

Copy restrictions: Since Puerto Rico is a U.S. possession, all copy is subject to the usual FCC and FTC rules and regulations.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct).

WNEL, SAN JUAN

Operator: Juan Piza. *Address:* 59 Brau St., San Juan. *Power:* 2,500 and 1,000 watts on 1290 kc. *Affiliation:* None.

Owner: Juan Piza. *Chief engineer:* W. N. Greer.

Rep: Broadcasting Abroad, Ltd., 119

PUERTO RICO STATIONS—Continued

West 57th St., New York City. *News:* Radio News Association, Inc. *Merchandising:* None listed. *Foreign language programs:* Take English and Spanish programs.

Electrical transcriptions: Have Titan Production Co. and Langlois & Wentworth transcriptions; turntables take 16-inch records at 33½ r.p.m. and 10 or 12 or 18-inch records at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

Rates: One hour daytime, \$37.50; nighttime hour, \$75. Daytime half-hour, \$18.75; nighttime half-hour, \$37.50. Daytime quarter-hour, \$10; nighttime quarter-hour, \$20. Five minutes daytime, \$5; five minutes nighttime, \$10. One minute daytime, \$3; one minute nighttime, \$5. Special rate of \$45 for a quarter-hour six times weekly between 7 and 11 a.m.

Copy restrictions: All copy subject to U. S. government rules and regulations.

URUGUAY

Official language: Spanish. *Money:* Peso. *Area:* 72,153 square miles. *Population:* 2,020,040. *Estimated number of receiving sets:* 125,000. *Tax or registration:* None.

Duty on transcriptions and records: On discs up to 26 centimeters the official valuation is 1.80 pesos per dozen, and tax is 52% of official valuation. On discs up to 31 centimeters the official valuation is 2.30 pesos per dozen, and the tax is also 52%. On discs over 31 centimeters the official valuation is in proportion. In addition, there is a surtax of 0.20 pesos per record. (Duty is collectable 25% in gold pesos. Since there is no gold, additional paper pesos must be paid, increasing the duty about 42%.)

CW25, DURAZNO

Operator: Artola, Evangelisti y Cia. *Address:* R O del Uruguay, Durazno. *Power:* 500 watts on 1430 kc. *Affiliation:* None. *Opened:* June 17, 1933.

Station head: L. A. Artola. *Station manager, program and musical director:* R. H. Evangelisti. *Commercial manager, publicity director:* M. Vazquez. *Chief engineer:* Danilo Valverde.

Rep: None. *News:* Obtained from local press. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 4,000 records and transcriptions of various make, at 33½ and 78 r.p.m. *Best programs:* Popular River Plate music (this is sectional music; River Plate flows through territory), male and female singers, comedy and drama. *Artists bureau:* None.

Rates: One hour daily, \$120; half-hour, \$60; quarter-hour, \$30. Two announcements daily, \$10 per month; 4 announcements, \$14; 10 announcements, \$25; 20 announcements, \$40.

Copy restrictions: None.

CX4, MONTEVIDEO

Operator: Ministerio de Ganaderia y Agricultura, Direccion de Agronomia (Ministry of Cattle-Raising and Agriculture, Department of Farming). *Address:*

Calle Uruguay 821, Montevideo. *Power:* 1,000 watts on 610 kc.

This station is owned and operated by the government, and is non-commercial.

CX6-CXA4, MONTEVIDEO

Operator: Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* CX6, 25,000 watts on 650 kc; CXA4, 1,000 watts on 6125 kc. *Affiliation:* No network; operated by the government, which also has the following stations under construction: CXA6, CX38 and CXA (call letters, CXA, not certain).

President: Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: These stations are non-commercial; owned and operated by the government of Uruguay for cultural purposes.)

CX12, MONTEVIDEO

Operator: Radio Westinghouse. *Address:* Olimar 1364. *Power:* 5,000 watts on 770 kc. *Affiliation:* No information available.

Station head: L. A. Artola.

Rep: Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Of-

Note: Unless otherwise stated, all rates are in Pesos.

URUGUAY

● SALTO
CW19
CW23
CW27
CW31

● MELO
CW43

● PAYSANDU
CW35
CW39

● DURAZNO
CW25

● MERCEDES
CW29

● FLORIDA
CW33

● COLONIA
CW37

● SAN JOSE
CW41

● CANELONES
CW47

● MONTEVIDEO

CX4	CX20	CX38
CX6	CX22	CX40
CX8	CX24	CX42
CX10	CX26	CX44
CX12	CX28	CX46
CX14	CX30	CX48
CX16	CX32	CXA
CX18	CX34	CXA4
	CX36	CXA6

URUGUAY STATIONS—Continued

fer limited service. *Foreign language programs*: No information available.

Electrical transcriptions: Have 2 turntables, at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs*: No list available. *Artists bureau*: No information available.

Rates: One hour, 8 a.m. to 12 noon, \$60; noon to 2 p.m., \$72; 2 to 5 p.m., \$60; 5 to 8 p.m., \$65; 8 to 10 p.m., \$72; 10 p.m. to midnight, \$65. Half-hour, 8 a.m. to 12 noon, \$33; noon to 2 p.m., \$40; 2 to 5 p.m., \$33; 5 to 8 p.m., \$36; 8 to 10 p.m., \$40; 10 p.m. to midnight, \$36. Quarter-hour, 8 a.m. to 12 noon, \$18; noon to 2 p.m., \$22; 2 to 5 p.m., \$18; 5 to 8 p.m., \$20; 8 to 10 p.m., \$22; 10 p.m. to midnight, \$20. Five minutes, 8 a.m. to 12 noon, \$9; noon to 2 p.m., \$11; 2 to 5 p.m., \$9; 5 to 8 p.m., \$10; 8 to 10 p.m., \$11; 10 p.m. to midnight, \$10. One minute, 8 a.m. to 12 noon, \$2.25; noon to 2 p.m., \$2.75; 2 to 5 p.m., \$2.25; 5 to 8 p.m., \$2.50; 8 to 10 p.m., \$2.75; 10 p.m. to midnight, \$2.50. For less than 13 broadcasts, add 10%. Frequency discounts: 26 to 51 times, 10%; 52 or more times, 15%. Five minutes daily, 8 a.m. to 12 noon, \$225 per month; noon to 2 p.m., \$275; 2 to 5 p.m., \$225; 5 to 8 p.m., \$250; 8 to 10 p.m., \$275; 10 p.m. to midnight, \$250. One minute daily, 8 a.m. to 12 noon, \$60 per month; noon to 2 p.m., \$65; 2 to 5 p.m., \$60; 5 to 8 p.m., \$62.50; 8 to 10 p.m., \$65; 10 p.m. to midnight, \$62.50 per month. Frequency discounts: 2 to 3 months, 5%; 4 to 6 months, 10%; 7 to 12 months, 15%.

Copy restrictions: Patent medicine copy must be free of exaggerated or untrue claims.

(This information was supplied by **Broadcasting Abroad, Ltd.**, and not by the station direct.)

CX14-CX18, MONTEVIDEO

Operator: Difusoras El Espectador, Ltda. *Address*: Olimar 1364, Montevideo. *Power*: CX14, 10,000 watts on 810 kc; CX18, 10,000 watts on 890 kc. *Affiliation*: None. *Opened*: Nov. 1, 1933. (Note: CX14, "El Espectador," devotes its time chiefly to information and news programs; CX18, "Radio Sport," chiefly to sports activities.)

Director, commercial manager: L. F. Balerio Sicco. *Station manager*: Angel Latapie. *Chief engineer*: D. Valverde. *Program director, artists bureau head*: Victor Solino. *Musical director*: Walter Alfaro. *Publicity director*: Salvador Flores.

Rep: None. *News*: UP. *Merchandising*: Will offer service upon request. *Foreign language programs*: Accepted in languages for South American, North American and European countries.

Electrical transcriptions: Have about 10,000 RCA Victor, Columbia, Brunswick, Polydor, Odeon, National and Telefunken

records. Turntables take records at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs*: General and sports news, musical programs, and theatrical broadcasts. *Artists bureau*: Yes; lists 15 artists.

Rates: **CX14**—One daily announcement, \$15 per month; 3 daily announcements, \$40; 5 daily announcements, \$60; 8 daily announcements, \$85; 10 daily announcements, \$110; 15 daily announcements, \$160; 20 daily announcements, \$190. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$160 per month; every 20 minutes, \$220; every 15 minutes, \$270. **CX18**—One daily announcement, \$10 per month; 3 daily announcements, \$25; 5 daily announcements, \$40; 8 daily announcements, \$60; 10 daily announcements, \$70; 15 daily announcements, \$100; 20 daily announcements, \$120. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$90 per month; every 20 minutes, \$140; every 15 minutes, \$170. **Announcements on CX14 and CX18, alternately**: Once daily, \$15 per month; 3 times daily, \$35; 5 times, \$55; 8 times, \$75; 10 times, \$95; 15 times, \$135; 20 times, \$160. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$130 per month; every 20 minutes, \$190; every 15 minutes, \$230. Announcements on both stations earn 5% discount. Contracts for 3 or more months earn 5% discount; 6 or more months, 10%. **Prices for announcements in local sports events, CX18**: One announcement in each event (10 words, maximum), \$15 per month; 3 announcements, \$36; 5 announcements, \$50; 10 announcements, \$90; 20 announcements, \$160.

Copy restrictions: Accept alcoholic beverages and patent medicines; all copy subject to local broadcasting regulations.

CX26, MONTEVIDEO

Operator: Figueira, Canepa & Cia. *Address*: Montevideo. *Power*: 5,000 watts on 1050 kc. *Affiliation*: No network; Figueira, Canepa & Cia. also operate CX34, Montevideo (q.v.). *Opened*: 1927.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs*: No information available.

Electrical transcriptions: Equipped to handle recordings at 33 $\frac{1}{3}$ and 78 r.p.m. *Best programs and artists bureau*: No information available.

Rates: One hour, 13 times, 10 a.m. to

URUGUAY STATIONS—Continued

6 p.m., \$53.20; 26 times, \$50.40; 52 times, \$47.60; 104 times, \$44.60. Half-hour, 13 times, \$31.90; 26 times, \$30.20; 52 times, \$28.60; 104 times, \$26.90. Quarter-hour, 13 times, \$19.20; 26 times, \$18.10; 52 times, \$17.20; 104 times, \$16.10. One hour, 13 times, 6 to 11 p.m., \$76; 26 times, \$72; 52 times, \$68; 104 times, \$64. Half-hour, 13 times, \$45.60; 26 times, \$43.20; 52 times, \$40.80; 104 times, \$38.40. Quarter-hour, 13 times, \$27.40; 26 times, \$25.90; 52 times, \$24.50; 104 times, \$23. One-minute announcements, daily, \$60 per month. Above rates do not include artists' services.

Copy restrictions: Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CX34, MONTEVIDEO

Operator: Figueira, Canepa & Cia. *Address:* Montevideo. *Power:* 500 watts on 1210 kc. *Affiliation:* No network; Figueira, Canepa & Cia. also operate CX26, Montevideo (q.v.). *Opened:* 1926.

Rep: Conquest Alliance Co., Inc., New York City. *News, merchandising, foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

Rates: One hour, 13 times, 12 noon to 6 p.m., \$37.30; 26 times, \$35.30; 52 times, \$33.30; 104 times, \$31.40. Half-hour, 13 times, \$22.30; 26 times, \$21.10; 52 times, \$20; 104 times, \$18.80. Quarter-hour, 13 times, \$13.40; 26 times, \$12.70; 52 times, \$12; 104 times, \$11.30. One hour, 13 times, 6 to 11 p.m., \$53.20; 26 times, \$50.40; 52 times, \$47.60; 104 times, \$44.80. Half-hour, 13 times, \$31.90; 26 times, \$30.20; 52 times, \$28.60; 104 times, \$26.90. Quarter-hour, 13 times, \$19.20; 26 times, \$18.10; 52 times, \$17.20; 104 times, \$16.10. One-minute announcements daily, \$40 per month. Above rates do not include artists' services.

Copy restrictions: Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

CX36, MONTEVIDEO

Operator: Radio Centenario. *Address:* Olimar 1364. *Power:* 500 watts on 1250 kc. *Affiliation:* No information available.

Station heads: Vazquez & Walder.

Rep: Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

Rates: One hour, 8 a.m. to 12 noon, \$37.50; noon to 2 p.m., \$45; 2 to 5 p.m., \$37.50; 5 to 8 p.m., \$40.65; 8 to 10 p.m., \$45; 10 p.m. to midnight, \$40.65. Half-hour, 8 a.m. to 12 noon, \$20.65; noon to 2 p.m., \$25; 2 to 5 p.m., \$20.65; 5 to 8 p.m., \$22.50; 8 to 10 p.m., \$25; 10 p.m. to midnight, \$22.50. Quarter-hour, 8 a.m. to 12 noon, \$11.25; noon to 2 p.m., \$13.75; 2 to 5 p.m., \$11.25; 5 to 8 p.m., \$12.50; 8 to 10 p.m., \$13.75; 10 p.m. to midnight, \$12.50.

Five minutes, 8 a.m. to 12 noon, \$5.65; noon to 2 p.m., \$6.90; 2 to 5 p.m., \$5.65; 5 to 8 p.m., \$6.25; 8 to 10 p.m., \$6.90; 10 p.m. to midnight, \$6.25. One minute, 8 a.m. to 12 noon, \$1.40; noon to 2 p.m., \$1.75; 2 to 5 p.m., \$1.40; 5 to 8 p.m., \$1.55; 8 to 10 p.m., \$1.75; 10 p.m. to midnight, \$1.55. For less than 13 broadcasts add 10%. *Frequency discounts:* 26 to 51 times, 10%; 52 or more times, 15%. Five minutes daily, 8 a.m. to 12 noon, \$140 per month; noon to 2 p.m., \$175; 2 to 5 p.m., \$140; 5 to 8 p.m., \$155; 8 to 10 p.m., \$175; 10 p.m. to midnight, \$155. One minute daily, 8 a.m. to 12 noon, \$37.50 per month; noon to 2 p.m., \$45; 2 to 5 p.m., \$37.50; 5 to 8 p.m., \$39.10; 8 to 10 p.m., \$45; 10 p.m. to midnight, \$39.10. *Frequency discounts:* 2 to 3 months, 5%; 4 to 6 months, 10%; 7 to 12 months, 15%.

Copy restrictions: Patent medicine copy must be free of exaggerated or untrue claims.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

CX38, MONTEVIDEO

Operator: Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 5,000 watts on 1290 kc. *Affiliation:* No network; owned by the government, as are CX6, CXA4, CXA6 and CXA (the last two are under construction and the call letters, CXA, are uncertain).

President: Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes.)

URUGUAY STATIONS--Continued

CXA, MONTEVIDEO

Operator: Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 1,000 watts; kilocycles not determined. *Affiliation:* No network; owned by the government, as are CX6, CXA4, CXA6 and CX38 (the last two are under construction).

President: Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes; the call letters CXA are uncertain.)

CXA6, MONTEVIDEO

Operator: Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 20,000 watts on 9550 kc. *Affiliation:* No network; operated by the government, as are CX6, CXA4, CX38 and CXA (the last two are under construction, and the call letters CXA are not certain).

President: Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes.)

CW35, PAYSANDU

Operator: Paysandu Broadcasting. *Address:* 18 de Julio 1044, Paysandu. *Power:* 250 watts on 1240 kc. *Affiliation:* None. *Opened:* 1925. (Note: This station is also owner of the publicity bureau *Mercurio*.)

Manager, program and publicity director: Alfonso Ordoqui. *Station and commercial manager:* J. Viola Oreggioni. *Chief engineers:* Miguel Serra, R. Mahler. *Musical director:* Professor Tito Lemes. *Artists bureau head:* Lorenzo Taborda.

Rep: None. *News:* Obtained from newspapers and own farming and cattle-raising reports. *Merchandising:* None. *Foreign language programs:* Accept Italian, French, English, Portuguese and German programs.

Electrical transcriptions: Have a library of 4,000 RCA Victor, National and Columbia records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Typical or folklore music, radio theatre, sports broadcasts, select music, literature. *Artists bureau:* Yes, lists 12 artists.

Rates: Quarter-hour daily, \$35 per month; half-hour daily, \$60 per month; one hour daily, \$100 per month. Four daily announcements, \$8 per month; eight daily, \$15; 10 daily, \$17; 15 daily, \$25; 20 daily, \$30; 30 daily, \$40 per month. Ten-word announcements daily in all broadcasts, except exclusive programs (averaging 60 to 70 announcements daily), \$35 per month.

Copy restrictions: All copy must adhere to the regulations of the official radio service of the Republic of Uruguay.

VENEZUELA

Official language: Spanish. *Money:* Bolivare. *Area:* 352,051 square miles. *Population:* 3,414,160. *Estimated number of receiving sets:* 80,000. *Tax or registration:* Sets must be registered; no tax.

Duty on transcriptions and records: Accessories for phonographs, including discs, 1.00 bolivares per gross kilo.

YV3RA-YV3RB-YV3RC, BARQUISIMETO

Operator: Sigala & Ramos. *Address:* Barquisimeto. *Power:* YV3RA, 300 watts on 1270 kc; YV3RB, 500 watts on 5880 kc; YV3RC, 500 watts on 9565 kc. *Affiliation:* Stations state they are forming a network, but at the present time plans are not complete. (Note: Hermanos Sigala, one of the operators of these stations, also owns medical laboratories and the Sigala Drug Store.)

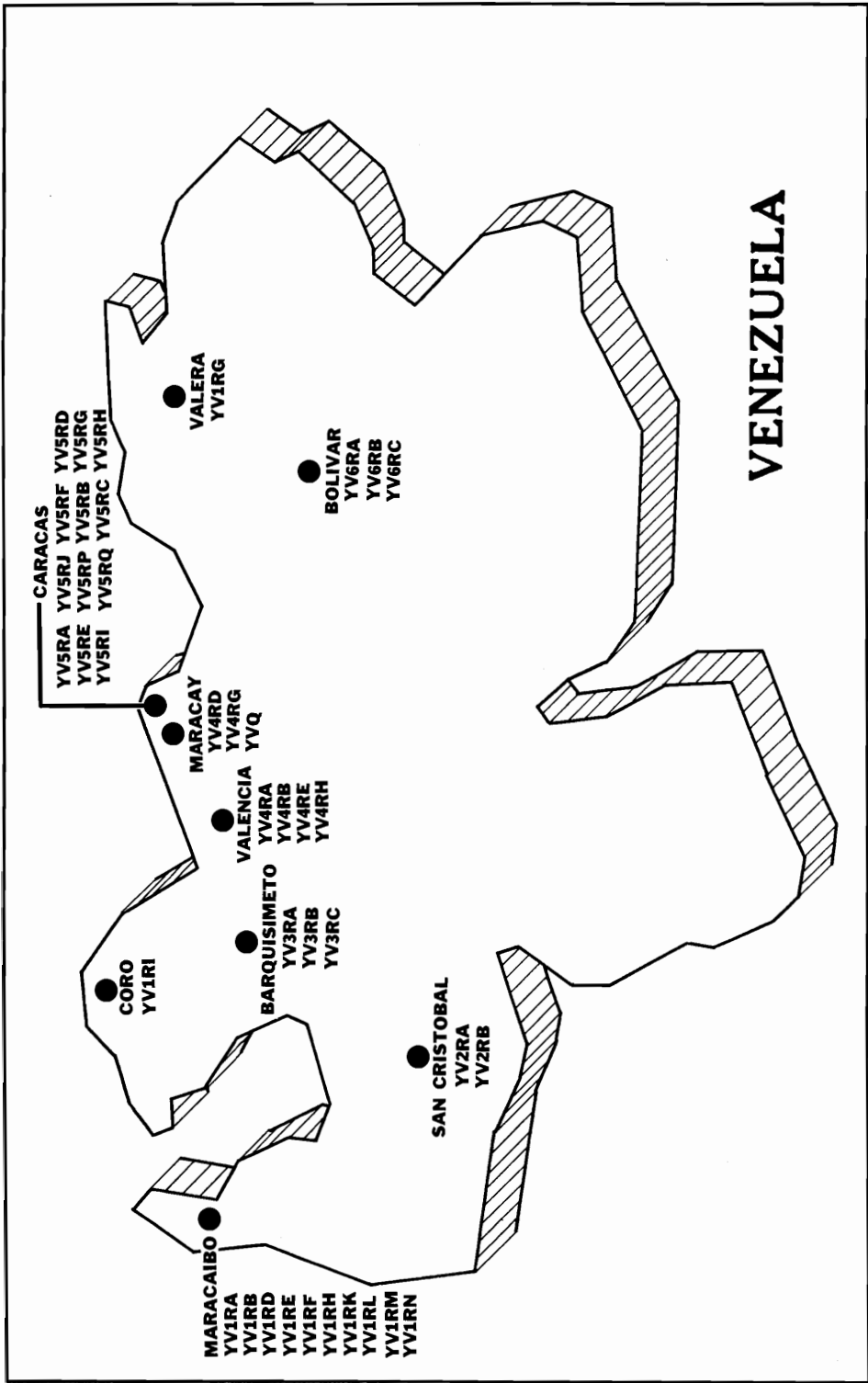
General manager: Arturo Ramos Maggi. *Chief engineer:* German Zavarce de Lima.

Rep: None listed. *News:* Obtained from local press. *Merchandising:* Assist clients in arranging displays, distributing advertising matter, etc., free of charge. *Foreign language programs:* Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* No information given.

Rates: Quarter-hour with orchestra, Bs. 35 daily; with singers, Bs. 30; with records, Bs. 25. When quarter-hours are broadcast several times a week, there is

Note: Unless otherwise stated, all rates are in Bolivares.



VENEZUELA

VENEZUELA STATIONS—Continued

a discount of 20%. One announcement daily, Bs. 60 per month; 3 announcements daily, Bs. 160 per month; 5 announcements daily, Bs. 250 per month. Contracts for three or more months earn 20% discount.

Copy restrictions: None listed.

YV6RA-YV6RB, BOLIVAR

Operator: Enrique Torres Valencia. *Address:* Calle Bolivar 32, Apartado No. 34, Ciudad Bolivar. *Power:* YV6RA, 200 watts on 1400 kc; YV6RB, 200 watts on 6545 kc. *Affiliation:* None. *Opened:* March 19, 1936.

Station head: Enrique Torres Valencia. *Station manager:* Antonio J. Rivas. *Commercial manager:* Ivan Squerre. *Chief engineer:* Rafael G. Guariguata. *Program director:* Antonio J. Sotillo. *Musical director:* Raquel Torres V. *Artists bureau head:* Maria Helena Benignis. *Publicity director:* Orlando Gomez.

Rep: None. *News:* Obtained from national cable and telegraph service. *Merchandising:* None. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have two turntables at 33½ and 78 r.p.m. *Best programs:* Creole music, comedy, dialogue, dance music. *Artists bureau:* Yes; lists 12 artists.

Rates: One hour, once a month, 120.00 Bolivares; half-hour, 65.00; quarter-hour, 35.00. One hour, 2 to 4 times a month, 114.00 Bolivares; half-hour, 62.00; quarter-hour, 33.00. One hour, 5 to 9 times a month, 108.00 Bolivares; half-hour, 59.00; quarter-hour, 32.00. One hour, 10 to 15 times a month, 102.00 Bolivares; half-hour, 55.00; quarter-hour, 30.00. One hour, 16 to 30 times a month, 96.00 Bolivares; half-hour, 52.00; quarter-hour, 28.00. One hour, 31 or more times a month, 90.00 Bolivares; half-hour, 47.50; quarter-hour, 26.00. Sixty-word announcements, 15 times a month, 60.00 Bolivares; 15 times a month for 3 months, 54.00 per month; for 6 months, 48.00 per month. Sixty-word announcements, 30 times a month, 100.00 Bolivares; 30 times a month for 3 months, 90.00 per month; for 6 months, 80.00 per month.

Copy restrictions: None.

YV5RA-YV5RC, CARACAS

Operator: Almacen Americano. *Address:* P. O. Box 2009, Caracas. *Power:* YV5RA, 5,000 watts on 960 kc; YV5RC, 1,000 watts on 6112 kc. *Affiliation:* None. *Opened:* Nov. 12, 1930. (Note: Almacen Americano is also a distributing agency for U. S. firms.)

Director and station manager: Ricardo Espina. *Commercial manager:* Alcides Toro. *Chief engineer:* Jose C. Marcano. *Program directors:* Alberto Oyarzabal; Domingo

Hurtado. *Musical directors:* Luis Alfonso Larrain-Angel; Sauce-Geber Hernandez. *Artists bureau head:* Carlos Fernandez. *Publicity directors:* Antonio Castes, Carlos Fernandez.

Rep: Conquest Alliance Co., Inc., New York City. *News:* Obtained from local newspapers. *Merchandising:* Cooperation of personnel in arranging and presenting programs available without charge; other services can also be rendered on request. *Foreign language programs:* Not accepted.

Electrical transcriptions: Turntables take records at 33½ and 78 r.p.m. (Such programs are the exception, however, as nearly all broadcasts use local talent.) *Best programs:* Comedy, national popular music, mystery, semi-classical and popular music. *Artists bureau:* Yes; lists 23 artists.

Rates: One hour, 6 to 11 p.m., Bs. 400; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 300. Half-hour, 6 to 11 p.m., Bs. 220; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 165. Quarter-hour, 6 to 11 p.m., Bs. 120; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 90. Contracts for 13 to 24 times earn 5% discount; 25 to 49 times, 10%; 50 to 99 times, 15%; 100 or more times, 20%. Commission of 15% to recognized advertising agencies on net charges for station time. Additional charges are made for programs originating outside the studios, or requiring special production.

Copy restrictions: Accept alcoholic beverages and patent medicines, provided copy is not misleading or exaggerated.

YV5RB—YV5RD, CARACAS

Operator: Degwitz & Siblesz. *Address:* Radiodifusora Venezuela, Caracas. *Power:* YV5RB, 5,000 watts on 1200 kc.; YV5RD, 2,500 watts on 6158 kc. *Affiliation:* None. *Opened:* 1932.

Station and commercial manager, publicity director: Hermann Degwitz. *Chief engineer:* Gerardo Siblesz. *Program director:* L. Raymondi. *Musical director:* Maria Luisa Escobar. *Artists bureau head:* P. Pumar.

Rep: All-American Newspapers' Representatives, New York City. *News:* Obtained from Venezuelan daily papers. *Merchandising:* Service rendered by special arrangement. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 10,087 lateral cut records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 40 artists.

Rates: Fourteen-minute programs, 13 times over a period of one to 3 consecutive months, 11 a.m. to 5 p.m., \$9.50 each; 5 to 7 p.m., \$10.75; 7 to 9 p.m., \$22.90; 9 to 11 p.m., \$15.75. Twenty-eight minute pro-

VENEZUELA STATIONS—Continued

grams, 11 a.m. to 5 p.m., \$18.30 each; 5 to 7 p.m., \$21.45; 7 to 9 p.m., \$43; 9 to 11 p.m., \$27.25. Fifty-eight minute programs, 11 a.m. to 5 p.m., \$31.50 each; 5 to 7 p.m., \$41; 7 to 9 p.m., \$85.90; 9 to 11 p.m., \$50.25. Contracts for 26 times, 10% discount. Announcements up to 60 words for one week, 11 a.m. to 5 p.m., \$9.50; 4 weeks, \$34.75; 13 weeks, \$94.50. One week, 5 to 7 p.m. and 9 to 11 p.m., \$10.75; 4 weeks, \$41; 13 weeks, \$113.25. One week, 11 a.m. to 5 p.m., \$9.50; 4 weeks, \$34.75; 13 weeks, \$94.50. Contracts for 26 weeks, 10% discount. (Note: These prices are in U. S. currency.)

Copy restrictions: All copy must be in good taste, containing nothing which might be offensive to family groups.

YV5RE-YV5RF, CARACAS

Operator: Ecos de Caribe. *Address:* Oeste 8 Municipal, callej 8, Caracas. *Power:* YV5RE, 500 watts on 1100 kc; YV5RF, 500 watts on 6375. *Affiliation:* None.

Director: Federico A. Ponce. *Station manager:* M. A. Barnola R. *Commercial manager:* Jose Jimenez. *Chief engineer:* Antonio Mendez. *Program director:* C. Michelena. *Musical director:* Benjamin Albanez. *Artists bureau head:* Ismael Albanez. *Publicity director:* Pepe Laborda.

Rep: None in the U. S.; have representatives in various Venezuelan states. *News:* UP. *Merchandising:* Services rendered gratis. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 280 records of unspecified make, and one turntable. *Best programs:* Comedy, creole music, commentators (gossip), songs and Cuban music. *Artists bureau:* Yes; lists 52 artists.

Rates: No information given.

Copy restrictions: Stations apparently do not accept alcoholic beverages, since they state they broadcast the anti-alcohol and good health campaign sponsored by the Ministry of Public Health and Social Welfare.

YV5RI-YV5RJ, CARACAS

Operator: Suegart & Co. *Address:* Padre Sierra a Munoz, 3, Caracas. *Power:* YV5RI, 500 watts on 1370 kc; YV5RJ, 1,000 watts on 6250 kc. *Affiliation:* None. *Opened:* May 21, 1937. (Note: Suegart & Co. also owns *La Esfera*, a daily newspaper.)

General director: Edmundo Suegart. *Station manager:* Rafael Marquis. *Commercial manager:* M. de Goya. *Chief engineer:* Agustin Espino. *Program director:* Juan Olavarrieta. *Musical director:* Franco Medina. *Artists bureau heads:* Juan Olavarrieta (dramatic); Prof. Franco Medina

(musical). *Publicity director:* F. Carreno Delgado.

Rep: Chalmers-Ortega, 516 Fifth Ave., New York City, 919 N. Michigan Ave., Chicago; Comptoir International de Publicite, 9 Rue Tronchet, Paris; S. S. Koppe & Co., Ltd., 30-34 New Bridge St., London. *News:* UP, through newspaper affiliate, *La Esfera*. *Merchandising:* None. *Foreign language programs:* The Telecommunication and the Radio Broadcasting Law of Venezuela prohibit programs in any language other than Spanish.

Electrical transcriptions: Have 6,200 RCA Victor, Odeon, Columbia, Decca, Perfect, Excelsius and other records, 33 $\frac{1}{2}$ and 78 r.p.m. *Best programs:* Popular music, creole music with guitar ensemble, dance music, dramatic and children's programs, symphonic and operatic programs. *Artists bureau:* Yes; lists 184 artists.

Rates: On occasional broadcasts, one hour or more, 8 a.m. to 6 p.m., Bs. 300; 6 to 11 p.m., Bs. 390. Half-hour, 8 a.m. to 6 p.m., Bs. 165; 6 to 11 p.m., Bs. 214.50. Quarter-hour, 8 a.m. to 6 p.m., Bs. 90; 6 to 11 p.m., Bs. 117. On contract broadcasts (within one year), 13 to 25 hours, 8 a.m. to noon, Bs. 260 per hour; 26 to 50 hours, Bs. 240; 50 to 100 hours, Bs. 220; 13 to 25 hours, 12 noon to 6 p.m., Bs. 300; 26 to 50 hours, Bs. 275; 50 to 100 hours, Bs. 250; 13 to 25 hours, 6 to 11 p.m., Bs. 360; 26 to 50 hours, Bs. 330; 50 to 100 hours, Bs. 300. Special discount of 10% allowed advertisers using the pages of *La Esfera* in conjunction with their radio advertising. Commission to recognized agencies, 10%.

Copy restrictions: Accept patent medicines, provided copy is truthful and in good taste; all advertising must be approved by station and adhere to government regulations.

YV1RA-YV1RB, MARACAIBO

Operator: L. Garcia Nebot & Juan Suarez C. *Address:* Apartado Postal 37, Maracaiba. *Power:* YV1RA, 175 watts on 1300 kc; YV1RB, 300 watts on 5850 kc. *Affiliation:* Key station of Venezuela Radio Chain. *Opened:* Feb. 28, 1934.

Co-owner, program and musical director, artists bureau head: L. Garcia Nebot. *Co-owner, commercial manager and publicity director:* Juan Suarez C. *Chief engineer:* Manuel A. Arraez.

Rep: Jesus Araujo B., Cuartel Viejo a Pineda 46, Caracas, Venezuela. *News:* UP and local paper. *Merchandising:* Arrange for local displays and distribute samples at cost. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have 3,500 records of unspecified make. Turn-

VENEZUELA STATIONS—Continued

tables, manufactured in the U. S., take records at 33½ and 78 r.p.m. *Best programs:* Variety, adventure, comedy and drama, opera and comic-opera music, semi-classical and classical music, symphonic music. *Artists bureau:* Yes; lists about 60 artists.

Rates: One hour, Bs. 116; half-hour, Bs. 62; quarter-hour, Bs. 32. Thirteen programs, one weekly for 13 weeks, earn 5% discount; 13 programs, 2 weekly, 7½%; 26 programs, 1 weekly for 26 weeks, 7½%; 52 programs, one weekly for 52 weeks, 12%. One announcement daily except Sunday, Bs. 80 per month. One announcement in News Bulletin, daily except Sunday, Bs. 125 per month; 2 announcements, Bs. 200. Six-month contract earns 5% discount; 12-month, 10%.

Copy restrictions: Patent medicine advertising must not be misleading or exaggerated.

YVIRD-YVIRE, MARACAIBO

Operator: Radiodifusora Maracaibo. *Address:* Maracaibo. *Power:* Stations operate on 6070 and 1153 kc.; no wattage given.

Rates: One-minute announcements, one time, 4.00 Bolivares; for 15 consecutive days, 45.00; for one month, 75.00. Three-month contracts earn 5% discount; 6-month, 10%; 12-month, 20%. Quarter-hour, once a month, 30.00 Bolivares, 4 times a month, 110.00; 15 times a month, 375.00; every day for one month, 600.00. Half-hour, once a month, 60.00 Bolivares; 4 times a month, 200.00; 15 times a month, 700.00. One hour, once a month, 100.00 Bolivares; 4 times a month, 360.00.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

YVIRF-YVIRH, MARACAIBO

Operator: Nicolas Vale Quintero. *Address:* P. O. Box 261, Maracaibo. *Power:* YVIRF, 1000 watts on 1120 kc; YVIRH, 360 watts on 6360 kc. *Affiliation:* None. *Opened:* Oct. 1, 1936.

Owner and station manager: Nicolas Vale Quintero. *Commercial manager:* J. A. Garcia. *Chief engineer:* Gustavo Nouel. *Program director and artists bureau head:* O. Riera. *Musical director:* Leopoldo Lugo. *Publicity director:* L. G. Rosales.

Rep: Dario Salas De Lima, Curazao; Alberto Vale Quintero, Caracas, Venezuela; Pan-American Broadcasting Co., New York City. *News:* Obtained from local press and cables. *Merchandising:* None. *Foreign language programs:* Accept Spanish programs only.

Electrical transcriptions: Have 1,000 records of American and European make. Turntables take records up to 18 inches,

at 33½ and 78 r.p.m. *Best programs:* Classical music, domestic and foreign news, national dance music, Cuban and Argentine music, drama, comedy, sports, American music. *Artists bureau:* Yes; lists 24 artists.

Rates: One full hour once a month, Bs. 120; half-hour, Bs. 65; quarter-hour, Bs. 35. Two to 4 full hours a month, Bs. 114 each time; half-hour, Bs. 62; quarter-hour, Bs. 33. Five to 9 full hours a month, Bs. 108 each time; half-hour, Bs. 59; quarter-hour, Bs. 32. Ten to 15 full hours a month, Bs. 102 each time; half-hour, Bs. 55; quarter-hour, Bs. 30. Sixteen to 30 full hours a month, Bs. 96 each time; half-hour, Bs. 52; quarter-hour, Bs. 28. Thirty-one or more full hours a month, Bs. 90 each time; half-hour, Bs. 47.50; quarter-hour, Bs. 26. One announcement once a month, Bs. 4 per month; on 3-month contracts, Bs. 3.60 per month; 6-month contracts, Bs. 3.20 per month. Two announcements a month, Bs. 8 per month; on 3-month contracts, Bs. 7.20 per month; 6-month contracts, Bs. 6.40 per month. Four announcements a month, Bs. 16 per month; on 3-month contracts, Bs. 14.40 per month; 6-month contracts, Bs. 12.80 per month. Eight announcements a month, Bs. 32 per month; 3-month contracts, Bs. 28.80 per month; 6-month contracts, Bs. 25.60 per month. Fifteen announcements a month, Bs. 60 per month; 3-month contracts, Bs. 54 per month; 6-month contracts, Bs. 48 per month. Thirty announcements a month, Bs. 100 per month; 3-month contracts, Bs. 90 per month; 6-month contracts, Bs. 80 per month. (Announcements must not exceed 60 words.)

Copy restrictions: Announcements must be in Spanish and only three may be given between musical selections. Accept beer, but no hard liquor. Patent medicines must be approved by the Board of Health.

YV4RD-YV4RG, MARACAY

Operator: Humberto y Oscar Croquer. *Address:* Avenida La Barraca, Maracay. *Power:* YV4RD, 250 watts on 1150 kc; YV4RG, 200 watts on 6300 kc. *Affiliation:* Hookup with YV4RE and YV4RH in Valencia (operated by Luis Croquer). *Opened:* Dec. 19, 1935.

Station head: Humberto Croquer. *Station manager:* Oswaldo Paz Castillo. *Commercial manager, publicity director:* Oscar Croquer. *Chief engineer:* Atilio Ormezzana. *Program director:* Tomas R. Pino. *Musical director:* Pepe Croquer. *Artists bureau head:* Jose Eduardo Mendoza.

Rep: None. *News:* Obtained from La Voz de Aragua, a radio station, and domestic and foreign newspapers. *Merchandising:* Render services, including placing of posters, distribution of products, etc.,

VENEZUELA STATIONS—Continued

free of charge on contracts of 6 months or more. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use RCA Victor, Columbia, Odeon, Decca and Peerless records. Double turntable takes recordings at 78 r.p.m. *Best programs:* Humor, dramatic, scientific and creole comedy, singers, poetry, typical Venezuelan songs, cowboy ensembles, amateur programs, guitar ensembles, news bulletins, theatre broadcasts and orchestras. *Artists bureau:* Yes; lists 40 artists.

Rates: Regular station broadcasts—concerts, lectures, etc.—with announcements interposed: One hour, 12 noon to midnight, \$40 per month; half-hour, \$25; quarter-hour, \$15. Announcements up to 20 words, \$7.50 per month. Prices quoted include time and announcer, but not artists' services. Station states that prices are the "maximum to be charged, but the firm may give lower prices on special arrangement."

Copy restrictions: Commercials may not exceed 40 words, and only three commercials may be given in each broadcast.

YV2RB-YV2RA, SAN CRISTOBAL

Operator: Jesus M. Diaz Gonzalez, "La Voz del Tachira." *Address:* Calle Barbula 39 y 41, San Cristobal. *Power:* YV2RB, 1,000 watts on 980 kc; YV2RA, 1,000 watts on 5755 kc. *Affiliation:* None. *Opened:* Nov. 15, 1935. (Note: Jesus M. Diaz Gonzalez is also a radio technician and merchant.)

Owner, commercial manager, artists bureau head: Jesus M. Diaz Gonzalez. *Station manager, program director:* Juan Chacon. *Musical director:* Manuel Gomez. *Publicity director:* Elbano Beracierto.

Rep: None. *News:* Obtained through local press and broadcasts of foreign stations. *Merchandising:* No special service; will handle advertising in other media if advertiser desires. *Foreign language programs:* Not accepted.

Electrical transcriptions: Use Columbia and Odeon records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* News bulletins, band concerts, operatic selections, recorded music. *Artists bureau:* Yes; lists 15 artists.

Rates: One hour, one time, Bs. 80; one hour, twice weekly, Bs. 144 per week; 3 times weekly, Bs. 201.60; 4 times weekly, Bs. 253.44; 6 times weekly, Bs. 357.70; daily, Bs. 393.93 per week. Half-hour, one time, Bs. 44; twice weekly, Bs. 79.20 per week; 3 times weekly, Bs. 110.88; 4 times weekly, Bs. 139.40; 6 times weekly, Bs. 196.74; daily, Bs. 216.67 per week. Quarter-hour, one time, Bs. 24.20; twice weekly, Bs. 43.56 per week; 3 times weekly, Bs. 60.99, 4 times weekly, Bs. 76.68; 6 times weekly, Bs. 108.22; daily, Bs. 119.18 per week. One minute,

one time, Bs. 10; one minute, twice weekly, Bs. 18; 3 times weekly, Bs. 25.20; 4 times weekly, Bs. 31.68; 6 times weekly, Bs. 44.72; daily, Bs. 49.25 per week. Prices quoted are for programs between 7 and 9:30 p.m. and include station time and artists' services; for time and announcer, deduct 15%. For time only, deduct 20%. For programs between 11 a.m. and 1 p.m., 5:30 to 7 p.m. and 9:30 to 10:30 p.m., deduct 15%. Contracts for 2 to 13 weeks earn 5% discount; 13 to 26 weeks, 10%; 26 to 39 weeks, 15%; 39 to 52 weeks 20%.

Copy restrictions: Commercials limited to 100 words per musical selection; patent medicines must be approved by the local Board of Health; all copy must adhere to National Radio Regulations.

YV4RB-YV4RA, VALENCIA

Operator: La Voz de Carabobo. *Address:* Constitucion 298. *Power:* YV4RB, 1,500 watts on 1350 kc.; YV4RA, 500 watts on 6520 kc. *Affiliation:* No information available.

Rates: One-minute announcements, 11 a.m. to 2 p.m., 4.80 Bolivares; 5 to 7 p.m., 6.00; 7 to 10 p.m., 8.40. Quarter-hour, 11 a.m. to 2 p.m., 17.20 Bolivares; 5 to 7 p.m., 21.60; 7 to 10 p.m., 32.40. Half-hour, 11 a.m. to 2 p.m., 28.80 Bolivares; 5 to 7 p.m., 36.00; 7 to 10 p.m., 60.00.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

YVIRG, VALERA

Operator: Jorge Luis Febres Jelambi. *Address:* Valera, Edo Trujillo. *Power:* 800 watts on 6230 kc. *Affiliation:* None. *Opened:* Sept. 26, 1936. (Note: Jorge Luis Febres Jelambi also engages in the sale of automobile accessories and spare parts).

Director: Jose M. Isaacs Ch. *Station head, program and musical director:* Jorge Luis Febres Jelambi. *Station and commercial manager, publicity director:* Pedro Febres J. *Chief engineer:* Temple Lee.

Rep: None. *News:* Obtained from newspapers. *Merchandising:* No such service has been rendered to date; station states it would be willing to cooperate with advertisers, in proportion to length of contract. *Foreign language programs:* Not accepted.

Electrical transcriptions: Have library of records of unspecified make; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* String music and local music. *Artists bureau:* None.

Rates: No information given.

Copy restrictions: Alcoholic beverages must be advertised "moderately," and all programs and commercials must be in Spanish.

NATIONAL ASSOCIATION OF BROADCASTERS

On February 14 and 15, 1938, the National Association of Broadcasters, holding its sixteenth annual convention in Washington, D. C., unanimously approved a plan for reorganization, thus climaxing a move that had been discussed and planned for two years in the interests of strengthening the industry's trade association.

Four major changes are effected by the reorganization:

1. Creation of the position of paid president.
2. Creation of a Board of 17 directors, each elected from his own district, plus six directors-at-large chosen by vote of all active N. A. B. members.
3. Creation of an Executive Committee from within the membership of the Board of 23. The Committee's functions are the transaction of business between Board meetings.
4. Creation of a revised system of membership dues.

Revision of the structure of the N. A. B. was in the hands of a committee comprised of Edward A. Allen (WLVA, Lynchburg, Va.), Edwin W. Craig (WSM, Nashville, Tenn.), E. B. Craney (KGIR, Butte, Mont.), Walter J. Damm (WTMJ, Milwaukee, Wis.), John Shepard III (Yankee and Colonial Networks, Boston, Mass.), Mark Ethridge (advisory member; WHAS, Louisville, Ky.), and Phillip G. Loucks, counsel.

Named as new N. A. B. paid president (in June) was Neville Miller, former mayor of Louisville, Ky.

Quoted below are excerpts from the new N. A. B. by-laws outlining the organization's revision. (Note: The excerpts do not follow the same order they occupy in the by-laws):

I. PRESIDENT

The Board of Directors by a two-thirds vote of the members present shall elect a President... and shall have power to fix (his) term of service, duties and salary, and enter into contracts for such purpose.

The President shall be the executive officer of the Association and shall preside at meetings of the Association and of the Board of Directors and of the Executive Committee, and shall be a member ex-officio, with right to vote, of all committees except the Nominating Committee. He shall also, at the annual meeting of the Association and at such other times as he shall deem proper, communicate to the Association or to the Board of Directors such matters and make such suggestions as may in his opinion tend to promote the welfare and increase the usefulness of the Association, and shall perform such other duties as are necessarily incident to the office of the President of the Association or as may be prescribed by the Board of Directors or the Executive Committee.

II. DIRECTORS

The business and affairs of the Association shall be managed by and under the direction of a Board of Directors of twenty-three members, to be selected as hereinafter provided, each of whom shall be an Active Member of the Association or a representative actually engaged in the business of an Active Member.

There shall be one Director from each District, referred to hereinafter for purposes of convenience as District Directors. There shall be six additional Directors, referred to hereinafter for purposes of convenience as Directors-at-Large, two of which shall be representative of large stations, two of which shall be representative of medium stations, and two of which shall be representative of small stations, operating power to govern these classifications.

At least sixty days prior to the expiration of any District Director's term of

NATIONAL ASSN. OF BROADCASTERS—Continued

office, such District Director shall fix a time and place, and give proper notice thereof, for a meeting of all Active Members having their main studios in such District, at which meeting there shall be elected by majority vote one such Active Member as District Director for the ensuing two-year term. Such meeting shall be held at least thirty days prior to the next annual membership meeting.

The name of the Director so elected shall be certified to the Secretary-Treasurer of the Association immediately upon his election. In addition to his duties as a member of the Board of Directors, each District Director shall preside at all meetings of members of his District and report to the Secretary-Treasurer all actions taken at such meetings.

The District Directors shall constitute a Nominating Committee, which Committee shall meet in advance of the annual membership meeting and shall nominate two persons, for each of the six Directors-at-Large. . . Such nominations shall be reported to the membership during the first session of the annual meeting.

Election of Directors-at-Large shall proceed as follows:

A. The President shall appoint an Elections Committee of three persons.

B. The Elections Committee shall prepare ballots upon which there shall be arranged the names of the twelve nominees for Directors-at-Large in six groups of two names each.

C. The Elections Committee shall compile a list of Active Members eligible to vote in the elections.

D. The Elections Committee shall distribute ballots.

E. The Elections Committee shall on the second day of the membership meeting announce a time and place for balloting and shall supervise such balloting.

F. Immediately after the conclusion of balloting, the Elections Committee shall proceed to count ballots and announce the results.

G. The nominee receiving the highest number of votes in each of the six groups shall be declared elected.

All Directors-at-Large shall be elected to hold office until the conclusion of the membership meeting to be held next after their election. District Directors shall assume office at the first meeting of the Board of Directors following the meeting of the membership held after their election, and shall hold office until the close of the second annual meeting after assuming office; provided that: District Directors elected at the 1938 annual membership meeting by District 1, District 3, District 5, District 7, District 9, District 11, District 13, District 15 and District 17, shall serve until the close of the 1939 membership meeting, and that District Directors elected at the 1938 annual membership meeting by District 2, District 4, District 6, District 8, District 10, District 12, District 14, and District 16, shall serve until the close of the 1940 membership meeting.

The Board of Directors shall meet at least three times a year, one of which meetings shall be held immediately following the annual meeting. The President may, when he deems necessary, or the Secretary-Treasurer shall, at the request in writing of seven members of the Board, issue a call for a special meeting of the Board, and only five days' notice shall be required for such special meetings.

The Active Members shall be divided into seventeen groups, which groups shall be designated District 1 to District 17, both inclusive. The seventeen Districts shall include, respectively, those Active Members of the Association having their main studios in the following areas:

District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

District 2: New York.

District 3: Delaware, New Jersey and Pennsylvania.

NATIONAL ASSN. OF BROADCASTERS—Continued

District 4: District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.

District 5: Alabama, Florida, Georgia and Puerto Rico.

District 6: Arkansas, Louisiana, Mississippi and Tennessee.

District 7: Kentucky and Ohio.

District 8: Indiana and Michigan.

District 9: Illinois and Wisconsin.

District 10: Iowa, Missouri and Nebraska.

District 11: Minnesota, North Dakota and South Dakota.

District 12: Kansas and Oklahoma.

District 13: Texas.

District 14: Colorado, Idaho, Utah, Wyoming and Montana.

District 15: California (excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial), Nevada and Hawaii.

District 16: Arizona, California (including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial), and New Mexico.

District 17: Alaska, Oregon and Washington.

III. EXECUTIVE COMMITTEE

There shall be an Executive Committee composed of the President and six Directors, who shall be elected from and by the Board of Directors at the annual meeting of the Board. The President shall act as Chairman of the Committee and shall preside at all meetings. Vacancies shall be filled as they occur by elections from and by the Board. Two members of the Committee shall be representatives of large stations; two members of medium stations; and two of small stations. Not more than one representative of any one member shall be included in the membership of the Committee at any one time. The Committee shall, in the intervals between meetings of the Board, have and exercise the powers of the Board in the management of the business and affairs of the Association.

IV. MEMBERSHIP DUES

After March 1, 1938, each active member shall pay dues on net receipts from the sale of time received during the previous calendar year.

Class	Range of Income	Monthly Dues
A.	0- 15,000	\$ 5.00
B.	15,001- 36,000	10.00
C.	36,001- 60,000	15.00
D.	60,001- 80,000	20.00
E.	80,001- 120,000	30.00
F.	120,001- 160,000	40.00
G.	160,001- 200,000	50.00
H.	200,001- 300,000	75.00
I.	300,001- 400,000	100.00
J.	400,001- 500,000	125.00
K.	500,001- 600,000	150.00
L.	600,001- 800,000	200.00
M.	800,001-1,000,000	250.00
N.	1,000,001-2,000,000	400.00
O.	Over 2,000,000	500.00

N.A.B. DIRECTORS AND COMMITTEES

N.A.B. Board of Directors

Edward A. Allen, President

Radio Station WLVA
Lynchburg, Va.

Ralph R. Brunton, General Manager

Radio Station KJBS
San Francisco, Calif.

Edwin W. Craig, Vice-President

Radio Station WSM
Nashville, Tenn.

Walter J. Damm, Managing Director

Radio Station WTMJ
Milwaukee, Wis.

John Elmer, President

Radio Station WCBM
Baltimore, Md.

Mark Ethridge

Radio Station WHAS
Louisville, Ky.

John E. Fefzer, President

Radio Station WKZO
Kalamazoo, Mich.

Earl H. Gammons, Vice-President

Radio Station WCCO
Minneapolis, Minn.

John J. Gillin, Jr., Manager

Radio Station WOW
Omaha, Neb.

Herbert Hollister, General Manager

Radio Station KANS
Wichita, Kans.

Harold Hough, General Manager

Radio Station WBAP
Fort Worth, Tex.

Lambdin Kay, Director

Radio Station WSB
Atlanta, Ga.

John A. Kennedy, President

Radio Station WCHS
Charleston, W. Va.

Clair McCollough, General Manager

Radio Station WGAL
Lancaster, Pa.

C. W. Myers, President

Radio Station KOIN
Portland, Ore.

Eugene P. O'Fallon, President

Radio Station KFEL
Denver, Colo.

Elliott Roosevelt, President

Hearst Radio, Inc.
New York City

Frank M. Russell, Vice-President

Radio Station WRC
Washington, D. C.

John Shepard, III, President

Yankee Network
Boston, Mass.

O. L. Taylor, General Manager

Radio Station KGNC
Amarillo, Tex.

Donald W. Thornburgh, Vice-President

Radio Station KNX
Los Angeles, Calif.

W. Walter Tison, Director

Radio Station WFLA
Tampa, Fla.

Harry C. Wilder, President

Radio Station WSyr
Syracuse, N. Y.

N.A.B. Executive Committee

Mark Ethridge

Radio Station WHAS
Louisville, Ky.

Edwin W. Craig, Vice-President

Radio Station WSM
Nashville, Tenn.

Frank M. Russell, Vice-President

Radio Station WRC
Washington, D. C.

Walter J. Damm, Managing Director

Radio Station WTMJ
Milwaukee, Wis.

John Elmer, President

Radio Station WCBM
Baltimore, Md.

Herbert Hollister, General Manager

Radio Station KANS
Wichita, Kans.

N.A.B. Legislative Committee

John Kennedy

Radio Station WCHS
Charleston, W. Va.

Edwin W. Craig

Radio Station WSM
Nashville, Tenn.

Luther Hill

Radio Stations KRNT—KSO
Des Moines, Ia.

William Dolph

Radio Station WOL
Washington, D. C.

N. A. B. COMMITTEES—Continued

E. B. Craney
Radio Station KGIR
Butte, Mont.

Frank M. Russell
Radio Station WRC
Washington, D. C.

Harry Butcher
Radio Station WJSV
Washington, D. C.

Theodore C. Streibert
Radio Station WOR
New York City

John Elmer
Radio Station WCBM
Baltimore, Md.

N.A.B. Engineering Committee

John V. L. Hogan
Radio Station WQXR
New York City

John Fetzer
Radio Station WKZO
Kalamazoo, Mich.

Jack DeWitt
Radio Station WSM
Nashville, Tenn.

John Schilling
Radio Station WHB
Kansas City, Mo.

Jack Poppele
Radio Station WOR
New York City

Paul Loyet
Radio Station WHO
Des Moines, Ia.

W. G. Egerton
Radio Station KTSA
San Antonio, Tex.

O. B. Hanson
National Broadcasting Co.
New York City

E. K. Cohan
Columbia Broadcasting System
New York City

Carl Meyers
Radio Station WGN
Chicago, Ill.

Albert E. Heiser
Radio Station WLVA
Lynchburg, Va.

William H. West
Radio Station WTMV
East St. Louis, Ill.

Porter Houston
Radio Station WCBM
Baltimore, Md.

Paul deMars
Radio Station WNAC
Boston, Mass.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

N.A.B. Accounting Committee

Harry C. Wilder (Committee Head)
Radio Station WSYR
Syracuse, N. Y.

E. M. Stoers
Hearst Radio
New York City

Frank White
Columbia Broadcasting System
New York City

Mark Woods.
National Broadcasting Co.
New York City

Ted Hill
Radio Station WORC
Worcester, Mass.

L. A. Benson
Radio Station WIL
St. Louis, Mo.

Harold Wheelahan
Radio Station WSMB
New Orleans, La.

*N.A.B. Representatives on the Joint
Committee on Radio Research*

Arthur B. Church
Radio Station KMBC
Kansas City, Mo.

H. K. Boice
Columbia Broadcasting System
New York City

Roy C. Witmer
National Broadcasting Co.
New York City

J. O. Maland
Radio Station WHO
Des Moines, Ia.

Philip G. Loucks (N. A. B. Counsel)
Washington, D. C.

*N.A.B. Representatives on the Fed-
eral Radio Education Committee*

Philip G. Loucks (N. A. B. Counsel)
Washington, D. C.

John F. Royal
National Broadcasting Co.
New York City

N. A. B. COMMITTEES—Continued

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Columbia Broadcasting System
New York City

N.A.B. Bureau of Copyrights Committee

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Radio Station WCBM
Baltimore, Md.

John J. Gillin, Jr.
Radio Station WOW
Omaha, Neb.

Harold Hough
Radio Station WBAP
Fort Worth, Tex.

N.A.B. Committee on Associate Memberships

John J. Gillin, Jr.
Radio Station WOW
Omaha, Neb.

Eugene P. O'Fallon
Radio Station KFEL
Denver, Colo.

Earl H. Gammons
Radio Station WCCO
Minneapolis, Minn.

N.A.B. Labor Committee

Samuel R. Rosenbaum
Radio Station WFIL
Philadelphia, Pa.

Lloyd C. Thomas
Radio Station WROK
Rockford, Ill.

George W. Norton, Jr.
Radio Station WAVE
Louisville, Ky.

Ralph R. Brunton
Radio Station KJBS
San Francisco, Calif.

Earl J. Glade
Radio Station KSL
Salt Lake City, Utah

Don S. Elias
Radio Station WWNC
Asheville, N. C.

J. Harold Ryan
Radio Station WSPD
Toledo, O.

N.A.B. Sales Managers Committee

Lew Avery (Chairman)
Radio Stations WGR—WKBW
Buffalo, N. Y.

Frank Bishop
Radio Station KFEL
Denver, Colo.

Charles C. Caley
Radio Station WMBD
Peoria, Ill.

K. W. Church
Radio Station KMOX
St. Louis, Mo.

William R. Cline
Radio Station WLS
Chicago, Ill.

E. Y. Flanigan
Radio Station WSPD
Toledo, O.

Purnell Gould
Radio Station WFBR
Baltimore, Md.

Herbert Hollister
Radio Station KANS
Wichita, Kans.

Craig Lawrence
Radio Stations KSO-KRNT
Des Moines, Ia.

J. Buryl Lottridge
Radio Station KTUL
Tulsa, Okla.

N. A. B. PRESIDENTS, 1923-1938

Eugene F. McDonald, Jr. (WJAZ, Chicago, Ill.)	1923-1925
Frank W. Elliot (WHO, Des Moines, Ia.)	1925-1926
Earle C. Anthony (KFI, Los Angeles, Calif.)	1926-1928
William S. Hedges (WMAQ, Chicago, Ill.)	1928-1930
Walter J. Damm (WTMJ, Milwaukee, Wis.)	1930-1931
Harry Shaw (WMT, Cedar Rapids, Ia.)	1931-1932
J. Truman Ward (WLAC, Nashville, Tenn.)	1932-1933

N. A. B. PRESIDENTS—Continued

Alfred J. McCosker (WOR, New York City)	1933-1935
Leo Fitzpatrick (WJR, Detroit)	1935-1936
Charles W. Myers (KOIN, Portland, Ore.)	1936-1937
John Elmer (WCBM, Baltimore, Md.)	1937-1938
Phillip G. Loucks (counsel)	1938-
Mark Ethridge (WHAS, Louisville, Ky.)	1938
Neville Miller (ex-mayor, Louisville, Ky.)	1938

N.A.B. CONVENTIONS, 1923-1938

Sixteen annual conventions, plus one special session, have been held in the history of the National Association of Broadcasters. Exact dates on the first four are not available from the N.A.B.:

First annual convention, 1923	Chicago, Ill.
Second annual convention, 1924	New York City
Third annual convention, 1925	New York City
Fourth annual convention, 1926	New York City
Fifth annual convention, Sept. 19-21, 1927	New York City
Sixth annual convention, Oct. 15-17, 1928	Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929	West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930	Cleveland, O.
Ninth annual convention, Oct. 26-28, 1931	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933	White Sulphur Springs, W. Va.
Twelfth annual convention, Sept. 17-19, 1934	Cincinnati, O.
Thirteenth annual convention, July 8-11, 1935	Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936	Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937	Chicago, Ill.
Special convention, Oct. 12-13, 1937	New York City
Sixteenth annual convention, Feb. 14-15, 1938	Washington, D. C.





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Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

ENGINEERING

ENGINEERING-EQUIPMENT MANUFACTURERS

In the lists which follow, manufacturers supplying services, accessories, and products necessary for the physical maintenance of broadcast plants are classified in two ways:

1. Informatively as to their personnel, address, phone number, etc.
2. By the products they manufacture.

The intention in making this listing has been to stay strictly within the limits of products most needed in stations. Any lists aiming at a wider field than the one attempted here would necessitate an entire book of no small dimensions.

ACME SOUND CO. (and **VIBRO-MASTER CO.**), 2744 Broadway, New York City. **Phone:** Academy 2-5130. **Executives:** H. N. Broyles, in charge of sales. **Equipment:** Portable and fixed recorders, playbacks. **Trade names:** "Acme," "Vibro-Master."

AEROVOX CORP., 70 Washington St., Brooklyn, N. Y. **Phone:** Cumberland 6-0110. **Executives:** Charles Golenpaul, in charge of sales to the jobbing and servicing trade. **Equipment:** Resistors and condensers (oil, paper, electrolytic, mica, etc.). **Trade name:** "Aerovox."

ALLIED PHONOGRAPH & RECORD MFG. CO., 1041 N. Las Palmas Ave., Hollywood, Cal. **Phone:** Hollywood 5107. **Executives:** Louis I. Goldberg. **Equipment:** Blank records, portable electrical reproducers, public address systems for same. **Trade names:** "Radio-Disc," "Port-Elec."

ALLIED RADIO CORP., 833 W. Jackson Blvd., Chicago, Ill. **Phone:** Haymarket 6800. **Executives:** A. D. Davis, president. **Equipment:** Amplifiers, phono players, transcription reproducers; distribute recording equipment, microphones, phonograph motors and pickups, station chimes, transmitting tubes, communications receivers, transmitting and receiving parts and accessories, relay racks and panels, meters, tools, and hardware. **Trade name:** "Knight."

ALLIED RECORDING PRODUCTS CO., 126 W. 46th St., New York City. **Phone:** Bryant 9-1435. **Executives:** I. H. Goldman and Jacob Strauss, partners. **Equipment:** Blanks for recordings, recording machines, and recording amplifiers. **Trade names:** "Allied Clean-Cut" and "Allied Professional."

AMERICAN MICROPHONE CO., 1915 South Western Ave., Los Angeles, Cal. **Phone:** Parkway 0778. **Branch offices and managers:** D. R. Bittan, 27 Park Place, New York City; A. H. Bruning, 208 N. Wells St., Chicago, Ill.; Wm. Borghoff, 4018 Greer Ave., St. Louis, Mo.; Geo. Norris, 307 Wall St., Seattle, Wash.; R. A. Adams, 9440 Dexter Blvd., Detroit, Mich.; Ronald G. Bowen, Logan, Utah; J. U. McCarthy, 1768 Laurel Ave., St. Paul, Minn.; James Millar, 316 Ninth Ave., N.E., Atlanta, Ga.; H. A. Roes, 2004 Grand Ave., Kansas City, Mo.; A. A. Sinai, 26 Ninth St., San Francisco, Cal.; Royal Smith, 912 Commerce St., Dallas, Tex.; Charles W. Pointon, Queen at Bay Sts., Toronto, Canada; Forrest C. Valentine, Cal-Wayne Bldg., Fort Wayne, Ind. **Equipment:** Dynamic, crystal, carbon and electrostatic microphones and condensers. **Trade name:** "American."

AMERICAN PIEZO SUPPLY CO., 3921 Agnes Ave., Kansas City, Mo. **Phone:** Wabash 0495. **Executives:** Howard F. Hill, manager. **Equipment:** Quartz crystals, crystal mountings of all types. **Trade name:** "Powertype."

AMERICAN TRANSFORMER CO., 178 Emmet St., Newark, N. J. **Phone:** Bigelow 3-4444. **Executives:** T. M. Hunter, president; J. L. Schermerhorn, vice-president; A. A. Emlen, vice-president; F. B. Fauquier, treasurer. **Branch office:** 9 Rockefeller Plaza, New York City. **Equipment:** Audio transformers and reactors, plate transformers and reactors, filament transformers and reactors, modulation transformers and reactors, voltage regulators, and rectifiers. **Trade names:** "AmerTran" and "Transtat."



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Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America
NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE

EQUIPMENT MANUFACTURERS—Continued

- AMPEREX ELECTRONIC PRODUCTS, INC.**, 79 Washington St., Brooklyn, N. Y. **Phone:** Cu. 6-4430. **Executives:** A. Goldman, president; S. E. Norris, sales mgr. **Branch offices and officers:** 1623 S. Hill St., Los Angeles, Cal., C. R. Strassner; 3244 Western Ave., Seattle, Wash., Northwestern Agency, R. C. James. **Equipment:** Power transmitting tubes and rectifiers, both air cooled and water cooled. **Trade name:** "Amperex."
- AMPERITE CO.**, 561 Broadway, New York City. **Phone:** Canal 6-1446. **Equipment:** Velocity microphones (contact, hand, lapel, etc.), microphone floor and desk stands, boom stands, pre-amplifiers, input transformers. **Trade name:** "Amperite."
- AMPLIFIER CO. OF AMERICA**, 30 W. 20th St., New York City. **Phone:** Watkins 9-0916. **Executives:** J. J. Sloane, president; C. R. Shaw, vice-president; A. C. Shaney, general manager; J. J. Sloane, export manager; H. S. Manney, treasurer. **Equipment:** Pre-amplifiers, recording amplifiers, voltage amplifiers, power transformers, power amplifiers, audio transformers, modulators, check coils, compressors, equalizers, filters (low-pass, band-pass and high pass), and specialized electronic equipment. **Trade names:** "ACA" and "Gold Medal."
- AMPLION PRODUCTS CORP.**, 38 W. 21st St., New York City. **Phone:** Watkins 9-5524. **Executives:** Dr. I. S. Tanner, president; W. L. Woolf, assistant manager; Albert D. Stern, sales manager. **Equipment:** Recording equipment. **Trade name:** "Amplion."
- ANDREW, VICTOR J.**, 7221 So. Francisco Ave., Chicago, Ill. **Phone:** Prospect 8811. **Executives:** Victor J. Andrew in charge of sales; R. T. Van Niman, chief engineer. **Equipment:** Coaxial cable and fittings, antenna coupling units, coupling equipment for directional antennas, phase monitors for directional antennas, remote indicating antenna ammeters, radiator lighting filters, custom built broadcast and communication equipment. **Trade name:** "Andrew."
- ANSLEY RADIO CORP.**, 240 W. 23rd St., New York City. **Phone:** Chelsea 3-4980. **Executives:** Arthur C. Ansley, president; C. F. Ansley, vice-president; Anne Klein Ansley, secretary and treasurer. **Equipment:** Playback equipment for 16-inch transcriptions. **Trade name:** "Dyna-phone."
- ASTATIC MICROPHONE LABORATORY, INC.**, 830 Market St., Youngstown, O. **Phone:** 3-2115. **Executives:** R. T. Schottenberg, director of sales. **Representatives:** J. Walter Berggren, 2007 S. Michigan Ave., Chicago, Ill. J. M. Cartwright, 1288 Vinton Ave., Memphis, Tenn. R. L. Cooper, 3916 Morrell Ave., Kansas City, Mo. Merton A. Dobbin, 524 S. W. Pine St., Portland, Ore. M. E. Foster, 601 Cedar Lake Rd., Minneapolis, Minn. Hollingsworth & Still, Norris Bldg., Atlanta, Ga. L. H. Jackman, 2043 E. 77th St., Cleveland, O. Roland Moeller, 2105 N. Third St., Milwaukee, Wis. Byron L. Moore, 191 Starin Ave., Buffalo, N. Y. R. W. Mitchell, 2613 Broadway, Apt. 7, Indianapolis, Ind. John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa. (covers Virginia only). Wesley S. Scharp, 67 W. 44th St., New York City. J. Y. Schoonmaker, 4133 Shenandoah Ave., Dallas, Tex. Conrad R. Strassner, 1623 S. Hill St., Los Angeles, Cal. G. O. Tanner, American Bank Bldg., Pittsburgh, Pa. H. E. Walton, Francis Palms Bldg., Detroit, Mich. (Export), 5716 Euclid Ave., Cleveland, O.; C. O. Brandes, manager. Brush Crystal Products, 145 Wellington St., W., Toronto, Canada. Ditlevsen & Cia, Ltda., Buenos Aires, Argentina. B. R. Rand, Rio de Janeiro, Brazil. Desmaras & Cia, Ltda., Santiago de Chile, Chile. **Equipment:** Crystal microphones and pickups. **Trade name:** "Astatic."
- ATLAS RESISTOR CO.**, 423 Broome St., New York City. **Phone:** Canal 6-1054. **Executives:** William and Ethel Merrill, partners. **Export division:** 100 Varick St., New York City. **Equipment:** Wire-wound resistors.
- AUDAK CO., INC.**, 500 Fifth Ave., New York City. **Phone:** Lackawanna, 4-3723. **Executives:** Maximilian Weil, president; George V. Sullivan, vice-president; J. C. Parvey, secretary. **Branch offices:** In all key U. S. cities. **Equipment:** Electrochromatic pickups and cutting heads. **Trade name:** "Audax."
- AUDIO PRODUCTS CO.**, 1017 N. Sycamore, Los Angeles, Cal. **Phone:** HI-2605. **Executives:** A. J. Edgcomb, owner. **Equipment:** Mixer controls, attenuators, potentiometers, V. I. net works, precision resistors, special equipment of all types for broadcast and sound recording; also special instrument work and manufacture of precision equipment.

EQUIPMENT MANUFACTURERS—Continued

- BALCH & LIPPETT**, 16 N. Carroll St., Madison, Wis. **Phone:** Fairchild 739. **Executives:** Harold C. Balch and Grover H. Lippert, partners. **Services:** Studio design and building engineering.
- JOHN F. BEASLEY CONSTRUCTION CO.**, Manhattan Bldg., P. O. Box 1624, Muskogee, Okla. **Phone:** 4762. **Executives:** John F. Beasley, sole owner. **Equipment:** Erection of radiators (do not manufacture any equipment).
- BELL SOUND SYSTEMS, INC.**, 61 E. Goodale St., Columbus, O. **Phone:** MA 2436. **Executives:** F. W. Bell, president; M. M. Bell, secretary; A. W. Blanchard, vice-president. **Branch offices:** Export office at 308 W. Washington St., Chicago, Ill., J. C. Hill, manager. **Equipment:** Inter-communicating systems, electric phonograph units, amplifiers. **Trade names:** "Bell," "Belfone."
- BLAW-KNOX CO.**, Blawnox, Pittsburgh, Pa. **Phone:** Sterling 2700. **Branch offices:** Farmers Bank Bldg., Pittsburgh, Pa. Brown-Marx Bldg., Birmingham, Ala. Broad Street Station Bldg., Philadelphia, Pa. General Motors Bldg., Detroit, Mich. 1113 17th St., Washington, D. C. 342 Madison Ave., New York City. **Equipment:** Vertical radiators.
- BLILEY ELECTRIC CO.**, Union Station Bldg., Erie, Pa. **Phone:** 23-227. **Executives:** G. E. Wright, sales manager. **Equipment:** Quartz crystals, crystal holders, crystal ovens. **Trade name:** "Bliley Crystals."
- CARL HENRY BOLLER**, 4933 Pasadena Ave. Terrace, Los Angeles, Cal. **Phone:** Cleveland 65961. **Services:** Radio station and auditorium design.
- BOND ELECTRIC CORP.**, P. O. Drawer 906, New Haven, Conn. **Phone:** 6-0101. **Executives:** J. C. Calhoun, sales director. **Branch offices:** 2339 So. La Salle St., Chicago, Ill.; Henry Matthews in charge. 640 Second St., San Francisco, Cal.; C. H. Knight in charge. **Equipment:** "A," "B" and "C" batteries. **Trade name:** "Bond."
- BOONTON RADIO CORP.**, Fanny Road, Boonton, N. J. **Phone:** Boonton 8-0795. **Executives:** W. D. Loughlin, president; W. H. Albert, secretary and treasurer. **Equipment:** Type 100-a Q Meter, 106-a dielectric unit, 110-a QX-checker, 140-a beat frequency generator.
- BRIGHT STAR BATTERY CO.**, 200 Crooks Ave., Clifton, N. J. **Phone:** Lambert 3-3200. **Branch offices:** 1545 So. State St., Chicago, Ill.; L. A. Goodman, manager. 383 Brannam St., San Francisco, Cal.; F. W. Lawson, manager. **Equipment:** "A," "B" and "C" batteries of the dry cell type. **Trade name:** "Bright Star" or "Unedit."
- BRUNO LABORATORIES, INC.**, 30 W. 15th St., New York City. **Phone:** Gramercy 7-2940. **Equipment:** Velocity microphones (magnetic type), no voltage velotrons, voltage velotrons, cable assemblers with connectors, stands. **Trade name:** "Bruno."
- BRUSH DEVELOPMENT CO.**, 3311-25 Perkins Ave., Cleveland, O. **Phone:** Endicott 3315. **Representatives:** Arthur H. Baier, 5209 Euclid Ave., Cleveland, O. Frank Baumgarten, 403 Penn Ave., Pittsburgh, Pa. J. Walter Berggren, 2007 S. Michigan Ave., Chicago, Ill. C. O. Brandes, 5716 Euclid Ave., Cleveland, O. Brush Crystal Products, 145 Wellington St., W., Toronto, Canada. Robert L. Cooper, 3916 Morrell Ave., Kansas City, Mo. Merton A. Dobbin, 524 S. W. Pine St., Portland, Ore. Fred G. Groves, 2317 Third Ave., Richmond, Va. F. E. Harding, 5136 Thomas Ave., S., Minneapolis, Minn. Jack L. Hursch, Continental Oil Bldg., Denver, Col. Gerald B. Miller, 8208 Santa Monica Blvd., Los Angeles, Cal. Ray Perron, 211 Winthrop St., Taunton, Mass. Wm. F. Seeman, 91 North Drive, Buffalo, N. Y. W. S. Scharp, 67 W. 44th St., New York, N. Y. J. Y. Schoonmaker, 4133 Shenandoah Ave., Dallas, Tex. Maitland K. Smith, 635 N. Highland Ave., N.E., Atlanta, Ga. Harold E. Walton, Francis Palms Bldg., Detroit, Mich. (Export) C. O. Brandes, 5716 Euclid Ave., Cleveland, O. **Equipment:** High fidelity crystal headphones, all types crystal sound cell microphones, high fidelity phonograph pickups (both lateral and hill and dale: types PL-12 and PV-12). **Trade Name:** "Brush Piezo Electric Devices."
- BUD RADIO, INC.**, 5205 Cedar Ave., Cleveland, O. **Phone:** Henderson 7166. **Executives:** Max L. Haas, president and general manager. **Equipment:** Transmitting condensers, relay racks, panels, chassis, cabinets, R. F. chokes, sockets and plugs. **Trade name:** "Bud."
- BURGESS BATTERY CO.**, Freeport, Ill. **Phone:** Main 3300. **Executives:** Dr. C. F. Burgess, chairman of the board; D. W. Hirtle, president; O. W. Storey, secretary; D. Teare, treasurer. **Branch offices and officers:** 500 W. Huron St.,

EQUIPMENT MANUFACTURERS—Continued

Chicago, Ill., D. W. Hirtle; 202 E. 44th St., New York City, L. Moffatt; E. Main St. and Brearly, Madison, Wis., B. S. Reynolds. **Equipment:** Dry cell A, B and C batteries. **Trade names:** "Burgess" and "Power House."

WM. W. L. BURNETT RADIO LABORATORY, 4814 Idaho St., San Diego, Cal. **Phone:** Hilcrest 6350-R. **Executives:** Wm. W. L. Burnett, engineer in charge. **Equipment:** All types of Piezo-electric crystals, crystal holders, ovens for crystal oscillator units, crystal oscillator units for frequency controlling devices and monitoring use, frequency measuring service, and laboratory and engineering service.

CANADIAN MARCONI CO., 211 Sacrement St., Montreal, Canada. **Phone:** MA 7081. **Executives:** A. H. Ginman, president; R. M. Brophy, general manager. **Branch offices and officers:** Montreal, M. M. Elliott; Toronto, G. F. Eaton; Halifax, W. F. Souch; Vancouver, L. S. Hawkins; St. John's, J. J. Collins. **Equipment:** Long and short wave broadcast transmitters, R. F. amplifiers, studio amplifier assemblies, portable remote control amplifiers, station monitoring equipment, repeat amplifiers, monitor amplifiers, mixers, and switching panels. **Trade name:** "Marconi."

C. F. CANNON CO., Springwater, N. Y. **Phone:** 53-1. **Executives:** Charles F. Cannon, manager. **Equipment:** Headsets. **Trade name:** "Cannon Ball."

ALLEN D. CARDWELL MFG. CORP., 81 Prospect St., Brooklyn, N. Y. **Phone:** Triangle 5-0464. **Executives:** Allen D. Cardwell, president; James W. Tait, secretary-treasurer. **Representatives:** R. A. Adams, 9440 Dexter Blvd., Detroit, Mich.; Consolidated Sales Co., 742 Merchant St., Los Angeles, Cal.; Arnold Sinai, 26 Ninth St., San Francisco, Cal.; Charles H. Dolfuss, Jr., & Co., Film Exchange Bldg., Cleveland, O.; Hollinsworth & Still, Norris Bldg., Atlanta, Ga.; Instrument Sales Corp., 325 W. Huron St., Chicago, Ill.; Kay Sales Co., P. O. Box 1313, Tulsa, Okla.; K & M Engineering & Sales, 480 E. Jackson Road, Webster Groves, Mo.; A. D. Leban, 27 So. Robinson St., Philadelphia, Pa.; Northwestern Agencies, 3224 Western Ave., Seattle, Wash.; E. K. Seyd, 184 Sigourney St., Hartford, Conn.; Adolph Schwartz, 147-26 Elm Ave., Flushing, N. Y.; J. Earl Smith, P.O. Box 1805, Dallas, Tex.; Charles W. Pointon, Manning Chambers, Toronto, Ont., Can-

ada. **Equipment:** Fixed and variable air and oil dielectric capacitors for any transmitter power. **Trade names:** "Trim-air," "Midway-featherweight," "Standard."

CELLUTONE RECORD MANUFACTURING CO., 1135 W. 42nd St., Los Angeles, Cal. **Phone:** University 2604. **Executives:** Sam W. Hawver. **Branch office:** Hollywood Electric Transcription office, 1512 W. Slauson Ave., Hollywood, Cal.; Fred M. Crandall in charge. **Equipment:** Portable 13½-in. recording outfit, recording heads, reproducing heads, reproducing needles (sapphire and steel), cutting stylii, instantaneous blanks, hold-down rings. **Trade name:** "Cellutone."

CELOTEX CORP., 919 N. Michigan Ave., Chicago, Ill. **Phone:** Whitehall 7010. **Executives:** Bror G. Dahlberg, president; T. B. Monroe, C. G. Muench, O. S. Mansell, G. W. Hawkins and C. G. Rhodes, vice-presidents; W. W. Rogerson, treasurer. **Branch offices and officers:** Park Square Bldg., Boston, Mass., J. D. Keefe; 919 N. Michigan Ave., Chicago, Ill., J. I. Harvey; Hanna Bldg., Cleveland, O., G. Dinges; 837 Gravier St., New Orleans, La., A. C. Williamson; 101 Park Ave., New York City, H. W. Collins; Architects Bldg., Philadelphia, Pa., T. Pelzel; 2737 Washington Blvd., St. Louis, Mo., M. M. Greenwood; 210 S. Ninth St., Minneapolis, Minn., F. D. Casey; Architects Bldg., Los Angeles, Cal., L. J. Hackett. **Equipment:** Structural insulation for walls and ceilings, acoustical materials, and fill insulation for walls and ceilings. **Trade names:** "C-X Texbord," "Vapor-seal," "Promenade Traffic Top," "Traffic Board," "Mil-Flor Traffic Top," "Thermax," "V.L.T.I.," "Acousti-Celotex," "Calicel," "Calistone," "Absorbex," "Vibrafram," "Q-T-Duct-Liner," "Flexcell," and "Cemesto Board."

CENTRALAB, 900 E. Keefe Ave., Milwaukee, Wis. **Phone:** Edgewood 9200. **Executives:** H. E. Osmun, vice-president and sales manager. **Equipment:** Variable and fixed resistors, sound projection controls, selector switches. **Trade names:** "Centralab," "Radiohm."

CINAUDAGRAPH CORP., 2 Selleck St., Stamford, Conn. **Phone:** 4-2146. **Executives:** John Sherman Hoyt, president; Sherman Reese Hoyt, H. W. Harwell, vice-presidents; H. C. Seaman, secretary-treasurer; D. P. O'Brien, director of sales. **Equipment:** Loudspeakers, magnet alloy. **Trade names:** "Cinaudagraph," "Magic," "Nipermag."

EQUIPMENT MANUFACTURERS—Continued

CLAROSTAT MANUFACTURING CO., INC., 285-7 N. Sixth St., Brooklyn, N. Y. **Phone:** Evergreen 8-8770. **Executives:** John Mucher, president; Stephen Mucher, vice-president; Jacob Mucher, treasurer and secretary. **Representatives:** In all principal cities. **Equipment:** Controls for amplifiers, both wire-wound and composition element, fixed resistors, L-pads, T-pads, attenuators. **Trade name:** "Clarostat."

COLLINS RADIO CO., Cedar Rapids, Ia. **Phone:** 8198. **Executives:** Arthur A. Collins, president; M. H. Collins, W. J. Barkley, vice-presidents; Rose Hansen, secretary; R. S. Gates, treasurer. **Branch offices and officers:** 11 W. 42nd St., New York City, W. J. Barkley; Edificio La Nacional, Mexico, D. F., W. E. Houk. **Equipment:** Aircraft transmitters, aeronautical ground station transmitters, marine transmitters, amateur transmitters, portable transmitters, relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, commercial and private point-to-point and emergency transmitters, municipal-state-federal government transmitters, pre-amplifiers, portable remote pick-up amplifiers, bridging amplifiers, power amplifiers, program amplifiers, recording amplifiers, monitoring amplifiers, volume limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), contract manufacturing of communication equipment.

COMMERCIAL RADIO EQUIPMENT CO., 7134-36 Main St., Kansas City, Mo. **Phone:** Jackson 5302. **Executives:** Everett L. Dillard, president and general manager; Herbert Steinmetz, assistant manager; Robert Wolfskill, sales manager; Paul Martin, advertising manager. **Equipment:** FC-2 frequency control units, precision frequency measurements, heater ovens, low drift crystals, variable air-gap holders, and metal boxes. **Trade name:** "Tru-Axis."

COMPO-BOARD CO., 4400 Lyndale Ave., No., Minneapolis, Minn. **Phone:** Cherry 2724. **Equipment:** Wall board for studio construction.

CONQUEST ALLIANCE CO., INC., 515 Madison Ave., New York City. **Phone:** Plaza 3-5650. **Executives:** Clarence H. Venner, president; Albert M. Martinez,

vice-president; Leslie Hirstius, secretary. **Branch office:** 203 N. Wabash Ave., Chicago, Ill., Alfred V. Bamford, manager. **Equipment:** Portable audition units, portable radio receivers and playback combinations. **Trade name:** "Conquest."

CONTINENTAL CARBON, INC., 13900 Lorain Ave., Cleveland, O. **Phone:** Clearwater 3962. **Executives:** S. H. Fleming, president. **Branch office:** Continental Carbon of Canada, Ltd., 54 Sumach St., Toronto; S. Roy Paisley in charge. **Equipment:** Carbon resistors ($\frac{1}{4}$ to 5 watts), precision and semi-precision resistors, paper condensers, interference suppressors, interference filter units, transmitting condensers, and general service capacitors. **Trade name:** "Filternoys."

CORNELL-DUBILIER ELECTRIC CORP., 1000 Hamilton Blvd., South Plainfield, N. J. **Phone:** Plainfield 6-9000. **Executives:** Octave Blake, president; William Dubilier and C. H. Caine, vice-presidents; Haim Beyer, secretary and treasurer; L. F. Geiser, assistant treasurer. **Branch offices and officers:** W. Bert Knight, Inc. (in charge of W. Bert Knight), 115 W. Venice Blvd., Los Angeles, Cal.; Caine Sales Co. (in charge of C. H. Caine), 605 W. Washington St., Chicago, Ill. **Equipment:** Capacitors. **Trade names:** "Cub," "Micadon," "Dykanol," and "Quietone."

HENRY L. CROWLEY & CO., INC., 1 Central Ave., West Orange, N. J. **Phone:** Orange 3-8602. **Executives:** Henry L. Crowley, president. **Equipment:** Ceramic insulation, condensers, resistors, and magicores. **Trade name:** "Crolite."

CURTIS CONDENSER CORP., 3088 W. 106th St., Cleveland, O. **Phone:** Clearwater 1257. **Branch offices:** Represented by various manufacturer's representatives; Continental Carbon of Canada, 54 Sumach St., Toronto; Technical Products International, 135 Liberty St., New York City (export trade). **Equipment:** Electrolytic condensers. **Trade names:** "Curtis," "Marvel," also several private brand names.

DAVEN CO., 158 Summit St., Newark, N. J. **Phone:** Market 2-2468. **Executive:** Lewis Newman, president. **Equipment:** Single and dual potentiometers, special rotary switches, filament rheostats, mixer panels, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, laboratory equip-

EQUIPMENT MANUFACTURERS—Continued

ment, speech input control apparatus, decade resistances, resistances, gain sets, power output meters, special test equipment.

MICHAEL J. DE ANGELIS, Investment Bldg., Pittsburgh, Pa. **Executives:** M. J. De Angelis; Mortimer Bacon; Michael LaRose; Herbert Lawrence. **Branch offices:** Chicago and Detroit (no addresses given). **Services:** Studio design, interior designing, and equipment designing.

TOBE DEUTSCHMANN CORP., Canton, Mass. **Phone:** Canton 0650. **Equipment:** paper replacements for electrolytic condensers, capacitors, transmitting condensers, condenser bridges and analyzers, noise and fault locators. **Trade name:** "Tobe," "Pluggin," "Filter-Mite."

DOOLITTLE & FALKNOR, INC., 7421-23 So. Loomis Blvd., Chicago, Ill. **Phone:** Stewart 2809. **Executives:** E. M. Doolittle, officer in charge of home office. **Branch offices:** Doolittle & Falknor, Inc. (export office), 330 So. Wells St., Chicago, Ill., Harry J. Scheel in charge. Frazer & Co., Ltd., 7 Front St., San Francisco, Cal., O. C. Hansen in charge. **Equipment:** Radio transmitters, coaxial cable, frequency measuring devices, frequency controlling devices, modulation meters, field strength meters, antenna coupling equipment.

DRIVER-HARRIS CO., Harrison, N. J. **Branch offices and managers:** 1138 W. Washington Blvd., Chicago, Ill.; K. H. Hobbie, New Center Bldg., Detroit, Mich.; W. E. Blythe, 7016 Euclid Ave., Cleveland, O.; L. V. Prior. **Equipment:** Wire and special alloys. **Trade name:** "Nichrome."

ALLEN B. DU MONT LABORATORIES, INC., 2 Main Ave., Passaic, N. J. **Phone:** Passaic 3-1616. **Executives:** Allen B. Du Mont, president; Thomas T. Goldsmith, director of research. **Export office:** 15 E. 26th St., New York City; J. van der Voort, in charge. **Equipment:** Cathode ray oscillographs, cathode ray tubes, oscillographs. **Trade names:** "Oscillotrons," "Teletrans," "Phasmajectors."

EASTERN MIKE-STAND CO., 56 Christopher Ave., Brooklyn, N. Y. **Phone:** Dickens 2-3538. **Executives:** S. Sherman, manager; Mr. Nestell, sales director. **Branch offices:** Rocke International Electric Corp., 100 Varick St., New York City (South American export). **Equipment:** Microphone stands of all types. **Trade name:** "Eastern."

EITEL-McCULLOUGH, INC., 798 San Mateo Ave., San Bruno, Cal. **Phone:** San Bruno 117. **Executives:** W. W. Eitel and J. A. McCullough. **Equipment:** Grid control rectifiers (types 35T, 100T, 250T, 450T, 750T, 1000 UHF, Ky21), plain rectifiers (type RX21). **Trade name:** "Eimac."

ELECTRO-VOICE MFG. CO., INC., 324 E. Colfax Ave., South Bend, Ind. **Phone:** 3-7764. **Executives:** A. R. Kahn, president; M. L. Kahn, secretary and treasurer. **Equipment:** Microphones, and microphone stands. **Trade name:** "Electro-Voice."

EMAR INSTRUMENT CORP., 12 Marshall St., Caldwell, N. J. **Executives:** M. P. Frutchey, Jr. **Equipment:** Sound recorders for disc recording, reproducers for disc recordings, equalizers, amplifiers, and associated recording equipment.

EPHPHONE, INC., 142 W. 14th St., New York City. **Phone:** Chelsea 2-4408. **Executives:** E. A. Stathopoulos, president; O. A. Stathopoulos, vice-president and treasurer; F. N. Stathopoulos, secretary. **Equipment:** Amplifiers for musical instruments, amplifiers for public address systems, microphones with volume controls on the mike, and electronic musical instruments. **Trade names:** "Electar" and "Ephphone."

EVANSTON SOUND PROOF DOOR CO., 1500 Lincoln St., Evanston, Ill. **Phone:** Greenleaf 1975. **Executive:** Irving Hamlin, inventor, patentee, manufacturer and distributor. **Regional agents:** D. B. Curll Lumber Co., Philadelphia, Pa.; J. F. Haldeman, Century Bldg., Pittsburgh, Pa.; A. L. Oppenheimer, 211 Woodward Ave., Detroit, Mich.; Emil Lecoutour, 4533 Tower Grove Place, St. Louis, Mo.; George S. Nobles, 1 E. 42nd St., New York City. **Equipment:** Sound proof doors.

FAIRCHILD AERIAL CAMERA CORP., 88-06 Van Wyck Blvd., Jamaica, Long Island, N. Y. **Phone:** Jamaica 6-3800. **Executive:** R. H. Lasche, manager sound equipment division. **Equipment:** Portable recording equipment, lateral recording heads, lateral pickups, recording amplifiers.

JOHN E. FAST & CO., 3123 N. Crawford Ave., Chicago, Ill. **Phone:** Pensacola 7160. **Equipment:** Condensers and capacitors (paper type with both oil and wax impregnation). **Trade name:** "Fast."

EQUIPMENT MANUFACTURERS—Continued

- FEDERAL TELEGRAPH CO.**, 200 Mt. Pleasant Ave., Newark, N. J. **Phone:** Humboldt 2-7000. **Executives:** Admiral L. McNamee, president; St. George Lafitte, vice-president; T. E. Nivison, assistant vice-president; James E. Wallen, comptroller; James C. Phelps, secretary; Charles R. Rimpo, treasurer; W. F. Fischer, assistant comptroller; William J. Pallas, assistant secretary. **Equipment:** Transmitting equipment, transmitting tubes, rectifiers and amplifiers.
- GATES RADIO & SUPPLY CO.**, Quincy, Ill. **Phone:** Main 735. **Executives:** P. S. Gates. **Branch offices:** 5334 Hollywood Blvd., Hollywood, Cal.; Norman B. Neely in charge. 1913 Washington Ave., St. Louis, Mo.; F. J. Bullivant in charge. **Equipment:** Complete studio apparatus, speech input equipment, microphones, remote control apparatus, transcription turntables, monitor systems, audio compressors (type 17B), all types of accessories, including rack cabinets, loud speaker cabinets, transmitting tubes, public address systems, amplifiers, speakers.
- GENERAL COMMUNICATION PRODUCTS, INC.**, 6245 Lexington Ave., Hollywood, Cal. **Phone:** Granite 6181. **Executives:** W. E. Brainard, president; R. B. Walder, vice-president; H. H. Hanseth, secretary-treasurer. **Equipment:** Speech input equipment, recording equipment, oil damped cutting heads, and 24-hour recorders. **Trade name:** "Acoustigraph."
- GENERAL ELECTRIC CO.**, 1 River Road, Schenectady, N. Y. (Branch offices and representatives in all principal U. S. cities.) **Equipment:** Police radio apparatus (medium high-frequency one-way, ultra high-frequency one-way and two-way, and medium high-frequency-ultra-high frequency combination two way), and radio apparatus for all branches of the U. S. Government. **Trade name:** "G. E."
- GENERAL ENGINEERS**, 2241 Garrett Road, Drexel Hill, Pa. **Phone:** Clearbrook 878. **Executives:** Alfred S. Burke; Theodore Leaf. **Equipment:** Remote amplifiers, speech input equipment, transmitters, and all types of special radio equipment custom built.
- GENERAL RADIO CO.**, 30 State St., Cambridge, Mass. **Phone:** Trowbridge 4400. **Executives:** A. E. Thiessen, commercial engineering manager. **Branch offices:** Room 1504, 90 West St., New York City; F. Ireland, manager. 1000 No. Seward St., Los Angeles, Cal.; M. T. Smith, manager. **Equipment:** Frequency monitors, frequency limit monitors (for high-frequency), modulation monitors, distortion and noise meters, oscillators, wave analyzers, volume controls, adjustable transformers for line-voltage control, standard-signal generators (for field-intensity measurements), power level indicators, adjustable attenuators. **Trade names:** "General Radio," "Variac."
- GOULD STORAGE BATTERY CORP.**, 35 Neoga St., Depew, N. Y. **Phones:** Jefferson 7907; Lancaster 322. **Executives:** A. H. Daggett, president; H. J. McKay, vice-president in charge of production; Herbert King, vice-president in charge of sales. **Factory points:** 12th and McKinley Sts., Chicago Heights, Ill.; 1601 Oakland Ave., Kansas City, Mo.; 2678 Lacy St., Los Angeles, Cal.; 955 39th St., North Bergen, N. J.; 4935 Cass St., Dallas, Tex.; 1060 Murphy Ave., S. W., Atlanta, Ga.; 1728 Roblyn Ave., St. Paul, Minn. **Equipment:** Storage batteries of all types.
- GRAYBAR ELECTRIC CO., INC.**, Graybar Bldg., New York City. **Phone:** Mohawk 4-4000. **Offices and managers:** 420 Lexington Ave. (Graybar Bldg.), New York City; A. J. Eaves and G. L. Donnett, managers. 108 Varick St., New York City; F. J. Stahl and J. W. La Marque, managers. 287 Columbus Ave., Boston, Mass.; J. P. Lynch, manager. 910 Cherry St., Philadelphia, Pa.; W. W. Ponsford and A. S. Wise, managers. 6th and Cary Sts., Richmond, Va.; L. E. Walker and F. L. Allman, managers. 167-173 Walton St., N. W., Atlanta, Ga.; D. B. McKey, manager. 1010 Rockwell Ave., Cleveland, O.; L. B. Hathaway, manager. 37 Water St., Pittsburgh, Pa.; W. A. Wayman, manager. 55 W. Canfield Ave., Detroit, Mich.; K. S. Deichman, manager. 310 Elm St., Cincinnati, O.; R. E. Moore, manager. 500 S. Clinton St., Chicago, Ill.; H. S. Taylor, manager. 413-17 So. 4th St., Minneapolis, Minn.; G. E. Brown, manager. 1220 Spruce St., St. Louis, Mo.; W. E. Henges, manager. 1644 Baltimore Ave., Kansas City, Mo.; R. G. McCurdy and J. A. Costelow, managers. Austin and Wood Sts., Dallas, Tex.; Vernon R. Young and Cecil Ross, managers. 9th and Howard Sts., San Francisco, Cal.; W. H. Johnson, manager. 201 Santa Fe Ave., Los Angeles, Cal.; J. H. Ganzenhuber, manager. King and Occidental Sts., Seattle, Wash.; C. A. Marten, manager. **Equipment:** Transmitters, vertical radiators, speech input equipment, micro-

EQUIPMENT MANUFACTURERS—Continued

phones, tubes of all types, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators, and associated apparatus; police equipment. **Trade name:** "Western Electric."

HAMMARLUND MANUFACTURING CO., INC., 424-438 W. 33rd St., New York City. **Phone:** Lackawanna 4-3023. **Representatives:** A. M. Baehr, 1400 W. 25th St., Cleveland, O.; D. H. Burcham, 917 S. W. Oak St., Portland, Ore.; R. M. Campion, P. O. Box 1401, Station "A", Dallas, Tex.; L. G. Cushing, 540 N. Michigan Ave., Chicago, Ill.; B. J. Fitzner, 153 E. Elizabeth St., Detroit, Mich.; Henger-Seltzer, 130 S. Hewitt St., Los Angeles, Cal.; Hodges & Glomb, 1264 Folsom St., San Francisco, Cal.; Murphy & Cota, 291 Peachtree St., N. E., Atlanta, Ga.; E. R. Peel, 154 E. Erie St., Chicago, Ill.; W. S. Trinkle, 1438 N. 13th St., Philadelphia, Pa.; White Radio, Ltd., 41 West Ave., No., Hamilton, Ont., Canada. **Equipment:** Commercial receivers, variable transmitting condensers, transmitting neutralizing condensers (aluminum disc type), coil forms, sockets, radio frequency choke coils, and coil and tube shields. **Trade name:** "Super-Pro."

HARDWICK, HINDLE, INC., 40 Hermon St., Newark, N. J. **Phone:** Market 2-8200. **Executives:** A. H. Hardwick, president. **Equipment:** Fixed resistors, tapped resistors, adjustable resistors, and power rheostats.

HARTENSTINE-ZANE CO., INC., 225 Broadway, New York City. **Phone:** Barclay 7-8390. **Executives:** H. J. Zane, Jr., president and treasurer; Charles J. Hartenstine, vice-president and secretary; M. A. Hartenstine, assistant secretary. **Equipment:** Installation of radio towers, tower erection, tower painting and lighting, and installation of radial ground systems and counterpoise work.

HEINZ & KAUFMAN, LTD., South San Francisco, Cal. **Phones:** South San Francisco 1515; Delaware 7676. **Executives:** W. Noel Eldred, sales engineer. **Equipment:** Gammatron transmitting tubes, compressed gas condensers, concentric transmission lines.

HIPOWER CRYSTAL CO., 2035-49 Charleston St., Chicago, Ill. **Phone:** Armitage 0654. **Executives:** R. W. Groth, Frank Lazarik. **Equipment:** Filter crystals; crystal holders; frequency standard crystals. **Trade name:** "Hipower."

HOKE VERTICAL RADIATOR CO., Petersburg, Va. **Executive:** John J. Hoke. **Equipment:** Vertical radiators (manufacture and erection). **Trade name:** "Hoke."

IDEAL COMMUTATOR DRESSER CO., 1074 Park Ave., Sycamore, Ill. **Phone:** 77. **Executives:** B. E. Holub, sales manager. **Branch offices with officers in charge:** 61 E. 11th St., New York City; R. W. Becker, Fulton Bldg., Pittsburgh, Pa.; R. F. Waldo, 320 S. Jefferson St., Chicago, Ill.; E. L. Jones. **Equipment:** Portable electric blowers, fuse clip clamps, portable electric vacuum cleaners, voltage-current-speed regulators, wire strippers, wire-solderless-tapeless connectors. **Trade names:** "Ideal," "3-in-1."

INSULINE CORP. OF AMERICA, 23-25 Park Place, New York City. **Phone:** Barclay 7-4460. **Executives:** S. J. Spector and Ed. J. Cohen, sales directors. **Equipment:** Steel chasses (transmitter, amplifier), steel cabinets, jacks and plugs, bakelite sockets, pencil type test leads, dials, transmitting chokes, stand-off insulators, couples, coil plugs, coil forms, panels. **Trade name:** "ICA."

INSULITE CO., 1100 Builders Exchange Bldg., Minneapolis, Minn. **Phone:** Atlantic 4551. **Executives:** E. H. Batchelder, Jr., senior vice-president; E. W. Morrill, general sales manager. **Branch offices and officers:** E. A. Anderson, 101 Park Ave., New York City; H. S. Cheney, 475 Brannan St., San Francisco, Cal.; A. R. Exiner, 205 W. Wacker Drive, Chicago, Ill.; Frank Barton, Builders Exchange Bldg., Minneapolis, Minn.; C. F. Heym, 1206 S. Vandeventer Ave., St. Louis, Mo. **Equipment:** Building board, lock-joint laths, plaster base, tile board, interior finish planks, acoustical correction materials, hard board products. **Trade names:** "Ins-light," "Graylite," "Bildrite," "Lok-Joint," "Acoustilite."

INTERNATIONAL DERRICK AND EQUIPMENT CO., 875 Michigan Ave., Columbus, O. **Phone:** University 2123. **Executives:** Charles E. Schuler, manager electrical department. **Branch offices and managers:** Beaumont, Tex., R. R. Bloss, Dallas, Tex.; E. H. Eddleman, Houston, Tex.; L. L. Powell, Kilgore, Tex.; J. A. Tidball, Tulsa, Okla.; C. M. Powell, New York City; A. L. Woracek, Los Angeles, Cal.; L. R. Wells, Torrance, Cal.; J. D. McEwen. **Equipment:** Vertical radiators, either self-supporting, or uniform cross-section guyed type.

EQUIPMENT MANUFACTURERS—Continued

Trade name: 'Ideco.' (Note: This firm is a division of the International-Stacey Corp.).

INTERNATIONAL RESISTANCE CO., 401 No. Broad St., Philadelphia, Pa. **Phone:** Walnut 2166. **Executives:** Dan Fairbanks, sales manager, merchandise division. **Branch offices:** George E. Anderson, Santa Fe Bldg., Dallas, Tex. Albert M. Baehr, 1400 W. 25th St., Cleveland, O. Ronald G. Bowen, Logan, Utah. S. B. Darmstader, 520 N. Michigan Ave., Chicago, Ill. B. J. Fitzner, 153 E. Elizabeth St., Detroit, Mich. James P. Hermans Co., 235 Ninth St., San Francisco, Cal. Hollingsworth & Still, 407 Norris Bldg., Atlanta, Ga. H. A. Killam, 131 S. W. Fourth Ave., Portland, Ore. Vernon C. Macnabb, 5105 N. Capital Ave., Indianapolis, Ind. D. N. Marshank, 2022 W. 11th St., Los Angeles, Cal. J. U. McCarthy, 1768 Laurel Ave., St. Paul, Minn. J. E. Muniot, 1006 Carondelet St., New Orleans, La. Ray Perron, 211 Winthrop St., Taunton, Mass. Reid Sales Corp., 310 E. 17th St., Kansas City, Mo. Perry Saftler, 53 Park St., New York City. Harry B. Segar, Elliott Square Bldg., Buffalo, N. Y. George O. Tanner, 600 Grant St., Pittsburgh, Pa. Wood & Anderson, 915 Olive St., St. Louis, Mo. **Equipment:** Insulated metallized resistors, power wire wound resistors, precision resistors, volume controls, resistance analyzers. **Trade name:** "IRC."

ISOLANITE, INC., 343 Cortland St., Belleville, N. J. **Phone:** Belleville 2-1316. **Sales office:** 233 Broadway, New York City; phone Rector 2-9274. **Executives:** R. S. Bicknell, vice-president and general manager; H. G. Beebe in charge of sales office. **Equipment:** Ceramic insulators, coaxial transmission lines, vacuum tube bases. **Trade name:** "Isolanite."

JACOBS, CHARLES F., 270 Lafayette St., New York City. **Phone:** Canal 6-0715. **Executives:** Charles F. Jacobs. **Equipment:** Antenna spreader for 4, 6 or 8 wire cage systems; adjustable separator for construction of two-wire open R. F. feedlines used in connection with Hertz antenna systems.

JENSEN RADIO MANUFACTURING CO., 6601 S. Laramie Ave., Chicago, Ill. **Phone:** Portsmouth 7600. **Executives:** Thomas A. White, sales manager; Jules Cohn, Adolph Friedman, Charles A. Hansen. **Branch offices:** 212 Ninth St., Oakland, Cal.; 220 E. 23rd St., New York

City; 946 S. Flower St., Los Angeles, Cal. **Equipment:** Monitoring and audition loudspeakers. **Trade name:** "Jensen High Fidelity Reproducers."

E. F. JOHNSON CO., Waseca, Minn. **Phone:** Waseca 432. **Executives:** E. F. Johnson. **Export office:** M. Simons & Son Co., Inc., 25 Warren St., New York City; E. F. Gordon. **Equipment:** Antenna coupling equipment, tower lighting chokes, concentric lines, antenna insulators, pressure and air condensers, inductors, radio frequency chokes, stand-off and lead-in insulators.

KENYON TRANSFORMER CO., 840 Barry St., New York City. **Phones:** Intervail 9-7000. **Executives:** F. P. Kenyon, president; W. G. Many, sales manager. **Equipment:** Transformers, and reactors for transmitters. **Trade name:** "Kenyon."

KROKYN & BROWNE, 120 Milk St., Boston, Mass. **Phone:** Liberty 6689. **Executives:** J. Frederick Krokyn and Ambrose A. Browne. **Services:** General theatrical designing.

THOMAS W. LAMB, INC., 701 Seventh Ave., New York City. **Phone:** Medallion 3-3756. **Executives:** Thomas W. Lamb, president; R. T. Hoidge, treasurer. **Services:** Architectural designing.

LAPP INSULATOR CO., INC., Le Roy, N. Y. **Phone:** 385. **Executives:** Brent Mills, sales manager. **Equipment:** Radio standoff insulators, dead-end insulators, transmission line insulators, entrance insulators, radio structure insulators (for both guyed and self-supporting masts); also porcelain water coils for cooling transmitter tubes.

JOHN LATENSER & SONS, INC., 1307 Farnam St., Omaha, Neb. **Phone:** Jackson 2394. **Executives:** Frank Latenser, secretary and treasurer. **Services:** All types of architectural work for broadcast stations.

LEFEBURE CORP., 3117 First Ave., Cedar Rapids, Ia. **Phone:** 6541. **Executives:** E. D. Greedy, general manager; L. T. LeFebure, sales manager; R. T. Ackerman, radio equipment sales. **Pacific Coast representative:** Don C. Wallace, 4214 Country Club Drive, Long Beach, Cal. **Equipment:** Steel transmitter and relay rack cabinets, steel and aluminum panels for same, custom built steel equipment for broadcast stations including control desks, transcription-record-

EQUIPMENT MANUFACTURERS—Continued

ing-sound effects trucks and desks, etc., and accounting systems, engineers' reports, station logs, etc.

LEHIGH STRUCTURAL STEEL CO., 17 Battery Place, New York City. **Phone:** Whitehall 4-1424. **Executives:** J. F. Neary, head of the radio division. **Equipment:** Vertical radiators and radio towers.

LIFETIME CORP., 1010-1012 Madison Ave., Toledo, O. **Phone:** Main 5643. **Executives:** Wm. H. Manoff, president; F. L. Church, vice-president and chief engineer. **Equipment:** Carbon, dynamic and velocity microphones, microphone stands and accessories, speakers, trumpets, baffles, portable electric turntables, microphone and power transformers, and cable. **Trade names:** "Lifetime" and "Conversafone."

JOHN E. LINGO AND SON, INC., 28th St. and Van Buren Ave., Camden, N. J. **Phone:** Camden 487. **Executives:** A. E. Lingo, president; E. Pitou, vice-president; J. E. Lingo, secretary; H. Davidson, treasurer; Wesley Thompson, engineer. **Equipment:** Vertical radiators, and portable vertical radiators for field use. **Trade name:** "Lingo."

LITTELFUSE LABORATORIES, 4238 Lincoln Ave., Chicago, Ill. **Phone:** Bittersweet 2333. **Executives:** E. V. Sundt, general manager. **Equipment:** Instrument fuses, aircraft anti-vibration fuses; radio fuses; fuse mountings; Neon test lamps. **Trade names:** "Littelfuse;" "Tattelite."

LOCKE INSULATOR CORP., South Charles and Cromwell Sts., Baltimore, Md. **Phone:** South 2620. **Offices and executives:** Red Rock Bldg., Atlanta, Ga.; G. A. Goddard, Munsey bldg., Baltimore, Md.; J. D. Potts, 201 Devonshire St., Boston, Mass.; C. W. Roberts, 230 So. Clark St., Chicago, Ill.; A. M. Jackson, 1801 No. Lamar St., Dallas, Tex.; C. C. Pilgrim, 1221 Baltimore Ave., Kansas City, Mo.; A. L. Starr, Union Bldg., New Orleans, La.; H. J. Geiger, 570 Lexington Ave., New York City; C. H. Wheeler, Mitten Bldg., Philadelphia, Pa.; J. G. Dellert, 436 7th Ave., Pittsburgh, Pa.; A. H. Burnham, 4518 Grove Ave., Richmond, Va.; Carl Forsythe, 1 River Road, Schenectady, N. Y.; E. C. Vrooman. **Equipment:** Tower base insulators, antenna insulators, guy insulators, lead-in and stand-off insulators, transmission line insulators, special porcelains.

TRUEMAN E. MARTINIE, Miners Bank Bldg., Joplin, Mo. **Phone:** 666. **Executives:** Trueman E. Martinie, architect. **Services:** Interior and exterior designing, construction of buildings, and acoustical engineering.

MICAMOLD RADIO CORP., 1087-1095 Flushing Ave., Brooklyn, N. Y. **Phone:** Stagg 2-9820. **Executives:** E. B. Tyler, sales manager. **Equipment:** Capacitors and resistors. **Trade name:** "Micamold."

MILES REPRODUCER CO., INC., 812 Broadway, New York City. **Phone:** Gramercy 5-9466. **Executives:** J. M. Kuhlrik, president; S. R. Birnbaum, secretary; H. B. Kuhlrik, treasurer. **Equipment:** Amplifiers, recording machines, microphones, sound-on-film, inter-office communication devices, microphone stands, speakers, voice coils, and baffles. **Trade names:** "Miles," "Privaphone," "Vocaphone," "Filmograph."

MIRROR RECORD CORP., 58 W. 25th St., New York City. **Phone:** Chelsea 3-2222. **Executives:** P. K. Trautwein, president. **Equipment:** Plain aluminum discs, acetate coated blank discs; cutting and playback needles; other recording accessories. **Trade name:** "Mirror."

NATIONAL BATTERY CO., 1728 Roblyn Ave., St. Paul, Minn. **Phone:** Nestor 6371. **Executives:** A. H. Dagget, president; H. J. McKay, vice-president in charge of production; Herbert King, vice-president in charge of sales. **Sales offices:** 400 W. Madison St., Chicago, Ill.; 369 Lexington Ave., New York City; 170 Russ St., San Francisco, Cal.; 2014 Market St., Denver, Colo. **Factory points:** 12th and McKinley Sts., Chicago Heights, Ill.; 35 Neoga St., Depew, N. Y.; 1601 Oakland Ave., Kansas City, Mo.; 2678 Lacy St., Los Angeles, Cal.; 955 39th St., North Bergen, N. J.; 1728 Roblyn Ave., St. Paul, Minn.; 4935 Cass St., Dallas, Tex.; 1060 Murphy Ave., S. W., Atlanta, Ga. **Equipment:** Storage batteries of all types. **Trade name:** "National."

NATIONAL UNION RADIO CORP., 570 Lexington Ave., New York City. **Phone:** Wickersham 2-8300. **Executives:** R. H. Van Dusen, assistant general sales manager. **Branch offices and officers:** 540 No. Michigan Ave., Chicago, Ill.; H. H. Kunkler, general sales manager. 1479 W. Adams Blvd., Los Angeles, Cal.; J. W. Marsh, district manager. 367 Fourth St., San Francisco, Cal.; J. W. Marsh, district manager. 440 W. Peachtree St., N.

EQUIPMENT MANUFACTURERS—Continued

- W. Atlanta, Ga.; M. F. Taylor, regional manager. **Equipment:** Cathode ray tubes, photo electric cells, exciter lamps, panel lamps. **Trade name:** "National Union."
- NEW JERSEY ERECTORS**, 346 Broadway, Newark, N. J. **Phone:** Humboldt 3-9720. **Executives:** B. I. Samuels, manager. **Equipment:** Contract for erection of broadcast antennae, foundations, ground systems, painting and lighting.
- NEWARK TRANSFORMER CO.**, 17 Frel-inghuysen Ave., Newark, N. J. **Phone:** Bigelow 3-3577. **Executives:** M. J. Herold, president; Charles Urban, secretary-treasurer. **Equipment:** Power transformers and reactors.
- NORTHERN ELECTRIC CO., LTD.**, 1261 Shearer St., Montreal, Que., Canada. **Phone:** Wilbank 3131. **Executives:** F. F. Fulton, special products general sales manager. **Branch offices and managers:** 131 Simcoe St., Toronto; W. R. Ostrom, 65 Rorie St., Winnipeg; W. T. Hunt, 150 Robson St., Vancouver; T. C. Clarke, 86 Hollis St., Halifax; F. W. Johnson. **Equipment:** Transmitters, speech input equipment, microphones, vacuum tubes, vertical radiators.
- OAK MANUFACTURING CO.**, 711 W. Lake St., Chicago, Ill. **Phone:** Monroe 6680. **Executives:** Edward F. Bessey, president. **Equipment:** Rotary and push button switches, and synchronous, non-synchronous and split reed type vibrators.
- OPPENHAMER & OBEL**, 110 S. Washington St., Green Bay, Wis. **Phone:** Adams 5342. **Executives:** W. A. Oppenhamer and I. A. Obel. **Branch office:** 610½ Third St., Wausau, Wis. **Services:** All architectural and engineering work for broadcast stations.
- PACENT ENGINEERING CORP.**, 79 Madison Ave., New York City. **Phone:** Ashland 4-1586. **Executives:** L. G. Pacent, president and treasurer; B. W. Wooley, secretary. **Export agents:** Bizelle & Co., 220 W. 42nd St., New York City. **Equipment:** Phono pickups, amplifiers, complete sound system, magnaphone inter-communication systems, high fidelity speaker systems, and high fidelity radio and phono radio combination for monitoring.
- W. L. PEREIRA**, 221 N. La Salle St., Chicago, Ill. **Phone:** Franklin 3920. **Services:** Architecture and interior design.
- PHILCO RADIO & TELEVISION CORP.**, Tioga and C Sts., Philadelphia, Pa. **Executives:** M. W. Heinritz, office manager, battery division. **Branch offices:** Boston, Mass.; New York City; Cleveland, O.; Pittsburgh, Pa.; Atlanta, Ga.; Chicago, Ill.; St. Louis, Mo.; Kansas City, Mo.; San Francisco, Cal.; Los Angeles, Cal.; Portland, Ore.; Seattle, Wash. **Equipment:** Heavy duty glass and rubber jar storage batteries. **Trade name:** "Philco."
- POINSETTA, INC.**, Box 301, Philadelphia, Pa. **Representatives:** Talking Devices Co., 4451 Irving Park Blvd., Chicago, Ill.; C. J. LeBel, 440 Riverside Drive, New York City; Pan-American Studios, 705 S. First St., Louisville, Ky. **Equipment:** Sound recording wax.
- PRECISION APPARATUS CORP.**, 821 E. New York Ave., Brooklyn, N. Y. **Phone:** PR 3-0500. **Executives:** M. Mentzer and S. M. Weingast. **Branch offices and officers:** 831 N. Wabash Ave., Chicago, Ill.; O. P. Smith, 440 Peachtree St., N. W., Atlanta, Ga.; M. F. Taylor, 1623 S. Hill St., Los Angeles, Calif.; C. R. Strasser, 153 E. Elizabeth St., Detroit, Mich.; B. J. Fitzner. **Equipment:** Oscillators, multi-range test equipment, AC-DC volt-ohm-decibel-milliammeters, laboratory test equipment, radio receiving tube testers. **Trade name:** "Precision."
- PRECISION PIEZO SERVICE**, 427 Asia St., Baton Rouge, La. **Phone:** 658. **Executives:** C. E. Pearce, manager. **Equipment:** Quartz crystals, crystal holders, temperature controlled ovens.
- PREMIER CRYSTAL LABORATORIES, INC.**, 53-63 Park Row (Pulitzer Bldg.), New York City. **Phone:** Beekman 3-2514. **Equipment:** Quartz crystals, all types of crystal holders, crystal holders with automatic temperature controls, high frequency inductances and mounting bases, pilot lamp indicators, microdials, visual capacity meters, reactance meters, crystal oscillators and buffer amplifiers with temperature control. **Trade name:** "Premier."
- PRESTO RECORDING CORP.**, 139 W. 19th St., New York City. **Phone:** Chelsea 2-6425. **Executives:** R. C. Powell. **Representatives:** Morris F. Taylor, 440 W. Peachtree St., N. W., Atlanta, Ga.; Henry M. Lane, 350 Lake St., Belmont, Mass.; Brock-Forsythe Co., Michigan Square Bldg., Chicago, Ill.; Ernest P. Scott Sales Co., 1836 Euclid Ave., Cleveland, O.; J. Earl Smith, P. O. Box 1805, Dallas, Tex.;

EQUIPMENT MANUFACTURERS—Continued

- R. C. Mulnix Sound Systems, 310 Fifteenth St., Denver, Col.; Metropolitan Sound Systems, 4762 Woodward Ave., Detroit, Mich.; Norman B. Neely, 5334 Hollywood Blvd., Hollywood, Cal.; Office Appliance Co., Reliance Bldg., Kansas City, Mo.; A. C. Omberg, Franklin Road, Nashville, Tenn.; George S. Driscoll, 199 Brett Road, Rochester, N. Y.; Spokane Radio Co., 611 First Ave., Spokane, Wash.; Kay Sales Co., Central Bank Bldg., Tulsa, Okla.; U. S. Research Corp., Rialto Theatre Bldg., Washington, D. C.; (foreign) M. Simons & Son Co., Inc., 25 Warren St., New York City; A. M. Clubb & Co., Lt., Sydney, Australia. **Equipment:** Instantaneous recording machines, equalizing amplifiers, transcription turntables, overhead cutting mechanisms, cutting heads, microscopes, TRF radio tuners, cellulose coated discs, cutting and playback needles. **Trade name:** "Presto."
- J. E. O. PRIDMORE**, 109 N. Dearborn St., Chicago, Ill. **Phone:** Dearborn 9898. **Executives:** J. E. O. Pridmore and Herbert Tyson. **Branch office:** 5955 Winthrop Ave., Chicago, Ill. **Services:** Specialize in theatrical designing.
- B. A. PROCTOR CO., INC.**, 17 W. 60th St., New York City. **Phone:** Circle 7-3774. **Executives:** Ferd. C. W. Thiede. **Equipment:** Recording cutter heads, pick-ups, recording turntables, transcription turntables, recording machines. **Trade name:** "Proctor."
- RCA MANUFACTURING CO., INC. (RCA VICTOR DIVISION)**, Front and Cooper Sts., Camden, N. J. **Phone:** Camden 8000. **Executives:** I. R. Baker, manager transmitter sales. **Branch offices and executives:** RKO Bldg., New York City; Benjamin Adler, manager. 1016 N. Sycamore St., Hollywood, Cal.; W. H. Beltz, manager. 170 Ninth St., San Francisco, Cal.; E. Frost, manager. 589 E. Illinois St., Chicago, Ill.; A. R. Hopkins, manager. 492 Peachtree St., Atlanta, Ga.; D. A. Reesor, manager. 2211 Commerce St., Dallas, Tex.; W. M. Witty, manager. **Equipment:** Transmitters, tubes of all types, microphones, speech input equipment and associated apparatus of all types, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment, public address systems, faradon condensers, centralized sound systems. **Trade name:** "RCA."
- RCA VICTOR CO., LTD.**, 976 Lacasse St., Montreal, Que., Canada. **Phone:** Wellington 3671. **Executives:** J. A. Bayard, branch manager. **Branch offices and managers:** 1206 Homer St., Vancouver, B. C.; F. A. Boyle, branch manager, and H. S. Walker, sales representative. 537 Eighth Ave., Calgary, Alta.; F. T. Myles. 168 Market Ave., Winnipeg, Man.; E. P. Burns. 36 Breadalbane St., Toronto, Ont.; N. J. Sims. 181 Brunswick St., Halifax, N. S.; C. C. Bowers. **Equipment:** Transmitters, microphones and associated equipment, test and laboratory equipment, faradon condensers, studio equipment.
- RADIO ENGINEERING AND MANUFACTURING CO.**, 26 Journal Square, Newark, N. J. **Phone:** Journal Square 2-2537. **Executives:** Paul A. Girard, sales manager. **Equipment:** Portable transcription reproducers, portable remote amplifiers, portable turntables, portable sound effects equipment, portable transmitting equipment of all types. **Trade name:** "Remco."
- RADIO RECEPTOR CO., INC.**, 251 W. 19th St., New York City. **Phone:** Chelsea 3-1382. **Executives:** Ludwig Arnson, sales manager. **Equipment:** Constant output amplifiers for modulator systems; phase branching equipment and tuning houses for directional broadcasting; remote control equipment; amplifiers; monitoring equipment.
- RADIO SPECIALTIES CO.**, 20th and Figueroa St., Los Angeles, Cal. **Phone:** Prospect 7271. **Executives:** Pat Marinack and Preston Dooley. **Equipment:** Jobbers only; can supply anything used in radio. **Trade name:** "Fidelity."
- RADIO TELEVISION INDUSTRIES CORP.**, 2 Linden St., Reading, Mass. **Phone:** Reading 0440. **Executives:** D. C. Lewis, president; L. E. Dickinson, manager. **Equipment:** Transmitters, studio amplifiers, mixers, control equipment, microphones and microphone stands. **Trade name:** "RTI."
- RADIO TRANSCEIVER LABORATORIES**, 8627 115th St., Richmond Hill, N. Y. **Phone:** Virginia 7-6428. **Executives:** Frank Jacobs, owner and chief engineer. **Branch offices and officers:** 43 E. Ohio St., Chicago, Ill., Fred E. Garner; 4214 Country Club Drive, Long Beach, Cal., Don Wallace; 6030 Christian St., Philadelphia, Pa., Martin Friedman. **Equipment:** Pack transmitters and receivers; master and crystal oscillators for same; power amplifiers for same.

EQUIPMENT MANUFACTURERS—Continued

- RADIOTONE, INC.**, 6103 Melrose Ave., Hollywood, Cal. **Phone:** Hollywood 3558. **Executives:** W. H. Snow, president-treasurer; R. F. Bellack, vice-president; F. H. Brown, secretary. **Equipment:** Single and dual turntable recording machines, acetate discs, needles, accessories. **Trade name:** "Radiotone."
- RANGERTONE, INC.**, 201 Verona Ave., Newark, N. J. **Phone:** Humboldt 2-0123. **Executives:** R. H. Ranger and E. P. Schmidt, in charge of sales. **Equipment:** Acetate recording needles, recording heads, signature chimes. **Trade names:** "Stelli," "Sapphi," "Recordrite," "Rangertone."
- C. W. & GEO. L. RAPP, INC.**, 230 N. Michigan Ave., Chicago, Ill. **Phone:** Franklin 4800. **Executives:** George L. Rapp, president; D. H. Brush, Jr., vice-president and treasurer; Mason G. Rapp, secretary. **Services:** All types of broadcast station designing.
- RAY-O-VAC CO.**, 2317 Winnebago St., Madison, Wis. **Phone:** Badger 193. **Executives:** L. H. Keller, vice-president and director of sales. **Branch offices:** Ewing St., Lancaster, O.; H. B. Hileman, division manager, 132 Walker St., S. W., Atlanta, Ga.; George A. Shipley, division manager, 601 W. 26th St., New York City; G. H. Barber, division manager, 745 Bryant St., San Francisco, Cal.; A. Hipsham, division manager. **Equipment:** Dry batteries of all types. **Trade name:** "Ray-O-Vac."
- RAYTHEON MANUFACTURING CO.**, 190 Willow St., Waltham, Mass. **Phone:** Waltham 4610. **Executives:** L. K. Marshall, president; G. E. M. Bertram, plant manager. **Branch office:** 420 Lexington Ave., New York City, R. M. Parinton. **Equipment:** High and low voltage rectifiers, voltage stabilizers, dry type transformers, chokes, automatic self-regulating battery chargers. **Trade names:** "Raytheon," "Recti Filter," "Recti ChargeR."
- REA MAGNET WIRE CO., INC.**, East Pontiac St., Fort Wayne, Ind. **Executives:** V. F. Rea, president; A. H. Perfect, vice-president; J. F. Boeshore, secretary-treasurer; E. Snyder, chief engineer; R. L. Whearley, sales manager. **Equipment:** Magnet wire, enameled and cotton and silk insulated. **Trade name:** "REA."
- RECOTON CORP.**, 178 Prince St., New York City. **Phone:** Walker 5-6151. **Executives:** Fritz Behrendt, president; M. W. Markowitz, secretary. **Equipment:** Transcription needles, sapphires for cutting acetate, steel cutting needles for acetate, recording motors, automatic needles dispensers, and grease. **Trade names:** "Recoton," "Superior," "Acoustic," "Simplat," "Saja," "Losimol."
- REMLER CO., LTD.**, 2101 Bryant St., San Francisco, Cal. **Phone:** Valencia 3435. **Executives:** E. G. Danielson, president; R. C. Gray, vice-president; F. G. Hawkinson, sales manager. **Branch office:** 540 N. Michigan Ave., Chicago, Ill., E. D. Peterson. **Equipment:** Speech input equipment, portable broadcast amplifiers, microphones, attenuators, transcription units, connectors, and public address equipment. **Trade name:** "Remler."
- SCIENTIFIC RADIO SERVICE**, 124 Jackson Ave., University Park, Hyattsville, Md. **Phone:** Hyattsville 849. **Executives:** Harry D. Eisenhauer, owner and manager. **Equipment:** Piezo electric crystals and holders for same.
- HECTOR R. SKIFTER**, St. Paul Hotel, St. Paul, Minn. **Phone:** Cedar 4401. **Executives:** Hector R. Skifter. **Equipment:** Speech input and transmitting equipment, antenna designs, field intensity equipment.
- SOUND APPARATUS CO.**, 150 W. 46th St., New York City. **Phone:** Bryant 9-8776. **Executives:** Arthur W. Niemann, owner; M. Filon, sales manager. **Equipment:** Complete wax recording machines; recording machines for direct playbacks; automatic high speed power level recorders; reproducing tables; equalizers and filters; synchronous recording motors; recording amplifiers; disc materials; oil damped cutting heads.
- SPEAK - O - PHONE RECORDING & EQUIPMENT CO.**, 23 W. 60th St., New York City. **Phone:** Columbus 5-1350. **Executives:** C. A. Austin, sales manager. **Representatives:** Woods Recording Studios, 58 W. Randolph St., Chicago, Ill.; Royal Distributing Co., 124 Market St., Philadelphia, Pa.; C. A. Dill, Box 932, Ponca City, Okla.; Chapman Sales Co., 709 So. Ervay St., Dallas, Tex.; Monarch Sales Co., 2920 Seventh Ave., So., Birmingham, Ala.; James C. West, 3908 Olive St., St. Louis, Mo.; American Mat Corp., Toledo, O.; Kentucky Amusement Co., 919-927 W. Jefferson St., Louisville, Ky. **Equipment:** Instantaneous recording equipment for off-the-air work on acetate, high fidelity portable sound re-

EQUIPMENT MANUFACTURERS—Continued

producers (records from 6 in. to 17 in., both speeds, AC or DC). **Trade name:** "Speak-O-Phone."

STANDARD TRANSFORMER CORP., 850 Blackhawk St., Chicago, Ill. **Phone:** Lincoln 5600. **Executives:** Jerome J. Kahn, general sales manager; Everett E. Gramer, manufacturers' sales; C. L. Pugh, distributors' sales. **Equipment:** Power transformers; filament transformers, audio transformers, filter and swinging chokes. **Trade name:** "Stancor."

STARCK, SHELDON & SCHNEIDER, INC., 8 So. Carroll St., Madison, Wis. **Executives:** H. A. Schneider, secretary and treasurer. **Services:** Building design.

STROMBERG - CARLSON TELEPHONE MFG. CO., 100 Carlson Rd., Rochester, N. Y. **Phone:** Culver 260. **Executive:** D. W. Brown. **Branch offices and managers:** 2017 Grand Ave., Kansas City, Mo.; A. J. Roberts. 564 W. Adams St., Chicago, Ill.; H. T. McCaig. 1355 Market St., San Francisco, Cal.; F. K. Cannon. **Equipment:** Sound systems, cables, amplifiers, keys, plugs, jacks, condensers.

SUNDT ENGINEERING CO., 4238 Lincoln Ave., Chicago, Ill. **Phone:** Bittersweet 2333. **Executives:** E. V. Sundt, general manager. **Equipment:** Neobeam oscilloscopes, public address equipment, neon voltage indicators, pocket testers, sound systems and amplifiers, gaseous discharge tubes. **Trade name:** "Sunco." (Note: This company is an affiliate of Littelfuse Laboratories.)

SUPREME INSTRUMENTS CORP., Greenwood, Miss. **Phone:** Greenwood 1600. **Representatives:** B. O. Burlingame, 130 W. 42nd St., New York City; Henry W. Burwell, 415 Peachtree St., N. E., Atlanta, Ga.; Robert M. Campion, Dallas, Tex.; E. P. Demarest, 1127 Venice Blvd., Los Angeles, Cal.; H. Gerber, 49 Portland St., Boston, Mass.; B. W. Glassman, 235 Ward Pkway., Kansas City, Mo.; Howard P. Hardesty, 3123 E. Jefferson Ave., Detroit, Mich.; F. E. Harding, Dyckman Hotel, Minneapolis, Minn.; Ed. E. Healy, 319 Niagara St., Buffalo, N. Y.; James P. Hermans, 235 Ninth St., San Francisco, Cal.; Dormand S. Hill, 605 W. Washington St., Chicago, Ill.; L. H. Jackman, 2043 E. 77th St., Cleveland, O.; R. C. James, Jr., Northwestern Agencies, Third and Vine Sts., Seattle, Wash.; Joe Muniot, 918 Union St., New Orleans, La.; John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; R. B. Ritter, 612 N. Michigan Ave., Chicago, Ill.; Charles E. Sargeant, 24 W. 69th St., New York City; Charles

W. Pointon, Manning Chambers, Queen at Bay St., Toronto, Canada; Taylor & Pearson, Ltd., Edmonton, Alta., Canada; (foreign) Associated Exporters Co., Inc., 145 W. 45th St., New York City. **Equipment:** Multimeters, analyzers, tube testers, signal generators, cathode ray oscilloscopes. **Trade name:** "Supreme."

TAYLOR TUBES, INC., 2341-43 Wabansia Ave., Chicago, Ill. **Phone:** Armitage 1730. **Executive:** Rex L. Munger, sales manager. **Branch offices:** Royal National Co., 16 W. 61st St., New York City (export sales). **Equipment:** Air-cooled transmitting tubes. **Trade name:** "Taylor."

THORDARSON ELECTRIC MANUFACTURING CO., 500 W. Huron St., Chicago, Ill. **Phone:** Whitehall 6444. **Executive:** C. P. Cushway, general sales manager. **Branch offices:** Have representatives in all principal cities. **Equipment:** Transformers, amplifiers. **Trade names:** "Thordarson," "C.H.T.," "Tru-fidelity."

TRANSDUCER CORP., 30 Rockefeller Plaza, New York City. **Phone:** Circle 7-5895. **Executives:** G. M. Giannini, president; E. Moxham, Jr., treasurer. **Equipment:** Microphones, low capacity cable, and loud speaking telephones. **Trade names:** "Bullet" and "Co-X."

TRIPLETT ELECTRICAL INSTRUMENT CO., Harmon Road, Bluffton, O. **Executives:** R. L. Triplett, president and general manager. **Equipment:** Electrical measuring instruments, instrument relays, volt-ohm-milliammeters, vacuum tube voltmeters, and oscilloscopes. **Trade name:** "Triplett."

TRUSCON STEEL CO., Youngstown, O. **Branch offices with executives in charge:** Albany, N. Y.; H. J. Feehan. Atlanta, Ga.; J. F. Globler. Baltimore, Md.; W. S. Reeves. Birmingham, Ala.; Jack Yaeger. Boston, Mass.; C. H. Watt. Buffalo, N. Y.; E. B. Holdredge. Chattanooga, Tenn.; H. W. Grahl. Cincinnati, O.; J. F. Fink. Cleveland, O.; L. F. Stormont. Columbus, O.; R. D. Kirkwood. Dallas, Tex.; C. B. McGehee. Denver, Col.; C. Romig. Des Moines, Ia.; M. Zeiner. Detroit, Mich.; M. Goldenberg. Greensboro, N. C.; D. R. Haesloop. Indianapolis, Ind.; C. R. Thompson. Jacksonville, Fla.; F. S. Boggs. Kansas City, Mo.; A. E. Duboy. Los Angeles, Cal.; E. B. McClure. Memphis, Tenn.; Ted Sams. Milwaukee, Wis.; C. L. Spatholt. Minneapolis, Minn.; C. E. Lebeck. New Orleans, La.; P. C. Kuhn. New York City; C. D. Loveland. Oklahoma City, Okla.; Harry Smith.

EQUIPMENT MANUFACTURERS—Continued

- Omaha, Neb.; John R. Rippey. Philadelphia, Pa.; John Bowditch, Jr. Pittsburgh, Pa.; George M. Beveridge. Portland, Ore.; C. W. Anderson. Richmond, Va.; A. P. Long. St. Louis, Mo.; W. H. Stewart. Salt Lake City, U.; Frank M. Allen. San Francisco, Cal.; W. H. London. Washington, D. C.; H. A. Tuke. Youngstown, O.; W. F. Widmer. **Equipment:** Uniform cross-section, guyed type vertical radiators; self-supporting vertical radiators.
- TURNER CO.**, 909 17th St., N. E., Cedar Rapids, Ia. **Phone:** 2-3527. **Representatives:** 234 Boylston St., Boston, Mass.; Nicholas I. Allen. Suite 1507, 1440 Broadway, New York City; Sam M. Harper. Greeley, Co.; Gordon G. Moss. 5807 Buckingham Rd., Detroit, Mich.; Fred J. Stevens. 415 Peachtree St., N. E., Atlanta, Ga.; Arthur M. Calais. 154 E. Erie St., Chicago, Ill.; E. R. Peel. 549 W. Washington Blvd., Chicago, Ill.; G. G. Ryan Co. 4214 Country Club Dr., Long Beach, Cal.; Don C. Wallace. (Export) 116 Broad St., New York City; Ad. Auriema, Inc. (Canada) 635 St. Paul St., W., Montreal, Que.; L. E. Dobrofsky. **Equipment:** All types of crystal microphones, stands and accessories. **Trade name:** "Turner" ("TCO").
- UTAH RADIO PRODUCTS CO.**, 812-20 Orleans St., Chicago, Ill. **Phone:** Superior 8388. **Executives:** O. F. Jester, general sales manager; R. M. Karet, director of sales (wholesale division). **Equipment:** Loudspeakers, volume and tone controls, potentiometers, jacks, switches, plugs.
- UNITED ELECTRONICS CO.**, 42 Spring St., Newark, N. J. **Phone:** Humboldt 2-0577. **Executives:** Charles Eisler, president; R. H. Amberg, vice-president and treasurer. **Branch offices:** 109 Bell St., Seattle, Wash.; 1100 Southwest Ave., Jackson, Mich.; 1811 Masonic Temple, New Orleans, La.; 1101 W. Olympic Blvd., Los Angeles, Cal.; 608 Wainwright Bldg., St. Louis, Mo.; 111 Morningside Ave., Council Bluffs, Ia.; 525 S. Seventh St., Minneapolis, Minn.; 3750 Urban Ave., Dallas, Tex.; 440 W. Peachtree St., Atlanta, Ga.; 600 W. Jackson Blvd., Chicago, Ill. **Equipment:** Broadcasting tubes, mercury vapor rectifiers. **Trade name:** "United."
- UNITED SOUND ENGINEERING CO.**, 2233 University Ave., St. Paul, Minn. **Phone:** Nestor 3106. **Executive:** H. M. Richardson. **Branch offices:** 259 W. 14th St., New York City; Howard F. Smith in charge. (Western Export Division: Frazar & Co., Ltd., 7 Front St., San Francisco, Cal. Eastern Export Division: L. L. Minthorne Co., Inc., 116 Broad St., New York City.) **Equipment:** Audio oscillators, oscillographs, pre-amplifiers.
- UNITED STATES GYPSUM CO.**, 300 W. Adams St., Chicago, Ill. **Phone:** State 6100. **Executives:** O. M. Knode, president (Chicago office); G. L. Bostwick, manager engineering sales division (Chicago office). **Branch office:** 30 Rockefeller Plaza, New York City, C. E. Heintz, Eastern sales manager. **Equipment:** Acoustical construction, acoustical analyses and engineering data, sound absorptive materials, sound insulation for walls, floors, ceilings, etc., and sound insulative bases for machinery. **Trade names:** "Acoustone," "Perfatile," "Quietile," "U.S.G.," "Trembar."
- UNITED TRANSFORMER CORP.**, 72 Spring St., New York City. **Phone:** Canal 6-1080. **Executives:** I. A. Mitchell, president and treasurer; S. L. Baraf, vice-president and secretary. **Branch offices and officers:** 9 S. Clinton St., Chicago, Ill.; F. R. Ellinger. 1957 Templehurst Rd., South Euclid, O.; A. H. Baier. 3224 Western Ave., Seattle, Wash.; Northwestern Agencies. 2320 Griffin St., Dallas, Tex.; J. Y. Schoonmaker. Francis Palms Bldg., Detroit, Mich.; H. E. Walton. 49 Portland St., Boston, Mass.; H. Gerber. 1623 S. Hill St., Los Angeles, Cal.; C. R. Strassner. 600 Grant St., Pittsburgh, Pa.; G. O. Tanner. 19th St. and Branch, St. Louis, Mo.; W. T. McGary. 316 Ninth St., N. E., Atlanta, Ga.; James Miller. Elliott Square Bldg., Buffalo, N. Y.; H. Segar. Charles Bldg., Denver, Colo.; J. W. Van De Grift. 601 Cedar Lake Road, Minneapolis, Minn.; M. E. Foster. **Equipment:** Transformers, reactors, voltage regulators, amplifier kits, transmitter kits, filters, and equalizers. **Trade names:** "UTC," "Varimatch," "Varitran," "Vari-tap," "Varitone."
- UNIVERSAL MICROPHONE CO., LTD.**, 424 Warren Lane, Inglewood, Cal. **Phone:** Inglewood 2150; Thornwall 0600 (Los Angeles). **Executive:** James R. Fouch, manager. **Branch offices:** 259 W. 14th St., New York City; Howard F. Smith, manager. 540 N. Michigan Ave., Chicago, Ill.; L. G. Cushing, manager. (Export) Frazar & Co., 7 Front St., San Francisco, Cal. **Equipment:** Microphones, blank records, recording ma-

EQUIPMENT MANUFACTURERS--Continued

chines, needles and stylii, amplifiers, inter-communicating phone systems. **Trade name:** "Universal."

UPCO ENGINEERING LABORATORIES, INC., 254 Canal St., New York City. **Phone:** Canal 6-3835. **Executives:** Walter Silber, president; Victor Silber, secretary and treasurer. **Equipment:** Magnetic pick-ups and phonograph reproducers. **Trade name:** "Upco."

WARD ELECTRIC CO., Mount Vernon, N. Y. **Representatives:** Agents in all principal U. S. cities. **Equipment:** Wire wound fixed resistors, heavy duty resistors, adjustable resistors, ring type rheostats, line-voltage reducers, relays for automatic control, and plaque resistors.

WASHINGTON INSTITUTE OF TECHNOLOGY, McLachlen Bldg., Washington, D. C. **Phone:** District 1518. **Equipment:** Tuning and phasing equipment for directional and non-directional arrays.

WEBSTER CO., 5622-5708 Bloomingdale Ave., Chicago, Ill. **Phone:** Merrimac 3100. **Executive:** John Erwood, vice-president. **Equipment:** Microphones, loud speakers, sound equipment. **Trade name:** "Webster-Chicago."

WEBSTER ELECTRIC CO., S. W. corner Clark and De Koven Sts., Racine, Wis. **Phone:** Jackson 6776. **Executives:** S. A. Loeb, president; A. C. Kleckner, vice-president; P. G. Crewe, secretary. **Equipment:** Audio amplifiers, magnetic

phonograph pick-ups, crystal phonograph pick-ups, four-position electronic mixers, centralized sound systems, and electronic intercommunication systems. **Trade names:** "Webster Electric," "Symphotone," and "Teletalk."

WESTINGHOUSE ELECTRIC & MANUFACTURING CO. **Equipment and factories:** Meters and instruments (Newark, N. J., plant); capacitors, motors, generators and controls (East Pittsburgh, Pa., plant); transformers and reactors (Sharon, Pa., plant); tower lighting equipment and station and studio lighting (Cleveland, O., plant). **Trade name:** "W."

WESTON ELECTRICAL INSTRUMENT CORP., 614 Freylinghuysen Ave., Newark, N. J. **Phone:** Bigelow 3-4700. **Branch offices:** Representatives and manufacturer's representatives in all principal U. S., Canadian and foreign cities. **Equipment:** Tube-checkers, ohmmeters, volt-ohm milliammeters, voltmeters, volt-ohmmeters, capacity meters, test oscillators, pocket-size volt-ohm milliammeters, output meters, power level meters and voltmeters, ohmmeters, volt-ohmmeters, capacity meters, panel instruments. **Trade name:** "Weston."

WRIGHT'S ELECTRICAL INSTRUMENT LABORATORY, Reed College, Portland, Ore. **Phone:** Sellwood 1234. **Executives:** John Wright. **Equipment:** Electrical indicating instruments to customer specifications, and instrument repair services.

V
R.D

EQUIPMENT—Continued
AMPLIFYING EQUIPMENT

Amplifiers.

Compressors.

Electric equipment.

Equalizers.

Inter-communicating systems.

Pickups.

Public address systems.

Remote control equipment.

Sound systems.

Speech input assemblies.

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- Allied Phonograph & Record Mfg. Co.** Public address systems for use with this firm's portable electrical reproducers.
- Allied Radio Corp.** Amplifiers.
- Allied Recording Products Co.** Recording amplifiers.
- Amperite Co.** Pre-amplifiers.
- Amplifier Co. of America.** Pre-amplifiers; recording amplifiers; voltage amplifiers; power amplifiers; compressors; equalizers; specialized electronic equipment.
- Bell Sound Systems, Inc.** Inter-communicating systems; amplifiers.
- Canadian Marconi Co.** R.F. amplifiers; studio amplifier assemblies; portable remote control amplifiers; repeat amplifiers; monitor amplifiers.
- Centralab.** Sound projection controls.
- Collins Radio Co.** Pre-amplifiers; portable remote pick-up amplifiers; bridging amplifiers; power amplifiers; program amplifiers; recording amplifiers; monitoring amplifiers; volume limiting amplifiers; line equalizers; studio speech input assemblies (rack mounted); transmitter speech input assemblies (rack mounted); contract manufacture of equipment.
- Daven Co.** Speech input control apparatus; line equalizers.
- Emar Instrument Corp.** Recording amplifiers; equalizers.
- Epiphone, Inc.** Amplifiers for musical instruments; amplifiers for public address systems.
- Fairchild Aerial Camera Corp.** Recording amplifiers.
- Federal Telegraph Co.** Amplifiers.
- Gates Radio & Supply Co.** Remote control equipment; public address systems; speech input equipment; amplifiers; audio compressors (type 17B).
- General Engineers.** Remote amplifiers; speech input equipment.
- Graybar Electric Co.** Amplifiers; speech input equipment.
- Insuline Corp. of America.** Amplifier chasses.
- Miles Reproducer Co., Inc.** Amplifiers; inter-office communication devices.
- Northern Electric Co.** Speech input equipment.
- Pacent Engineering Corp.** Phono pickups; amplifiers; complete sound systems; magnaphone intercommunication systems.
- RCA Manufacturing Co., Inc.** Centralized sound systems; speech input equipment and associated apparatus of all types; public address systems.
- Radio Engineering and Manufacturing Co.** Portable remote amplifiers.
- Radio Receptor Co., Inc.** Remote control equipment; constant output amplifiers for modulator systems; amplifiers.
- Radio Television Industries Corp.** Studio amplifiers.
- Radio Transceiver Laboratories.** Power amplifiers for pack transmitter-receivers.
- Remler Co., Ltd.** Speech input equipment; portable broadcast amplifiers; public address equipment.
- Hector R. Skifter.** Speech input equipment.
- Stromberg-Carlson Telephone Mfg. Co.** Amplifiers; sound systems.
- Sundt Engineering Co.** Public address systems; amplifiers.
- Thordarson Electric Manufacturing Co.** Amplifiers.
- Transducer Corp.** Loud speaking telephones.
- United Sound Engineering Co.** Pre-amplifiers.
- United Transformer Corp.** Amplifier kits; equalizers.
- Universal Microphone Co., Ltd.** Inter-communicating phone systems.
- Upco Engineering Laboratories, Inc.** Magnetic pick-ups.
- Webster Electric Co.** Audio amplifiers; magnetic phonograph pick-ups; crystal phonograph pick-ups; centralized sound systems; electronic inter-communication systems; sound equipment.

EQUIPMENT—Continued

ANTENNAS

Antenna construction.

Antenna design.

Painting and lighting.

Radial and counterpoise systems.

Radiators.

Towers.

American Bridge Co. Radio towers.
John F. Beasley Construction Co. Erection of radiators.
Blaw-Knox Co. Vertical radiators.
Graybar Electric Co. Vertical radiators.
D. H. Harrell. Vertical radiators.
Hartenstine-Zane Co., Inc. Installation of radio towers; tower erection; tower painting and lighting; installation of radial ground systems and counterpoise work.
Hoke Vertical Radiator Co. Vertical radiators (manufacture and erection).
International Derrick and Equipment Co. Self-supporting vertical radiators; uniform cross-section guyed type radiators.
Lehigh Structural Steel Co. Vertical radi-

ators; radiator towers.
John E. Lingo and Son, Inc. Vertical radiators; portable vertical radiators for field use.
New Jersey Erectors. Erection of broadcast antennae; foundations; ground systems; painting and lighting.
Northern Electric Co., Ltd. Vertical radiators.
Hector R. Skifter. Antenna designs.
Truscon Steel Co. Uniform cross-section, guyed type vertical radiators; self-supporting vertical radiators.
Westinghouse Electric & Manufacturing Co. (Cleveland, O., plant). Tower lighting equipment.

ANTENNA SPREADERS

Charles F. Jacobs. Antenna spreaders for construction of 4, 6 or 8 wire cage systems.

ATTENUATORS

Audio Products Co. Attenuators.
Clarostat Manufacturing Co., Inc. Attenuators.
Collins Radio Co. Attenuators.

Daven Co. Variable and fixed attenuators; attenuation boxes.
General Radio Co. Adjustable attenuators.
Remler Co., Ltd. Attenuators.

BATTERIES AND CHARGERS

Bond Electric Corp. Radio "A," "B" and "C" batteries.
Bright Star Battery Co. "A," "B" and "C" batteries, dry cell type.
Burgess Battery Co. Dry cell "A," "B" and "C" batteries.
Gould Storage Battery Corp. Storage batteries of all types.
National Battery Co. Storage batteries of all types.

National Carbon Co. Batteries.
Philco Radio & Television Corp. Heavy duty glass and rubber jar storage batteries.
Ray-O-Vac Co. Dry batteries of all types.
Raytheon Manufacturing Co. Automatic, self-regulating type battery chargers.
Universal Battery Co. Batteries.
Willard Storage Battery Co. Storage batteries.

CONDENSERS

Capacitors.

Condensers.

Aerovox Corp. Oil, paper, electrolytic, mica, etc., condensers.
American Microphone Co. Condensers.
Bud Radio, Inc. Transmitting condensers.

Allen D. Cardwell Mfg. Co. Fixed and variable air and oil dielectric capacitors for any transmitter power.
Continental Carbon Co. Paper condensers;

EQUIPMENT—Continued

- transmitting condensers; general service capacitors.
- Cornell-Dubilier Electric Corp.** Capacitors.
- Henry E. Crowley & Co., Inc.** Condensers.
- Curtis Condenser Corp.** Electrolytic condensers.
- Tobe Deutschman Corp.** Paper replacements for electrolytic condensers; transmitting condensers; capacitors.
- John E. Fast & Co.** Condensers and capacitors (paper type with both oil and wax impregnation).
- Hammarlund Manufacturing Co., Inc.** Variable transmitting condensers; transmitting neutralizing condensers (aluminum disc type).
- Heintz & Kaufman, Ltd.** Compressed gas condensers.
- E. F. Johnson Co.** Pressure and air condensers.
- RCA Manufacturing Co., Inc.** Mica condensers; faradon condensers.
- RCA Victor Co., Ltd.** Faradon condensers.
- Stromberg-Carlson Telephone Mfg. Co.** Condensers.
- Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant).** Capacitors.

CONTROL EQUIPMENT

Controls.

Line-voltage reducers.

- American Transformer Co.** Voltage regulators; rectifiers.
- Clarostat Manufacturing Co., Inc.** Controls for amplifiers, both wire-wound and composition element.
- General Radio Co.** Adjustable transformers for line-voltage control; volume controls.
- Ideal Commutator Dresser Co.** Voltage, current and speed regulators.
- International Resistance Co.** Volume controls.

Voltage regulators.

Volume and tone controls.

- Radio Television Industries Corp.** Control equipment.
- Ward Electric Co.** Line-voltage reducers; relays for automatic control.
- Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant).** Control equipment.
- United Transformer Corp.** Voltage regulators.
- Utah Radio Products Co.** Volume and tone controls.

CRYSTALS

Crystals of all types.

Crystal holders.

- American Piezo Supply Co.** Quartz crystals and crystal mountings of all types.
- Wm. W. L. Burnett Radio Laboratory.** All types of Piezo-electric crystals; crystal holders; ovens for crystal oscillator units.
- Bliley Electric Co.** Quartz crystals; crystal holders; crystal ovens.
- Commercial Radio Equipment Co.** Heater ovens; low drift crystals; variable air-gap holders; metal boxes.
- Graybar Electric Co.** Crystals.
- Hipower Crystal Co.** Filter crystals; crystal holders; frequency standard crystals.

Heater ovens.

Mountings.

- Hollister Crystal Co.** Crystals; crystal mountings.
- Precision Piezo Service.** Quartz crystals; crystal holders; temperature controlled ovens.
- Premier Crystal Laboratories, Inc.** High frequency inductances and mounting bases; quartz crystals; all types of crystal holders; crystal holders with automatic temperature controls; crystal oscillators and buffer amplifiers with temperature control.
- RCA Manufacturing Co., Inc.** Crystals.
- Scientific Radio Service.** Piezo electric crystals and holders for same.

FADERS

Daven Co. Faders.

EQUIPMENT—Continued

FIELD INTENSITY EQUIPMENT

General Radio Co. Standard signal generators for field intensity measurements.
RCA Manufacturing Co., Inc. Meters.

Hector R. Skifter. Field intensity equipment.

FUSES

Littelfuse Laboratories. Instrument fuses; aircraft anti-vibration fuses; radio fuses; fuse mountings.

GENERATORS (MOTOR)

General Electric Co. Motor generators.
Graybar Electric Co., Inc. Motor generators.

Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant). Motor generators.

GENERATORS (SIGNAL)

Clough-Brengle Co. Signal generators.
General Radio Co. Signal generators.
Supreme Instruments Corp.

RCA Manufacturing Co., Inc. Signal generators.

HARDWARE

Alloy.

Cabinets.

Chasses.

Coil forms.

Connectors.

Dials.

Indicators.

Keys.

Jacks.

Mounting plates.

Panels.

Plugs.

Racks.

Sockets.

Strippers.

Switches.

Tools.

Vibrators.

Allied Radio Corp. Relay racks; panels; tools; hardware.

Bud Radio, Inc. Relay racks; panels; chasses; cabinets; sockets; plugs.

Canadian Marconi Co. Switching panels.

Centralab. Selector switches.

Cinaudagraph Corp. Magnet alloy.

Collins Radio Co. Volume indicator panels; mixing panels.

Daven Co. Special rotary switches; mixer panels.

Graybar Electric Co., Inc. Keys; plugs; jacks; racks; panels; mounting plates.

Hammarlund Manufacturing Co., Inc. Sockets; coil forms; and coil and tube shields.

Ideal Commutator Dresser Co. Wire; solderless, tapeless connectors; wire strippers.

Insuline Corp. of America. Jacks; plugs; bakelite sockets; coil plugs; coil forms; dials; panels.

Oak Manufacturing Co. Rotary and push button switches; synchronous, non-synchronous and split reed type vibrators.

Premier Crystal Laboratories, Inc. Pilot lamp indicators; micro-dials.

Remler Co., Ltd. Connectors.

Stromberg-Carlson Telephone Mfg. Co. Keys; plugs; jacks.

Utah Radio Products Co. Switches; jacks; plugs.

EQUIPMENT—Continued

HEADPHONES

Brush Development Co. High fidelity crystal headphones.

C. F. Cannon Co. Headphones.
Graybar Electric Co., Inc. Headphones.

INDUCTORS AND REACTORS

General Radio Co. Inductors.
Insuline Corp. of America. Couplers.
E. F. Johnson Co. Inductors.

Kenyon Transformer Co. Reactors for broadcast transmitters.
United Transformer Corp. Reactors.

INSULATORS

Corning Glass Works. Insulators.
Henry L. Crowley & Co., Inc. Ceramic insulation.
Insuline Corp. of America. Stand-off insulators.
Isolanite, Inc. Ceramic insulators.
Charles F. Jacobs. Adjustable separators for construction of two-wire open R.F. feedlines used in connection with Hertz antenna systems.
E. F. Johnson Co. Antenna insulators; stand-off and lead-in insulators.

Lapp Insulator Co., Inc. Porcelain water coils for cooling transmitter tubes; radio stand-off insulators; dead-end insulators; transmission line insulators; entrance insulators; radio structure insulators (for both guyed and self-supporting masts).
Locke Insulator Corp. Tower base insulators; antenna insulators; guy insulators; lead-in and stand-off insulators; transmission line insulators; special porcelains.

LOUD SPEAKERS

Cinaudagraph Corp. Loudspeakers.
Gates Radio & Supply Co. Loudspeakers.
Jensen Radio Manufacturing Co. Monitoring and audition loudspeakers.
Lifetime Corp. Speakers; trumpets; baffles.
Magnavox Co. Loudspeakers.

Miles Reproducer Co., Inc. Speakers; voice coils; baffles.
Pacent Engineering Corp. High fidelity speaker systems.
RCA Manufacturing Co., Inc. High fidelity broadcast monitoring loudspeakers.
Utah Radio Products Co. Loudspeakers.
Webster Co. Loudspeakers.

METERS

Meters of all types.

Pocket testers.

Allied Radio Corp. Meters (distribute same, but do not manufacture).
Victor J. Andrew. Remote indicating antenna ammeters.
Clough-Brengle Co. Meters.
Daven Co. Output meters; power output meters; volume indicators.
Doolittle & Falknor, Inc. Modulation meters; field strength meters.
General Radio Co. Distortion and noise meters (for measuring carrier noise and harmonic distortion).
Graybar Electric Co., Inc. Meters.
Premier Crystal Laboratories, Inc. Visual capacity meters; reactance meters.

Sundt Engineering Co. Pocket testers.
Triplett Electrical Instrument Co. Volt-ohm milliammeters; vacuum tube voltmeters.
Westinghouse Electric & Manufacturing Co. (Newark, N. J., plant). Meters and instruments.
Weston Electrical Instrument Corp. Panel instruments; ohmmeters; volt-ohm milliammeters; voltmeters; volt-ohm meters; capacity meters; pocket tester volt-ohm milliammeters; output meters; power level meters; volt-meters; ohmmeters; volt-ohmmeters, and capacity meters; testers and meters of all types.

MICROPHONES AND ACCESSORIES

- Allied Radio Corp.** Microphones (distribute same, but do not manufacture).
- American Microphone Co.** Dynamic, crystal, carbon and electrostatic microphones; microphone accessories.
- Amperite Co.** Velocity microphones (contact, hand, lapel, etc.); microphone stands (desk, floor, boom, etc.).
- Astatic Microphone Laboratory, Inc.** Crystal microphones and pickups.
- Bruno Laboratories, Inc.** Velocity microphones (magnetic type); cable assemblies with connectors; stands; no voltage velotrons; voltage velotrons.
- Brush Development Co.** Crystal sound cell microphones of all types.
- Eastern Mike-stand Co.** Microphone stands of all types.
- Electro-Voice Mfg. Co., Inc.** Microphones; microphone stands.
- Epiphone, Inc.** Microphones with volume controls on the mike.
- Gates Radio & Supply Co.** Microphones.
- Graybar Electric Co., Inc.** Microphones.
- Lifetime Corp.** Carbon, dynamic and velocity microphones; microphone stands and accessories.
- Miles Reproducer Co., Inc.** Microphones; microphone stands.
- RCA Manufacturing Co., Inc.** Microphones.
- RCA Victor Co., Ltd.** Microphones and associated equipment.
- Radio Television Industries Corp.** Microphones; microphone stands.
- Remler Co., Ltd.** Microphones.
- Transducer Corp.** Microphones.
- Turner Co.** All types of crystal microphones; stands and accessories.
- Universal Microphone Co., Ltd.** Microphones.
- Webster Co.** Microphones.

MIXING EQUIPMENT

- Audio Products Co.** Mixer controls.
- Canadian Marconi Co.** Mixers.
- Collins Radio Co.** Mixing equipment.
- Daven Co.** Mixers.
- Gates Radio & Supply Co.** Mixing equipment.
- Graybar Electric Co., Inc.** Mixing equipment.
- RCA Manufacturing Co., Inc.** Mixing equipment.
- Radio Television Industries Corp.** Mixers.
- Remler Co., Ltd.** Mixing equipment.
- Webster Electric Co.** Four-position electronic mixers.

MONITORING EQUIPMENT

Frequency controls and measurements. Phase monitors.
Monitors of all types. Radio and phonos for monitoring.

- Victor J. Andrew.** Phase monitors for directional antennas.
- Wm. W. L. Burnett Radio Laboratory.** Crystal oscillator units for frequency controlling devices and monitoring use; frequency measuring service.
- Canadian Marconi Co.** Monitoring equipment.
- Commercial Radio Equipment Co.** FC-2 frequency control units; precision frequency measurements.
- Doolittle & Falknor, Inc.** Frequency measuring devices; frequency controlling devices.
- Gates Radio & Supply Co.** Monitor systems.
- General Radio Co.** Broadcast frequency monitors; frequency-limit monitors (for high-frequency broadcasts); modulation monitors; power level indicators.
- Graybar Electric Co., Inc.** Frequency monitors.
- Pacent Engineering Corp.** High fidelity radio and phono radios for monitoring.
- RCA Manufacturing Co., Inc.** Frequency monitors; modulation monitors.
- Radio Receptor Co., Inc.** Monitoring equipment.

MULTIPLIERS

Daven Co. Multipliers.

OSCILLOSCOPES

- Allen B. Du Mont Laboratories, Inc.** Oscillographs; cathode ray oscillographs.
- RCA Manufacturing Co., Inc.** Cathode ray oscillographs.
- Sundt Engineering Co.** Neobeam oscilloscopes.
- Supreme Instruments Corp.** Cathode ray oscilloscopes.
- Triplett Electrical Instrument Co.** Oscilloscopes.
- United Sound Engineering Co.** Oscilloscopes.

RECORDING-PLAYBACK EQUIPMENT

- Allied Phonograph & Record Mfg. Co.** Blank records; portable electrical reproducers; public address systems for same.
- Allied Radio Corp.** Phono players; transcription producers. Also distribute recording equipment, phonograph motors and pickups.
- Allied Recording Products Co.** Blanks for recordings; recording machines.
- Amplion Products Corp.** Recording equipment.
- Ansley Radio Corp.** Playback equipment for 16-inch transcriptions.
- Audak Co., Inc.** Electro-chromatic pickups and cutting heads.
- Audio Products Co.** Special equipment for sound recording.
- Bell Sound Systems, Inc.** Electric phonograph units.
- Brush Development Co.** High fidelity phonograph pickups, both lateral and hill-and-dale (types PL-12 and PV-12).
- Cellutone Record Manufacturing Co.** Portable 13½-inch recording outfits; recording heads; reproducing heads; reproducing needles (sapphire and steel); cutting styli; instantaneous blanks; hold-down rings.
- Conquest Alliance Co., Inc.** Portable audition units; portable radio receivers and playback combinations.
- Electrical Research Products, Inc.** Turntables.
- Emar Instrument Corp.** Sound recorders for disc recording; reproducers for disc recording; associated recording equipment.
- Fairchild Aerial Camera Corp.** Portable recording equipment; lateral recording heads; lateral pickups.
- Gates Radio & Supply Co.** Transcription turntables.
- General Communication Products, Inc.** Recording equipment; oil damped cutting heads; 24-hour recorders.
- Lifetime Corp.** Portable electric turntables.
- Miles Reproducer Co., Inc.** Recording machines; sound-on-film.
- Mirror Record Corp.** Plain aluminum discs; acetate coated blank discs; needles; recording accessories.
- Poinsetta, Inc.** Sound recording wax.
- Presto Recording Corp.** Instantaneous recording machines; equalizing amplifiers; transcription turntables; overhead cutting mechanisms; cutting heads; microscopes; TRF radio tuners; cellulose coated discs; cutting and playback needles.
- B. A. Proctor Co.** Recording cutter heads; pickups; recording turntables; transcription turntables; recording machines.
- RCA Manufacturing Co., Inc.** Transcription turntables.
- Radio Engineering and Manufacturing Co.** Portable transcription reproducers; portable turntables; portable sound effects equipment.
- Radiotone, Inc.** Single and dual turntable recording machines; acetate discs; needles; accessories.
- Rangertone, Inc.** Acetate recording needles; recording heads.
- Recoton Corp.** Transcription needles; sapphires for cutting acetate; steel cutting needles for acetate; recording motors; automatic needle dispensers; grease.
- Remler Co., Ltd.** Transcription units.
- Sound Apparatus Co.** Complete wax recording machines; recording machines for direct playbacks; automatic high-speed power level recorders; reproducing tables; equalizers and filters; synchronous recording motors; recording amplifiers; disc materials; oil-damped cutting heads.
- Speak-O-Phone Recording & Equipment Co.** Instantaneous recording equipment for off-the-air work on acetate; high fidelity portable reproducers (records from 6 to 17 inches at both speeds, AC or DC).
- Universal Microphone Co., Ltd.** Blank records; recording machines; needles and styli; amplifiers.
- Upco Engineering Laboratories, Inc.** Phonograph reproducers.

RESISTORS

Interference suppressors.
L-pads.
Potentiometers.

Resistors of all types.
Rheostats.
T-pads.

Aerovox Corp. Resistors.
Allen-Bradley Co. Resistors; L-pads; T-pads.
Atlas Resistor Co. Wire-wound resistors.
Audio Products Co. Potentiometers; precision resistors.
Centralab. Variable and fixed resistors.
Clarostat Manufacturing Co., Inc. Fixed resistors; L-pads; T-pads.
Continental Carbon Co. Carbon resistors ($\frac{1}{4}$ to 5 watts); precision and semi-precision resistors; interference suppressors; interference filter units.
Henry L. Crowley & Co., Inc. Resistors; magicores.

Daven Co. Decade resistances; resistances; single and dual potentiometers; filament rheostats.
Graybar Electric Co., Inc. Resistors.
Hardwick, Hindle, Inc. Fixed resistors; tapped resistors; adjustable resistors; power rheostats.
International Resistance Co. Insulated metallized resistors; power wire-wound resistors; precision resistors.
Micamold Radio Corp. Resistors.
Utah Radio Products Co. Resistors.
Ward Electric Co. Wire-wound fixed resistors; heavy duty resistors; adjustable resistors; ring type rheostats; plaque resistors.

STATION ACCESSORIES AND SERVICES

Acoustical devices and services.
Architectural services.
Cabinets and racks.
Chimes.
Consoles.

Doors.
Electronic instruments.
Insulation.
Logs and accounting systems.
Lights.

Allied Radio Corp. Station chimes; communications receivers (distribute same, but do not manufacture).
Armstrong Cork Products Co. Linoleum; cork products.
Balch & Lippert. Studio design and building engineering.
Carl Henry Boller. Radio station and auditorium design.
Celotex Corp. Structural insulation for walls and ceilings; acoustical materials; fill insulation for walls and ceilings.
Collins Radio Co. Transmitter control consoles; studio control consoles.
Compo-Board Co. Wall board.
Johns-Manville Co. Acoustical and insulation materials.
Michael J. De Angelis. Studio design; interior design; equipment designing.
Epiphone, Inc. Electronic musical instruments.
Evanston Sound Proof Door Co. Sound proof doors.
Gates Radio & Supply Co. All apparatus for studio; accessories; rack cabinets, loudspeaker cabinets, etc.
Hammarlund Manufacturing Co. Commercial receivers.

Ideal Commutator Dresser Co. Portable electric blowers; portable electric vacuum cleaners.
Insuline Corp. of America. Steel cabinets.
Insulite Co. Building board; lock-joint laths; plaster base; tile board; interior finish planks; acoustical correction materials; hard board products.
Krokyn & Browne. Architectural designing.
Thomas W. Lamb, Inc. Architectural designing.
John Latenser & Sons, Inc. All types of architectural work for broadcast stations.
Lefebure Corp. Steel transmitter and receiver rack cabinets; steel and aluminum panels for same; custom built steel equipment for broadcast stations including control desks, transcription-recording-sound effects trucks and desks, etc.; accounting systems; engineer's reports; station logs, etc.
Trueman E. Martinie. Interior and exterior designing; construction; acoustical engineering.
Masonite Corp. Insulation.

EQUIPMENT—Continued

Oppenhamer & Obel. Architectural and engineering work for broadcast stations.
W. L. Pereira. Architecture and interior design.
J. E. O. Pridmore. Architectural designing.
ECA Manufacturing Co., Inc. Studio construction equipment.
RCA Victor, Ltd. Studio construction equipment.
Rangertone, Inc. Signal chimes.
C. W. & George L. Rapp, Inc. All types of broadcast station designing.

Starck, Sheldon & Schneider, Inc. Building design.
United States Gypsum Co. Acoustical construction; acoustical analyses and engineering data; sound absorptive materials; sound insulation for walls, floors, ceilings, etc.; sound insulative bases for machinery.
Westinghouse Electric & Manufacturing Co. (Cleveland, O., plant). Station and studio lighting equipment.

TEST AND LABORATORY EQUIPMENT

Analyzers.

Beat frequency generators.

Checkers.

Condenser bridges.

Laboratory, engineering equipment.

Laboratory and engineering services.

Multimeters.

Neon test lamps.

Oscillators.

Special instruments.

Test equipment of all types.

Test leads.

Audio Products Co. Special instruments.

Boonton Radio Corp. Type 100-a Q meter; 106-a dielectric unit; 110-a QX checker; 140-a beat frequency generator (cabinet or rack mounted).

Wm. W. L. Burnett Radio Laboratory. Laboratory and engineering service.

Clough-Brengle Co. Oscillators.

Daven Co. Gain sets; laboratory equipment; special test equipment.

Tobe Deutschmann Corp. Condenser bridges and analyzers.

General Radio Co. Wave analyzers for harmonic distortion measurement; all types of oscillators; test equipment.

Insuline Corp of America. Pencil type test leads.

International Resistance Co. Resistance analyzers.

Littelfuse Laboratories. Neon test lamps.

Precision Apparatus Corp. Oscillators; multi-range test equipment; AC-DC volt-

ohm-decibel-milliammeters; laboratory test equipment; radio receiving tube testers.

RCA Manufacturing Co., Inc. Beat frequency oscillators; test and laboratory equipment of all types.

RCA Victor Co., Ltd. Laboratory and test equipment of all types.

Sundt Engineering Co. Neon voltage indicators.

Supreme Instruments Corp. Analyzers; tube checkers; multimeters.

Triplett Electrical Instrument Co. Electrical measuring instruments and instrument relays.

United Sound Engineering Co. Audio oscillators.

Weston Electrical Instrument Corp. Test oscillators; tube checkers.

Wright's Electrical Instrument Laboratory. Electrical indicating instruments to customer specifications; instrument repair services.

TRANSFORMERS AND CHOKES

Acme Electric & Mfg. Co. Transformers.

American Transformer Co. Audio transformers and reactors; plate transformers and reactors; filament transformers and reactors; modulation transformers and reactors.

Amperite Co. Input transformers.

Amplifier Co. of America. Power transformers; audio transformers.

Bud Radio, Inc. R.F. chokes.

Ferranti Electric. Transformers.

Graybar Electric Co., Inc. Transformers.

Hammarlund Mfg. Co., Inc. Radio frequency choke coils.

EQUIPMENT—Continued

- Insuline Corp. of America.** Transmitting chokes.
- E. F. Johnson Co.** Tower lighting chokes; radio frequency chokes.
- Kenyon Transformer Co.** Audio and power transformers.
- Lifetime Corp.** Microphone and power transformers.
- Newark Transformer Co.** Power transformers and reactors.
- Raytheon Manufacturing Co.** Transformers; chokes.
- Standard Transformer Corp.** Power transformers; filament transformers; audio transformers; filter and swinging chokes.
- Thordarson Electric Manufacturing Co.** Transformers.
- United Transformer Corp.** Transformers of all types.
- Westinghouse Electric & Manufacturing Co. (Sharon, Pa., plant).** Transformers; reactors.

TRANSMITTERS

- Allied Radio Corp.** Transmitting parts and accessories (distribute same, but do not manufacture).
- Victor J. Andrew.** Custom built equipment.
- Canadian Marconi Co.** Long and short wave broadcast transmitters.
- Collins Radio Co.** Aircraft, aeronautical ground station, marine, amateur, portable, relay broadcast, broadcast, H. F. and U.H.F., commercial and private point-to-point and emergency, and municipal-federal-state government transmitters.
- Doolittle & Falknor, Inc.** Transmitters.
- Federal Telegraph Co.** Transmitting equipment.
- General Electric Co.** Police radio apparatus (medium high-frequency one-way, ultra-high-frequency one-way and two-way, and medium high-frequency, ultra-high-frequency combination two-way); radio apparatus for all branches of the U. S. government.
- General Engineers.** Transmitters.
- Graybar Electric Co., Inc.** Transmitters.
- Insuline Corp. of America.** Transmitter chasses.
- Northern Electric Co., Ltd.** Transmitters.
- RCA Manufacturing Co., Inc.**
- RCA Victor Co., Ltd.** Transmitters.
- Radio Engineering and Manufacturing Co.** Portable radio transmitting equipment of all types.
- Radio Television Industries Corp.** Transmitters.
- Radio Transceiver Laboratories.** Pack transmitters-receivers, master and crystal oscillators for pack transmitter-receivers.
- Hector R. Skifter.** Transmitting components for broadcast stations.
- United Transformer Corp.** Transmitter kits.

TRANSMISSION LINE EQUIPMENT

Antenna coupling units.
Cable of all kinds.
Coaxial cable.
Check coils.

Filters.
Modulators.
Phasing and tuning equipment.
Tuning houses.

- Amplifier Co. of America.** Low-pass, band-pass and high-pass filters; modulators; check coils.
- Victor J. Andrew.** Radiator lighting filters; antenna coupling units; coupling equipment for directional antennas; coaxial cable and fittings.
- Doolittle & Falknor, Inc.** Antenna coupling units; coaxial cable.
- Heintz & Kaufman, Ltd.** Concentric transmission lines.
- Isolanite, Inc.** Coaxial type transmission lines.
- E. F. Johnson Co.** Antenna coupling equipment; concentric lines.
- Lifetime Corp.** Cable.
- Radio Receptor Co., Inc.** Tuning houses for directional broadcasting; phase branching equipment.
- Stromberg-Carlson Telephone Mfg. Co.** Cable.
- Transducer Corp.** Low capacity cable.
- United Transformer Corp.** Filters.
- Washington Institute of Technology.** Phasing and tuning equipment for directional and non-directional arrays.

EQUIPMENT—Continued

TUBES

- Allied Radio Corp.** Transmitting tubes (distribute same, but do not manufacture).
- Amperex Electronic Products, Inc.** Power transmitting tubes and rectifiers, both air and water cooled.
- Allen B. Du Mont Laboratories, Inc.** Cathode ray tubes.
- Eitel-McCullough, Inc.** Grid control rectifiers (Ky21), triodes (types 35T, 100T, 250T, 450T, 750T, 1000UFH), plain rectifiers (type RX21).
- Federal Telegraph Co.** Transmitting tubes; rectifiers.
- Gates Radio & Supply Co.** All types of transmitting tubes.
- Graybar Electric Co., Inc.** Tubes of all types; rectifiers.
- Heintz & Kaufman, Ltd.** Gammatron transmitting tubes.
- Isolanite, Inc.** Vacuum tube bases.
- National Union Radio Corp.** Panel lamps; exciter lamps; cathode ray tubes.
- Northern Electric Co., Ltd.** Vacuum tubes.
- RCA Manufacturing Co., Inc.** Tubes of all types.
- Raytheon Manufacturing Co.** High and low voltage rectifiers; voltage stabilizers; transmitting tubes.
- Sundt Engineering Co.** Discharge tubes.
- Taylor Tubes, Inc.** Air-cooled transmitting tubes.
- United Electronics Co.** Broadcasting tubes; mercury vapor tubes.

WIRE

- Driver-Harris Co.** Wire and various types of special alloys.
- Rea Magnet Wire Co., Inc.** Magnet wire, enameled and cotton and silk insulated.

EQUIPMENT TRADE NAMES

(This list identifies the names stamped on various pieces of equipment to distinguish the manufacturer)

A

- ACA:** Amplifier Co. of America.
- Absorbex:** Celotex Corp.
- Acme:** Acme Sound Co.
- Acoustic:** Recoton Corp.
- Acousti-Celotex:** Celotex Corp.
- Acoustigraph:** General Communication Products, Inc.
- Acoustillite:** Insulite Co.
- Acoustone:** United States Gypsum Co.
- Aerovox:** Aerovox Corp.
- Allied Clean-Cut:** Allied Recording Products Co.
- Allied Professional:** Allied Recording Products Co.
- American:** American Microphone Co.
- AmerTran:** American Transformer Co.
- Amperex:** Amperex Electronic Products, Inc.
- Amperite:** Amperite Co.
- Amplion:** Amplion Products Corp.
- Astatic:** Astatic Microphone Laboratory, Inc.
- Audax:** Audax Co., Inc.

B

- Belfone:** Bell Sound Systems, Inc.
- Bell:** Bell Sound Systems, Inc.
- Bildrite:** Insulite Co.
- Bliley Crystals:** Bliley Electric Co.
- Bond:** Bond Electric Corp.
- Bright Star:** Bright Star Battery Co.
- Bruno:** Bruno Laboratories, Inc.
- Brush Piezo Electric Devices:** Brush Development Co.
- Bud:** Bud Radio, Inc.
- Bullet:** Transducer Corp.
- Burgess:** Burgess Battery Co.

C

- C.H.T.:** Thordarson Electric Manufacturing Co.
- C-X Texboard:** Celotex Corp.
- Calicel:** Celotex Corp.
- Calistone:** Celotex Corp.
- Cannon Ball:** C. F. Cannon Co.

EQUIPMENT TRADE NAMES—Continued

Cellutone: Cellutone Record Manufacturing Co.

Cemesto Board: Celotex Corp.

Cinaudagraph: Cinaudagraph Corp.

Clarostat: Clarostat Manufacturing Co., Inc.

Co-X: Transducer Corp.

Conquest: Conquest Alliance Co., Inc.

Conversafone: Lifetime Corp.

Crolite: Henry L. Crowley & Co., Inc.

Cub: Cornell-Dubilier Electric Corp.

Curtis: Curtis Condenser Corp.

D

Dykanol: Cornell-Dubilier Electric Corp.

Dynaphone: Ansley Radio Corp.

E

Eastern: Eastern Mike-Stand Co.

Eimac: Eitel-McCullough, Inc.

Electar: Epiphone, Inc.

Electro-Voice: Electro-Voice Manufacturing Co., Inc.

Epiphone: Epiphone, Inc.

F

Fast: John E. Fast & Co.

Fidelity: Radio Specialties Co.

Filmograph: Miles Reproducer Co., Inc.

Filter-Mite: Tobe Deutschmann Corp.

Filternoys: Continental Carbon, Inc.

Flexcell: Celotex Corp.

G

G. E.: General Electric Co.

General Radio: General Radio Co.

Gold Medal: Amplifier Co. of America.

Graylite: Insulite Co.

H

Hipower: Hipower Crystal Co.

Hoke: Hoke Vertical Radiator Co.

I

ICA: Insuline Corp. of America.

I.R.C.: International Resistance Co.

Ideal: Ideal Commutator Dresser Co.

Ideco: International Derrick & Equipment Co.

Ins-Light: Insulite Co.

Isolanite: Isolanite, Inc.

J

Jensen High Fidelity: Jensen Radio Manufacturing Co.

K

Kenyon: Kenyon Transformer Co.

Knight: Allied Radio Corp.

L

Lifetime: Lifetime Corp.

Lingo: John E. Lingo and Son, Inc.

Littelfuse: Littelfuse Laboratories.

Lok-Joint: Insulite Co.

Losimol: Recoton Corp.

M

Magic: Cinaudagraph Corp.

Marconi: Canadian Marconi Co.

Marvel: Curtis Condenser Corp.

Micadon: Cornell-Dubilier Electric Corp.

Micamold: Micamold Radio Corp.

Midway-featherweight: Allen D. Cardwell Mfg. Co.

Miles: Miles Reproducer Co., Inc.

Mil-Flor Traffic Top: Celotex Corp.

Mirror: Mirror Record Corp.

N

National: National Battery Co.

National Union: National Union Radio Corp.

Nichrome: Driver-Harris Co.

Nipermag: Cinaudagraph Corp.

O

Oscillotrons: Allen B. Du Mont Laboratories, Inc.

P

Perfatile: United States Gypsum Co.

Phasmajectors: Allen B. Du Mont Laboratories, Inc.

Philco: Philco Radio & Television Corp.

Pluggin: Tobe Deutschmann Corp.

Port-Elec: Allied Phonograph & Record Mfg. Co.

Power House: Burgess Battery Co.

Powertype: American Piezo Supply Co.

Precision: Precision Apparatus Corp.

Premier: Premier Crystal Laboratories, Inc.

Presto: Presto Recording Corp.

Privaphone: Miles Reproducer Co., Inc.

Proctor: B. A. Proctor Co.

Promenade Traffic Top: Celotex Corp.

Q

Q-T-Ductliner: Celotex Corp.

Quietile: United States Gypsum Co.

Quietone: Cornell-Dubilier Electric Corp.

R

RCA: RCA Manufacturing Co., Inc.

RTI: Radio Television Industries Corp.

EQUIPMENT TRADE NAMES—Continued

Radio-Disc: Allied Phonograph & Record Manufacturing Co.

Radiohm: Centralab.

Radiotone: Radiotone, Inc.

Rangertone: Rangertone, Inc.

Ray-O-Vac: Ray-O-Vac Co.

Raytheon: Raytheon Manufacturing Co.

REA: Rea Magnet Wire Co., Inc.

Recordrite: Rangertone, Inc.

Recoton: Recoton Corp.

Recti ChargeR: Raytheon Manufacturing Co.

Recti FilteR: Raytheon Manufacturing Co.

Remco: Radio Engineering and Manufacturing Co.

Remler: Remler Co., Ltd.

S

Saja: Recoton Corp.

Sapphi: Rangertone, Inc.

Simplat: Recoton Corp.

Speak-O-Phone: Speak-O-Phone Recording & Equipment Co.

Stancor: Standard Transformer Corp.

Standard: Allen D. Cardwell Mfg. Corp.

Stelli: Rangertone, Inc.

Sunco: Sundt Engineering Co.

Superior: Recoton Corp.

Super-Pro: Hammerlund Manufacturing Co., Inc.

Supreme: Supreme Instruments Corp.

Symphotone: Webster Electric Co.

T

TCO: Turner Co.

Tattelite: Littelfuse Laboratories

Taylor: Taylor Tubes, Inc.

Teletalk: Webster Electric Co.

Teletrons: Allen B. Du Mont Laboratories, Inc.

Thermax: Celotex Corp.

Thordarson: Thordarson Electric Manufacturing Co.

3-in-1: Ideal Commutator Dresser Co.

Tobe: Tobe Deutschmann Corp.

Traffic Board: Celotex Corp.

Transtat: American Transformer Co.

Trembar: United States Gypsum Co.

Trim-Air: Allen D. Cardwell Mfg. Corp.

Triplett: Triplett Electrical Instrument Co.

Tru-Axis: Commercial Radio Equipment Co.

Tru-fidelity: Thordarson Electric Manufacturing Co.

Turner: Turner Co.

U

U.S.G.: United States Gypsum Co.

UTC: United Transformer Corp.

Unedit: Bright Star Battery Co.

United: United Electronics Co.

Universal: Universal Microphone Co., Ltd.

Upco: UPCO Engineering Laboratories, Inc.

V

V.L.T.I.: Celotex Corp.

Vapor-Seal: Celotex Corp.

Variac: General Radio Co.

Varimatch: United Transformer Corp.

Varitap: United Transformer Corp.

Varitran: United Transformer Corp.

Varitone: United Transformer Corp.

Vibrafram: Celotex Corp.

Vibro-Master: Vibro-Master Co. (see Acme Sound Co.).

Vocaphone: Miles Reproducer Co., Inc.

W

W: Westinghouse Electric & Manufacturing Co.

Webster-Chicago: Webster Co.

Webster Electric: Webster Electric Co.

Western Electric: Graybar Electric Co., Inc.

Weston: Weston Electrical Instrument Corp.

CONSULTING ENGINEERS

Appleby & Appleby

Jasper & Winchester Avenues
Atlantic City, N. J.

Andrews, Victor J.

7221 S. San Francisco Avenue
Chicago, Ill.

Barron, John H.

Earle Building
Washington, D. C.

Burnett, Wm. W. L.

Wm. W. L. Burnett Radio Laboratory
4814 Idaho Street
San Diego, Calif.

CONSULTING ENGINEERS—Continued

Clarke Engineering Service
4236 45th Street, N. W.
Washington, D. C.

Cohen, Louis (Dr.)
4701 Connecticut Avenue
Washington, D. C.

Commercial Radio Equipment Co.
216 E. 74th Street
Kansas City, Mo.

Cullum, A. Earl, Jr.
2935 North Henderson Ave.
Dallas, Texas.

de Mars, Paul A.
21 Brookline Avenue
Boston, Mass.

De Witt, J. H.
In care of Station WSM
7th and Union Streets
Nashville, Tenn.

Doolittle & Falknor, Inc.
1306-08 West 74th Street
Chicago, Illinois

Eduards & Martin
Union Guardian Bldg.
Detroit, Mich.

Everitt, W. L. (E. E., Ph.D.)
Communication Laboratory
The Ohio State University
Columbus, Ohio

Feikert, Grant S.
Oregon Agricultural College
Corvallis, Oregon

Felix, Edgar H.
32 Rockland Pl.
New Rochelle, N. Y.

Foss, William L.
Tower Building
Washington, D. C.

Gillett, Glenn D.
National Press Building
Washington, D. C.

Godley, Paul F.
Montclair, New Jersey

Goldsmith, Dr. Alfred N.
444 Madison Avenue
New York, N. Y.

Grimwood, Fred O.
Evansville, Indiana

Hilliard, William P.
801 Clyde Avenue
Chicago, Illinois

Hogan, John V. L.
41 Park Row
New York, New York

Jansky, C. M., Jr., and Bailey, Stuart L.
National Press Building
Washington, D. C.

Kiebert, Martin V.
66 Cobb Building
Seattle, Washington

McCreary, Harold J.
Bankers Bldg.
Chicago, Ill.

McNary & Chambers
National Press Building
Washington, D. C.

Marriott, Capt. Robert H.
1470 East 18th Street
Brooklyn, New York

Mashbir, Col. Sidney F.
Washington Institute of Technology
College Park, Maryland, or
McLachlen Building
Washington, D. C.

Page, E. C., and Davis, Geo. C.
1311 Livingston Street
Evanston, Illinois, or
Munsey Building
Washington, D. C.

Parrish, Robert B.
5155 South Grammercy Place
Pacific Engineering Laboratory Co.
Los Angeles, Calif.

Peterkin, Ernest P.
Peterkin Radio Laboratories
13176 Manor Avenue
Detroit, Michigan

Pickard, Dr. Greenleaf Whittier
Seabrook Beach, N. H.

Singleton, H. C.
In care of Station KGW
615 Alder Street
Portland, Oregon

Skifter, Hector R.
St. Paul Hotel
St. Paul, Minn.

Steele, W. Arthur
56 Sparks Street
Ottawa, Ont., Canada

Van Nostrand, W.
Van Nostrand Radio Engineering Service,
P. O. Box 50, Station E
Atlanta, Georgia

Wilmotte, Raymond M.
3220 Connecticut Ave., N. W.
Washington, D. C.

Wilson, H. L. (Dr.)
260 East 161st Street
New York, New York

TELEVISION: 1938

Developments in visual broadcasting since the appearance of Vol. I of the **VARIETY RADIO DIRECTORY** (see pages 778-784) have been of a type which would primarily interest engineers and research workers. While some changes in apparatus are reported, it cannot be authoritatively stated whether these changes are significant from the viewpoint of permanency. Consequently this volume of the **DIRECTORY** omits a television survey on the grounds that such a survey lacks general usefulness.

Listed below are television licensees in the U. S. as indicated on Federal Communications Commission records. As throughout the rest of the world, television broadcasting in this nation is entirely experimental.

Licensee and Location	Call Letters	Frequency (kc) or Group	Power	
			Visual	Aural
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAX	B, C	50 w C. P. 7500 w	7500w
Don Lee Broadcasting System, Los Angeles, Calif.	W6XAO	B, C	150 w C. P. 1 kw	150w
Farnsworth Television, Incorporated of Pa., Springfield, Pa.	W3XPF	B, C	4 kw (C. P. only)	1 kw
First National Television, Inc., Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Television Corporation, Boston, Mass.	W1XG	B, C	500 w	
The Journal Company, Milwaukee, Wisconsin	W9XD	B, C	500 w	
Kansas State College of Agriculture and Applied Science, Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc., New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)	W2XBT	D (92,000 and 175,000-180,000)	400 w (C. P. only)	100 w
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp., Philadelphia, Pa.	W3XP	D (204,000-210,000)	15 w (C. P. only)	
Purdue University, West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc., Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Manufacturing Co., Inc., Portable (Building No. 8 of Camden Plant)	W3XAD	D (124,000 to 130,000)	500 w	500 w
RCA Manufacturing Co., Inc., Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Manufacturing Co., Inc., Portable-Mobile	W1OXX	B, C	50 w	50 w
The Sparks-Withington Company, Jackson, Michigan	W8XAN	B, C	100 w	100 w
University of Iowa, Iowa City, Iowa	W9XK	A	100 w	
University of Iowa, Iowa City, Iowa	W9XUI	B, C	100 w	
Dr. George W. Young, Minneapolis, Minnesota	W9XAT	B, C	500 w	

Group A—2,000 to 2,100 kc.

Group B—42,000 to 56,000 kc.

Group C—60,000 to 86,000 kc.

Group D—Any 6,000 kc frequency band above 110,000 kc excluding 400,000 to 401,000 kc.

INTERNATIONAL BROADCAST STATIONS IN THE U. S.

Licensee and Location	Call Letters	Frequency (kc)	Power
Chicago Federation of Labor, York Township, Illinois.....	W9XAA	6,080, 11,830, 17,780	500 w
Columbia Broadcasting System, Inc., Near Wayne, New Jersey.....	W2XE	6,120, 11,830, 15,270, 17,760, 21,520, 9,590	10 kw
The Crosley Radio Corp., Mason, Ohio.....	W8XAL	6,060, 9,590	10 kw
General Electric Co., South Schenectady, N. Y.....	W2XAD	15,330, 21,500, 9,550	25 kw C.P.100 kw
General Electric Co., South Schenectady, N. Y.....	W2XAF	9,530	40 kw C.P.100 kw
General Electric Co., Near Belmont, California	W6XBE	9,530, 15,330	20 kw C.P. only
Isle of Dreams Broadcasting Corp., Miami, Florida	W4XB	6,040	2.5 kw C.P.5 kw
National Broadcasting Co., Inc., Bound Brook, N. J.....	W3XAL	6,100, 17,780	35 kw
National Broadcasting Co., Inc., Downer's Grove, Ill.....	W9XF	6,100, 17,780	10 kw
WCAU Broadcasting Co., Newtown Square, Pa.	W3XAU	6,060, 9,590, 21,520	10 kw
Westinghouse Electric & Manufacturing Co., Millis, Mass.....	W1XK	9,570	10 kw
Westinghouse Electric & Manufacturing Co., Saxonburg, Pa.....	W8XK	6,140, 9,570, 11,870, 15,210, 17,780, 21,540	40 kw
World Wide Broadcasting Corp., Boston, Mass.	W1XAL	6,040, 11,790, 15,250, 21,460, 11,730, 15,130	20 kw

FACSIMILE

Stations dealing experimentally in facsimile broadcasting are of two classes—those using regular (long wave) frequencies; and those using high frequencies (short wave). The latter class has been conducting experiments over a period of years, whereas the experimenters utilizing regular broadcast frequencies have newly arisen since the appearance of Vol. I of the VARIETY RADIO DIRECTORY.

This new type of facsimile station has been given encouragement by the Federal Communications Commission so that it might be determined what public interest there is in the facsimile process. As of May 1, 1938, there were 11 stations in the new regular-frequency class. However, inasmuch as their work is largely a matter of the future, discussion of it will have to be postponed to forthcoming editions.

FACSIMILE BROADCAST STATIONS USING REGULAR FREQUENCIES

Station	Licensee and Location	Frequency (kc)	Power
KFBK.....	McClatchy Broadcasting Co., Sacramento, Cal.	1490	5 kw
KGW.....	Oregonian Publishing Co., Portland, Ore.	620	1 kw
KMJ.....	McClatchy Broadcasting Co., Fresno, Cal.	580	1 kw
KSD.....	Pulitzer Publishing Co., St. Louis, Mo.	550	1 kw
WGH.....	Hampton Roads B'casting Co., Newport News, Va.	1310	100 w

FACSIMILE—Continued

Station	License and Location	Frequency (kc)	Power
WGN	WGN, Inc., Chicago, Ill.	720	50 kw
WHK	Radio Air Service Corp., Cleveland, O.	1390	1 kw
WHO	Central Broadcasting Co., Des Moines, Ia.	1000	50 kw
WIND	Johnson-Kennedy Radio Corp., Gary, Ind.	560	1 kw
WOR	Bamberger B'casting Service, Inc., Newark, N. J.	710	5 kw
WSM	Natl. Life and Accident Ins. Co., Nashville, Tenn.	650	50 kw

FACSIMILE BROADCAST STATIONS USING HIGH FREQUENCIES

Licensee and Location	Call Letters	Frequency (kc)	Power
The Pulitzer Publishing Co., St. Louis, Missouri	W9XZY	31,600, 35,600, 38,600, 41,000	100 w
Radio Pictures, Inc., Long Island City, N. Y.	W2XR	1614, 2012, 2398, 23,100, 41,000, 86,000-400,000	1 kw
The Yankee Network, Inc., Sargents Purchase, New Hampshire	W1XMX	41,000	500 w
Bamberger Broadcasting, Inc., New York City	W2XUP	31,600, 35,600, 38,600, 41,000	110 w
Radio Air Service, Cleveland, Ohio	W8XE	31,600, 35,600, 38,600, 41,000	50 w
Star Times Publishing Co., St. Louis, Mo.	W9XSP	31,600, 35,600, 38,600, 41,000	100 w



STATION REPRESENTATIVES

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

Those firms, whose names bear a star (*), also represent newspapers or other printed media as well as radio stations.

It must be borne in mind that no comparisons anent the relative size of firms can be made from a sheer personnel listing. In the case of newspaper-radio representatives, for instance, the conjoint representation of two media necessitates comparatively more personnel. The purpose of this list in no way is to create any ideas of relative size or efficiency as regards any firm or firms.

All-Canada Radio Facilities, Ltd. *Officers:* Dawson Richardson, president; H. R. Carson, managing director; A. R. Gibson, secretary. *Winnipeg office:* 171 McDermot Ave.; Dawson Richardson, president (phone 92 531); P. H. Gayner, c/o Station CKY, representative (phone 92 191). *Calgary office:* Southam Bldg. (R. 2021); F. W. Cannon, manager. *Montreal office:* Dominion Square Bldg. (LA 6400); Burt Hall, manager. *Toronto office:* 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. *Vancouver office:* 541 W. Georgia St. (Trinity 1391); J. E. Baldwin, manager. (Note: This firm also serves as Canadian distributors for various American transcription producers, and is an amalgamation of the former All-Canada Broadcasting System and United Broadcast Sales, Ltd.)

Associated Broadcast Advertising Co. *Officers:* Irving T. Porter, commercial manager and owner. *New York sales office for Station WFAS:* 152 W. 42nd St. Wisconsin 7-2299). Personnel: Irving T. Porter; Gertrude Baron, Helen Gray.

Associated Broadcasting Co., Ltd. *Toronto office:* Hermant Bldg (Elgin 3345); E. A. Byworth, president; D. H. Copeland, vice-president; Frederick Helson, traffic manager. *Montreal office:* Dominion Square Bldg. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

Walter Biddick Co. *Officers:* Walter Biddick, general manager. *Los Angeles office:* 568 Chamber of Commerce Bldg. (Richmond 6184). Personnel: James C. McCormick, manager; T. N. Turner, G. M. Biddick, C. A. Burpee. *San Francisco office:* 1358 Russ Bldg. (Sutter 5415). Personnel: Walter Monroe, Jr.,

manager. *Seattle office:* 1038 Exchange Bldg. (Main 6440). Personnel: John C. Kiewel, manager.

John Blair & Co. *Officers:* John Blair, president; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. *Chicago office:* 520 N. Michigan Ave. (Superior 8659). Personnel: John Blair, manager; Gale Blocki, Jr.; Charles F. Dilcher; Charles M. Freeman. *New York office:* 341 Madison Ave. (Murray Hill 9-6084). Personnel: George W. Bolling, manager; Richard D. Buckley, William H. Weldon. *Detroit office:* New Center Bldg. (Madison 7889). Personnel: R. H. Bolling, manager. *San Francisco office:* Russ Bldg. (Douglas 3188). Personnel: Lindsey Spight, manager. *Los Angeles office:* Chamber of Commerce Bldg. (Prospect 3584). Personnel: Carleton Coveny, manager. *Seattle office:* 1411 Fourth Ave. Bldg. (Seneca 2377). Personnel: R. G. McBroom, manager.

***The Branham Co.** *Officers:* John Petrie, president. *Chicago office:* 360 N. Michigan Ave. (Central 5726). Personnel: E. F. Corcoran, vice-president; Charles B. Nichols, secretary; H. C. Schomaker, J. B. Guenther, C. B. Peterson, Edwin Charney, J. Timlin, L. S. Greenberg, Carl Sundberg. *New York office:* 230 Park Ave. (Murray Hill 6-1860). Personnel: Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly. *Detroit office:* General Motors Bldg. (Trinity 1-0440). Personnel: H. A. Anderson, E. R. Bornman. *St. Louis office:* Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. *Kansas City office:*



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WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown
<i>Southeast</i>	
WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke
<i>Southwest</i>	
KTAT	Ft. Worth
KTUL	Tulsa
<i>Pacific Coast</i>	
KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

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Franklin 6373

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

NEW YORK
247 Park Ave.
PLaza 5-4131

LOS ANGELES
C. of C. Bldg.
Richmond 6184

DETROIT
New Center Bldg.
TRinity 2-8444

ATLANTA
Bona Allen Bldg..
Jackson 1678

STATION REPRESENTATIVES—Continued

- National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. *Los Angeles office:* 1151 S. Broadway (Prospect 3471). Personnel: W. L. Blythe. *Atlanta office:* Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough, H. L. Ralls. *Dallas office:* Mercantile Bldg. (2-8569). Personnel: A. J. Putnam, J. P. Dobbs. *San Francisco office:* 235 Montgomery St. (Garfield 6740). Personnel: Austin B. Fenger. *Seattle office:* 1004 Second Ave. (Seneca 4480). Personnel: Arthur G. Neitz. *Portland office:* 621 S. W. Morrison St. (Beacon 2988). Personnel: G. A. Wellington.
- *Bryant-Griffith & Brunson, Inc.** *Officers:* Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. *New York office:* 9 E. 41st St. (Murray Hill 2-2174). Personnel: Harry C. Griffith, George Gundling, Arthur F. Altritt, Frank J. Coyle, Edward Peretti, John McDonald. *Chicago office:* 360 N. Michigan Ave. (Anderson 1040). Personnel: Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. *Detroit office:* General Motors Bldg. (Madison 3534). Personnel: Harry W. Pollard, manager. *Atlanta office:* Walton Bldg. (Walnut 1231). Personnel: B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). *Boston office:* 201 Devonshire St. (Liberty 4259). Personnel: Joseph F. Walsh, manager; P. B. Silk. *Salt Lake City office:* 838—24th St. Personnel: J. Wayne Eldredge.
- *The Capper Publications, Inc.** *Officers:* Arthur Capper, president and publisher; Marco Morrow, vice-president and assistant publisher; H. S. Blake, vice-president and general manager. Ben Ludy, manager WIBW; W. A. Bailey, manager KCKN. *New York office:* 420 Lexington Ave. (Mohawk 4-3280). Personnel: W. L. McKee, Dean Bailey. *Chicago office:* 180 N. Michigan Ave. (Central 5977). *Detroit office:* General Motors Bldg. (Madison 2125). Personnel: Edward McKernon. *Cleveland office:* 1013 Rockwell Ave. (Cherry 5775). *Kansas City (Mo.) office:* 21 W. 10th St. (Harrison 4700). *Kansas City (Kans.) office:* Eighth and Armstrong. *Topeka office:* Eighth and Jackson Ave. *St. Louis office:* 2202 Pine St. (Central 3330). *San Francisco office:* Russ Bldg. (Douglas 5220).
- Conquest Alliance Co., Inc.** *Officers:* C. H. Venner, Jr., president; A. M. Martinez, vice-president; Miss L. Hirstius, secretary. *New York office:* 515 Madison Ave. (Plaza 3-5650). *Chicago office:* 203 N. Wabash Ave. (State 3348). Personnel: A. V. Bamford, manager. *Buenos Aires office:* Sarmiento 559. Personnel: Oscar F. Errecart, manager. *Rio de Janeiro office:* Edificio Odeon, Sala 710. Personnel: Roberto Constantinesco, manager. *Havana office:* Edificio La Metropolitana. Personnel: Rene Canizares, manager.
- J. Ralph Corbett, Inc.** *Officers:* J. Ralph Corbett, president; Chas. B. Meade, vice-president; Florence Nanes, treasurer; Joseph McGhee, secretary. *Cincinnati office:* Carew Tower (Parkway 1463). Personnel: J. Ralph Corbett and Chas. B. Meade. *New York office:* Graybar Bldg. (Mohawk 4-4528). Personnel: Walter H. Freeman, manager. *Chicago office:* 520 N. Michigan Ave. (Delaware 3265). Personnel: George Rooser, manager.
- Cox and Tanz.** *New York office:* 535 Fifth Ave. (Murray Hill 2-8284). Personnel: E. R. Tanz, manager in charge. *Chicago office:* 228 N. LaSalle St. (Franklin 2095). Personnel: A. P. Cox, manager in charge. *Philadelphia office:* Drexel Bldg. (Lombard 1720). Personnel: Joseph Cox, manager in charge.
- *Allan W. Creel.** *New York office:* 15 E. 40th St. (Lexington 2-4588).
- *J. J. Devine & Associates, Inc.** *Officers:* J. J. Devine, president; James F. Devine, vice-president; M. F. Devine, secretary. *New York office:* 405 Lexington Ave. (Murray Hill 6-1118). Personnel: J. J. Devine, manager; Harold Winter, D. A. Donahue, R. J. MacColl, Walter P. Burn. *Chicago office:* 307 N. Michigan Ave. (Central 4270). Personnel: James F. Devine, manager; J. A. Toothill. *Detroit office:* 817 New Center Bldg. (Madison 3350). Personnel: D. F. Daubel, manager. *Atlanta office:* 206 Palmer Bldg. (Walnut 3149). Personnel: E. J. Hayes, manager. *Pittsburgh office:* 438 Oliver Bldg. (Atlantic 4723). Personnel: L. H. McCamic, manager.
- James F. Fay.** *Officers:* James F. Fay, president and treasurer; Gertrude Saxe, office manager. *Boston office:* 1011 Statler Bldg. (Hubbard 1225).
- Free & Peters, Inc. (and Free, Johns & Field, Inc.).** *Officers:* James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc. *Chicago office:* 180 N. Michigan Ave.



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(Franklin 6373). Personnel: James L. Free, manager; Hugh M. Feeley, sales manager; J. F. Johns, Earl T. Irwin, J. W. Knodel. *New York office*: 247 Park Ave. (Plaza 5-4131). Personnel: H. Preston Peters, manager; Russel Woodward, sales manager; C. T. Clynne, H. K. Boice, Jr., Robert G. Patt. *Detroit office*: New Center Bldg. (Trinity 2-8444). Personnel: Charles G. Burke, manager. *San Francisco office*: One Eleven Sutter (Sutter 4353). Personnel: A. Leo Bowman, manager. *Atlanta office*: Bona Allen Bldg. (Jackson 1678). Personnel: F. Lancelle Williams, manager. *Los Angeles office*: Chamber of Commerce Bldg. (Richmond 6184). Personnel: Walter Biddick, manager; James C. McCormick.

Gene Furgason & Co. (formerly Furgason & Aston, Inc.). *Officers*: Gene Furgason, president; C. L. Sleining, secretary-treasurer. *New York office*: 17 East 45th St. (Murray Hill 2-3734). Personnel: Gene Furgason in charge; James M. Wade. *Chicago office*: 221 N. LaSalle St. (State 5241). Personnel: C. L. Sleining in charge; Arch Kerr. *Detroit office*: 1010 Stephenson Bldg. (Trinity 2-0922). Personnel: Sil Aston in charge.

Horace Hagedorn. *Officers*: Horace Hagedorn, owner. *New York office*: 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn. *Chicago office*: 75 East Wacker Drive (Central 8744). Personnel: Howard Wilson. *Kansas City office*: 1102 Walnut St. (Grand 0810). Personnel: James E. Bingham.

Hearst Radio. (See also **International Radio Sales.**) *Officers*: Elliott Roosevelt, president; A. Cormier, vice-president; Neal Barrett, vice-president; M. B. Grabhorn, vice-president; F. E. Hagelberg, treasurer; O. J. Fernsten, assistant treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary. *New York office*: International Radio Sales (division of Hearst Radio), 20 East 57th St. (Plaza 8-2600). Personnel: M. B. Grabhorn, Lincoln P. Simonds, Frank Fenton. *Chicago office*: International Radio Sales (division of Hearst Radio), 326 W. Madison St. (Central 6124). Personnel: Naylor Rogers, manager. *Detroit office*: International Radio Sales (division of Hearst Radio), General Motors Bldg. (Trinity 1-1170). Personnel: R. E. Howard, manager. *San Francisco office*: International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). Personnel: J. Leslie Fox, Pacific Coast man-

ager. *Los Angeles office*: 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.). *Chicago office*: 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, president. *New York office*: 420 Lexington Ave. (Murray Hill 3-8078). Personnel: F. E. Spencer, Jr., manager. *Detroit office*: Park and Adams Sts. (Cherry 5200). Personnel: Fred F. Hague, manager. *San Francisco office*: 564 Market St. (Garfield 7511). Personnel: J. Leslie Meek, manager. *Atlanta office*: Walton Bldg. (Walnut 4039). Personnel: George Kohn, manager.

International Radio Sales. (See also **Hearst Radio.**) (Division of Hearst Radio.) *New York office*: 20 East 57th St. (Plaza 8-2600). Personnel: M. B. Grabhorn, Lincoln P. Simonds, Frank Fenton. *Chicago office*: 326 W. Madison St. (Central 6124). Personnel: Naylor Rogers, manager. *Detroit office*: General Motors Bldg. (Trinity 1-1170). Personnel: R. E. Howard, manager. *San Francisco office*: Third and Market Sts. (Douglas 2536). Personnel: J. Leslie Fox, Pacific Coast manager. *Los Angeles office*: 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

***The Katz Agency, Inc.** *Officers*: G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; Eugene Katz, secretary. *New York office*: 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris N. Costello, M. Kellner, S. Rintoul, M. O'Mara. Promotion department: Eugene Katz, D. Denenholz, T. Kruglak, H. R. Goldberg. *Chicago office*: 307 N. Michigan Ave. (Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., O. R. Whitaker, Stanley Ruelman, Davis Kirby. *Detroit office*: General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. *Atlanta office*: 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. *Philadelphia office*: 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. *Kansas City office*: Bryant Bldg. (Victor 7095). Personnel: Carl Slater, manager; Gordon Gray. *San Francisco office*: Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager. *Dallas office*: Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.



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- *Kelly-Smith Co.** *Officers:* C. F. Kelly, president and treasurer; F. W. Miller, vice-president and secretary; F. M. Headley, manager. *New York office:* Graybar Bldg. (Mohawk 4-2434). *Personnel:* F. M. Headley, manager; L. Blumenthal. *Chicago office:* 180 N. Michigan Ave. (Franklin 4687). *Personnel:* D. S. Reed, manager. *Detroit office:* New Center Bldg. (Madison 4675). *Personnel:* Robert B. Rains, manager.
- Joseph Hershey McGillvra.** *New York office:* 366 Madison Ave. (Vanderbilt 3-5055). *Personnel:* Joseph H. McGillvra, manager; Robert R. Somerville, Allan Rader. *Chicago office:* 919 N. Michigan Ave. (Superior 3444). *Personnel:* Richard W. Garner, Harlan G. Oakes. *San Francisco office:* 116 New Montgomery St. (Exbrook 1697). *Personnel:* W. H. Van de Grift. *Toronto (Canada) office:* 1713 Metropolitan Bldg. (Adelaide 4429). *Personnel:* N. P. Colwell, manager; W. Wright.
- *J. P. McKinney & Son.** *New York office:* 30 Rockefeller Plaza (Circle 7-1178). *Chicago office:* 400 N. Michigan Ave. (Superior 9866). *San Francisco office:* 742 Market St.
- *Mitchell & Ruddell, Inc.** *Kansas City office:* 1004 Baltimore (Victor 1421). *Chicago office:* 180 N. Michigan Ave. (Central 1160). *New York office:* 295 Madison Ave. (Ashland 4-6698). *St. Louis office:* Insurance Exchange Bldg. (Chestnut 1965).
- National Broadcasting Co., Inc.** *Headquarters:* 30 Rockefeller Plaza, New York, N. Y. **National spot sales:** *New York:* 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. *Chicago:* Merchandise Mart (Superior 8300); Oliver Morton, sales manager. *Detroit:* Fisher Bldg. (Trinity 2-7900); Robert H. White. *Cleveland:* 815 Superior Ave., N. E. (Cherry 0942); Donald G. Stratton. *Pittsburgh:* Grant Bldg. (Grant 4200); Albert L. Hasenbalg, sales manager. *San Francisco:* 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager. *Hollywood:* 5515 Melrose Ave. (Hollywood 3631); Sydney Dixon, sales manager. **Local station sales:** *New York:* WEFW and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. *Boston:* WBZ-WBZA, Hotel Bradford (Hancock 4261); Frank R. Bowes, sales manager. *Schenectady:* WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. *Philadelphia:* KYW, 1619 Walnut St. (Locust 3760); John S. K. Hammann, sales manager. *Washington:* WRC-WMAL, Trans Lux Bldg. (District 0300); John H. Dodge, sales manager. *Pittsburgh:* KDKA, Grant Bldg. (Grant 4200); William E. Jackson, sales manager. *Cleveland:* WTAM, 815 Superior Ave., N. E. (Cherry 0942); Howard A. Barton, sales manager. *Chicago:* WMAQ-WENR, Merchandise Mart (Superior 8300); W. Webster Smith, sales manager. *Denver:* KOA, 1625 California St. (Main 6211); A. W. Crapsey, sales manager. *San Francisco:* KPO-KGO, 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager.
- Niles, Field & Associates.** *New York office:* 152 W. 42nd St. (Wisconsin 7-3754).
- Northwest Radio Advertising Co., Inc.** *Seattle office:* American Bank Bldg.
- Earl C. Noyes.** *Officers:* Earl C. Noyes, president; C. E. Emmke, treasurer. *Rutland (Vt.) office:* 129 State St. *Personnel:* F. S. Webster, Lloyd W. Melvin and Charles E. Morse.
- Pan American Radio Productions, Inc.,** 6305 Yucca St., Hollywood, Calif. *Phone:* Hi. 4027. *Executives:* Lucio Villegas, president; Ivan Hiler, secretary-treasurer. (Represents Latin-American stations.)
- *John H. Perry Associates.** *New York office:* 225 W. 39th St. (Bryant 9-3357). *Personnel:* Wm. K. Dorman, manager; W. T. Kelly, Hines Hatchette. *Chicago office:* 122 S. Michigan Ave. (Harrison 8085). *Personnel:* O. J. Ranft in charge. *Detroit office:* 7338 Woodward Ave. (Madison 0790). *Personnel:* J. J. Higgins in charge. *Atlanta office:* 406 Chamber of Commerce Bldg. (Walnut 3443). *Personnel:* R. S. Kendrick in charge. *San Francisco office:* R. J. Bidwell Co., 742 Market St. (Garfield 4917).
- Edward Petry & Co., Inc.** *New York office:* 17 E. 42nd St. (Murray Hill 2-3850). *Chicago office:* 400 N. Michigan Ave. (Delaware 8600). *Detroit office:* General Motors Bldg. (Madison 1035). *San Francisco office:* 111 Sutter St. (Garfield 4010).
- Radio Markets, Inc.** *New York office:* 711 Fifth Ave. (Wickersham 2-2100). *Chicago office:* 301 E. Erie St. (Superior 9114).
- Radio Sales, Inc. (Division of Columbia Broadcasting System).** *Officers:* M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager; Arthur Kemp, field representative. *New York office:* 485 Madison Ave. (Wicker-

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STATION REPRESENTATIVES—Continued

sham 2-2000). Personnel: A. E. Joscelyn. Eastern sales manager; Howard S. Meighan, account executive; Stephen L. Fuld, account executive; Kingsley F. Horton, account executive; Howard L. Schreiber. *Chicago office*: 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive. *Detroit office*: Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. *Los Angeles office*: 5939 Sunset Blvd. (Hollywood 3101). Personnel: George L. Moskovics. *San Francisco office*: Russ Bldg. (Garfield 4700). Personnel: J. K. Craig. *Birmingham sub-office*: Protective Life Bldg. (3-8116). Personnel: Dewey H. Long. *Boston sub-office*: 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. *Cincinnati sub-office*: Hotel Alms (Woodburn 0550). Personnel: William J. Williamson. *St. Louis sub-office*: Mart Bldg. (Central 8240). Personnel: John Bohn. *Washington sub-office*: Earle Bldg. (Metropolitan 3200). Personnel: William Murdock.

Radio Time Agency (formerly H. K. Conover Co.). *Officers*: Palmer Terhune, manager. *Chicago office*: 360 N. Michigan Ave. (Dearborn 0351).

William G. Rambeau Co. *Chicago office*: Tribune Tower (Delaware 3838). Personnel: William Cartwright, in charge. *New York office*: Chanin Bldg. (Caledonia 5-4940). Personnel: William Rambeau, owner, in charge. *Detroit office*: General Motors Bldg. (Madison 6828). *San Francisco*: Russ Bldg. (Garfield 5533).

Paul H. Raymer Co. *Officers*: Paul H. Raymer, owner; Fred Brokaw, general manager. *New York office*: 366 Madison Ave. (Murray Hill 2-8690). Personnel: Paul H. Raymer and Fred Brokaw, in charge; Peirce Romaine. *Chicago office*: Tribune Tower (Superior 4473). Personnel: Ed Bowers, manager; George Diefenderfer. *Detroit office*: General Motors Bldg. (Trinity 2-8060). Personnel: H. Mallinson. *San Francisco office*: Russ Bldg. (Douglas 2373). Personnel: Edward S. Townsend, manager; Elmer B. Wynne.

Sears & Ayer. *Officers*: A. T. Sears, B. H. Sears, Hibbard Ayer. *Chicago office*: 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. *New York office*: 350 Madison Ave. (Murray Hill 2-2046), Hibbard Ayer, manager.

Small & Brewer, Inc. *Chicago office*: 307 N. Michigan Ave. (State 8152). *New*

York office: 250 Park Ave. (Wickersham 2-8383). *Boston office*: 80 Boylston St. (Hancock 1524). *San Francisco office*: 235 Montgomery St. (Garfield 6740). *Los Angeles office*: 1151 S. Broadway (Prospect 3471). (Note: Small & Brewer is a subsidiary of Small, Spencer, Brewer, newspaper representatives.)

***Tenney, Woodward & Co. Officers:** Walter I. Tenney, president and general manager. *New York office*: 110 E. 42nd Street. (Ashland 4-1025). *Chicago office*: 400 N. Michigan Ave. (Delaware 2107). *Detroit office*: New Center Bldg. (Madison 9136). *Boston office*: Globe Bldg. (Capital 0864). *Atlanta office*: Rhodes-Haverty Bldg. (Walnut 1334). *Kansas City office*: 1012 Baltimore Ave. (Victor 1713). *San Francisco office*: Russ Bldg. (Exbrook 4860). *Los Angeles office*: Chamber of Commerce Bldg. (Prospect 1643).

Transamerican Broadcasting and Television Corp. *Officers*: John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York); Virgil Reiter, Jr., vice-president (New York); C. P. Jaeger, vice-president (Chicago). *New York office*: 521 Fifth Ave. (Murray Hill 6-2370). *Chicago office*: 333 N. Michigan Ave. (State 0366). Personnel: C. P. Jaeger, vice-president in charge. *Hollywood office*: 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.

***Universal Publishers Representatives, Inc.** *Officers*: Melchor Guzman. *New York office*: 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Melchor Guzman, manager; staff of four.

Weed & Co. *Officers*: Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. *New York office*: 350 Madison Ave. (Vanderbilt 3-6966). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. *Chicago office*: 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly. *Detroit office*: Michigan Bldg. (Cadillac 3810). Personnel: M. J. Thoman, manager. *San Francisco office*: 111 Sutter St. (Douglas 6446). Personnel: Roy Frothingham, manager.

Howard H. Wilson Co. (formerly Wilson-Robertson). *New York office*: 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge. *Chicago office*: 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge. *Kansas City office*: National Fidelity Life Bldg. (Grand 0810). Personnel: Stanley Johnson in charge.

SPORTS

COLLEGE SPORTS SYMPOSIUM, 1937-1938

The college sports broadcast records, noted herewith, include the great majority of all institutions of higher learning having a student body of 500 or more members. Information for this section was gathered in March, a fact that should be somewhat underscored because it is possible that a number of the colleges will (or already have) removed the vagueness from their 1938 plans.

Records for the sports are complete insofar as the past *school year* (1937) is concerned. By "1938" is meant the new *school year* which begins with the coming September.

ABILENE CHRISTIAN COLLEGE, Abilene, Tex. Co-ed; 636 students. **1937:** Home football games broadcast over KRBC, Abilene, under sponsorship of Coca Cola. Basketball games broadcast over same station on sustaining basis. Will allow 1938 games to be sponsored, except by tobacco or liquor concerns. To date, no charge has been made for rights.

AKRON, UNIVERSITY OF, Akron, O. Co-ed; 3,206 students (1,528 day; 1,678 evening). **1937:** All home football games broadcast over WJW, Akron, on sustaining basis. Contracts have been made for broadcasting privileges of all home games for 1938 football season. Reserves right to endorse any sponsor, to select adequate broadcasting service at the game, and to arrange pre-game broadcasts.

ALABAMA, UNIVERSITY OF, Tuscaloosa, Ala. Co-ed; 5,200 students. **1937:** All football games played in Alabama were broadcast over various stations in the state. The Rose Bowl game at Pasadena, Calif., Jan. 1, 1938, was also broadcast. At time of inquiry, university had not announced its policy on broadcasts for the 1938 season.

ALABAMA POLYTECHNIC INSTITUTE (Auburn), Auburn, Ala. Partly co-ed; 2,890 students. **1937:** Football games broadcast by "all stations desiring same except in the city where Auburn was playing." Will allow 1938 games to be broadcast; at time of inquiry definite policy had not been outlined.

ALBION COLLEGE, Albion, Mich. Co-ed; 736 students. **1937:** No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

ALFRED UNIVERSITY, Alfred, N. Y. Co-ed; 650 students. **1937:** No sports broadcast. Will allow 1938 games to be broadcast commercially; rights for four home games set at \$1,500. No liquor sponsorship permitted.

ALLEGHENY COLLEGE, Meadville, Pa. Co-ed; 650 students. **1937:** No sports broadcast. None contemplated during 1938, though no restrictions against such broadcasts are listed.

AMERICAN UNIVERSITY, Washington, D. C. Co-ed; 452 students. **1937:** No sports broadcast. Would allow commercial sponsorship of 1938 games.

AMHERST COLLEGE, Amherst, Mass. Male; 850 students. **1937:** No sports broadcast. Would allow commercial broadcasts of any sports in 1938, provided product advertised is approved by the dean of the college.

ARIZONA, UNIVERSITY OF, Tucson, Ariz. Co-ed; 2,900 students (resident). **1937:** Two football games broadcast on sustaining basis by local stations. None contemplated during 1938; no regular policy, but have allowed broadcasts to be made from stadium only on several occasions in past few years.

ARKANSAS, UNIVERSITY OF, Fayetteville, Ark. Co-ed; 2,300 students. **1937:** All football games of the Southwest Conference, of which Arkansas is a member, were broadcast over a Texas network that varied weekly, under sponsorship of Humble Oil & Refining Co. Other football games (non-conference) broadcast under sponsorship of Lion Oil, of El Dorado, Ark. Rights of Southwest Conference 1938 games have also been taken by Humble Oil.

COLLEGE SPORTS—Continued

ARMOUR INSTITUTE OF TECHNOLOGY, Chicago, Ill. Male; 3,100 students (1,100 day; 2,000 evening). 1937: No sports broadcast. Institute has no football team, but is interested in commercial broadcasts of basketball during the winter of 1938 and the spring of 1939.

BALDWIN WALLACE COLLEGE, Berea, O. Co-ed; 750 students. 1937: Football game with Akron was broadcast. There are no restrictions against commercial sponsorship of 1938 games.

BATES COLLEGE, Lewiston, Me. Co-ed; 650 students. 1937: No sports broadcast. No definite policy has been arranged for 1938 games, as there has been no occasion to date for any rules.

BAYLOR UNIVERSITY, Waco, Tex. Co-ed; 2,083 students. 1937: Football games broadcast regularly under sponsorship of Humble Oil & Refining Co., over a Texas Network that varied weekly. Baylor-Texas game was also carried by CBS on sustaining. Rights of Southwest Conference 1938 games have also been taken by Humble Oil.

BELOIT COLLEGE, Beloit, Wis. Co-ed; 600 students. 1937: Football games broadcast over WCLO, Janesville, and WROK, Rock Island, under sponsorship of local merchants. Will allow 1938 games to be broadcast; at time of inquiry prices had not been set.

BOSTON COLLEGE, Chestnut Hill, Mass. Male; 1,400 students. 1937: Football broadcast over WBZ, Boston, under sponsorship of Atlantic Refining. Will permit 1938 games to be broadcast commercially, provided sponsor is approved by college authorities.

BOSTON UNIVERSITY, Boston, Mass. Co-ed; 12,000 students. 1937: Football games with Boston College and Villanova broadcast under sponsorship of Atlantic Refining, through arrangement with opponents. Game with Washington U. was carried by two St. Louis stations, on sustaining. Will allow commercial sponsorship of 1938 games; details to be decided by Dr. John M. Harmon, director of athletics.

BOWDOIN COLLEGE, Brunswick, Me. Male; 610 students. 1937: No sports broadcast. None contemplated during 1938. College has no formal policy, but there would probably be no objection to such broadcasts.

BRADLEY POLYTECHNIC INSTITUTE, Peoria, Ill. Co-ed; 1,800 students. 1937:

Five home football games broadcast over WMBD, Peoria, under sponsorship of Alliance Life Insurance Co. Two out-of-town games, with Iowa and Washington, also broadcast. Basketball game with Northwestern broadcast over WMBD, under sponsorship of Alliance Life Insurance; out-of-town game with Temple carried by the same station under sponsorship of Caterpillar Tractor Co. Will allow 1938 games to be broadcast commercially. No fee asked for rights and only regulation is that Bradley be "fairly represented to the audience." WMBD will undoubtedly carry home games, though at time of inquiry, no definite arrangements have been made.

BRIGHAM YOUNG UNIVERSITY, Provo, Utah. Co-ed; 2,400 students. 1937: No sports broadcast. Would allow any 1938 sports to be broadcast commercially; prices to be set when and if inquiries are received.

BROOKLYN, POLYTECHNIC INSTITUTE OF, Brooklyn, N. Y. Male; 505 students (day), 1,467 (evening), 414 (graduate). 1937: No sports broadcast. None contemplated during 1938, though apparently there are no rules against such broadcasts.

BUCKNELL UNIVERSITY, Lewisburg, Pa. Co-ed; 1,280 students. 1937: Bucknell-Temple football game broadcast over WIP, Philadelphia, under sponsorship of Atlantic Refining. Three out-of-town games were also broadcast. No fixed policy on broadcasts of athletic events, except that requests for sponsorship be passed on by Athletic Council. At time of inquiry, no prices had been fixed or games signed for 1938 season. Each individual request is considered as it is made.

CALIFORNIA, UNIVERSITY OF, Berkeley, Calif. Co-ed; 14,694 students. 1937: Football and basketball games, crew, track, rugby and other sports events broadcast under sponsorship of Associated Oil. Same sponsor has contract to broadcast 1938 sports.

CALIFORNIA, UNIVERSITY OF, AT LOS ANGELES, Los Angeles, Calif. Co-ed; 7,200 students. 1937: Football games broadcast over NBC and CBS under sponsorship of Associated Oil. Mutual Broadcasting System; KFAC and KRKD, Los Angeles, also carried games on sustaining. Big 10-Pacific Coast Conference track meet broadcast coast-to-coast by Mutual, sustaining basis. Basketball

COLLEGE SPORTS—Continued

games broadcast over KFAC, Los Angeles. Associated Oil will also sponsor 1938 football. University allows three Los Angeles chain stations—KFI, KHJ and KNX—and any newspaper affiliated station to carry sports broadcasts.

CALIFORNIA INSTITUTE OF TECHNOLOGY, Pasadena, Calif. Male; 625 students. 1937: Football broadcast over KMPC, Beverly Hills, under sponsorship of Associated Oil. Only broadcasts of sports are those arranged for by opponents in out-of-town games; no local contests have been broadcast in recent years.

CANISIUS COLLEGE, Buffalo, N. Y. Male; 725 students. 1937: Basketball games broadcast over WGR and WBNY, Buffalo, on sustaining basis. College has broadcasts of 1938 home football games under consideration, but at time of inquiry, no decision had been reached.

CAPITAL UNIVERSITY, Columbus, O. Co-ed; 725 students. 1937: No sports broadcast. Will permit 1938 games to be broadcast commercially, except by liquor or tobacco concerns. Rights tentatively set at \$1,000 per game; line connections are installed.

CARLETON COLLEGE, Northfield, Minn. Co-ed; 800 students. 1937: No sports broadcast. None contemplated in 1938, though there are no restrictions against such broadcasts.

CARNEGIE INSTITUTE OF TECHNOLOGY, Pittsburgh, Pa. Co-ed; 2,167 (day courses). 1937: Football games broadcast under sponsorship of Atlantic Refining. Same company will sponsor 1938 games.

CARROLL COLLEGE, Waukesha, Wis. Co-ed; 600 students. 1937: No sports broadcast. None contemplated during 1938, though no rules against such broadcasts are listed.

CENTENARY COLLEGE, Shreveport, La. Co-ed; 720 students. 1937: Football games broadcast over KWKH, KTBS and KRMD, Shreveport, under sponsorship of local merchant. Basketball and boxing broadcast on sustaining basis. Will permit 1938 sports to be broadcast commercially, except by liquor sponsor.

CENTRAL COLLEGE, Fayette, Mo. Co-ed; 650 students. 1937: No sports broadcast. Sports will probably be broadcast during 1938. In general, hard liquor and tobacco sponsorship is rejected, but

each individual case is considered on its own merits.

CENTRE COLLEGE, Danville, Ky. Male and co-ed divisions separate; 350 students. 1937: Football game with Transylvania broadcast over WLAP, Lexington; game with Marshall over WSAZ, Huntington. Will permit 1938 sports to be broadcast; prices subject to negotiation.

CHATTANOOGA, UNIVERSITY OF, Chattanooga, Tenn. Co-ed; 600 students. 1937: Two out-of-town football games broadcast and sponsored by station WDOD, Chattanooga. Will allow 1938 out-of-town games to be sponsored, except by alcoholic beverage or patent medicine concerns.

CHICAGO, UNIVERSITY OF, Chicago, Ill. Co-ed; 6,000 students. 1937: Football game with Princeton broadcast over WOR, New York; game with Ohio State over WHK, Cleveland; WHKC, Columbus; WADC, Akron, and WKBN, Youngstown. Sponsored by Atlantic Refining. Home games were carried by WHIP, Hammond, Ind., on sustaining. Will allow 1938 games to be broadcast; prefer sustaining programs, but would consider commercial sponsors (with exception of liquor concerns) at 1.3 times the rate card fee on stations outside the Chicago area.

CINCINNATI, UNIVERSITY OF, Cincinnati, O. Co-ed; 10,500 students. 1937: All football games broadcast over WSAI, and WCPO, Cincinnati; some games over WKRC, Cincinnati. Will broadcast 1938 games if remuneration is received for rights; price will probably be determined by highest bid offered.

CITADEL, THE (MILITARY COLLEGE OF SOUTH CAROLINA), Charleston, S. C. Male; 987 students. 1937: All home football and several basketball games broadcast. Sports will again be broadcast during 1938. State law makes it obligatory to permit such broadcasts gratis; college requests that stations do not accord excessive publicity to schedules broadcasts.

CLARKSON COLLEGE, Potsdam, N. Y. Male; 400 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

CLEMSON COLLEGE, Clemson, S. C. Male; 1,890 students. 1937: Two football

COLLEGE SPORTS—Continued

- games broadcast over WFBC, Greenville, and WAIM, Anderson. State law requires that all state institutions allow sports broadcasts without remuneration; radio stations may sell the broadcasts to sponsors. WFBC and WAIM will again carry football games in 1938.
- COE COLLEGE**, Cedar Rapids, Ia. Co-ed; 650 students. 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.
- COLBY COLLEGE**, Waterville, Me. Co-ed; 600 students. 1937: Football and basketball broadcast over WLBZ, Bangor. Plans for 1938 not complete at time of inquiry; policy prohibits sponsorship by liquor concerns.
- COLGATE UNIVERSITY**, Hamilton, N. Y. Male; 1,000 students. 1937: Football games sponsored by Atlantic Refining included those with Cornell, Tulane, Duke, Holy Cross and Syracuse. Will have commercial broadcasts of 1938 games.
- COLORADO COLLEGE**, Colorado Springs, Colo. Co-ed; 600 students. 1937: Five football games broadcast over KVOR, Colorado Springs. Permission has been given to KVOR to broadcast 1938 football, but it is not exclusive. Conference rules that if there is any sponsored broadcasting it be agreeable to management of both teams.
- COLORADO SCHOOL OF MINES**, Golden, Colo. Male; 700 students. 1937: Football game with Colorado College broadcast over KVOR, Colorado Springs. Will allow 1938 games to be broadcast for nominal fee.
- COLORADO STATE COLLEGE**, Fort Collins, Colo. Co-ed; 1,700 students. 1937: No sports broadcast. Would consider broadcasting two 1938 football games, with consent of opposing team. No price set.
- COLORADO, UNIVERSITY OF**, Boulder, Colo. Co-ed; 4,000 students. 1937: Football games broadcast on sustaining basis; three over KLZ, Denver; one over KVOR, Colorado Springs; Rice-Colorado game over KLZ; KVOR; KOA, Denver; WFAA, Dallas, and the Texas Quality Network, plus 115 CBS stations. To date have preferred sustaining broadcast, but may sell rights for 1938 home games as requests have been received from sponsors and stations. Reserve right to pass on sponsor; prefer no cigarette concern, but would definitely reject any liquor sponsorship.
- COLUMBIA UNIVERSITY**, New York, N. Y. Co-ed; 31,000 students (total of all schools, day, evening, etc.; 2,000 undergraduates). 1937: All home football games broadcast over WNYC and WNEW on sustaining basis. At time of inquiry, no decision had been reached on 1938 policy.
- CONNECTICUT STATE COLLEGE**, Storrs, Conn. Co-ed; 850 students. 1937: Out-of-town game with Broad broadcast. No home games will be broadcast during 1938, though there are no rules against such broadcasts.
- CORNELL UNIVERSITY**, Ithaca, N. Y. Co-ed; 6,100 students. 1937: Football games with Penn State, Colgate, Syracuse and Columbia broadcast under sponsorship of Atlantic Refining. Same company will sponsor 1938 games. No restrictions on sports broadcasts provided they are approved by the president of the university.
- CREIGHTON UNIVERSITY**, Omaha, Nebr. Co-ed; 2,465 students. 1937: Two football games broadcast over WAAW, Omaha, under sponsorship of Uncle Sam Breakfast Food Co. Same company will sponsor 1938 games over WAAW, but rights are not exclusive and other sponsors may secure broadcast rights over other stations. Price asked is about \$500 for entire season of five home games.
- DARTMOUTH COLLEGE**, Hanover, N. H. Male; 2,500 students. 1937: Dartmouth-Cornell football game broadcast over NBC under sponsorship of Atlantic Refining; two other games were on sustaining basis, one of them over WNAC, Boston. Will allow commercial broadcasts during 1938 season.
- DAVIDSON COLLEGE**, Davidson, N. C. Male; 700 students. 1937: Football games broadcast over WBT and WSOC, Charlotte, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast, with sponsor to be approved by college authorities. At time of inquiry, no contracts had been made.
- DAYTON, UNIVERSITY OF**, Dayton, O. Co-ed; 1,171 students. 1937: All but one home football game broadcast, one over WHIO, Dayton, under sponsorship of Coca Cola; others sustaining. Football games will probably be broadcast in 1938; no prices had been set at time of inquiry.
- DE PAUL UNIVERSITY**, Chicago, Ill. Co-ed; 6,005 students. 1937: Football games

COLLEGE SPORTS—Continued

- sent by direct wire to a station in Kansas, which carried them for four sponsors. Basketball game with Loyola carried by WGN, Chicago, on sustaining. At time of inquiry, no plans had been made or prices set for 1938 games.
- DELAWARE, UNIVERSITY OF**, Newark, Del. Male; 475 students. 1937: Football game broadcast over WDEL, Wilmington, under sponsorship of Atlantic Refining. Same company will sponsor 1938 games.
- DENISON UNIVERSITY**, Granville, O. Co-ed; 891 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- DENVER, UNIVERSITY OF**, Denver, Colo. Co-ed; 4,000 students. 1937: Football games broadcast over KLZ, Denver, under sponsorship of Kellogg. Will allow 1938 games to be broadcast if agreeable to other institutions involved.
- DETROIT INSTITUTE OF TECHNOLOGY**, Detroit, Mich. Male; 2,800 students. 1937: No sports broadcast. Institute "would consider proposal" for broadcasts of 1938 sports.
- DETROIT, UNIVERSITY OF**, Detroit, Mich. Co-ed; 3,000 students. 1937: Football games broadcast throughout season over WJBK, Detroit, under sponsorship of Michigan Auto Club. Basketball games broadcast over same station. Will allow 1938 games to be broadcast commercially.
- DICKINSON COLLEGE**, Carlisle, Pa. Co-ed; 570 students. 1937: Season's football games broadcast over WDEL, Wilmington, and WKBO, Harrisburg; latter station also carried home basketball games. Football will probably be broadcast again in 1938; no beer or liquor sponsor considered.
- DRAKE UNIVERSITY**, Des Moines, Ia. Co-ed; 1,500 students. 1937: Drake-Tulsa football game broadcast over KSO, Des Moines, and KVOO, Tulsa; game with Notre Dame over NBC Blue; game with Iowa State over KRNT, Des Moines, Ia., and WOI, Ames, Ia. Drake-Kansas Cross Country track meet broadcast over KRNT; Drake Relays in April, 1938, over NBC, CBS, Mutual and regional networks. Various basketball games over Iowa Broadcasting System and WOI. All broadcasts were on sustaining basis. 1938 sports of general interest will again be broadcast during 1938; schedule will probably be comparable to that of 1937.
- DREXEL INSTITUTE OF TECHNOLOGY**, Philadelphia, Pa. Co-ed; 1,750 students. 1937: Football games broadcast on sustaining basis over WDAS, Philadelphia, and WDEL, Wilmington, Del. During 1938 will allow rights to any station free of charge and will furnish power lines, etc.
- DUKE UNIVERSITY**, Durham, N. C. Co-ed; 3,400 students. 1937: All football games broadcast under sponsorship of Atlantic Refining, and also carried independently by WPTF, Raleigh. Basketball games broadcast over WPTF and local station WDNC. At time of inquiry, 1938 plans were not announced.
- DUQUESNE UNIVERSITY**, Pittsburgh, Pa. Co-ed; 3,048 students. 1937: Football games at Pittsburgh Stadium with Carnegie Tech and Pitt, and out-of-town games with Texas Tech and Mississippi State broadcast. University has no restrictions against commercial broadcasts, but owner of Forbes Field (Pittsburgh Pirate Baseball Club), at which all home games are played prohibits broadcasts from that field.
- FLORIDA, UNIVERSITY OF**, Gainesville, Fla. Male; 3,278 (co-ed during summer session only). 1937: Football games broadcast under sponsorship of Atlantic Refining. Baseball, basketball, track and tennis broadcast on sustaining basis. Will permit 1938 games to be broadcast commercially. Any sports event may be carried by a station, on sustaining basis, on payment of line charges.
- FORDHAM UNIVERSITY**, New York, N. Y. Co-ed; 6,144 students. 1937: football games sponsored by Kellogg over WINS, New York. 1938 games will also be broadcast by sponsor meeting approval of university authorities; price asked, \$15,000.
- FORT HAYS KANSAS STATE COLLEGE**, Hays, Kans. Co-ed; 850 students. 1937: No sports broadcast. Will allow 1938 sports to be broadcast, though at time of inquiry no definite plans had been made.
- FURMAN UNIVERSITY**, Greenville, S. C. Co-ed; 940 students. 1937: Football games broadcast over WFBC, Greenville; WIS, Columbia, and WAIM, Anderson, under sponsorship of Coca Cola Bottling Co. 1938 football will probably be broadcast by the same sponsor. University receives no fee for rights, and has no restrictions on broadcasts other

COLLEGE SPORTS—Continued

than those prohibiting advertising of alcoholic beverages.

GENEVA COLLEGE, Beaver Falls, Pa. Co-ed; 450 students. 1937: Out-of-town football games with Albright and Franklin & Marshall broadcast under sponsorship of Atlantic Refining. Will permit 1938 games to be broadcast commercially.

GEORGE WASHINGTON UNIVERSITY, Washington, D. C. Co-ed; 7,500 students. 1937: Football games with North Dakota State, Arkansas and West Virginia broadcast over WJSV, Washington, under sponsorship of General Mills for Wheaties. Game with Alabama broadcast commercially over WAPI and WSGN, Birmingham, with arrangements made by opponents. No money has been accepted for commercial sponsorship. Will permit 1938 out-of-town games to be carried commercially or on sustaining basis. Will not permit broadcasts of major home games "unless sponsor would pay what we believe would make up for loss at gate caused by such broadcasts."

GEORGETOWN UNIVERSITY, Washington, D. C. Male; 3,000 students. 1937: Football games broadcast during November over WBAL, Baltimore, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast commercially; price set is \$500 per game.

GETTYSBURG COLLEGE, Gettysburg, Pa. Co-ed; 150 students. 1937: Football game with Lafayette broadcast. Will allow 1938 football to be broadcast commercially.

HAMLIN UNIVERSITY, St. Paul, Minn. Co-ed; 618 students. 1937: Basketball games broadcast by WMIN, Minneapolis-St. Paul, under sponsorship of local clothing concern. Plans for 1938 indefinite at time of inquiry; no liquor or tobacco sponsorship considered.

HAMPTON INSTITUTE, Hampton, Va. Co-ed; 1,000 students. (Note: This school is for Negroes only.) 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.

HARVARD UNIVERSITY, Cambridge, Mass. Male; 8,263 students. 1937: Sports broadcasts were on sustaining basis and included the Harvard-Yale football game (carried by NBC, CBS and Yankee Network), one basketball game, one

swimming meet, three track meets and the Harvard-Yale baseball game. Broadcasts of 1938 sports will also be on sustaining.

HOLY CROSS COLLEGE, Worcester, Mass. Male; 1,500 students. 1937: All home football games broadcast. Will allow 1938 games to be sponsored; commercials must be dignified and avoid excessive wordage.

HOWARD COLLEGE, Birmingham, Ala. Co-ed; 700 students. 1937: No sports broadcast. None contemplated during 1938; Dixie Conference prohibits broadcasting home games.

HOWARD PAYNE COLLEGE, Brownwood, Tex. Co-ed; 1,230 students. 1937: No sports broadcast. None signed for 1938, though there are no rules against commercial broadcasts.

HOWARD UNIVERSITY, Washington, D. C. Co-ed; 1,890 students. 1937: Football game with Hampton Institute broadcast from Howard University Stadium on sustaining basis. Will permit 1938 games to be commercially sponsored.

IDAHO UNIVERSITY OF, Moscow, Idaho. Co-ed; 3,076 students. 1937: Idaho-Oregon State football game broadcast over KFPY, Spokane, and KOIN, Portland; 10 home basketball games, two each with Oregon, Oregon State, Washington, Washington State and Montana, over KRLC, Lewiston; KXL, Portland; KRSC, Seattle, and KFIO, Spokane. All under sponsorship of Tide Water Associated Oil, which also holds rights for all Idaho athletic events during 1938.

ILLINOIS UNIVERSITY OF, Urbana, Ill. Co-ed; 16,865 (resident) students. 1937: Football games broadcast over KMOX, St. Louis, under sponsorship of Chrysler Corp.; WMBD, Peoria, under sponsorship of Alliance Life Insurance Co.; WFAM, South Bend, and WDWS, Campaign, under sponsorship of local merchants; over WLW, Cincinnati; WGN, Chicago; WMAQ, Chicago; WWJ, Detroit; WHIP, Hammond, and WILL, Urbana (non-commercial station owned by the university) on sustaining basis. Basketball games were also broadcast over WILL. Sports broadcasts will be permitted during 1938, but at time of inquiry policy regarding commercial sponsorship had not been determined. In the past, sponsorship by tobacco, patent medicine, beer or liquor concerns has been prohibited.

COLLEGE SPORTS—Continued

- INDIANA UNIVERSITY**, Bloomington, Ind. Co-ed; 5,700 students. 1937: Football broadcast over WFBM and WIRE, Indianapolis; WBOW, Terre Haute; WGBF, Evansville; and WIND, Gary, under sponsorship of local merchant and Station WFBM. Basketball broadcast over WIRE on sustaining. To date, no charges have been made for sustaining programs. On commercials, 50-50 split of net proceeds of advertising rate (after deduction of long distance wire charges). Reserves right to pass on sponsor; no liquor concerns considered.
- IOWA STATE COLLEGE**, Ames, Ia. Co-ed; 5,600 students. 1937: All home and majority of out-of-town football games broadcast over WOI, Ames, KMA, Shenandoah; KRNT and WHO, Des Moines, also carried some of the games. All broadcasts were sustaining. Will allow 1938 sports to be broadcast commercially, except by cigarette, tobacco or liquor sponsor.
- IOWA, STATE UNIVERSITY OF**, Iowa City, Ia. Co-ed; 6,500 students. 1937: Football games broadcast over WHO, Des Moines, under sponsorship of Brown & Williamson Tobacco Corp. KSO, Des Moines, WMT, Waterloo, and WOC, Davenport, also carried games on sustaining (paying 150% of their regular time charges for the privilege). Other sports broadcast over WSUI, Iowa City, non-commercial station owned by the university. 1938 football games may be broadcast commercially; sponsor and product must be approved by Board in control of Athletics and State Board of Education.
- JOHNS HOPKINS UNIVERSITY**, Baltimore, Md. Male; 880 students. 1937: No sports broadcast. None contemplated during 1938. Though there are no set rules prohibiting such broadcast, Johns Hopkins has a policy of no admission charges to games and has attempted to eliminate all commercial aspects.
- KANSAS, UNIVERSITY OF**, Lawrence, Kans. Co-ed; 5,000 students. 1937: Football broadcast on sustaining basis; games with Iowa State and Kansas State over KFKU, Lawrence; game with U. of Missouri over KFKU, Lawrence, and WDAF, KMBC and WHB, Kansas City. During 1938 season will probably follow last year's policy which prohibited alcoholic, cigarette or patent medicine sponsorship; charges to stations for rights, \$100 a game.
- KANSAS STATE COLLEGE**, Manhattan, Kans. Co-ed; 3,875 students. 1937: All four home football games broadcast over KSAC, Manhattan. Will allow 1938 games to be broadcast commercially, with sponsor to be approved by Athletic Council. Straight charge of \$100 each game to each station (not exclusive).
- KENT STATE UNIVERSITY**, Kent, O. Co-ed; 2,000 students. 1937: No sports broadcast. Would allow commercial sponsorship of 1938 sports.
- KENTUCKY, UNIVERSITY OF**, Lexington, Ky. Co-ed; 3,600 students. 1937: Various basketball games broadcast over WLAP, Lexington, under sponsorship of local merchants. State basketball tournament in March, 1938, broadcast commercially over WHAS, Louisville (name of sponsor not given). At time of inquiry no further arrangements or commitments had been made for 1938 events. An agreed amount must be paid for any sponsored programs from campus, with entire contents of broadcast subject to approval of university's radio director. No liquor, beer or cigarette sponsorship considered.
- KNOX COLLEGE**, Galesburg, Ill. Co-ed; 650 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- LAFAYETTE COLLEGE**, Easton, Pa. Male; 925 students. 1937: All home football games broadcast over WEST, Easton, under sponsorship of Atlantic Refining; 3 out-of-town games were also broadcast. Atlantic Refining will again sponsor games during 1938.
- LAWRENCE COLLEGE**, Appleton, Wis. Co-ed; 1,000 students. 1937: St. Norbert-Lawrence basketball broadcast over WHBY, Green Bay, on sustaining. No restrictions against commercial broadcasts of 1938 sports.
- LEHIGH UNIVERSITY**, Bethlehem, Pa. Male; 1,736 students. 1937: Lehigh-Lafayette football game broadcast over WEST, Easton, Pa. Athletic department would be interested in having 1938 games broadcast commercially; no whiskey concerns considered.
- LINFIELD COLLEGE**, McMinnville, Ore. Co-ed; 600 students. 1937: One football game broadcast from Tacoma, Wash. Will allow 1938 games to be sponsored, except by a liquor or cigarette concern.

COLLEGE SPORTS—Continued

- LONG ISLAND UNIVERSITY**, Brooklyn, N. Y. Co-ed; 904 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- LOUISIANA STATE UNIVERSITY**, Baton Rouge, La. Co-ed; 8,045 students. 1937: All football games broadcast under sponsorship of Coca-Cola. State-wide network used included WJBO, Baton Rouge; WDSU, New Orleans; KRMD, Shreveport; KMLB, Monroe; KVOL, Lafayette; KPLC, Lake Charles; KALB, Alexandria. Will allow 1938 football to be broadcast; price for rights to depend on number of stations carrying games.
- LOUISVILLE, UNIVERSITY OF**, Louisville, Ky. Co-ed; 3,200 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast commercially; at time of inquiry no sponsor had been signed.
- LOYOLA UNIVERSITY**, Chicago, Ill. Co-ed; 6,000 students. 1937: Several basketball games broadcast over WGN, Chicago. Will allow 1938 sports to be broadcast commercially.
- LOYOLA UNIVERSITY OF THE SOUTH**, New Orleans, La. Co-ed (in the arts only); 1,800 students. 1937: Two out-of-town football games broadcast on sustaining basis over WWL, New Orleans, owned and operated (commercially) by the university. At time of inquiry plans for 1938 had not been decided. There are no conference restrictions.
- MACALESTER COLLEGE**, St. Paul, Minn. Co-ed; 700 students. 1937: No sports broadcast. Will permit 1938 games to be broadcast, either on sustaining or commercial basis.
- MAINE, UNIVERSITY OF**, Orono, Me. Co-ed; 1,700 students. 1937: No sports broadcast. At time of inquiry, no games had been signed for broadcasting during 1938. Present policy would require clearance through radio committee as well as Board of Trustees, if sponsorship is desired; faculty manager of athletics may grant permission to broadcast any sport on a sustaining basis.
- MANHATTAN COLLEGE**, New York, N. Y. Male; 1,250 students. 1937: One football game broadcast over WINS, New York City, under sponsorship of Kellogg's Cornflakes; another over WNYC, New York City, on sustaining. Will permit 1938 broadcasts provided new administration does not effect a change in policy. Prices vary with each game, and products promoted must be approved by college authorities.
- MARQUETTE UNIVERSITY**, Milwaukee, Wis. Co-ed; 3,000 students. 1937: All at home and out-of-town football games broadcast over WISN, Milwaukee, under sponsorship of Wadham's Oil Co.; Marquette-Wisconsin basketball game over WTMJ, Milwaukee, under same sponsorship. 1938 games will be available to any station, without charge, provided sponsor is approved by the athletic board. At time of inquiry, negotiation had not been completed, but Wadham's Oil will probably again sponsor games over WISN.
- MARYLAND, UNIVERSITY OF**, College Park, Md. Co-ed; 2,400 students. 1937: Football games broadcast under sponsorship of Atlantic Refining; one game under sponsorship of Kellogg. Agreement has been made for broadcasts of 1938 games. Script subject to approval of university authorities; commercials limited to periods between halves and time out.
- MARYVILLE COLLEGE**, Maryville, Tenn. Co-ed; 800 students. 1937: No sports broadcast. Will permit 1938 sports to be broadcast, either on sustaining or commercial basis.
- MIAMI, UNIVERSITY OF**, Coral Gables, Fla. Co-ed; 1,150 students. 1937: One football game a week broadcast from Oct. to Dec. over WQAM, Miami, under local sponsorship. At time of inquiry policy for 1938 was undecided.
- MIAMI UNIVERSITY**, Oxford, O. Co-ed; 3,000 students. 1937: One football game broadcast over WLW, Cincinnati, on sustaining. Will allow 1938 games to be broadcast commercially, except by a liquor concern.
- MICHIGAN STATE COLLEGE**, East Lansing, Mich. Co-ed; 5,000 students. 1937: All football games broadcast over WKAR (owned by the college) on sustaining basis; games also sent over Michigan Radio Network under sponsorship of Oldsmobile. Baseball, track and tennis home games broadcast over WKAR. 1938 football will be broadcast on same basis as 1937 games, one being taken by Oldsmobile. WKAR must broadcast all games before other stations or commercial sponsors are considered and latter must be approved by the college.

COLLEGE SPORTS—Continued

MICHIGAN, UNIVERSITY OF, Ann Arbor, Mich. Co-ed; 11,000 students. 1937: Home and out-of-town football games broadcast on commercial and sustaining basis over WWJ, Detroit; WKAR, East Lansing; WJIM, Lansing, and various networks. Principal sponsors: Olds Motor Works, Atlantic Refining. Basketball games carried by WJBK, Detroit, on sustaining; hockey games on same basis by WMBC, Detroit. 1938 home games with Michigan State, Chicago, Illinois, Pennsylvania and Northwestern available for sale to sponsor. Reserves right to censor commercials on basis of frequency, wording and compatibility with university atmosphere. No complimentary tickets given sponsor, but supply publicity and merchandising service. Does not participate in receipts from sponsors on out-of-town games or attempt to negotiate on them, except to supply one Detroit outlet to supply local territory.

MIDDLEBURY COLLEGE, Middlebury, Vt. Co-ed; 788 students. 1937: No football broadcasts. Commercial sponsorship of sports will be allowed during 1938.

MINNESOTA, UNIVERSITY OF, Minneapolis, Minn. Co-ed; 14,000 students. 1937: Football games broadcast over NBC, CBS, WCCO, KSTP and WTCN, Minneapolis-St. Paul. Basketball games over WTCN. Will not permit any 1938 sports to be broadcast commercially, though certain football games and track meets will be carried on a sustaining basis by national chains.

MISSISSIPPI STATE COLLEGE, Starkville, Miss. Co-ed; 2,173 students. 1937: Four football games broadcast under sponsorship of Lamar Life Insurance Co. Will permit commercial sponsorship of 1938 sports.

MISSOURI, UNIVERSITY OF, Columbia, Mo. Co-ed; 5,100 students. 1937: Football games broadcast, some commercially, others on sustaining basis, over KMBC and WDAF, Kansas City, KMOX and KWK, St. Louis; KFRU, Columbia; WXYZ, Detroit; WMBH, Joplin; KFAB, Lincoln, Nebr.; WGY, Schenectady, N. Y. Will allow 1938 games to be broadcast, probably on same basis as 1937 games, for which a \$100 fee to each station per game was charged, whether broadcast was commercial or sustaining. Stations carrying games are not permitted to sell rights to liquor or tobacco sponsors.

MONTANA STATE COLLEGE, Bozeman, Mont. Co-ed; 1,500 students. 1937: Football game broadcast over KGHL, Billings, under sponsorship of Yale Oil. Will permit 1938 games to be broadcast; prices not set; rights usually gratis.

MORAVIAN COLLEGE, Bethlehem, Pa. Male; 180 students. 1937: No sports broadcast. None contemplated during 1938; college has not considered such broadcasts to date, hence has no rules.

MORNINGSIDE COLLEGE, Sioux City, Ia. Co-ed; 600 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

MOUNT UNION COLLEGE, Alliance, O. Co-ed; 600 students. 1937: No sports broadcast. Will allow 1938 football games to be broadcast commercially or on sustaining basis; no rights asked. Basketball game in Feb., 1938, broadcast over WHBC, Canton, under local sponsorship.

MUSKINGUM COLLEGE, New Concord, O. Co-ed; 750 students. 1937: No sports broadcast. Will allow commercial broadcasts of 1938 games; no liquor or tobacco sponsorship considered.

NEBRASKA, UNIVERSITY OF, Lincoln, Nebr. Co-ed; 6,587 (undergraduate) students. 1937: Football games broadcast over KFAB, Lincoln, on sustaining basis. Basketball over KFOR, Lincoln, also on sustaining. Expect to allow 1938 football and basketball to be broadcast non-commercially.

NEVADA, UNIVERSITY OF, Reno, Nev. Co-ed; 1,040 students. 1937: Football games broadcast over KOH, Reno, on sustaining basis. Will allow 1938 sports to be broadcast; rights are free.

NEW HAMPSHIRE, UNIVERSITY OF, Durham, N. H. Co-ed; 1,762 students. 1937: Football games broadcast over WHEB, Portsmouth, under sponsorship of Socony Vacuum Oil. Will allow 1938 football to be broadcast; only restriction is that commercials be handled from the studio, as none are allowed at Lewis Field Stadium.

NEW YORK, COLLEGE OF THE CITY OF, New York, N. Y. Male (except in evening and commercial divisions); 30,000 students. 1937: Football game with Albright College was broadcast in Pennsylvania. One other game was sent out via Teleflash. Commercial broadcasts of 1938 games would be permitted; prices

COLLEGE SPORTS—Continued

- and privileges to be decided upon request for such sponsorship.
- NEW YORK UNIVERSITY**, New York, N. Y. Co-ed; 35,000 students. 1937: Interscholastic Fencing Tournament broadcast over WNYC, New York City (non-commercial). No football broadcasts will be permitted in 1938; policy prohibits commercial broadcasts of sports.
- NIAGARA UNIVERSITY**, Niagara Falls, N. Y. Male; 550 students (undergraduates.) 1937: No sports broadcast. None contemplated during 1938, though there are no set rules. It is probable that Board of Athletic Control would not favor such broadcasts.
- NORTH CAROLINA, UNIVERSITY OF**, Chapel Hill, N. C. Co-ed; 3,200 students. 1937: WPTF, Raleigh; WDNC, Durham; WBIG, Greensboro; WBT and WSOC, Charlotte, carried football on sustaining basis. Games with Fordham, Tulane and Virginia were broadcast, as were basketball games with Duke and New York University. Football and basketball games will probably be broadcast during 1938. Rights are free to all stations, providing broadcasts are not commercially sponsored.
- NORTH CAROLINA STATE COLLEGE**, Raleigh, N. C. Male; 2,100 students. 1937: No sports broadcast. None contemplated for 1938; commercial broadcasts prohibited.
- NORTH DAKOTA STATE COLLEGE**, Fargo, N. D. Co-ed; 1,500 students. 1937: Football and basketball games broadcast. No plans for sports broadcasts during 1938 listed, nor any restrictions against such broadcasts.
- NORTH DAKOTA, UNIVERSITY OF**, Grand Forks, N. D. Co-ed; 1,700 students. 1937: Football games broadcast under sponsorship of Gluek's Beer; basketball under sponsorship of Wholesome Bread. Will permit 1938 sports to be broadcast "if favorable arrangements can be made." Prefer no tobacco or liquor sponsorship.
- NORTH TEXAS STATE TEACHERS COLLEGE**, Denton, Tex. Co-ed; 2,400 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast commercially.
- NORTHEASTERN UNIVERSITY**, Boston, Mass. Male; 1,880 students. 1937: Football game with Boston College was broadcast. Would permit 1938 sponsorship; prices subject to negotiation.
- NORTHWESTERN UNIVERSITY**, Evanston, Ill. Co-ed; 5,733 students. 1937: Football games broadcast over WBBM, Chicago, under sponsorship of Kellogg; over WJJD, Chicago, under sponsorship of Northwestern Railroad; over WGN, Chicago, on sustaining. Basketball games over WIND, Gary, under sponsorship of local motor sales Co. Will permit commercial broadcasts of 1938 games; reserves right to pass on sponsor.
- NORWICH UNIVERSITY**, Northfield, Vt. Male; 300 students. 1937: Basketball game broadcast commercially over WCAX, Burlington. Will permit 1938 sports to be sponsored, with price to be negotiated.
- NOTRE DAME, UNIVERSITY OF**, Notre Dame, Ind. Male; 3,000 students. 1937: All football games broadcast on sustaining basis. NBC took home games with Drake, Navy, Pitt and Southern California, plus out-of-town games with Army and Minnesota. CBS also took Army and Minnesota games. Mutual took Navy, Southern California, Carnegie Tech, Army and Northwestern games, while the WLW line carried all games except those with Illinois and Army. Several home and out-of-town basketball games were also broadcast, one over WHBU, Muncie. Will allow any station or network to broadcast 1938 games, provided it is on a strictly sustaining basis.
- OCCIDENTAL COLLEGE**, Los Angeles, Calif. Co-ed; 750 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast; at time of inquiry no commercial sponsors had been signed.
- OHIO STATE UNIVERSITY**, Columbus, O. Co-ed; 13,267 students. 1937: Football games broadcast over WTAM, Cleveland, and WBNS, Columbus, under sponsorship of Kellogg; over WHKC, Columbus, WHK, Cleveland, and other Ohio stations, under sponsorship of Atlantic Refining; over WCOL, Columbus, under sponsorship of Griffin Shoe Polish. NBC, CBS, Mutual, and WOSU, Columbus, also carried games on sustaining. Atlantic Refining has signed to sponsor 1938 games. Rights are 1.5 times the one-time, daytime hourly rate of station or stations used. Reserves right to cancel contract; no beer, liquor or patent medicine sponsorship considered.
- OHIO WESLEYAN UNIVERSITY**, Delaware, O. Co-ed; 1,400 students. 1937: No sports broadcast. Will permit 1938

COLLEGE SPORTS—Continued

sports to be broadcast, for a fee; at time of inquiry no sponsors had been signed.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. Co-ed; 6,000 students. **1937:** All football games broadcast over WKY, Oklahoma City, under sponsorship of Kellogg's Corn Flakes. Part of two basketball games also broadcast, one over WREN, Lawrence, the other over WNAD, Norman (non-commercial station owned by the university). Will permit 1938 football to be broadcast commercially.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Okla. Co-ed; 750 students. **1937:** Football games broadcast on sustaining and commercial basis. Will allow 1938 games to be broadcast; \$100 per game. (Broadcasts for sustaining purposes only not permitted).

OMAHA, UNIVERSITY OF, Omaha, Nebr. Co-ed; 700 students. **1937:** Out-of-town football games broadcast. Will permit 1938 games to be broadcast commercially.

OREGON STATE COLLEGE, Corvallis, Ore. Co-ed; 4,200 students. **1937:** Football and basketball games broadcast over Pacific Coast hookups under sponsorship of Tide Water Associated Oil. KOAC, Corvallis (non-commercial station owned by Oregon State Agricultural College) also carried some games. Tide Water Associated Oil has contract to broadcast 1938 sports.

OREGON, UNIVERSITY OF, Eugene, Ore. Co-ed; 3,000 students. **1937:** Football games broadcast over NBC, CBS and Mutual Networks. Out-of-town basketball broadcast over KXL, Portland; KORE, Eugene; KRSC, Seattle, and other northwest stations. Tide Water Associated Oil sponsored all 1937 athletic events of Pacific Coast Conference, of which this university is a member, and will do so again in 1938. Only restriction is that home town basketball games may not be broadcast.

PACIFIC, COLLEGE OF THE, Stockton, Calif. Co-ed; 350 students. **1937:** Football game with St. Mary's broadcast over KGDM, Stockton, under sponsorship of Associated Oil. Will permit 1938 games to be broadcast, either on sustaining or commercial basis; no fee asked for rights.

PENNSYLVANIA MILITARY COLLEGE, Chester, Pa. Male; 160 students. **1937:** Football game with Villanova broadcast over KYW, Philadelphia, under sponsorship of Atlantic Refining (which com-

pany had contract for all Villanova games). Will allow any 1938 sports to be broadcast, either on sustaining or commercial basis.

PENNSYLVANIA STATE COLLEGE, State College, Pa. Co-ed; 6,648 students. **1937:** No sports broadcast. Atlantic Refining will probably sponsor 1938 football games, though at time of inquiry negotiations were not complete.

PENNSYLVANIA, UNIVERSITY OF, Philadelphia, Pa. Co-ed; 4,000 students. **1937:** Season's football games broadcast under sponsorship of Atlantic Refining. Station setup varied slightly each week, but principal stations were WCAU, Philadelphia; WBRE, Wilkes-Barre, Pa.; WRAK, Williamsport, Pa.; WGBI, Scranton, Pa.; WHP, Harrisburg, Pa.; WKOK, Sunbury, Pa.; WTIC, Hartford, Conn.; WJAR, Providence, R. I. Commercial sponsorship of games will be allowed again in 1938.

PHILLIPS UNIVERSITY, Enid, Okla. Co-ed; 718 students. **1937:** No sports broadcast. No football broadcasts planned for 1938, though there are no restrictions against them.

PITTSBURGH UNIVERSITY OF, Pittsburgh, Pa. Co-ed; 10,000 students. **1937:** Football broadcast from September to November. Will allow 1938 games to be broadcast; reserves right to approve announcer, limit number of commercials, and to revoke rights at any time if broadcasts are not in accord with university's standards.

POMONA COLLEGE, Claremont, Calif. Co-ed; 750 students (limited). **1937:** No sports broadcast. College states it "does not wish to broadcast."

PRINCETON UNIVERSITY, Princeton, N. J. Male; 2,388 (undergraduate) students. **1937:** Invitation Track Meet, June 19, and Oxford-Cambridge Meet, July 10, broadcast over NBC, CBS and Mutual. Football game with Dartmouth broadcast over NBC, games with Harvard and Navy over WNEW, New York. All broadcasts were on sustaining. Will grant permission for sustaining broadcasts of 1938 sports; all offers of commercial sponsorship have been refused.

PROVIDENCE COLLEGE, Providence, R. I. Male; 820 students. **1937:** Out-of-town football games were broadcast only. Would consider commercial sponsorship of games in 1938.

PUGET SOUND, COLLEGE OF, Tacoma, Wash. Co-ed; 650 students. **1937:** No

COLLEGE SPORTS—Continued

- sports broadcast. Will permit 1938 sports to be broadcast, except by liquor or cigarette sponsor. Rights for 1938 football season, \$500.
- PURDUE UNIVERSITY**, Lafayette, Ind. Co-ed; 6,176 students. 1937: Football games broadcast commercially over WHO, Des Moines; WIRE and WFBM, Indianapolis; WOWO, Fort Wayne; on sustaining over WBAA, owned by Purdue. Basketball broadcast on sustaining over WBAA; WIND, Gary; WILL, Urbana (owned by the University of Illinois). Will allow sustaining or commercial broadcasts of 1938 sports; sponsor subject to approval and any restrictions which may be established by the Radio Committee. To date, no charges have been made for rights.
- RANDOLPH MACON COLLEGE**, Ashland, Va. Male; 315 students. 1937: No sports broadcast. None contemplated during 1938, though any station desiring to carry games may do so.
- REDLANDS, UNIVERSITY OF**, Redland, Calif. Co-ed; 655 students. 1937: No sports broadcast. None contemplated during 1938, though there are no restrictions to date against such broadcasts.
- RENSSELAER POLYTECHNIC INSTITUTE**, Troy, N. Y. Male; 1,400 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- RHODE ISLAND STATE COLLEGE**, Kingston, R. I. Co-ed; 1,150 students. 1937: No sports broadcast. Would be willing to have "one of leading games" broadcast in 1938; price for rights subject to negotiation.
- RICE INSTITUTE**, Houston, Tex. Co-ed; 15,000 students. 1937: Football games broadcast under sponsorship of Humble Oil & Refining. The same sponsor has again purchased rights to the games of the Southwest Conference, of which this school is a member.
- ROCHESTER, UNIVERSITY OF**, Rochester, N. Y. Co-ed; 2,500 students. 1937: Rochester-Michigan basketball game broadcast over WHAM, Rochester, on sustaining. Sports broadcasts will be allowed in 1938, but probably not on commercial basis.
- ROANOKE COLLEGE**, Salem, Va. Co-ed; 400 students. 1937: No sports broadcast. Will consider sponsors for 1938 games, with exception of beer or liquor concerns.
- RUTGERS UNIVERSITY**, New Brunswick, N. J. Male; 1,550 students. 1937: Rutgers-Delaware football game broadcast over WDEL, Wilmington, on sustaining basis. Would permit 1938 games to be broadcast commercially.
- ST. JOSEPH'S COLLEGE**, Philadelphia, Pa. Male; 1,440 students (490 day, 950 night). 1937: Four home basketball games broadcast commercially over WCAU, Philadelphia. College received no fee for rights. Will allow 1938 sports to be broadcast, either commercially or on sustaining basis.
- ST. LAWRENCE UNIVERSITY**, Canton, N. Y. Co-ed; 675 students. 1937: Football and baseball games broadcast. University owns WCAD, a non-commercial station, which broadcasts home games direct from the athletic field.
- ST. LOUIS UNIVERSITY**, St. Louis, Mo. Co-ed; 6,000 students. 1937: Football games broadcast over KFRU, Columbia, Mo.; WLW, Cincinnati; KWK, KMOX and KSD, St. Louis. Broadcasts of football and basketball will probably be permitted during 1938, with no charge to stations. Reserves right to pass on sponsor and announcers.
- ST. MARY'S COLLEGE**, St. Mary's, Calif. Male; 511 students. 1937: All football games broadcast under sponsorship of Associated Oil (with exception of Fordham game, which was broadcast, but handled by that school); 12 basketball games also broadcast by same sponsor over KYA, San Francisco, and KLX, Oakland. Associated Oil has contract for all rights of 1938 sports.
- ST. MARY'S UNIVERSITY OF SAN ANTONIO**, San Antonio, Tex. Male; 721 students. 1937: Football games broadcast over KABC and KONO, San Antonio, under sponsorship of Grand Prize Beer and Coca Cola. Commercial sponsorship of 1938 football will be permitted; prices submitted on request.
- ST. OLAF COLLEGE**, Northfield, Minn. Co-ed; 1,067 students. 1937: No sports broadcast. There are no rules restricting such broadcasts during 1938, and games will probably be carried by WCAL, a non-commercial station owned by the college.
- ST. THOMAS COLLEGE**, St. Paul, Minn. Male; 700 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast; no charge for rights.

COLLEGE SPORTS—Continued

- SIMPSON COLLEGE**, Indianola, Ia. Co-ed; 500 students. 1937: No sports broadcast. None contemplated for 1938, though there are no rules against such broadcasts.
- SOUTH DAKOTA, UNIVERSITY OF**, Vermilion, S. D. Co-ed; 800 students. 1937: Five football games broadcast over WNAX, Yankton, and six basketball games over KUSD, Vermilion, on sustaining basis. Athletic Association will quote prices for 1938 games, which may be broadcast commercially.
- SOUTHERN CALIFORNIA, UNIVERSITY OF**, Los Angeles, Calif. Co-ed; 14,000 students. 1937: Football and basketball games broadcast under sponsorship of Associated Oil. Various stations used included KFI, KHJ, KNX and KFAC, Los Angeles. KRKD, Los Angeles, also carried football on sustaining basis. Associated Oil will again have exclusive sponsorship of games in 1938.
- SOUTHERN METHODIST UNIVERSITY**, Dallas, Tex. Co-ed; 2,000 students. 1937: Football games broadcast under sponsorship of Humble Oil & Refining. Texas Quality Network carried some games; others broadcast locally. Same company has contract to broadcast 1938 football of entire Southwest Conference, of which this university is a member.
- SOUTHWESTERN UNIVERSITY**, Georgetown, Tex. Co-ed; 450 students. 1937: Football games with Baylor and Abilene Christian College broadcast. Stations may broadcast any games without charge; conference has no restrictions against commercial broadcasts.
- SOUTHWESTERN LOUISIANA INSTITUTE**, Lafayette, La. Co-ed; 1,526 students. 1937: Two football games broadcast over KVOL, Lafayette, under local sponsorship. Will permit 1938 games to be broadcast commercially.
- SOUTHWESTERN COLLEGE**, Winfield, Kans. Co-ed; 750 students. 1937: Football and basketball out-of-town games broadcast. Will permit 1938 sports to be broadcast; no restrictions against commercial sponsorship.
- SPRINGFIELD COLLEGE**, Springfield, Mass. Male; 510 students. 1937: No sports broadcast. Would allow commercial broadcasts of 1938 games; no liquor or cigarette sponsorship considered. Rights, \$250.
- STANFORD UNIVERSITY**, Stanford University, Calif. Co-ed; 4,100 students. 1937: Basketball, track and several rugby games broadcast under sponsorship of Associated Oil. All football games of the Pacific Coast Conference, of which Stanford is a member, will be broadcast in 1938 under sponsorship of Associated Oil.
- SWARTHMORE COLLEGE**, Swarthmore, Pa. Co-ed; 700 students. 1937: No sports broadcast. None contemplated during 1938. Due to the small male student body (350), there has never been occasion to establish a policy on sports broadcasts.
- SYRACUSE UNIVERSITY**, Syracuse, N. Y. Co-ed; 5,900 students. 1937: Football games broadcast under sponsorship of Atlantic Refining. Carried over WSyr, Syracuse; WHAM, Rochester; WBen, Buffalo, and WGY, Schenectady, with other stations added for certain games. 1938 football will again be sponsored by Atlantic Refining.
- TEMPLE UNIVERSITY**, Philadelphia, Pa. Co-ed; 12,000 students. 1937: All at home and out-of-town football games broadcast under sponsorship of Atlantic Refining. Same arrangement has been made for 1938 games. Reserves right to limit length of commercials and to change announcer if deemed advisable; no beer or liquor sponsorship considered.
- TEXAS, AGRICULTURAL & MECHANICAL COLLEGE OF**, College Station, Tex. Male; 5,000 students. 1937: All football games broadcast over Texas Quality Network, under sponsorship of Humble Oil & Refining. Baseball games also broadcast over WTAW, non-commercial station owned by the college. Humble Oil & Refining again has contract to broadcast all football games of the Southwest Conference, of which this school is a member, during 1938.
- TEXAS, UNIVERSITY OF**, Austin, Tex. Co-ed; 10,038 students. 1937: Football broadcast over major southwest stations under sponsorship of Humble Oil & Refining. 1938 games will also be sponsored by Humble Oil, which has purchased rights of all Southwest Conference games, of which this university is a member.
- TEXAS CHRISTIAN UNIVERSITY**, Fort Worth, Tex. Co-ed; 1,598 students. 1937: Season's football games broadcast under sponsorship of Humble Oil & Refining; stations varied, but usually was one or more of the Texas Quality Group. One basketball game broadcast over KTAT,

COLLEGE SPORTS—Continued

- Fort Worth, on sustaining. Football will probably be broadcast during 1938, under same sponsorship as last year.
- TEXAS TECHNOLOGICAL COLLEGE**, Lubbock, Tex. Co-ed; 3,490 students. 1937: No sports broadcast. Will allow 1938 football to be broadcast commercially, except by liquor concern, at \$500 per game.
- TOLEDO, UNIVERSITY OF**, Toledo, O. Co-ed; 1,500 students. 1937: Two football games broadcast over WSPD, Toledo. Will permit 1938 games to be broadcast commercially.
- TUFTS COLLEGE**, Medford, Mass. Co-ed; 2,000 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts, either on sustaining or commercial basis.
- TULANE UNIVERSITY**, New Orleans, La. Co-ed; 3,500 students. 1937: Home football games broadcast over WSMB, New Orleans, under sponsorship of Coca-Cola. Football will probably be sponsored by Coca-Cola again in 1938, though university states it is "interested in other bids." Any bid must specify that Tulane Athletic Council will net \$5,000 for season's broadcasts.
- VANDERBILT UNIVERSITY**, Nashville, Tenn. Co-ed; 1,600 students. 1937: Eight of season's nine football games broadcast over WSM, Nashville, under sponsorship of Kellogg's cereals. NBC also carried the Louisiana State and Alabama games on sustaining. WSM has broadcast Vanderbilt football games for 7 or 8 years, and will doubtless do so during 1938, with rights probably purchased by Kellogg. National chains desiring to broadcast games are given rights gratis.
- VILLANOVA COLLEGE**, Villanova, Pa. Male; 1,100 students. 1937: All football games, at home and away, broadcast over KYW, Philadelphia, under sponsorship of Atlantic Refining. At time of inquiry, negotiations were under way for Atlantic Refining to sponsor all 1938 football.
- VIRGINIA POLYTECHNIC INSTITUTE**, Blacksburg, Va. Co-ed; 2,117 students. 1937: Two football games broadcast commercially, with arrangements made by the opponents in each case. School is "willing, but not eager," that several 1938 sports events be broadcast; no price has been set.
- VIRGINIA, UNIVERSITY OF**, Charlottesville, Va. Predominately male; 2,700 students (total, about 100 co-eds). 1937: Football games broadcast over Virginia Broadcasting System under sponsorship of Atlantic Refining; boxing meets over WCHV under local sponsorship. 1938 boxing meets also sponsored locally. 1938 football games being negotiated for by Virginia Broadcasting System, and will probably be sponsored by Atlantic Refining. Games with Navy, Columbia and Harvard will be subject to regulations of those institutions.
- VIRGINIA STATE COLLEGE FOR NEGROES**, Ettrick, Va. Co-ed; 1,000 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- VIRGINIA MILITARY INSTITUTE**, Lexington, Va. Male; 700 students. 1937: Football games broadcast over Virginia Broadcasting System. Some of 1938 games will probably be carried by the same network.
- WAKE FOREST COLLEGE**, Wake Forest, N. C. Male; 1,000 students. 1937: Football game broadcast over WPTF, Raleigh, under sponsorship of B. C. Company. Will allow 1938 sports to be broadcast commercially.
- WASHINGTON, STATE COLLEGE OF**, Pullman, Wash. Co-ed; 4,000 students. 1937: Football and basketball broadcast under sponsorship of Associated Oil. Football, basketball, track and baseball also broadcast over KWSC, non-commercial station, owned by the college. Football will again be sponsored by Associated Oil during 1938.
- WASHINGTON & LEE UNIVERSITY**, Lexington, Va. Male; 900 students. 1937: Football games broadcast commercially over Virginia Broadcasting System. Will allow 1938 sports to be broadcast commercially.
- WASHINGTON UNIVERSITY**, St. Louis, Mo. Co-ed; 7,437 students. 1937: Football games broadcast over KSD, WEW, KMOX, WIL and KWK, St. Louis; some on sustaining basis, others under sponsorship of Manhattan Coffee, and, cooperatively, of Adam Hat Stores, Old Vienna Products, and Hamlin Mfg. Co. At time of inquiry, no policy had been set, but university stated it would "probably" allow commercial broadcasts of 1938 football games. Rights were free to local stations in 1937.

COLLEGE SPORTS—Continued

- WASHINGTON, UNIVERSITY OF**, Seattle, Wash. Co-ed; 10,725 students. 1937: Football games broadcast over KOMO, Seattle, under sponsorship of Associated Oil; Pacific Coast basketball over KRSC, Seattle. Associated Oil will also sponsor 1938 football. Reserves right to pass on sponsor; prohibits advertising of any product which might be interpreted as harmful to an athlete by the listener.
- WAYNE UNIVERSITY**, Detroit, Mich. Co-ed; 11,251 students. 1937: Football game with Michigan broadcast from Macklin Field, East Lansing, over WXYZ, Detroit. Basketball games with Centenary College, Long Island University and Western State Teachers College broadcast over WJBK, Detroit, on sustaining basis. At press time, no plans had been made for 1938. University states it is a municipal institution "and as such has not sought broadcasts of athletic contests."
- WESLEYAN UNIVERSITY**, Middletown, Conn. Male; 704 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- WEST VIRGINIA STATE COLLEGE**, Institute, W. Va. Co-ed; 816 students. 1937: No sports broadcast. 1938 games are open for commercial sponsorship; college has installed direct line to WCHS in Charleston.
- WEST VIRGINIA UNIVERSITY**, Morgantown, W. Va. Co-ed; 2,700 students. 1937: Pittsburgh-West Virginia football game broadcast under sponsorship of Atlantic Refining. Will permit commercial sponsorship of 1938 games—the first, Sun Bowl game, having been broadcast January 1 under sponsorship of Monongahela West Penn Public Service Co. No fixed rules or prices for sports broadcasts.
- WESTERN MARYLAND COLLEGE**, Westminster, Md. Co-ed; 600 students. 1937: Football games with Maryland, West Virginia and Boston College broadcast over WBAL, Baltimore, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast commercially, except by a liquor concern.
- WESTERN RESERVE UNIVERSITY**, Cleveland, O. Co-ed; 10,000 students. 1937: No sports broadcast. None planned for 1938; university states it does not feel it "advisable to broadcast our football games at this time."
- WESTMINSTER COLLEGE**, New Wilmington, Pa. Co-ed; 500 students. 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.
- WHEATON COLLEGE**, Wheaton, Ill. Co-ed; 1,200 students. 1937: No sports broadcast. Would be interested in having such broadcasts during 1938; rights are free.
- WICHITA, UNIVERSITY OF**, Wichita, Kans. Co-ed; 1,400 students. 1937: Football games broadcast over KFH and KANS, Wichita. Plans for 1938 indefinite, but will probably let one of above stations handle football games.
- WILLIAMETTE UNIVERSITY**, Salem, Ore. Co-ed; 835 students. 1937: All football games broadcast on sustaining with exception of Williamette-U. of Portland game, which was sponsored by Associated Oil. Stations used included KOIN and KEX, Portland; KSLM, Salem. Will allow 1938 games to be sponsored; single game, \$100; seven games, \$500.
- WILLIAM AND MARY, COLLEGE OF**, Williamsburg, Va. Co-ed; 1,200 students. 1937: Two football games broadcast over Virginia Broadcasting System, under sponsorship of Atlantic Refining. Commercial broadcasts of football games will be allowed in 1938; at time of inquiry no prices had been set.
- WILLIAMS COLLEGE**, Williamstown, Mass. Male; 800 students. 1937: No sports broadcast. Would consider such broadcasts in 1938, but have no plans for them at present.
- WISCONSIN, UNIVERSITY OF**, Madison, Wis. Co-ed; 10,500 students. 1937: All football games and all home basketball games broadcast over WTMJ, Milwaukee, under sponsorship of Wadhams Oil. All home football and basketball games also carried by WIBA, Madison, and WIBU, Poynette; some under local sponsorship, others on sustaining basis. In the last two years, no charge has been made for rights; no change contemplated during 1938, though at time of inquiry no definite plans had been made. Regulations forbid any form of advertising announcements from stadium or any university building, except a simple statement of sponsorship. Commercials must come from studios of station carrying games.
- WITTENBERG COLLEGE**, Springfield, O. Co-ed; 1,500 students. 1937: No sports broadcast. Would allow commercial sponsorship of 1938 games.

COLLEGE SPORTS—Continued

WOFFORD COLLEGE, Spartanburg, S. C. Male; 500 students. 1937: All home football games broadcast. Home football games will again be broadcast during 1938 by local station (WSPA) and any others that want to participate. No fee for rights. No sponsorship by manufacturers of alcoholic beverages or other products "of obnoxious nature."

WOOSTER, THE COLLEGE OF, Wooster, O. Co-ed; 1,013 students. 1937: No sports broadcast. No rules against such broadcasts.

WORCESTER POLYTECHNIC INSTITUTE, Worcester, Mass. Male; 650 students. 1937: No sports broadcast. Would permit commercial broadcasts of 1938 games.

XAVIER UNIVERSITY, Cincinnati, O. Male; 1,250 students. 1937: Football game with University of Kentucky broadcast over WLAP, Lexington, on sustaining basis. At time of inquiry policy for 1938 was undecided. (University adds that during 1936 its restrictions allowed no commercials or spot announcements during course of broadcast from field; no remuneration received).

YALE UNIVERSITY, New Haven, Conn. Male; 3,143 students. 1937: All football games broadcast over Yankee Network, under sponsorship of Socony Vacuum Oil. Plans for 1938 are not announced until midsummer. Football is the only sport broadcast.

BASEBALL 1938: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills (for Wheaties). Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly.

Herewith is the General Mills baseball schedule, with particulars as of the start of the 1938 season. This schedule was placed for General Mills by Knox Reeves Advertising, Inc. Where the broadcasts are shared with Socony-Vacuum, the latter's schedule is underwritten by J. Stirling Getchel, Inc.; the B. F. Goodrich Co.'s share is underwritten by Ruthrauff & Ryan, Inc.; and Procter & Gamble's share by Compton Advertising, Inc. In certain Western cities, the Westco Advertising Agency carried the primary responsibility for General Mills, in co-operation with Knox Reeves. These cities are: Bellingham, Wash.; Denver, Colo.; Los Angeles, Calif.; Oakland, Calif.; Portland, Ore.; San Francisco, Calif.; Seattle, Wash.; Spokane, Wash.; Tacoma, Wash.; Wenatchee, Wash., and Yakima, Wash.

CITY	STATION	SPONSOR	ANNOUNCER
Akron, O.....	WJW	{General Mills }Socony-Vacuum	Bill Griffiths
Albany, N. Y.....	WABY	General Mills	{Grenfell Rand }J. S. Herrick, Jr.
Atlanta, Ga.....	WATL	{General Mills }Goodrich	Maurice Coleman
Atlanta, Ga.....	WAGA	{General Mills }Goodrich	James Gibson
Baltimore, Md.....	WCBM	{General Mills }Atlantic Refining	Lee Davis
Bellingham, Wash.....	KVOS	{General Mills }Goodrich	William Healy
Buffalo, N. Y.....	{WGR	{General Mills	Roger Baker
	{WKBW	}Wm. Simon Brewing*	

* WGR only.

BASEBALL: 1938—Continued

CITY	STATION	SPONSOR	ANNOUNCER
Chattanooga, Tenn.....	WAPO	{General Mills }Goodrich	Tom Nobles
Chicago, Ill.....	WBBM	{General Mills }Socony-Vacuum	Pat Flanagan
Chicago (Gary), Ill.....	WIND	General Mills	{Russell Hodges }James Dudley
{Cincinnati, O..... }Dayton, O.....	{WSAI	{General Mills }Socony-Vacuum	Red Barber
Cincinnati, O.....	WCPO	{General Mills }Socony-Vacuum	Harry Hartman
Cleveland, O.....	WCLE	{General Mills }Socony-Vacuum	Jack Graney
Columbus, O.....	WBNS	{General Mills }Socony-Vacuum	John F. Neblett
Dallas, Tex.....	WRR	{General Mills }Coca Cola	{Charlie Jordan }Jack Mitchell
Denver, Colo.....	KLZ	General Mills	Jack Fitzpatrick
Des Moines, Ia.....	WHO	General Mills	Wm. H. Brown
Iowa Network.....	{WMT KRNT KFAB KMA WNAX }General Mills	{Harry Johnson }Gene Shumate
Duluth, Minn.....	KDAL	{General Mills }Goodrich	Bill Harrington
Grand Forks, N. D.....	KFJM	General Mills	Elmer Hanson
Indianapolis, Ind.....	WIRE	{General Mills }Socony-Vacuum	Norman Perry
Jacksonville, Fla.....	WJAX	{General Mills }Goodrich	Jack Rathbun
Jonesboro, Ark.....	KBTM	General Mills	Dick Altman
Kansas City, Mo.....	KXBY	{General Mills }Socony-Vacuum	Walt Lochman
Knoxville, Tenn.....	WNOX	{General Mills }Goodrich	Lowell Blanchard
Little Rock, Ark.....	KLRA	{General Mills }Goodrich	Benny Craig
Los Angeles, Cal.....	KFAC	{General Mills }Goodrich	Mike Frankovich
Louisville, Ky.....	WHAS	{General Mills }Standard Oil of Ky.	Wm. Allen Stout
Milwaukee, Wis.....	WISN	{General Mills }Socony-Vacuum	Alan Hale
Minneapolis, Minn.....	{WCCO	{General Mills }Socony-Vacuum	Morgan Sexton
New York City.....	WHN	{General Mills }Socony-Vacuum	Joe Bolton
New York City.....	WNEW	{General Mills }Socony-Vacuum	Earl Harper
Norfolk, Va.....	WTAR	{General Mills }Procter & Gamble	Vic Lund
Oklahoma City, Okla....	KTOK	{General Mills }Procter & Gamble	Ted Andrews
Oakland, Cal.....	KROW	{General Mills }Goodrich	Herb Allen

BASEBALL: 1938—Continued

CITY	STATION	SPONSOR	ANNOUNCER
Philadelphia, Pa.	WCAU	{General Mills }Socony-Vacuum	Bill Dyer
Pittsburgh, Pa.	KDKA	General Mills	Rosey Rowswell
Portland, Ore.	KEX	{General Mills }Goodrich	Rollie Truitt
Quincy, Ill.	WTAD	General Mills	Mac Dill
Rochester, N. Y.	WHAM	{General Mills }Socony-Vacuum	Harry McTigue
St. Louis, Mo.	KMOX	{General Mills }Socony-Vacuum	France Laux
St. Paul, Minn.	WTCN	{General Mills }Socony-Vacuum	George Higgins
San Francisco, Cal.	KGO	{General Mills }Goodrich	Ernie Smith
Savannah, Ga.	WTOC	{General Mills }Goodrich	Windy Herrin
Seattle, Wash.	KRSC	{General Mills }Goodrich	Leo Lassen
Shreveport, La.	KWKH	General Mills	Jerry Bozeman
Spokane, Wash.	KGA	{General Mills }Goodrich	Harry Lantry
Syracuse, N. Y.	WSYR	{General Mills }Socony-Vacuum	Nick Stemmler
Tacoma, Wash.	KMO	{General Mills }Goodrich	Harry Jordan
Toledo, O.	WSPD	{General Mills }Socony-Vacuum	Connie Desmond
Tulsa, Okla.	KTUL	{General Mills }Goodrich	Eddie Gallaher
Washington, D. C.	WJSV	General Mills	Arch McDonald
Wenatchee, Wash.	KPQ	{General Mills }Goodrich	Patrick Hayes
Yakima, Wash.	KIT	{General Mills }Goodrich	Art Cheyne

**STATION RECORDS ON SPONSORED SPORTS:
SUMMER 1937 TO SPRING 1938**

Sports sponsored over individual stations or regional hookups (but not over national networks) are noted below. No sustaining sports are included. In the case of local sponsorship, the sponsor is described as "local sponsor"; national sponsors are named.

This data was compiled via questionnaires to all U. S. and Canadian stations. In tabulating replies, it was assumed that the sports were sponsored only if a definite notation to that effect was made. Where such notation was lacking, the sporting event was omitted from this list.

KABC, San Antonio, Tex. Texas league baseball direct from field and by wire for the Kellogg Co. High school football for Coca Cola, Zenith, and local sponsors. Wrestling, tennis and bowling locally sponsored.

SPORTS BY STATIONS—Continued

- KABR, Aberdeen, S. Dak.**.....Fifth annual South Dakota state amateur baseball tournament (25 games) for 116 local sponsors and Socony-Vacuum Oil (three games); five Northern State Teachers College football games and seven basketball games for local sponsors; one Aberdeen High School football game for local sponsors; South Dakota state class "B" basketball tourney and class "A" tourney, former for 57 local merchants and latter for 61 local merchants.
- KADA, Ada, Okla.**.....All home football games of Central State Teachers College for local sponsor (five games).
- KALE, Portland, Ore.**.....Six Pacific Coast conference football games, and the East vs. West game for Associated Oil.
- KANS, Wichita, Kans.**.....Semi-pro baseball, football, wrestling, basketball, American Assn. hockey, boxing—about 25% of which were sponsored locally.
- KARK, Little Rock, Ark.**.....All football games of University of Arkansas direct from field (fed to Arkansas Network); Arkansas State Teachers vs. Fresno Teachers from Los Angeles via WU wire; for Lion Oil Refining Co.
- KAWM, Gallup, N. Mex.**.....High school football and basketball for local sponsors.
- KBST, Big Spring, Tex.**.....Eleven football games (teams not mentioned), seven sponsored locally, two by Texas Coca-Cola Bottling, and two by Magnolia Petroleum; 35 wrestling matches for local sponsors; three boxing matches for local and regional advertisers.
- KBTM, Jonesboro, Ark.**.....All out-of-town local high school football games for local sponsor; high school state basketball tourney for Nehi Bottling.
- KCKN, Kansas City, Kans.**.....High school football, Golden Gloves boxing tourney, and American Legion-Veterans of Foreign Wars wrestling locally and regionally sponsored.
- KCMC, Texarkana, Tex.**.....Out-of-town baseball games of Texarkana Liners (East Texas League) for local and national sponsors on participation basis (70 games).
- KCRC, Enid Okla.**.....Eason Oilers baseball (semi-pro; 93 games) and weekly wrestling locally sponsored.
- KDAL, Duluth, Minn.**.....All University of Minnesota football games for Dodge dealers.
- KDB, Santa Barbara, Cal.**.....Two Santa Barbara State College football games locally sponsored.
- KDKA, Pittsburgh, Pa.**.....Seven Carnegie Tech and one Colgate football games sponsored by Atlantic Refining.
- KDON, Monterey, Cal.**.....Eleven Pacific Coast conference football games and the East vs. West game for Associated Oil; one Monterey High School game locally sponsored.
- KDYL, Salt Lake City, Utah.**.....Bowling locally sponsored.
- KEHE, Los Angeles, Cal.**.....Six football games (involving either Loyola or Santa Clara) for Associated Oil; six Los Angeles Bulldogs games (Sundays) locally sponsored.
- KELD, El Dorado, Ark.**.....All baseball games of El Dorado Lions (Cotton States League) for local sponsors; all El Dorado High School football games for local sponsors; weekly wrestling for local sponsors.
- KERN, Bakersfield, Cal.**.....Eight weeks of Pacific Coast conference football for Associated Oil.

SPORTS BY STATIONS—Continued

- KEX, Portland, Ore.**..... Pacific Coast League baseball for General Mills (Wheaties); Pacific Coast Conference football for Associated Oil; wrestling locally sponsored.
- KFAC, Los Angeles, Calif.**..... Pacific Coast League baseball for General Mills (Wheaties) and Goodrich Tires; Pacific Coast Conference football and basketball for Associated Oil.
- KFBB, Great Falls, Mont.**..... Great Falls-Butte state championship football game for local sponsor.
- KFBK, Sacramento, Calif.**..... Pacific Coast Conference football for Associated Oil; American Legion baseball for local sponsors
- KFDM, Beaumont, Tex.**..... Games of local baseball team in Texas Baseball Assn. for local and regional sponsors; ditto football.
- KFEL, Denver, Colo.**..... Golden Gloves boxing, semi-final state high school championship football game, Elks boxing tourney, state high school basketball championship, all for local sponsors. In 1938 (beginning April 18) Kellogg is sponsoring play-by-play baseball of major league games via leased wire reports.
- KFH, Wichita, Kans.**..... State and National semi-pro baseball tournaments for Mobilgas.
- KFIO, Spokane, Wash.**..... Four Gonzaga University football games for Associated Oil.
- KFIZ, Fond du Lac, Wis.**..... Semi-monthly wrestling bouts, high school basketball and local hockey, all locally sponsored.
- KFJB, Marshalltown, Ia.**..... Four Marshalltown High School football games for local sponsor; county, sectional and district basketball for various local sponsors.
- KFPW, Fort Smith, Ark.**..... Arkansas University football games for Lion Oil.
- KFPY, Spokane, Wash.**..... Three Pacific Coast Conference football games, and complete schedule of Pacific Coast Conference basketball games for Associated Oil.
- KFRC, San Francisco, Calif.**..... Pacific Coast Conference football games and track meets, plus East vs. West football game for Associated Oil.
- KFRU, Columbia, Mo.**..... Entire University of Missouri football schedule (either from field or by WU wire) for local sponsors (participating).
- KFRO, Longview, Tex.**..... Football (college or school not given) for East Texas Refining and Magnolia Petroleum.
- KFXJ, Grand Junction, Colo.**..... One Western State football game for alumni; station has 1938 rights to Western State football games.
- KFXR, Oklahoma City, Okla.**..... Oklahoma City Indians baseball games for General Mills (Wheaties); Capitol Hill High School football games, Missouri Valley AAU basketball, weekly wrestling, Golden Gloves fights, and Oklahoma City Rodeo, all for local sponsors.
- KFYO, Lubbock, Tex.**..... Four Texas Tech football games for local merchants.
- KFYR, Bismarek, N. D.**..... North Dakota state high school basketball tournament for local sponsor.
- KGEZ, Kalispell, Mont.**..... 34 City League basketball games, seven high school and University of Montana football games, eight high school basketball games, three fight and six wrestling cards locally sponsored.
- KGFF, Shawnee, Okla.**..... Shawnee High School and Oklahoma Baptist University football games, plus Inter-City boxing meets, sponsored locally and by Old King Beer.

SPORTS BY STATIONS—Continued

- KGGM, Albuquerque, N. Mex.**..... University of New Mexico at-home and out-of-town football for Standard Oil; wrestling locally sponsored; Albuquerque High School at-home football games sponsored by Magnolia Petroleum.
- KGHF, Pueblo, Colo.**..... Eight Colorado State baseball tournament games locally sponsored; two Safeway Piggly Wiggly vs. Western State College basketball games locally sponsored.
- KGHL, Billings, Mont.**..... American Junior League baseball, college and high school football, and 50 college and high school basketball games sponsored by Yale Oil Corp.
- KGKB, Tyler, Tex.**..... 10 high school football games locally sponsored; one high school play-off game locally sponsored; three high school play-off games for Magnolia Petroleum; Mississippi State vs. Texas A & M for Humble Oil.
- KGBX, Springfield, Mo.**..... Baseball for General Mills (Wheaties); football, basketball, boxing and wrestling locally sponsored. (No list of actual sports contestants furnished).
- KGKL, San Angelo, Tex.**..... Local high school football for local sponsor; one Southwest Conference football game for Humble Oil; three high school state championship football games for Magnolia Petroleum.
- KGKY, Scottsbluff, Nebr.**..... All local high school home football games for local sponsor.
- KGLO, Mason City, Ia.**..... High school and junior college football games locally sponsored; high school basketball locally sponsored.
- KGMB, Honolulu, Hawaii.**..... Honolulu inter-scholastic league football and Honolulu senior league football for Standard Oil of California; Hawaii Rowing Assn. regatta and boat races for Castle & Cooke, Ltd. (agents for Matson Navigation Co.).
- KGNO, Dodge City, Kans.**..... Eight Dodge City High School and Junior College football games for local sponsor.
- KGVO, Missoula, Mont.**..... Five University of Montana football games from field or by wire for Associated Oil; wrestling locally sponsored; University of Montana basketball schedule for Associated Oil.
- KGW, Portland, Ore.**..... Pacific Coast Conference football for Associated Oil.
- KHQ, Spokane, Wash.**..... Pacific Coast Conference football for Associated Oil; pro wrestling for local sponsor; ditto hockey.
- KHSL, Chico, Calif.**..... Six Pacific Coast Conference football games for Associated Oil.
- KICA, Clovis, N. Mex.**..... Eight Clovis High School football games for local cooperative sponsorship; ditto Eastern New Mexico Junior College vs. New Mexico Military Institute.
- KIDO, Boise, Idaho.**..... Local football, baseball, track, basketball, fights and bowling, locally sponsored.
- KIEM, Eureka, Calif.**..... Eleven Pacific Coast Conference football games (sponsor not named, but apparently Associated Oil); local high school football games (sponsor not named).
- KIRO, Seattle, Wash.**..... McKinley High of Honolulu vs. Lakeside High of Seattle football game for Southern Pacific R. R.; all CPN football broadcasts for Associated Oil.
- KIT, Yakima, Wash.**..... Yakima Club baseball (Western International League) for local sponsor; Pacific Northwest American Legion Junior baseball playoffs for local sponsors; Pacific Coast Conference football and East vs. West football game for Associated Oil; local wrestling for local sponsors.

SPORTS BY STATIONS—Continued

KIUL, Garden City, Kans.	High school football and junior college basketball games locally sponsored.
KJBS, San Francisco, Cal f.	Pacific Conference basketball and track for Associated Oil.
KLPM, Minot, N. D.	Class B North Dakota basketball tourney for local sponsors.
KLZ, Denver, Colo.	All Denver University Conference football games, two Colorado University football games, and Cotton Bowl game for Kellogg; semi-finals and finals of Elks annual boxing tourney locally sponsored.
KMBC, Kansas City, Mo.	Five University of Missouri, two University of Nebraska, and one Kansas University football games for Kansas City Chrysler Co.
KMLB, Monroe, La.	Complete Louisiana State University football schedule for Coca-Cola Bottling.
KMO, Tacoma, Wash.	Ninety-eight semi-pro baseball games for group of local sponsors; pro football (N. W. League) and wrestling for local sponsor; all fights for Hop Gold Beer.
KMOX, St. Louis, Mo.	Eight major college football games for Chevrolet.
KMPC, Beverly Hills, Calif.	Eastern major league baseball on WU wire for Gilmore Oil Co.
KMTR, Los Angeles, Calif.	Local bowling for local sponsor.
KNEL, Brady, Tex.	Brady High School football games locally sponsored.
KNX, Los Angeles, Calif.	Ten Pacific Coast Conference football games for Associated Oil.
KOB, Albuquerque, N. Mex.	All home football games of University of New Mexico for local Chrysler distributor.
KOBH, Rapid City, S. D.	House of David and Owens Olympians basketball for local sponsor.
KOH, Reno, Nev.	Two University of Nevada football games for local Pontiac dealer.
KOMO, Seattle, Wash.	Nine Pacific Coast Conference football games for Associated Oil.
KOOS, Marshfield, Ore.	Pacific Coast Conference football for Associated Oil.
KORE, Eugene, Ore.	One Pacific Coast Conference football game and several basketball games for Associated Oil.
KOTN, Pine Bluff, Ark.	All Sunday and night baseball games of Pine Bluff Judges (Cotton States Baseball League) for various local and regional advertisers.
KOVC, Valley City, N. D.	All local football and basketball, plus Barnes County and State Consolidated basketball tourneys for local sponsor.
KPDN, Pampa, Tex.	District High School football games for group of local sponsors.
KQV, Pittsburgh, Pa.	Out-of-town major league baseball (various clubs, but mainly Pittsburgh) for Cramer Clothes; ditto Pittsburgh pro football; six college football games for Kellogg.
KRBC, Abilene, Tex.	Lengthy schedule of college and high school football sponsored by West Texas Coca-Cola Bottling Co., or Humble Oil, or Magnolia Petroleum, or locally.

SPORTS BY STATIONS—Continued

- KRGV, Weslaco, Tex.**..... Sixteen baseball games (training) between Kansas City Blues and Toledo Mud Hens cooperatively sponsored by regional merchants and Duncan Coffee; 29 football games, Southwest Conference games being sponsored by Humble Oil, state high school championships by Magnolia Petroleum, and local sponsorship on regular high school games.
- KRLC, Lewiston, Idaho**..... Western International League baseball, and local high school and Lewiston Normal School football for local sponsors; Northern Division Pacific Coast Conference basketball for Associated Oil; high school basketball for local sponsors.
- KRLD, Dallas, Tex.**..... Southwest Conference football for Humble Oil; high school football finals for Magnolia Petroleum.
- KRMC, Jamestown, N. D.**..... Northern League road and home games for Northern Auto Co.; same sponsor had high school and college football, and high school and Jamestown College basketball.
- KRMD, Shreveport, La.**..... All Louisiana State football games for Coca-Cola Bottling Companies of Louisiana; local high school football for several local sponsors; local soft ball championship for local sponsors.
- KRNR, Roseburg, Ore.**..... Pacific Coast Conference football for Associated Oil; high school football and basketball locally sponsored.
- KRNT, Des Moines, Ia.**..... University of Iowa and Iowa State College mixed football schedule for Des Moines Register & Tribune.
- KROC, Rochester, Minn.**..... American Association baseball for General Mills (Wheaties); University of Minnesota football, and local boxing and wrestling, locally sponsored.
- KRSC, Seattle, Wash.**..... Pacific Coast Conference basketball games for Associated Oil; high school football, Pacific Coast League hockey, golf and state tennis tournaments for various local and regional sponsors.
- KSEI, Pocatello, Idaho.**..... Three University of Idaho football games locally sponsored.
- KSFO, San Francisco, Calif.**..... Eleven Pacific Coast Conference football games for Associated Oil.
- KSL, Salt Lake City, Utah.**..... Sun Valley Rodeo for Union Pacific Railroad.
- KSLM, Salem, Ore.**..... Four Willamette University football games for Associated Oil; college football, local and state soft ball, state basketball, and boxing and wrestling locally sponsored.
- KSOO, Sioux Falls, S. D.**..... Football schedule of Augustana College for local sponsor, as also basketball.
- KSRO, Santa Rosa, Calif.**..... One local football game locally sponsored.
- KSTP, St. Paul-Minneapolis, Minn.**..... All University of Minnesota football games for Twin City Dodge Dealers.
- KTAR, Phoenix, Ariz.**..... Four Pacific Coast Conference football games for Associated Oil.
- KTAT, Fort Worth, Tex.**..... Interscholastic high school football play-offs for Magnolia Petroleum; six Southwest Conference football games for Humble Oil; 24 high school football games locally sponsored; three other football games for Bowen Lines.
- KTBS, Shreveport, La.**..... One Centenary College football game for local sponsor.
- KTEM, Temple, Tex.**..... Local baseball and football for local sponsors; three football games for Magnolia Petroleum.

SPORTS BY STATIONS—Continued

- KTFL, Twin Falls, Idaho**..... High School District basketball tourney (10 games) for local participating sponsorship.
- KTKC, Visalia, Calif.**..... Pacific Coast Conference football for Associated Oil.
- KTOK, Oklahoma City, Okla.**..... Two Classen High School football games for local sponsors; five midget auto races for Black Dallas Beer; AAU boxing for Old King Beer; Fat Stock Show (rodeo) for Fat Stock Assn.
- KTSA, San Antonio, Tex.**..... Texas League baseball for General Mills (Wheaties) and Goodrich Rubber; Southwest Conference football for Humble Oil; interscholastic high school football for Magnolia Petroleum.
- KTSM, El Paso, Tex.**..... El Paso High School, Austin High and Sun Bowl football for 7-Up Bottling Co. and Standard Oil; baseball play-offs locally sponsored.
- KTUL, Tulsa, Okla.**..... Texas League baseball for General Mills (Wheaties) and Goodrich Rubber; American Assn. hockey for local sponsor; ditto wrestling; Tulsa University football for Sears, Roebuck Co.
- KUMA, Yuma, Ariz.**..... Local boxing and wrestling locally sponsored.
- KVEC, San Luis Obispo, Calif.**..... Pacific Coast Conference football for Associated Oil.
- KVGB, Great Bend, Kans.**..... All Great Bend football games, all soft ball games, baseball, and some bowling for various local sponsors.
- KVI, Tacoma, Wash.**..... Nine Pacific Coast Conference football games for Associated Oil; two Freddie Steele boxing bouts for local sponsors.
- KVOA, Tucson, Ariz.**..... Out-of-town University of Arizona locally sponsored; ditto two out-of-town high school football games.
- KVOL, Lafayette, La.**..... Seventy Evangeline League baseball games for local sponsors and Old Union Brewing Co.
- KVOR, Colorado Springs, Colo.**..... Colorado College and Colorado Springs High School football for local sponsors.
- KVOS, Bellingham, Wash.**..... Pacific Coast Conference football for Associated Oil; some local football for local sponsors. In 1938 Western International League baseball will be sponsored by General Mills (Wheaties).
- KVOX, Moorhead, Minn.**..... Three football and three basketball games (college and high school) for local sponsors.
- KVSO, Ardmore, Okla.**..... Ardmore-Wilson football game for local sponsor; A. A. U. inter-city bouts from Oklahoma City for Old King Beer.
- KWBG, Hutchinson, Kans.**..... Western Association baseball co-sponsored locally.
- KWK, St. Louis, Mo.**..... Football (contestants not given) for Manhattan Coffee; hockey, bowling, wrestling and boxing for Hyde Park Beer.
- KWKH, Shreveport, La.**..... National League baseball for General Mills (Wheaties) and Goodrich Rubber; all (except one) Centenary College football games for local sponsor.
- KWTN, Watertown, S. D.**..... South Dakota State baseball games (24), Clark (S. D.) annual baseball tourney, and district and regional basketball, all for local sponsors.
- KWTO, Springfield, Mo.**..... Western Association baseball for General Mills (Wheaties); Springfield Teachers College, and Springfield and Greenwood High School football for local sponsors; ditto college and high school basketball, boxing (including Golden Gloves tourney) and wrestling.

SPORTS BY STATIONS—Continued

- KXA, Seattle, Wash.**..... University of Washington baseball for Associated Oil; local wrestling for local sponsor.
- KXBY, Kansas City, Mo.**..... All baseball games of Kansas City Blues for General Mills (Wheaties) and Socony-Vacuum Oil; nine other baseball games locally sponsored; one Rockhurst College football game and two St. Benedicts games locally sponsored; two Missouri football games for Skelly Oil; wrestling matches and fights locally sponsored; Golden Gloves bouts for Skelly Oil.
- KXL, Portland, Ore.**..... Pacific Coast Conference basketball for Associated Oil; local pro wrestling for Blitz-Weinhard Brewery.
- KXRO, Aberdeen, Wash.**..... Pacific Coast Conference football for Associated Oil; local high school football and basketball for Sears, Roebuck and local sponsors.
- KYA, San Francisco, Calif.**..... All baseball games from Seals Stadium for General Mills (Wheaties).
- KYOS, Merced, Calif.**..... Three high school football games for local sponsors.
- WAAB, Boston, Mass.**..... Home baseball games of Boston Bees and Red Sox, alternately for Socony-Vacuum Oil and General Mills (Wheaties); last period of Boston Bruins home hockey games for Radbill Oil.
- WABY, Albany, N. Y.**..... Albany Senators at-home and out-of-town games (latter by telegraph) for General Mills (Wheaties) and Goodrich Rubber; Yale football games for Socony-Vacuum Oil.
- WADC, Akron, O.**..... Soap Box Derby for local sponsor; Goodyear Zepelin Rifle Club for Goodyear Tire & Rubber.
- WAGA, Atlanta, Ga.**..... None during 1937. During 1938 baseball games will be sponsored by General Mills (Wheaties).
- WAGF, Dothan, Ala.**..... All football games in which either Alabama University or Alabama Polytechnic Institute (Auburn) took part in for Dixie Baking and Malone-Slingluff Insurance.
- WAGM, Presque Isle, Me.**..... County baseball and basketball for local sponsors.
- WAIM, Anderson, S. C.**..... Six college football games (Erskine and Clemson), and seven high school football games for unnamed sponsors; Clemson vs. Erskine baseball game in 1938 for Coca-Cola Bottling.
- WALA, Mobile, Ala.**..... University of Alabama and Auburn football games for Kellogg; out-of-town Southeastern League baseball (wire reports) for General Mills (Wheaties); 1938 baseball, same as described above, for Kellogg.
- WAPI, Birmingham, Ala.**..... University of Alabama and Alabama Polytechnic Institute football games for local sponsor.
- WAVE, Louisville, Ky.**..... Calvert Marine Derby (boat races of all classes at derby time in Louisville) for Calvert.
- WAYX, Waycross, Ga.**..... Waycross Bulldogs' football games for local sponsors.
- WAZL, Hazleton, Pa.**..... Hazleton baseball games (140) in New York-Pennsylvania League for Atlantic Refining; 20 high school and one college football games for various local sponsors and Atlantic Refining (college game); 47 high school and pro basketball games for various local sponsors; amateur boxing for local sponsors.
- WBAL, Baltimore, Md.**..... Eleven college football games for Atlantic Refining.
- WBAP, Fort Worth, Tex.**..... Two T. C. U. football games for Humble Oil.

SPORTS BY STATIONS—Continued

- WBAX, Wilkes-Barre, Pa.**..... Professional and sandlot baseball, pro and scholastic basketball, and boxing for local sponsors.
- WBCM, Bay City, Mich.**..... Detroit Tigers baseball for General Mills (Wheaties) and Socony-Vacuum Oil; Michigan State football games for Oldsmobile.
- WBIG, Greensboro, N. C.**..... Twenty semi-pro baseball games for Nehi Bottling Co.; three regional football games for local sponsors; five Duke football games for Atlantic Refining; Carolina-Fordham football game for B. C. Remedy.
- WBLK, Clarksburg, W. Va.**..... Twelve football games for local sponsors.
- WBNS, Columbus, O.**..... American Association baseball (from field and by telegraph), plus Little World Series for General Mills (Wheaties); Ohio State University at-home football for Kellogg.
- WBRB, Red Bank, N. J.**..... Red Bank, Freehold and Neptune High School football games (last-named, night games) for Jersey Central Power & Light.
- WBRC, Birmingham, Ala.**..... Out-of-town Birmingham Barons baseball games for General Mills (Wheaties); Alabama and Auburn football games for local sponsor.
- WBRE, Wilkes-Barre, Pa.**..... University of Pennsylvania football for Atlantic Refining; one high school football game and one P.I.A.A. basketball game for Stegmaier Brewing. In 1938 Atlantic Refining is sponsoring all games of the Wilkes-Barre baseball team in the Eastern League.
- WBRY, Waterbury, Conn.**..... All professional boxing and wrestling matches from New Haven Arena for Hull Brewing.
- WBT, Charlotte, N. C.**..... Entire Duke football schedule for Atlantic Refining.
- WCAP, Asbury Park, N. J.**..... Asbury Park and Long Branch High School football games for Jersey Central Power & Light Co.
- WCAX, Burlington, Vt.**..... Northern League baseball for Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil; University of Vermont basketball for RCA-Victor (paid for by distributors); high school basketball for local sponsors.
- WCAU, Philadelphia, Pa.**..... All home baseball games of the Philadelphia Athletics and Phillies (and occasional telegraphic play-by-play on out-of-town games) for General Mills (Wheaties) and Socony-Vacuum Oil on alternating basis.
- WCBM, Baltimore, Md.**..... Baltimore Orioles baseball games for General Mills (Wheaties).
- WCBS, Springfield, Ill.**..... Local and regional high school football games for local sponsors; Muny League basketball and bowling for Griesedieck Bros. Brewery.
- WCCO, Minneapolis-St. Paul, Minn.**.. Daily except Sunday baseball (Minneapolis Millers) for General Mills (Wheaties).
- WCFL, Chicago, Ill.**..... White Sox and Cubs baseball for the Texas Co. Same sponsor has commitment for 1938.
- WCHV, Charlottesville, Va.**..... Football games (mainly University of Virginia) for Atlantic Refining; University of Virginia Intercollegiate boxing bouts for local sponsor.
- WCMI, Ashland, Ky.**..... High school football games for local sponsors.
- WCOA, Pensacola, Fla.**..... Pensacola Fliers' games for local sponsor.

SPORTS BY STATIONS—Continued

WCOL, Columbus, O.	Ohio State at-home football games for Griffin (ABC shoe polish).
WCSC, Charleston, S. C.	All football games of The Citadel, and the Citadel-South Carolina boxing bouts for Leland Moore Paint & Oil Co.
WDAF, Kansas City, Mo.	Kansas-Missouri football game for Kansas City Power & Light Co.; International and Regional Finals of Golden Gloves fights for Truly-Warner.
WDAS, Philadelphia, Pa.	Wrestling for local sponsor.
WDBJ, Roanoke, Va.	Ten major college football games for Atlantic Refining.
WDBO, Orlando, Fla.	One Stetson University football game for local sponsor.
WDEL, Wilmington, Del.	All University of Delaware football games for Atlantic Refining.
WDEV, Waterbury, Vt.	Northern League baseball (Saturdays) for Fisk Tire; junior and senior high school basketball tourneys for Frigidaire. (Note: Station does not mention whether sponsors were distributors or parent companies.)
WDNC, Durham, N. C.	College football for Atlantic Refining.
WDWS, Champaign, Ill.	Eastern Illinois and Cornbelt League baseball, and all University of Illinois football games for local sponsors.
WDZ, Tuscola, Ill.	Three football games and one basketball game for local sponsors.
WEBC, Duluth, Minn.	Big Ten football for Chevrolet Dealers; state and regional basketball tourney for local sponsor; International League hockey for local sponsor.
WEEI, Boston, Mass.	Holy Cross football schedule (10 games) for Atlantic Refining.
WELL, Battle Creek, Mich.	Detroit Tigers baseball for General Mills (Wheaties) and Socony-Vacuum Oil; high school football and swimming meets for local sponsors; Battle Creek college basketball and swimming for local sponsors; Golden Gloves bouts for local sponsor; Michigan State College football games for Oldsmobile.
WEOA, Evansville, Ind.	Night soft ball games, high school and Evansville College football, high school basketball, and boxing and wrestling, all for local sponsors.
WEST, Easton, Pa.	All Lafayette College football games for Atlantic Refining
WEW, St. Louis, Mo.	All home football games of St. Louis University and Washington University for joint local sponsorship.
WFAA, Dallas, Tex.	Eleven major college football games for Humble Oil; two high school football games for Kellogg; one exhibition table tennis match for Brown & Williamson Tobacco.
WFAS, White Plains, N. Y.	Yale football games for Socony-Vacuum Oil; four local football games for local sponsors; bowling for local sponsors.
WFBC, Greenville, S. C.	College football games for Atlantic Refining; textile basketball tourney for local sponsor.
WFBM, Indianapolis, Ind.	Two University of Indiana football games for local sponsor.
WFIL, Philadelphia, Pa.	Yale-Penn football game for Socony-Vacuum Oil.