

NORTH CAROLINA STATIONS—Continued

sponsor. *Stock:* Station is wholly owned by CBS, Inc. *Base rate:* \$300.

Copy restrictions: Rules of Columbia Broadcasting System.

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. *Phones:* 7130, 7139, 6655. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* Oct. 14, 1933.

President, general manager: Earl J. Gluck. *Commercial manager:* W. C. Irwin. *Sales promotion manager, publicity director:* Paul W. Norris. *Program director:* Charles G. Hicks. *Musical director:* Boe Norris. *Artists bureau head, assistant program director:* Ron Jenkins.

Rep: Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at

5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. *Foreign language programs.* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

WDNC, DURHAM

Operator: Durham Radio Corp., Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* George T. Case. *Chief engineer:* R. A. Dalton. *Musical director:* Lee E. Vickers.

Rep: The Katz Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at

1000 WATTS • NITE AND DAY

MEMBER OF COLUMBIA BROADCASTING SYSTEM

People—
Not Geography—
Buy Merchandise



ALWAYS A GOOD SHOW!

Programs—
Not Wattage—
Sell Merchandise

WBIG GREENSBORO
NORTH
CAROLINA
EDNEY RIDGE
DIRECTOR
George P. Hollingbery Co. Nat'l Reps.



“THE FAVORITE STATION IN THE FAVORED REGION”



Briefly, WBT, at Charlotte, is plumb in the middle of things. It serves more people, within 100 miles, than are in the city of Detroit. A population of 2 million *customers*. And it's the Showmanship Station of the Nation!'



Charlotte, North Carolina. 50,000 watts. A CBS owned and operated station, represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, San Francisco, Los Angeles.

NORTH CAROLINA STATIONS—Continued

local expositions; other services through The Katz Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. *Phones:* 6125-6. *Power:* 1,000 watts on 1440 kc. *Affiliation:* CBS. *Opened:* May 26, 1926.

Station director, manager, commercial manager: Edney Ridge. *Program director, artist bureau head:* Ernie Smith. *Chief engineer:* Earl Allison. *Musical director:* Margaret Banks. *Publicity:* Virginia Wilson McKinney.

Rep: George P. Hollingbery Co. *News:* Transradio. *Seating facilities:* Sportrena—capacity, 1,000; admission 20c. on current program. *Merchandising:* Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. *Artists bureau:* Yes; has 50 under contract. *Base rate:* \$100.

Copy restrictions: No alcoholic beverages except beer; no products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc., 156½ S. Main St. *Phone:* 4593. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None; rebroadcasts WLW programs. *Opened:* Jan. 8, 1936.

President, general and station manager: Wayne M. Nelson. *Commercial manager, publicity director:* E. Z. Jones. *Program and musical director, artists bureau head:* Gary C. Davis. *Chief engineer:* E. J. Day.

Rep: None. *News:* UP. *Seating facilities:* Guest room, seating 40 persons. *Merchandising:* Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. *Foreign language programs:* No request for such to date; foreign population less than 1%. *Artists bureau:* Setup nominal only. *Stock:*

Principally held by Wayne M. Nelson & E. Z. Jones. *Base rate:* \$35.

Copy restrictions: Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time.

WFTC, KINSTON

Operator: Jonas Weiland, Kinston. *Phone:* 1200. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* March 1, 1937.

Owner and station manager: Jonas Weiland. *Commercial manager:* Robert Wasdon. *Program director:* Jimmy Barber. *Chief engineer:* Harry E. Layman. *Musical and publicity director:* Frank Harden.

Rep: None. *News:* United Press. *Seating facilities:* Studio, 60 persons. *Merchandising:* Services rendered; window card displays handled at cost. *Foreign language programs:* Will accept, though such programs are not advised; foreign population very small. *Artists bureau:* None. *Stock:* Entirely held by Jonas Weiland. *Base rate:* \$65.

Copy restrictions: Accept beer and wine, but no hard liquor; station reserves right to edit all scripts.

WPTF, RALEIGH

Operator: WPTF Radio Co., 324 Fayetteville St. *Phone:* 3007. *Power:* 5,000 watts on 680 kc. *Affiliation:* NBC Southeastern Group. *Opened:* 1922.

President: J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* Jack Fields. *Program director:* Graham B. Poyner; *Production manager:* Wesley Wallace. *Chief engineer:* Henry Hulick. *Musical director:* Donald Ebaugh. *Publicity director:* J. B. Clark.

Rep: Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered; letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* \$160.

Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

WEED, ROCKY MOUNT

Operator: W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* None. *Opened:* September, 1933.

Station head: W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Isaac Murphrey. *Artists bureau*

NORTH CAROLINA STATIONS—Continued

head: Carl McKinney. *Musical director:* Wally Williams. *Production manager:* Bernard Proctor.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; list about 20 artists. *Base rate:* \$45.

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

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. *Phone:* 3. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* April 18, 1935.

Station manager: R. A. Dunlea. *Commercial manager:* Sol Sternberger. *Program director:* H. W. Lee. *Chief engineer:* R. A. Plank.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* \$30.

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

WGTM, WILSON

Operator: H. W. Wilson and Ben Farmer, 115 W. Nash St. *Phone:* 2188. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* July 18, 1937.

General manager: H. W. Wilson. *Commercial manager:* Allen Wannamaker. *Program director:* Billy Steadman. *Chief engineer:* Ben Farmer. *Publicity director:* Mina Church.

Rep: Bryant, Griffith & Brunson, Inc. *News:* UP. *Seating facilities:* Main studio, seating 30 persons. *Merchandising:* Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans." *Foreign language programs:* No rules; foreign population very small. *Artists bureau:* None, as such; supply advertisers with list of available local talent. *Base rate:* \$30.

Copy restrictions: Accept beer, wine and

patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and S. H. Walker, Robert E. Lee Hotel. *Phone:* 21133. *Power:* 250 watts on 1250 kc (daytime). *Affiliation:* None. *Opened:* March 24, 1937.

Station and promotion manager: George D. Walker. *Commercial manager:* C. G. Hill. *Program and musical director, artists bureau head:* Charles Keaton. *Chief engineer:* Earl F. Downey.

Rep: None. *News:* Transradio. *Seating facilities:* About 150 persons. *Merchandising:* Complete service; do mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$70.

Copy restrictions: No alcoholic beverage accounts taken; medicine accounts subject to inspection by medical adviser; all copy subject to station approval.

WSJS, WINSTON-SALEM

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. *Phone:* 4141. *Power:* 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* April 17, 1930. (Note: This station is newspaper-owned by the Piedmont Publishing Co.)

General, station and commercial manager: Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Publicity director:* John Miller.

Rep: Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* \$100.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws.



NORTH DAKOTA

(119,600 radio homes)

Radio Homes by Counties

Adams	1,080	Grant	1,590	Ransom	1,900
Barnes	3,570	Griggs	1,160	Renville	1,290
Benson	2,290	Hettinger	1,370	Richland	3,740
Billings	480	Kidder	1,250	Rolette	1,710
Bottineau	2,610	La Moure	1,930	Sargent	1,630
Bowman	930	Logan	1,190	Sheridan	1,140
Burke	1,710	McHenry	2,600	Sioux	750
Burleigh	3,830	McIntosh	1,450	Slope	740
Cass	10,030	McKenzie	1,730	Stark	2,620
Cavalier	2,380	McLean	2,950	Steele	1,140
Dickey	1,840	Mercer	1,450	Stutsman	4,600
Divide	1,670	Morton	3,420	Towner	1,390
Dunn	1,440	Mountrail	2,390	Traill	2,130
Eddy	1,030	Nelson	1,690	Walsh	3,400
Emmons	1,830	Oliver	650	Ward	6,620
Foster	1,090	Pembina	2,540	Wells	2,190
Golden Valley	760	Pierce	1,440	Williams	3,690
Grand Forks	6,570	Ramsey	2,980		

KFYR, BISMARCK

Operator: Meyer Broadcasting Co., 320 Broadway. *Phone:* 19. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* NBC Northwestern Group. *Opened:* September, 1925.

President: P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson.

Rep: Gene Furgason & Co. *News:* Transradio. *Seating facilities:* None in studio; have access to city auditorium. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* \$200.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. *Phone:* 1090. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Jan. 25, 1925.

Director, station manager: Bert Wick. *Program director:* C. W. Crewe. *Chief engineer:* Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago). *News:* United Press. *Seating facilities:* Theatre seating 990 persons; 25c.

admission. Merchandising: Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* \$20 (half-hour).

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.

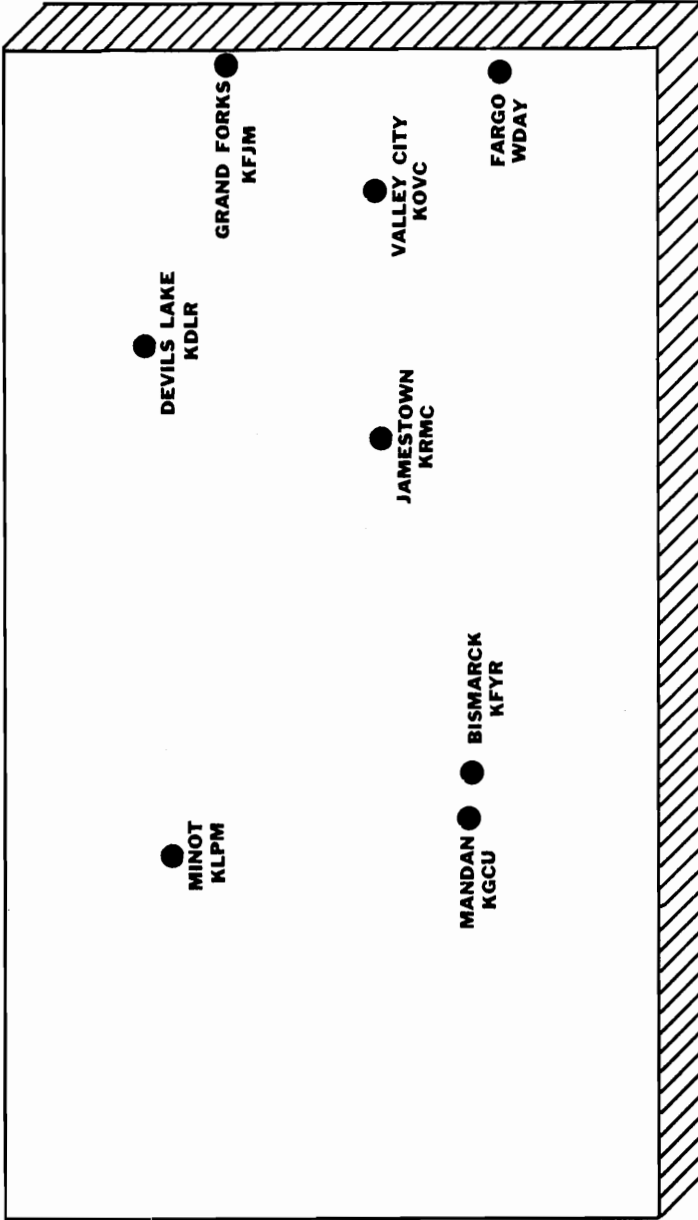
WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. *Phone:* 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with the Fargo Forum.)

President, station manager: E. C. Reineke. *Commercial manager:* Barney J. Lavin. *Program director:* Ken Kennedy. *Chief engineer:* Julius Hetland. *Publicity director:* Dave Henley.

Rep: Free & Peters, Inc. *News:* UP; Transradio. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* Yes. *Stock:* Principal holders are E. C. Reineke,

NORTH DAKOTA



NORTH DAKOTA STATIONS—Continued

C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* \$160.

Copy restrictions: Take wine, beer, liquor; minute and 100 word announcements.

KFJM, GRAND FORKS

Operator: University of North Dakota, First National Bank Bldg. *Phone:* 1200. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* 1923. (Note: This station is owned and operated by the University of North Dakota.)

General and station manager: Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Helen A. La Velle. *Chief engineer:* Elwin J. O'Brien.

Rep: None. *News:* Transradio. *Seating facilities:* 35 persons. *Merchandising:* Publicity dealer contacts and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. *Foreign language programs:* Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. *Artists bureau:* None. *Base rate:* \$24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.

KRMC, JAMESTOWN

Operator: Roberts-McNab Co., 418 Front St. *Phone:* 100. *Powers* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March 14, 1937.

General manager: A. J. Breitbach. *Station manager, chief engineer:* Don F. Holaday. *Commercial manager:* George Foster. *Program director:* Victor V. Bell. *Publicity director:* Ray Stough.

Rep: Walter Biddick Co. (Coast). *News:* Transradio. *Seating facilities:* Dining room available seating 300; also theatre (mornings) seating 650; also armory seating 800 (25c. admission). *Merchandising:* Cards, window displays, truck banners, space in weekly paper, etc. given sponsor; up to 10% of card rate will be spent by station for such promotion without extra charge to sponsor. *Foreign language programs:* Accepted; German and Scandinavian would be most suitable. *Artists bureau:* Station books orchestras, but does not have them under contract. *Stock:* Principally held by

KEYR

With the highest narrow base self-supporting radiator in the world, 704 feet, KEYR is serving the great Northwest more efficiently than ever.

MEYER BROADCASTING COMPANY

BISMARCK, N. D.

FURGASTON & ASTON, National Representatives

NORTH DAKOTA STATIONS—Continued

A. L. Roberts, R. B. McNab, and A. J. Breitbach. *Base rate:* \$40.

Copy restrictions: Accept wine and beer; no hard liquors; patent medicines allowed, but not encouraged; all copy must meet FCC requirements and be subject to editing for grammatical errors.

KGCU, MANDAN

Operator: Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631. *Power:* 250 watts on 1240 kc (divides time with KLPM; has construction permit for unlimited time operation). *Affiliation:* None. *Opened:* 1925.

General manager: J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfoxy.

Rep: None listed. *News:* AP. *Seating facilities:* Visitors' Room, seating 200 persons. *Merchandising:* Reasonable services rendered free of charge; special services at cost, plus 10%. *Foreign language programs:* Will accept; translation must be furnished in advance. *Artists bureau:* None, as such, but maintain register of 6 orchestras and 56 entertainers for convenience of advertisers. *Base rate:* \$30.

Copy restrictions: Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval.

KLPM, MINOT

Operator: John B. Cooley, Fair Block. *Phone:* 1267. *Power:* 1,000 and 500 watts on 1360 kc. *Affiliation:* None. *Opened:* October 1, 1929.

General and commercial manager: E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Helen Burnstad. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

Rep: Transamerican Broadcasting and Television Corp. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Norwegian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* \$30 (½ hr.).

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

KOVC, VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. *Phone:* 408. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Oct. 19, 1936.

Station and program director: Robert E. Ingstad. *Commercial director:* Jack Carter. *Chief engineer:* Leonard Duba. *Publicity director:* Thomas P. Elliot.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* \$40.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages.



OHIO

(1,641,500 radio homes)

Radio Homes by Counties

Adams	4,990	Hamilton	153,830	Noble	3,660
Allen	17,460	Hancock	10,760	Ottawa	6,160
Ashland	7,320	Hardin	7,190	Paulding	3,770
Ashtabula	17,230	Harrison	4,710	Perry	7,440
Athens	10,230	Henry	5,530	Pickaway	5,960
Auglaize	7,060	Highland	6,900	Pike	3,040
Belmont	21,880	Hocking	4,780	Portage	10,600
Brown	5,330	Holmes	3,940	Preble	5,990
Butler	27,530	Huron	8,920	Putnam	5,780
Carroll	3,990	Jackson	5,870	Richland	16,270
Champaign	6,460	Jefferson	19,760	Ross	10,460
Clark	22,890	Knox	7,880	Sandusky	10,290
Clermont	7,960	Lake	10,320	Scioto	18,440
Clinton	5,870	Lawrence	9,710	Seneca	11,700
Columbiana	21,580	Licking	16,010	Shelby	6,070
Coshocton	7,380	Logan	7,750	Stark	53,510
Crawford	9,250	Lorain	25,670	Summit	82,210
Cuyahoga	295,030	Lucas	85,940	Trumbull	27,960
Darke	9,690	Madison	4,760	Tuscarawas	17,040
Defiance	5,720	Mahoning	52,780	Union	4,990
Delaware	6,700	Marion	11,640	Van Wert	6,670
Erie	10,850	Medina	7,540	Vinton	2,370
Fairfield	10,830	Meigs	5,910	Warren	6,770
Fayette	5,320	Mercer	5,670	Washington	10,810
Franklin	90,880	Miami	13,460	Wayne	11,850
Fulton	5,950	Monroe	4,320	Williams	6,530
Gallia	4,980	Montgomery	68,570	Wood	12,660
Geauga	3,790	Morgan	3,490	Wyandot	4,890
Greene	8,300	Morrow	3,980		
Guernsey	10,150	Muskingum	17,420		

WADC, AKRON

Operator: Allen T. Simmons, P. O. Box 830. Phones: Hemlock 5151-2-3. Power: 5,000 and 1,000 watts on 1320 kc. Affiliation: CBS. Opened: April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. Promotion, publicity director: E. A. Marshal. Program director, musical director: H. L. Hageman. Chief engineer: John Aitkenhead, Jr. Artists bureau head: R. B. Wilson.

Rep: None. News: Transradio. Seating facilities: O'Neil's Auditorium—seats 1,000. Merchandising: Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. Foreign language programs: No restrictions on acceptance. Artists bureau: No talent listed, though nominally there is an artists setup. Base rate: \$195.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. Phones: Jefferson 6111; Franklin 1111; Hemlock 1000. Power: 250 and 100 watts on

1210 kc. Affiliation: None. Opened: October, 1932.

President: John F. Weimer. Station and commercial manager: S. W. Townsend. Program director, artists bureau head, musical director: Arthur W. Graham. Chief engineer: Gerald Roberts. Publicity director: Len Taylor.

Rep: None. News: None. Seating facilities: Akron Armory, 3,500 persons; Rudick's Auditorium, 250. Merchandising: Complete service; also devotes space in local paper to new clients. Foreign language programs: Accepts announcements; extra charge of \$1 per announcement if station announcer is used. Artists bureau: No talent listed, although a setup is nominally maintained. Stock: Held by John F. Weimer, W. F. Jones, S. L. Townsend. Base rate: \$93.75.

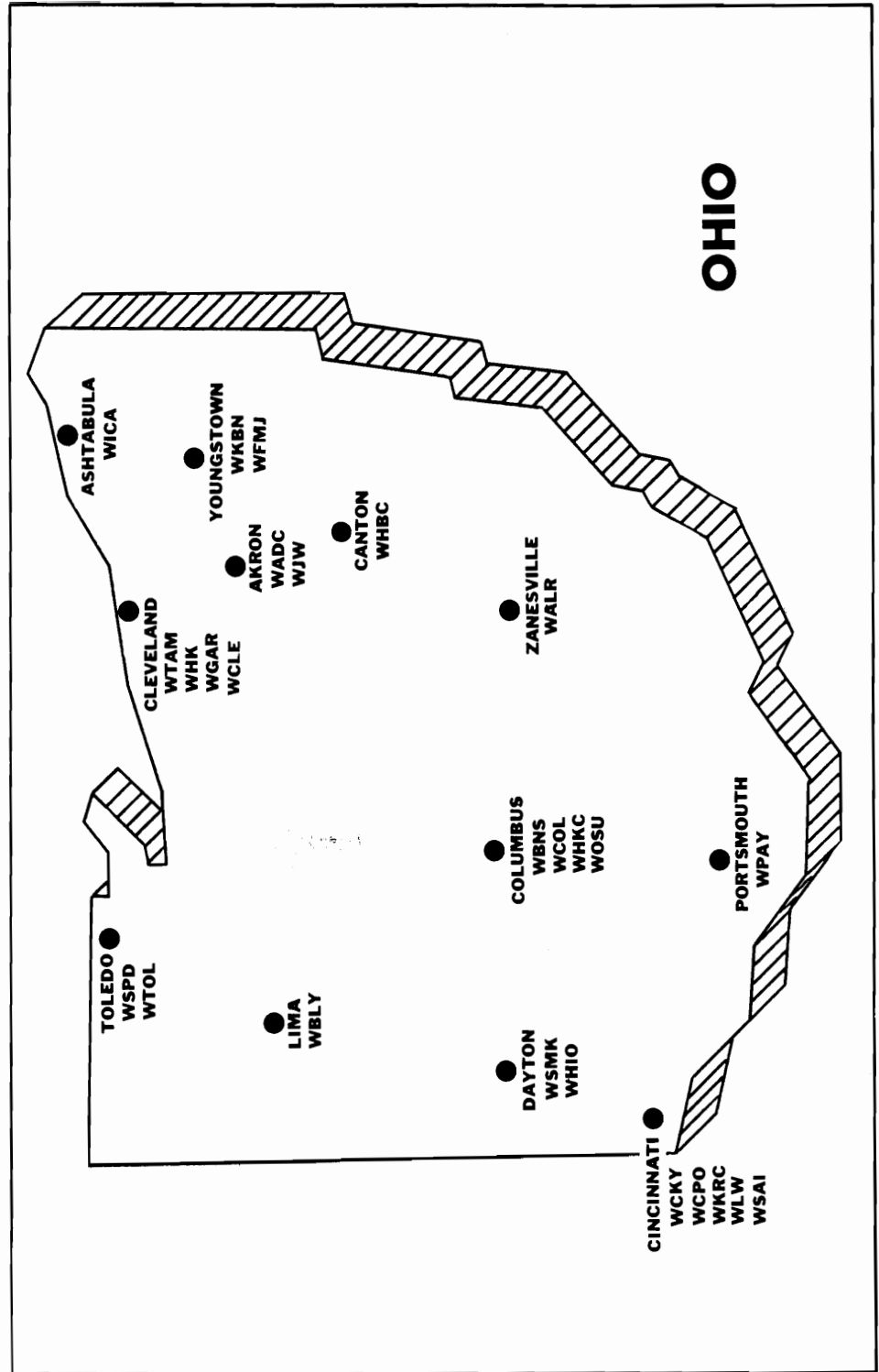
Copy restrictions: Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

WICA, ASHTABULA

Operator: C. A. Rowler. Power: 250 watts on 940 kc. (daytime). Affiliation: None. Opened: 1937.

Base rate: \$60.

No further information available.



OHIO

OHIO STATIONS—Continued

WHBC, CANTON

Operator: The Ohio Broadcasting Co., 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc (construction permit for 250 and 100 watts on 1200 kc). *Affiliation:* None. *Opened:* May 1, 1925.

General manager: S. A. Spilker. *Commercial manager:* Ralph H. Bruce. *Program director:* S. T. Mayers. *Chief engineer:* Kenneth Sliker. *Publicity director:* Tom McClowry.

Rep: None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* \$27.50 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; sales offices, Hotel Gibson, Cincinnati; studios, Netherland-Plaza Hotel, Cincinnati. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Red and Blue Supplementary Basic Service. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.)

President, general manager, station manager: L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Chief engineer:* Charles Topmiller. *Production and promotion director:* Mendel Jones. *Musical director:* Eli Chalfie. *Publicity director:* Elmer H. Dressman.

Rep: Free & Peters, Inc. *News:* Transradio. *Seating facilities:* Studio, 75 persons. *Merchandising:* Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WCKY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association; maintain active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place display and report on stock, competitive stock, copy of which report is forwarded to company and agency; also car cards, taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make com-

parative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$440.

Copy restrictions: All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.

WCPO, CINCINNATI

Operator: Scripps-Howard Radio, Inc., B. F. Keith Bldg. *Phone:* Main 3314. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

General manager: M. C. Watters.

Rep: None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department, including large street studio with display windows; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* \$100 (WCPO is also sold in combination with WNOX and WMPS).

Copy restrictions: All continuity subject to station approval; beer and wine advertising not accepted.

WKRC, CINCINNATI

Operator: Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 0550. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 5, 1924.

General manager: Wm. A. Schudt, Jr. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney. *Special events director:* Cecil Carmichael.

Rep: Radio Sales. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* \$300.

Copy restrictions: CBS program policies.

WLW, CINCINNATI

Operator: Crosley Radio Corp., 1329 Arlington St. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC

PROVED AGAIN!

WKRC IS CINCINNATI'S DOMINANT LOCAL STATION



WKRC

When Starch surveyed Cincinnati, WKRC received far and away more votes for regular listening—night and day—than any other local station.

In food advertising, WKRC leads with more quarter hours than the other local network stations combined (and WKRC leads, too, in local sponsored quarter hours for all classifications).

Now, more decisive proof: the Cincinnati Retail Grocers Association asked their members "What radio station would you prefer to have used by food advertisers in Cincinnati?" WKRC received more than 49% of all votes cast for any local network station!

The station food advertisers prefer is the station food merchants prefer. Natural enough—because it's the local station that Cincinnati listeners prefer.

WKRC—on every count—is Cincinnati's dominant local station; owned and operated by CBS.

WKRC
A CBS STATION

CINCINNATI'S DOMINANT LOCAL STATION
550 kilocycles—5000 watts daytime—1000 watts evening.
Owned and operated by Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit,
Milwaukee, Birmingham, Los Angeles, San Francisco

OHIO STATIONS—Continued

Red and Blue Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1921.

President: Powel Crosley, Jr. *Vice-president in charge of broadcasting:* James D. Shouse. *Vice-president, general sales manager:* Robert G. Jennings. *Program director:* Eldon A. Park. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Associate musical directors:* William Stoess; Josef Cherniavsky. *Continuity director:* Lee House. *Sales promotion manager:* John Kuelling Koepf. *Publicity director:* Bill Bailey.

Rep: Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc., in local, home territory. *News:* INS, UP. *Seating facilities:* Auditorium studio, seating 400 (shared with WSAD); second auditorium, seating 2,200, available on special arrangement. *Merchandising:* Publicity supplied to 2,910 newspapers, daily and weekly, radio publications and fan magazines in the WLW territory, plus trade journals. *Foreign language programs:* No policy mentioned. *Base rate:* \$1,200.

Copy restrictions: Beer accepted; no other alcoholic beverages; proprietary remedies subject to specific approval of the management; length of commercial copy subject to time of day, length of program, and station restrictions.

WSAI, CINCINNATI

Operator: Crosley Radio Corp., 1329 Arlington St. *Phone:* Kirby 4800. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* NBC Red and Blue Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1921. (Note: This station is under the same ownership as WLW, Cincinnati).

President: Powel Crosley, Jr. *Vice-president in charge of broadcasting:* James D. Shouse. *General manager:* R. E. Dunville. *Program director:* Eldon A. Park. *Sales promotion manager:* John Kuelling Koepf. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical directors:* William Stoess; Josef Cherniavsky. *Special events director:* Herbert Flaig. *Research director:* Meredith Runck. *Continuity director:* Lee House. *Publicity director:* Bill Bailey.

Rep: Transamerican Broadcasting & Television Corp. *News:* INS; UP. *Seating facilities:* See WLW. *Merchandising:* Dealer tie-ins, letters, personal calls, and publicity supplied. *Foreign language programs:* No policy mentioned. *Artists bureau:* Yes. *Base rate:* \$240.

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

products; commercials most conform to standards of good taste.

WCLE, CLEVELAND

Operator: Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. *Phone:* Prospect 5800. *Power:* 500 watts on 610 kc. (to local sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* Jan. 1, 1927 as WJAY. (Note: WCLE is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager:* K. K. Hackathorn. *Advertising manager:* John T. Vorpe. *Program director:* Russell Richmond. *Chief engineer:* E. L. Gove. *Musical director:* Louis Rich. *Publicity director:* Neil Collins.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Two largest studios seat 350-400 apiece. *Merchandising:* See description of WHK, Cleveland. *Foreign language programs:* See WHK, Cleveland. *Artists bureau:* See WHK, Cleveland. *Stock:* See WHK, Cleveland. *Base rate:* \$150.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

WGAR, CLEVELAND

Operator: WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

President: G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Maurice Condon.

Rep: Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium,



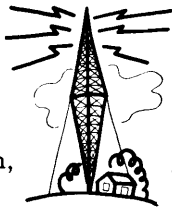
voluntary choice

WSAI is now carrying 57.8% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 136.8% more than local network station B. Every one of these units represents a *voluntary choice* by an advertiser who decided in his own mind — without restrictions — what to buy and where to buy it.

And in the food field, which is even more significant because competition is fierce — margin of profit is small — and every penny of the advertising dollar must bring results, we find WSAI is carrying 10% more LOCAL and NATIONAL SPOT quarter - hour units than the other two network stations *combined*.

WSAI ★ CINCINNATI


● NATIONAL SPOT REPRESENTATIVE
TRANSAMERICAN
NEW YORK CHICAGO HOLLYWOOD




A radio station, just like a newspaper, is as good as the quality of its service For example, WLW

news reports are attentively followed because both **UP** and **INS**

leased wires are edited for radio broadcasting by a staff of six news


writers  under the direction of a department head with

thirty years newspaper experience and four years of editing radio

news Our dramatic organization  of sixteen

full-time staff artists has been hand-picked by a director qualified

by a background of twenty-two years in the theatre and eight years

in radio The musical department,  with its

fifty-three members, owes much of its success to the many years

of experience of its directors  in radio, theatre and

moving pictures The eighteen WLW vocalists are greater

artists because of the vocal director's background in this specialized

work This high type of service based on experience is, we

think, a large part of the story of **WLW** the Nation's Station.

OHIO STATIONS—Continued

400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising*: Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs*: Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau*: Yes; with complete talent roster. *Stock*: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate*: \$300.

Copy restrictions: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. *Phone*: Prospect 5800. *Power*: 2,500 and 1,000 watts on 1390 kc.

Affiliation: NBC Basic Blue; Mutual Broadcasting System. *Opened*: July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

Vice-president, general manager: H. K. Carpenter. *Commercial manager*: K. K. Hackathorn. *Advertising manager*: John T. Vorpe. *Chief engineer*: E. L. Gove. *Program director*: Russell Richmond. *Musical director*: Louis Rich. *Publicity director*: Neil Collins.

Rep: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs*: Accepted provided literal English translation is fur-



OHIO STATIONS—Continued

nished in advance to Stanley Altschuler, foreign program director. *Artists bureau:* Yes; all station personalities under its control for outside appearance. *Stock:* All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate:* \$340.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, etc; beer and wines okay if copy does not encourage further use of these beverages; no hard liquors.

WTAM, CLEVELAND

Operator: Owned and operated by National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. *Phone:* Cherry 0942.

Power: 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

Station manager: Vernon H. Pribble. *Program director:* Hal Metzger. *Chief engineer:* S. E. Leonard. *Sales manager:* Howard Barton. *Artists bureau head:* E. Alcott. *Musical director:* Walter Logan. *Publicity director:* Bob Dailey.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 150 persons; Studio B, 150. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

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

The **NEW..GREATER** and **MORE POWERFUL..**

WUCKY

To an AUDIENCE OF MORE
THAN TWO MILLION
LISTENERS IN THE
RICH OHIO VALLEY

10,000 watts

FIRST IN CLEVELAND

- And here's how!

1. **BEST** of NBC Blue and Mutual Network shows.
2. **GUARANTEED** time which cannot be offered by any other Cleveland stations.
3. **LOCAL** and public interest programs given more attention.
4. **EXCLUSIVE BASEBALL** broadcasts in Cleveland since 1932.
5. **LARGEST** and best staff of entertainers in Cleveland.
6. **PIONEER** in educational, "stunts", short-wave and facsimile broadcasting.
7. **COVERAGE** greater than nearest competition whether based on mail analysis or field strength.
8. **ACTIVE** and co-operative merchandising plus intelligent publicity efforts.
9. **FINEST** studios and most modern technical equipment.



H. K. Carpenter, Vice Pres. and Gen. Mgr.

K. K. Hackathorn, Sales Mgr.

FREE & PETERS, Inc. - National Representatives
New York - Chicago - Detroit

OHIO STATIONS—Continued

holic beverages; patent medicines subject to NBC rules.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. *Phone:* Adams 8265. *Power:* 5,000 and 1,000 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with the Columbus Dispatch.)

General manager, station manager: Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* Lowell Riley. *Promotion director:* Jim Yerian.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tear-sheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs:* Will accept; but has none running currently. *Artists bureau:* None. *Base rate:* \$175.

Copy restrictions: Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. *Phone:* Main 4581. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC (Red and Blue). *Opened:* September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

President: Kenneth B. Johnston. *Station manager:* C. Robert Thompson. *Commercial manager:* Neal A. Smith. *National sales manager:* Jack Kelly. *Program director:* Bob Seal. *Production director:* William W. Beavers. *Continuity and promotion manager:* Ed Bronson. *Chief engineer:* James E. Jowe.

Rep: George P. Hollingbery Company. *News:* INS. *Seating facilities:* 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. *Merchandising:* Merchandising assistance to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. *Foreign language programs:* None. *Artists bureau:* None;

talent available through program department. *Base rate:* \$125.

Copy restrictions: Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.

WHKC, COLUMBUS

Operator: Associated Radiocasting Corp., 22 E. Gay Street. *Phone:* Adams 1101. *Power:* 500 watts on 640 kc. (to sunset in Los Angeles). *Affiliation:* Mutual Broadcasting System. *Opened:* 1921. (Note: This station is owned by the Cleveland Plain Dealer; also owners of WHK and WCLE, Cleveland, and WKBN, Youngstown.)

General and station manager: Carl M. Everson. *Commercial manager:* Harry H. Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* \$110.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

WOSU, COLUMBUS

Operator: Ohio State University. *Power:* 1,000 and 750 watts on 570 kc. (shares time with WKBN).

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

President: J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* Lester Spencer. *Production manager:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Robert Bowman.

OHIO STATIONS—Continued

Rep: George P. Hollingbery Co. *News:* AP; UP. *Seating facilities:* Can handle audiences up to 500. *Merchandising:* Contacts with wholesale and retail trade; check sales; promotional displays; have available window display space fronting the WHIO building. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180.

Copy restrictions: No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

WSMK, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc; does not operate between 7:30 p.m. and 10 p.m. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with, but not owned by, the Dayton Herald and Journal).

President, station manager: S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

Rep: None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No

specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* \$90.

Copy restrictions: Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

WBLY, LIMA

Operator: Herbert Lee Blye, 1424 Rice Ave. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

Owner: Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

Rep: None. *News:* INS; also local. *Base rate:* \$39.

No other data available.

WPAY, PORTSMOUTH

Operator: Vee Bee Corp., 1009 Gallia St. *Phone:* 1010. *Power:* 100 watts on 1370 kc.

It's . . .

WSPD

IN TOLEDO, NORTHWESTERN OHIO
AND SOUTHERN MICHIGAN

In an unbiased check-up WSPD was voted most popular for seven days a week—morning—afternoon and night—cold proof that WSPD dominates in popularity—and by a BIG margin.

JOHN BLAIR CO., National Representative

5000 Night
1000 Day

WSPD

Toledo's
NBC Outlet

OHIO STATIONS—Continued

Affiliation: Buckeye Network. **Opened:** April 15, 1935.

Managing director, commercial manager: Marie Vandegrift. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers. **Assistant manager:** Gwen Fields.

Rep: None. **News:** UP. **Seating facilities:** Studio can accommodate 100 visitors. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** None; there is a nominal setup for procuring talent, however. **Stock:** M. F. Rubin is president of the Vee Bee Corp. **Base rate:** \$75.

Copy restrictions: No beer, wine, or other alcoholic beverage advertising; nationally advertised proprietaries accepted.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC Basic Blue. **Opened:** April 15, 1921.

President: George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director, artists bureau head:** Russell A. Gohring. **Chief engineer:** Vern C. Alston. **Publicity director:** Gene Williams.

Rep: John Blair & Co. **News:** UP. **Seating facilities:** Studio, 50 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists bureau:** Setup maintained nominally only. **Stock:** Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. **Base rate:** \$220.

Copy restrictions: Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicines carefully checked.

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** Feb. 27, 1938.

President: Frazier Reams. **Station and commercial manager, program director:** Michael E. Kent. **Chief engineer:** William Siegman. **Musical director:** Harold McMorgan. **Publicity director:** George Yakobian.

Rep: Joseph Hershey McGillvra. **News:** Transradio. **Seating facilities:** Two studios, larger seating 40, and the smaller 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** \$60.

Copy restrictions: Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval.

WFMJ, YOUNGSTOWN

Operator: William F. Maag, Jr. **Power:** 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17 N. Champion St. **Power:** 500 watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr. **Sales manager:** E. E. Evans.

Rep: Free & Peters, Inc. **News:** Transradio. **Seating facilities:** 300. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service. **Base rate:** \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

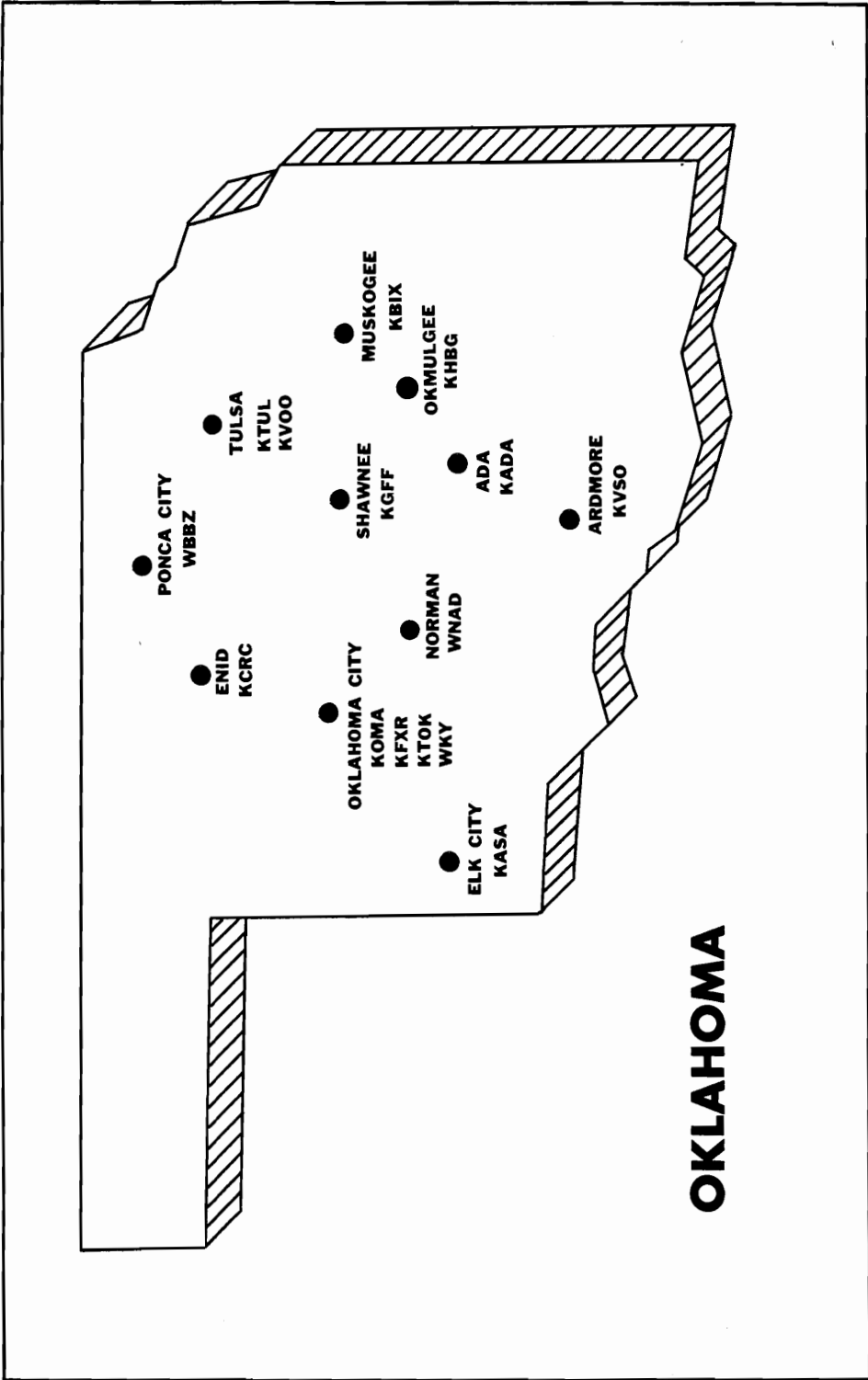
WALR, ZANESVILLE

Operator: WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** Have permanent line to WWVA, Wheeling. **Opened:** April, 1924.

Vice-president and general manager: Ronald B. Woodyard. **Program and production director:** Louis R. Bennett. **Chief engineer:** William Hunt. **Musical director:** Louise Prior.

Rep: Weed & Co. **News:** UP. **Seating facilities:** 1,000 persons. **Merchandising:** Offer complete service, including publicity, window displays, etc.; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** 250 shares outstanding; principal holders, Fort Industry Co., Frazier Reams and Ronald B. Woodyard. **Base rate:** \$60.

Copy restrictions: Beer, wine and patent medicines accepted; liquor not accepted.



OKLAHOMA

OKLAHOMA

(454,300 radio homes)

Radio Homes by Counties

Adair	2,170	Grant	2,660	Nowata	2,380
Alfalfa	2,710	Greer	3,410	Okfuskee	4,680
Atoka	2,240	Harmon	2,240	Oklahoma	54,080
Beaver	1,890	Harper	1,350	Okmulgee	10,690
Beckham	5,230	Haskell	2,400	Osage	8,940
Blaine	3,430	Hughes	5,090	Ottawa	7,500
Bryan	5,290	Jackson	5,180	Pawnee	3,610
Caddo	8,360	Jefferson	2,820	Payne	7,630
Canadian	5,340	Johnston	2,100	Pittsburg	8,460
Carter	7,980	Kay	11,040	Pontotoc	5,770
Cherokee	2,630	Kingfisher	2,990	Pottawatomie	13,240
Choctaw	3,970	Kiowa	5,160	Pushmataha	2,400
Cimarron	950	Latimer	1,790	Roger Mills	2,200
Cleveland	4,580	Le Flore	6,860	Rogers	3,220
Coal	1,860	Lincoln	5,710	Seminole	15,090
Comanche	6,300	Logan	5,560	Sequoyah	2,890
Cotton	2,490	Love	1,510	Stephens	6,030
Craig	2,860	McClain	3,260	Texas	2,450
Creek	12,130	McCurtain	5,450	Tillman	4,340
Custer	4,960	McIntosh	3,650	Tulsa	45,550
Delaware	2,300	Major	2,090	Wagoner	3,510
Dewey	2,240	Marshall	1,740	Washington	6,170
Ellis	1,870	Mayes	2,770	Washita	4,820
Garfield	10,330	Murray	2,240	Woods	3,400
Garvin	4,990	Muskogee	12,960	Woodward	2,900
Grady	8,270	Noble	2,950		

KADA, ADA

Operator: C. C. Morris, 115½ S. Rennie. *Phone:* 1212. *Power:* 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* Sept. 26, 1934.

Owner, station head: C. C. Morris. *Station and commercial manager:* John M. Whitney. *Program director:* Russell Miller. *Chief engineer:* J. Leiland Seay.

Rep: Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* Yes; offer publicity, personal contacts, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$45.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General manager: Albert Riesen. *Sta-*

tion manager: James Griffith. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Commercial manager:* Eugene Baker.

Rep: Joseph Hershey McGillvra. *News:* Four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* Publicity in Sunday radio page in Daily Ardmoreite, features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. *Foreign language programs:* No rules; such programs have never been requested. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. *Phone:* 730. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Oct. 18, 1932. (Note: Station carries, via rebroadcast and special wire, programs of WKY, Oklahoma City, excepting NBC programs).

OKLAHOMA STATIONS—Continued

Owner: E. M. Woody. *Station and commercial manager, publicity director:* F. E. Mayhew. *Program director, artists bureau head:* Lyman Brown. *Chief engineer:* G. M. Patterson. *Musical director:* Frank Kennedy.

Rep: None. *News:* Transradio. *Seating facilities:* Reception room seats 300. *Merchandising:* Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. *Foreign language programs:* None have been broadcast; no restrictions against them, however. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

Copy restrictions: No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated.

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. *Phone:* 447. *Power:* 250 watts on 1360 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* April 1, 1928. (Note: Station is interlocked

in ownership with Enid News & Eagle.)

Managing-director: Milton B. Garber. *Commercial manager:* H. P. Hale. *Program director:* Ralph Rogers. *Chief engineer:* A. B. Clopton.

Rep: Joseph Hershey McGillvra. *News:* AP; Christian Science Monitor. *Seating facilities:* Two studios, capacity 250. *Merchandising:* Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. *Foreign language programs:* No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau:* Yes; number of artists not listed. *Stock:* Closed corporation; only stockholders are Wm. Taylor, president; M. B. Garber, vice-president; Lucy Garber, secretary. *Base rate:* \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; only approved patent medicines accepted.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. *Phone:* 303. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 1, 1936. (Note: This station is newspaper-

WKY RINGS UP MORE SALES



... because it rings more door-bells and encompasses a greater sales area than any other station in Oklahoma.

Translated into figures, this means that within WKY's .5 Mv. contour (daytime) you will find 62.88% of Oklahoma's radio homes and 64.1% of the state's retail sales.

Use WKY to influence more listeners, more dealers and more sales in Oklahoma.



WKY Oklahoma City
 Affiliated With The Oklahoma Publishing Co.
 REPRESENTATIVE — THE KATZ AGENCY, Inc.

OKLAHOMA STATIONS—Continued

owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. *General manager:* W. K. Bailey. *Sales manager:* Frank Rough. *Program director:* Duane Gaither.

Rep: The Branham Co. *News:* AP. *Seating facilities:* Reception room, seating 50 persons. *Merchandising:* Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs:* No set rules; none currently on station. *Artists bureau:* None. *Base rate:* \$55.

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

WNAD, NORMAN

Operator: University of Oklahoma. *Phone:* 900, stations 123 and 124. *Power:* 1,000 watts on 1010 kc (specified hours; divides time with KGGF). *Opened:* 1922.

This station is non-commercial; university-owned.

KFXR, OKLAHOMA CITY

Operator: Plaza Court Broadcasting Co. Hightower Bldg. *Phones:* 3-1775, 3-4333; 3-0419. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1925. (Note: This station is church-owned.)

Manager: B. C. Thomason. *Commercial manager:* Bob Elliston. *Program director:* Mary Louise Thomason. *Chief engineer:* Tom Banks, Jr. *Artists bureau heads:* Velma Evans and F. A. Godsoe. *Musical director:* Loretta Miller. *Publicity director:* Harold Sparks.

Rep: Cox and Tanz. *News:* No service listed. *Seating facilities:* No specific information given, although station notes that it has several hundred visitors daily. *Merchandising:* No information given. *Foreign language programs:* Accepted when accompanied by full English translation. *Artists bureau:* Yes; lists several orchestras and singers. *Base rate:* \$75.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally.

KOMA, OKLAHOMA CITY

Operator: Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

Station manager: Neal Barrett. *Program director:* Waymond Ramsey. *Production manager, publicity director:* W. S. Lucken-

bill. *Chief engineer:* M. W. Thomas. *Musical director:* Herman C. Chaney. *Musical librarian:* Marjorie Speer.

Rep: International Radio Sales. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$250.

Copy restrictions: Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

KTOK, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Co., 1800 W. Main St. *Phones:* 3-8352-3. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Southwestern Group; Mutual; Oklahoma Network. *Opened:* March 15, 1937 (as KTOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth.)

President: Harold V. Hough. *Station manager:* Joseph W. Lee. *Commercial manager:* Tom Johnson. *Program director, artists bureau head:* Paul Hughes. *Merchandising and promotion director:* Paul H. Buenning. *Chief engineer:* Bernard Tullius. *Continuity editor:* Harold Shreve.

Rep: Joseph Hershey McGillvra. *News:* UP; local. *Seating facilities:* Studio A, 50 persons. *Merchandising:* Complete service available. *Foreign language programs:* No demand for such programs in this territory. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

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

WKY, OKLAHOMA CITY

Operator: WKY Radiophone Co., Skirvin Tower Hotel. *Phone:* 3-4306. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control K LZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Production manager, musical director:* Allar Clark. *Traffic manager:* Daryl McAllister. *Continuity chief:* George Hammacher.

Rep: The Katz Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mail-

OKLAHOMA STATIONS—Continued

ing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times and Farmer-Stockman (weekly); two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* Arrange for club, theatre or private bookings of WKY artists. *Base rate:* \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted."

KHGB, OKMULGEE

Operator: Okmulgee Broadcasting Corp. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* 1937.

Base rate: \$50.

No other information available.

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (representative of C. L. Carrell Estate), 615 W. Grand Avenue. *Phone:* 2300. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* 1927.

Managing director, station manager: Adelaide L. Carrell. *Program director:* W. L. Stevens. *Chief engineer:* Don Mitchell.

Rep: Joseph Hershey McGillvra. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

KGFF, SHAWNEE

Operator: KGFF Broadcasting Co., Inc., Aldridge Hotel. *Phone:* 4390. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper.)

Vice-president, manager: Ross Porter. *Program director:* Maxine Eddy. *Chief engineer:* John Molloy.

Rep: Joseph Hershey McGillvra. *News:*

LISTENERS
AND
ADVERTISERS

SAY:

"Yes!"

TO

KTUL
TULSA



OKLAHOMA STATIONS—Continued

AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* \$50.

Copy restrictions: Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

Vice-president: William C. Gillespie. *Director of advertising:* Buryl Lottridge. *Program director:* Fenton Jeffers. *Merchandising and publicity director:* John Esau. *Production manager:* Ken Linn. *Musical director:* Wade Hamilton. *Local advertising manager:* Lawson Taylor. *Chief engineer:* Nathan Wilcox. *News director:* Erv Lewis.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Radio theatre at Akdar Temple seats 2,300. *Merchandising:* Maintains a sales and promotion department offering merchandising services; assists in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." *Foreign language programs:* None; no population of this type. *Artists bureau:* Supply talent through station. *Stock:*

Principal holders are J. T. Griffin, Bryan Mathes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. *Base rate:* \$75 (½ hr.).

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

KVOO, TULSA

Operator: Southwestern Sales Corp., Philtower Bldg. *Phone:* 2-2254. *Power:* 25,000 watts on 1140 kc. *Affiliation:* NBC Southwestern Group. *Opened:* Jan. 15, 1925

General and station manager: William B. Way. *Commercial manager:* W. D. Egolff. *Program director and artists bureau head:* J. O. Mitchell. *Chief engineer:* L. W. Stinson. *Musical director:* Wm. H. Brooks. *Publicity director:* F. M. Hart.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio; RNA. *Seating facilities:* Two studios seating, respectively, 30 and 100 persons; also one remote studio seating 1,500. *Merchandising:* Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. *Foreign language programs:* No policy indicated. *Artists bureau:* Yes; lists about 40 artists, musicians, orchestra leaders, writers, producers and announcers. *Stock:* Principally held by W. G. Skelly. *Base rate:* \$260.

Copy restrictions: No advertising of alcoholic beverages accepted; all copy must comply with station policy.

OREGON

(285,400 radio homes)

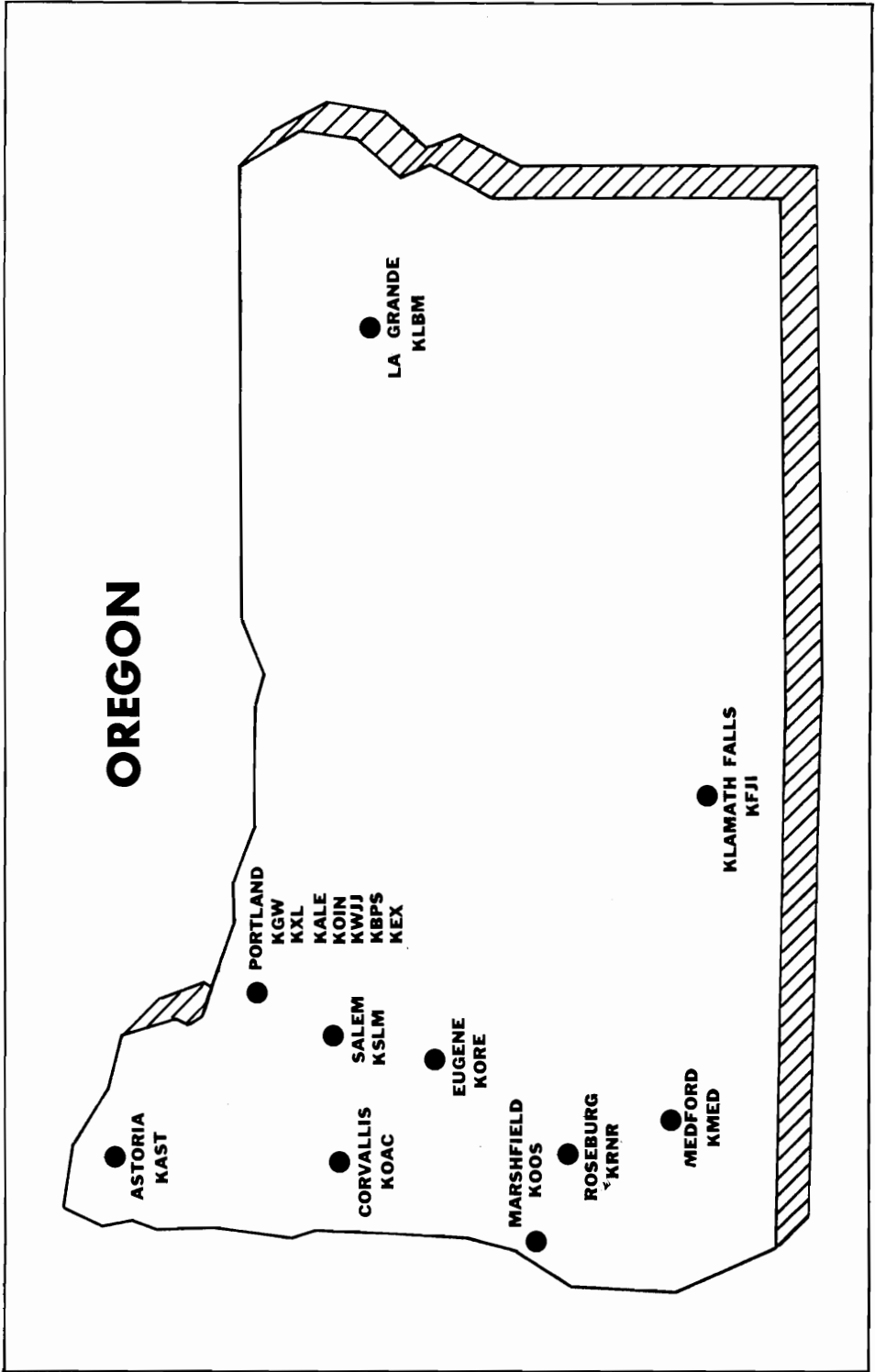
Radio Homes by Counties

Baker	4,930	Harney	1,780	Morrow	1,400
Benton	4,820	Hood River.....	2,650	Multnomah	102,890
Clackamas	14,530	Jackson	10,230	Polk	4,960
Clatsop	6,000	Jefferson	630	Sherman	810
Columbia	5,840	Josephine	3,680	Tillamook	3,500
Coos	8,600	Klamath	9,180	Umatilla	6,840
Crook	950	Lake	1,410	Union	5,050
Curry	1,070	Lane	16,330	Wallowa	2,180
Deschutes	4,340	Lincoln	3,060	Wasco	3,760
Douglas	6,960	Linn	7,610	Washington	9,210
Gilliam	950	Malheur	3,130	Wheeler	710
Grant	1,830	Marior.	16,830	Yamhill	6,750

KAST, ASTORIA

Operator: Astoria Broadcasting Co., Astoria Hotel. *Phone:* 95. *Power:* 100 watts

on 1370 kc (daytime). *Affiliation:* None. *Opened:* July 1, 1935. (Note: The Astoria Broadcasting Company is controlled by the



OREGON STATIONS—Continued

Astorian-Budget Publishing Company, publishers of the Astorian-Budget).

Manager: James C. Wallace. *Commercial manager:* Laurence R. Kirk. *Chief engineer:* Lawrence King.

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

Copy restrictions: No beer, wine or whiskey except after 10 p.m. Patent medicine accepted if copy, product and advertising claims meet station approval.

KOAC, CORVALLIS

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

This station is non-commercial.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. *Phone:* 3. *Power:* 100 watts on 1420 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard).

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

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

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

KFJI, KLAMATH FALLS

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

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

No further information available after repeated requests.

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay. *Power:* 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

KOOS, MARSHFIELD

Operator: Pacific Radio Corp., Hall Building. *Phone:* 432. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Have wires for hookup with Don Lee Broadcasting System and Mutual. *Opened:* July, 1928. (Note: Also maintains studios in North Bend; affiliated with Coos Bay Times.)

President-manager, station manager, publicity director: Walter L. Read. *Commercial manager:* Ben E. Stone. *Program director, artists bureau head, musical director:* Chester B. Wheeler. *Chief engineer:* Paul Spargo.

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

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted.

KMED, MEDFORD

Operator; Mrs. W. J. Virgin, Sparta Bldg. *Phone:* 305. *Power:* 250 watts on 1410 kc. *Affiliation:* NBC Red and Blue Pacific Coast Supplementary Group. *Opened:* September, 1932.

Owner: Mrs. W. J. Virgin. *Commercial manager:* L. P. Bishop. *Sales manager:* A. A. Adler. *Program director:* Gladys La Marr. *Chief engineer:* D. H. Rees.

Rep: Walter Biddick Co. (Pacific Coast); Free & Peters, Inc. (New York). *News:* Transradio. *Seating facilities:* Main studio, 50 persons. *Merchandising:* Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. *Foreign language programs:* Not accepted; population less than 2% foreign. *Artists bureau:* None. *Base rate:* \$120.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely edited; all copy subject to management approval.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. *Phone:* Atwater 7209. *Power:* 1,000 watts on 1300 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. (Note: KALE is not owned by, but affiliated with, the Oregon Journal, through stock ownership as is KOIN of the same city.)

President: C. Roy Hunt. *Station manager:*

OREGON STATIONS—Continued

Ted Kooreman. *Sales manager:* Charles E. Couche. *Production manager:* Johnnie Walker. *Program director:* Henry B. Swartwood, Jr. *Technical director:* Louis S. Bookwalter. *Publicity director:* Lester Halpin.

Rep: Free & Peters, Inc. *News:* INS; UP. *Seating facilities:* None. *Merchandising:* Give new programs publicity in the "Radio Advertiser," which is circulated to 5,000 retail stores; also advertise new programs in the Oregon Journal. *Foreign language programs:* Subject to restrictions which practically prohibit; controversial subjects not allowed. *Artists bureau:* None. *Stock:* Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. *Base rate:* \$60 (half hour).

Copy restrictions: Liquor and medicinal spot advertising not accepted; no beer advertising before 10 p.m. or on Sundays.

KBPS, PORTLAND

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

This station is non-commercial.

KEX, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121.

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

General and station manager: W. Carey Jennings. *Program director:* Barney Miller. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 150 persons; studio C, 125 (facilities shared with KGW). *Merchandising:* Publicity, information, through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$93.75.

Copy restrictions: Beer and light wine accepted weekdays after 10 p.m. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KGW, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121.

FIRST in Oregon's RADIO MARKET of MILLIONS KGW-KEX

Radio Stations of The Oregonian, Portland, Oregon

Here TIME BUYERS get what they want . . . what they must have . . .

COVERAGE—SHOWMANSHIP—RESULTS

*KEX is Oregon's most Powerful Radio Station.

*KGW is Oregon's Pioneer Radio Station.

Preferred Stations of Local and National Radio Advertisers.

Results Have Made Contract Renewals a Habit!

KGW

NBC Red
620 KC

Radio Stations of The Oregonian
Portland, Oregon

Representatives: Edward Petry & Co., Inc.
New York, Chicago, Detroit, San Francisco.

KEX

NBC Blue
1180 KC

OREGON STATIONS—Continued

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

General and station manager: W. Carey Jennings. *Program director:* Barney Miller. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

Rep: Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 150 persons; studio C, seating 125 (these studios shared with KEX). *Merchandising:* Publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$165.

Copy restrictions: Beer and light wine accepted weekdays after 10 p.m. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

KOIN, PORTLAND

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

Oregon Journal as is KALE of the same city.)

President: Charles W. Myers. *General manager and treasurer:* C. Roy Hunt. *Sales manager:* Charles E. Couche, *Production manager, artists bureau head:* Johnnie Walker. *Program director:* Henry B. Swartwood, Jr. *Technical director:* Louis S. Bookwalter. *Musical director:* Joseph Sampietro. *Vocal director:* Jimmie Riddell. *Publicity director:* Lester Halpin.

Rep: Free & Peters, Inc. *News:* INS, UP. *Seating facilities:* About 50 persons. *Merchandising:* Publishes "Radio Advertiser" and circulates the publication to 5,000 retail stores; Oregon Journal lists programs with sponsor names. *Foreign language programs:* Acceptance rules strict to the point of prohibition; none currently on station; English translation must be submitted in advance when applying for foreign language time. *Artists bureau:* Yes; has about 20 artists on roster. *Stock:* Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. *Base rate:* \$100 (half hour).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic

TYRO PRODUCTIONS

1697 Broadway

New York City

OREGON STATIONS—Continued

beverages, except beer and then after 10 p.m. on weekdays only.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. *Phone:* AT 4393-94-95. *Power:* 500 watts on 1040 kc (unlimited except between local sunset and 9 p.m.; stations resumes broadcasting at 9 p.m. and runs to 3 a.m.). *Affiliation:* None. *Opened:* 1927.

General and station manager: John C. Egan. *Commercial manager:* L. D. Henderson. *Program director:* G. E. Speestra. *Chief engineer:* W. J. Jerman. *Artists bureau head, publicity director:* Sammy Taylor. *Musical director:* Art Morey.

Rep: None. *News:* None listed. *Seating facilities:* Can accommodate about 500 persons. *Merchandising:* Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. *Foreign language programs:* Accepted if "of good character." *Stocks:* Held by John C. Egan and Wilbur J. Jeraman. *Base rate:* \$25 (½ hr.).

Copy restrictions: No patent medicines and no hard liquors; beer and wines accepted between 10 p.m. and 1 a.m. except Sundays; spot announcements limited to 100 words.

KXXL, PORTLAND

Operator: KXXL Broadcasters, KXXL Building. *Phone:* Broadway 6451. *Power:* 250 and 100 watts on 1420 kc. (divides time with KBPS—three hours daytime only). *Affiliation:* with KFPY and KGIR. *Opened:* 1926.

President, station and commercial manager: T. W. Symons, Jr.

Rep: Gene Furgason & Co. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held by T. W. Symons, Jr., and E. B. Craney. *Base rate:* \$30 (one-half hour).

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

KRNR, ROSEBURG

Operator: News-Review Co., Umpqua Hotel. *Phone:* 4. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

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

Rep: John Blair & Co. *News:* AP. *Seating facilities:* 200 persons. *Merchandising:* Complete service offered, including dealer contacts, publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$30.

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

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. *Phone:* 6131. *Power:* 100 watts on 1370 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* Nov. 1, 1934.

President, manager: H. B. Read. *Commercial and production manager:* D. Tommy Hoxie. *Program director:* Herb Johnston. *Chief engineer:* Clyde Wiegand.

Rep: John Blair & Co. *News:* UP. *Seating facilities:* Main studio, 75 persons; 25 in auxiliary studio. *Merchandising:* None. *Foreign language programs:* Not accepted; population 97% American. *Artists bureau:* None. *Stock:* Entirely held by H. B. Read. *Base rate:* \$35.

Copy restrictions: Beer and wines not accepted before 10 p.m. or on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use. Copy subject to approval of management.



PENNSYLVANIA

(2,206,400 radio homes)

Radio Homes by Counties

Adams	8,500	Elk	6,900	Montour	2,940
Allegheny	315,590	Erie	43,330	Northampton	39,710
Armstrong	17,030	Fayette	40,030	Northumberland	28,780
Beaver	32,850	Forest	1,230	Perry	5,190
Bedford	8,050	Franklin	14,790	Philadelphia	467,940
Berks	56,240	Fulton	1,960	Pike	1,990
Blair	32,900	Greene	9,030	Potter	4,240
Bradford	12,210	Huntingdon	8,350	Schuylkill	49,570
Bucks	22,520	Indiana	15,350	Snyder	4,450
Butler	17,970	Jefferson	11,230	Somerset	16,030
Cambria	40,550	Juniata	3,320	Sullivan	1,620
Cameron	1,220	Lackawanna	66,850	Susquehanna	7,850
Carbon	13,420	Lancaster	46,910	Tioga	7,930
Centre	10,210	Lawrence	22,250	Union	4,170
Chester	28,420	Lebanon	15,850	Venango	14,960
Clarion	7,810	Lehigh	41,710	Warren	9,930
Clearfield	18,010	Luzerne	92,070	Washington	43,140
Clinton	7,480	Lycoming	23,490	Wayne	6,630
Columbia	11,180	McKean	13,370	Westmoreland	62,460
Crawford	16,040	Mercer	23,010	Wyoming	3,750
Cumberland	17,260	Mifflin	8,990	York	41,130
Dauphin	40,890	Monroe	6,950		
Delaware	67,990	Montgomery	60,680		

WCBA, ALLENTOWN

This station is owned and operated by B. Bryan Musselman and is affiliated with WSAN of the same city. For all data, see WSAN.

WSAN, ALLENTOWN

Operator: WSAN, Inc., 39-41 N. Tenth St. *Phone:* 9511. *Power:* 500 watts on 1440 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city, is affiliated with WSAN).

President: Major J. C. Shumberger. *Station manager:* B. Bryan Musselman. *Program director, artists bureau head, musical director:* George Y. Snyder. *Chief engineer:* William McCutcheon. *Publicity director:* Walter Frank.

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

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director."

WFBG, ALTOONA

Operator: The Gable Broadcasting Co. (lessee). *Power:* 100 watts on 1310 kc. (shares time with WJAC).

Base rate: \$86.

No further information available after repeated requests.

WEST, EASTON

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

President: Clair R. McCollough. *Station and commercial manager:* Elwood Anderson. *Program director:* Wilburt Markle. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Beula Edinger. *Musical director:* Eugene Bethman. *Publicity director:* Richard West.

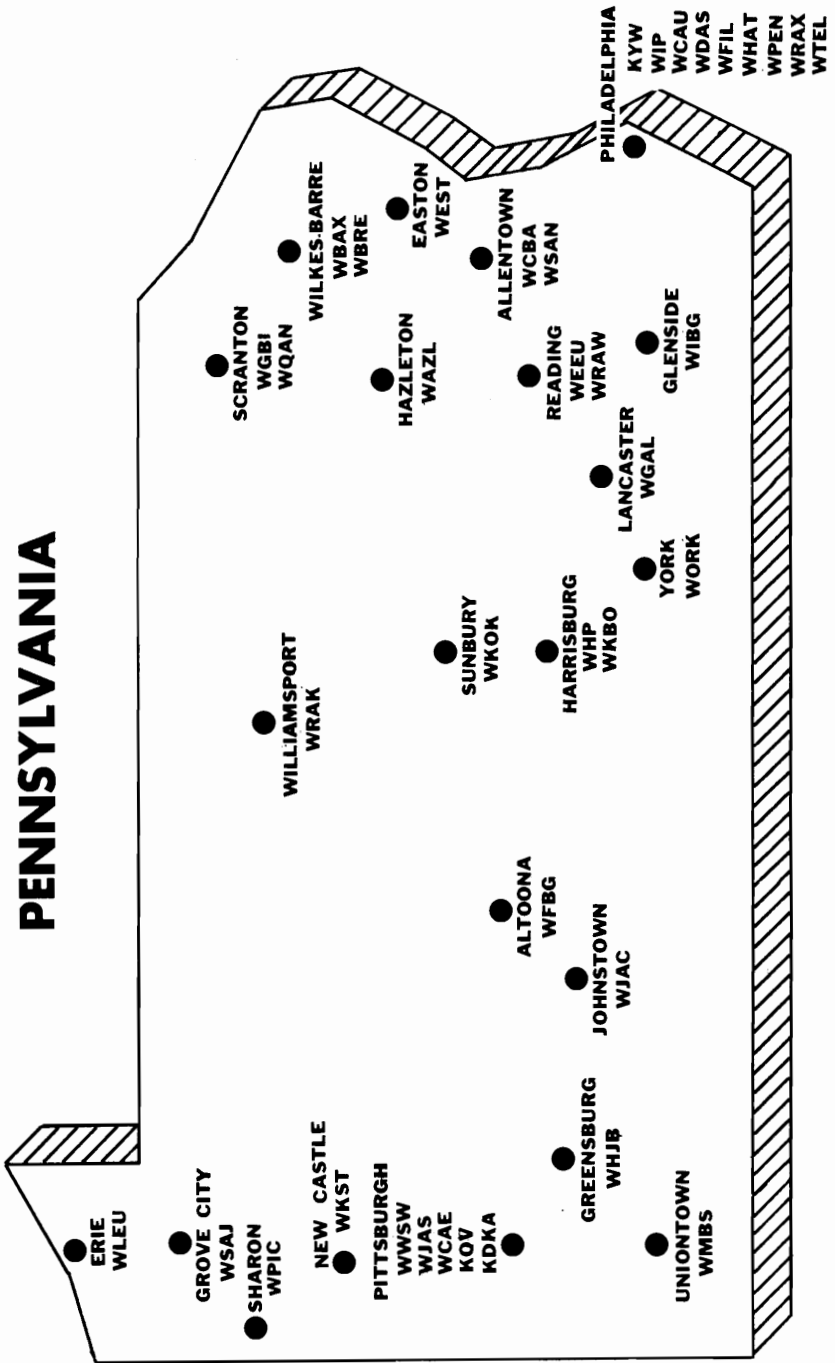
Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

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

WLEU, ERIE

Operator: Leo J. Omelian, Commerce Bldg., 12th and State Streets. *Phone:*

PENNSYLVANIA



PENNSYLVANIA STATIONS—Continued

22-129. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* April 21, 1935.

Owner: Leo J. Omelian. *Station and commercial manager:* V. Hamilton Weir. *Program director:* James Hamilton. *Chief engineer:* Harold Roess. *Musical director:* James O'Shea.

Rep: None listed. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Programs given publicity on the air through the "Merchandise Cooperative Program." *Foreign language programs:* Will accept; special rates apply, given on request. *Artists bureau:* None. *Base rate:* \$100.

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

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. *Phone:* Ogontz 3100. *Power:* 100 watts on 970 kc. (daytime). *Affiliation:* None. *Opened:* 1924.

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

Rep: None. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None listed. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$50.

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

WHJB, GREENSBURG

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

Station manager: Roy H. Verret. *Program director:* Carolyn Castracane. *Chief engineer:* Lyle Allen. *Publicity director:* L. B. Clawson.

Rep: Gene Furgason & Co. *News:* None. *Seating facilities:* Auditorium studio seats 180. *Merchandising:* None. *Foreign language programs:* Have Slovak and Polish programs; each case treated on individual merits. *Artists bureau:* None. *Base rate:* \$76.

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

WSAJ, GROVE CITY

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

This station is non-commercial: college-owned.

WHP, HARRISBURG

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

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

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

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

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., Penn Harris Hotel. *Phone:* 4-0191. *Power:* 250 and 100 watts on 1200 kc (shares time with WEST). *Affiliation:* None. *Opened:* 1927 (as WCOD; changed to WKBO in 1933). (Note: This station is newspaper-owned by the Harrisburg Telegraph.)

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

Rep: None listed. *News:* UP. *Seating facilities:* Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Lists about 45 artists, directors, orchestras, and announcers. *Base rate:* \$95.

PENNSYLVANIA STATIONS—Continued

Copy restrictions: Beer and wines accepted; patent medicines must meet requirements of the Federal Trade Commission; all copy subject to government rules and station approval.

WAZL, HAZELTON

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

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

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Specialize in such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

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

WJAC, JOHNSTOWN

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

Base rate: \$85.

No further information available after repeated requests.

WGAL, LANCASTER

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

Vice-president: Clair R. McCollough. *Station and commercial manager:* Walter O. Miller. *Program and musical director:* Ernest Stanzola. *President, chief engineer:* J. E. Mathiot. *Publicity director:* Paul Rodenhauser.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* 250 persons. *Merchandising:* Offer usual services, including publicity and listings in newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

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

WKST, NEW CASTLE

Operator: Keystone Broadcasting Co. *Power:* 250 watts on 1250 kc. (daytime).

At press time this station had a construction permit only.

KYW, PHILADELPHIA

Operator: Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. *Phone:* Locust 3760. *Power:* 10,000 watts on 1020 kc. *Affiliation:* NBC Basic Red. *Opened:* 1921 (in Chicago); moved to Philadelphia in 1934.

Station manager: Leslie W. Joy. *Program manager:* James P. Begley. *Plant engineer:* Ernest H. Gager. *Sales manager:* J. S. K. Hammann. *Sales promotion manager:* Lambert Beeuwkes. *Musical director:* Jan Saviett. *Publicity director:* Jas. A. Aull.

Rep: National Broadcasting Co. *News:* UP.

Seating facilities: Auditorium, 200 persons; admission by ticket. *Merchandising:* Services rendered to clients at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$440.

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

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St.; New York office, 485 Madison Ave. *Phone:* Locust 7700. *Power:* 50,000 watts on 1170 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: Also operates short wave W3XAU.)

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

Rep: Transamerican Broadcasting & Television Corp. (Chicago only). *News:* Transradio Press. *Seating facilities:* Auditorium-studio, capacity 260 (has stage and modern kitchen). *Merchandising:* Sales.

PENNSYLVANIA STATIONS—Continued

promotion and research department conduct surveys at various times; radio habits checked. *Foreign language programs:* Not accepted. *Artists bureau:* None, but talent can be furnished for sponsors. *Stock:* 1,000 shares; held by Dr. Leon Levy and I. D. Levy. *Base rate:* \$500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods cannot have more than a 100-word commercial before and after program; before 6 p.m., quarter-hours can't have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 p.m., quarter-hours can't have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines okay; no hard liquors.

WDAS, PHILADELPHIA

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

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

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

Copy restrictions: Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted providing they meet with station policy and are subject to analysis.

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. *Phone:* Rittenhouse 6900. *Power:* 1,000 watts on 560 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting

System; Quaker Network. *Opened:* 1932.

President: Samuel R. Rosenbaum. *General manager:* Donald Withycomb. *National sales manager:* Jack Stewart. *Local sales manager:* George W. Jaspert. *Business manager:* Roger W. Clipp. *Chief engineer:* Frank V. Becker. *Production manager:* Margaret Schaefer. *Publicity manager:* Joe Connolly. *Promotion manager:* Jerry Moore.

Rep: Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Use Manufacturers Club, capacity 1,200. *Merchandising:* Procure free advertisement for program via time-trading arrangement with the Record, Inquirer and Evening Ledger; arrange window displays and other tie-in media; exploitation; help devise program; push institutional angle. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$240 (half-hour).

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

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. *Phones:* Lombard 2390 (Bell system); Main 2000, extension 359 (Keystone system). *Power:* 100 watts on 1310 kc (divides time with WTEL). *Affiliation:* None. *Opened:* March 30, 1930. (Note: the Independence Broadcasting Co. is a subsidiary of the Philadelphia Public Ledger.)

President, general and station manager: W. Porter Ogelsby, Jr. *Program, musical and publicity director:* Milton Laughlin. *Chief engineer:* J. C. Geise.

Rep: None. *News:* None. *Seating facilities:* Studio 1, about 100; studio 2, about 75. *Merchandising:* Arrange for window cards and have 500 lines of newspaper space per week. *Foreign language programs:* Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Accept beer, wine and other alcoholic beverage copy; station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety."

WIP, PHILADELPHIA

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

President: Benedict Gimbel, Jr. *Sales*

★ *TOPS*
IN
PHILADELPHIA

* Ross Federal Survey March, 1938



NEW YORK OFFICE:
48 WEST 48TH STREET
BRYANT 9-9390

NBC Blue Network
Mutual Broadcasting System

PENNSYLVANIA STATIONS—Continued

director: Edward A. Davies. *Program director:* James Allan. *Chief engineer:* Clifford Harris. *Musical director:* Clarence Fuhrman. *Publicity director:* Murray Arnold.

Rep: None. *News:* Transradio. *Seating facilities:* Studio A, 150 persons; auditorium, 1,200 persons. *Merchandising:* Uses 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$234.50.

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

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 1,000 watts on 920 kc. *Affiliation:* International Broadcasting Corp. on direct wire to New York City. *Opened:* 1929. (Note: WPEN formerly shared time with WRAX, which was under the same ownership; WRAX is no longer in operation.)

General manager: Hyla Kiczales (also general manager of WOV, New York). *Station manager:* Dwight E. Rorer. *Commercial manager:* George Lasker. *Program director:* Thomas B. Smith. *Chief engineer:* Charles Burtis.

Rep: WOV in New York. *News:* Broadcast foreign language news in Italian, Polish and Jewish; no service listed. *Seating facilities:* Auditorium, accommodating 550 persons. *Merchandising:* Have such a department; details on request. *Foreign language programs:* Italian, Polish and Jewish; all programs must be introduced and signed off in English and comply with state and federal laws. *Artists bureau:* No information given. *Base rate:* \$180.

Copy restrictions: Copy must conform to all state and federal laws and station standards; no other restrictions listed.

WTEL, PHILADELPHIA

Operator: Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. *Phones:* Gladstone 1310 (Bell); North 1031 (Key-stone). *Power:* 100 watts on 1310 kc. (shares time with WHAT). *Affiliation:* None. *Opened:* Nov. 15, 1925.

President, program director: E. Douglas Hibbs. *Station and commercial manager:* Henry N. Cocker. *Chief engineer:* L. M. Biederman.

Rep: None. *News:* Christian Science Monitor. *Seating facilities:* Studio C, 50 persons. *Merchandising:* Services rendered at cost. *Foreign language programs:* Pol-

ish and German programs current. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer, wine, liquor and patent medicines; copy must conform to FCC and FTC rules and regulations.

KDKA, PITTSBURGH

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

Station manager: A. E. Nelson. *Commercial manager:* W. E. Jackson. *Program managers:* Derby Sproul on commercials, Clarence M. Pettit on sustaining programs. *Chief engineer:* Joseph E. Baudino. *Artists bureau head:* E. J. Calahan. *Musical director:* Maurice Spitalny. *Publicity director:* Kay Barr.

Rep: National Broadcasting Co. *News:* UP. *Seating facilities:* Two studio observation rooms, 40 persons apiece; if and when guests are admitted to studios, the capacity is increased 125 per studio. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* \$500.

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

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. *Phone:* Grant 4860. *Power:* 500 watts on 1380 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* 1919.

President: H. J. Brennan. *Station manager:* John J. Laux. *Commercial manager:* Robert M. Thompson, Sr. *Program and musical director:* Chris Christenson. *Chief engineer:* Walter McCoy. *Publicity director:* Joe Villella.

Rep: Gene Furgason & Co., Inc. *News:*

WJAS

**has the Shows
that get
the Attention
of the
4½ Million People
in the
Pittsburgh area**

5,000 WATTS . . . BASIC COLUMBIA NETWORK

REPRESENTATIVES:

GENE FURGASON & CO.

TRANSAMERICAN BROADCASTING & TELEVISION CORP.

PENNSYLVANIA STATIONS—Continued

Transradio. *Seating facilities:* Playhouse, capacity 1,200. *Merchandising:* Station publicity and key distributor contacts. *Foreign language programs:* Accept subject to station approval. *Artists bureau:* None. *Base rate:* \$250.

Copy restrictions: Accept beer anytime; wine only after 10 p.m.; no liquor; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. *Phone:* Atlantic 6900. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* NBC Basic Red. *Opened:* May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

Station manager: Leonard Kapner. *Program director:* R. C. Daniel. *Chief engineer:* James Schultz. *Musical director:* Earl Truxell. *Publicity director:* James Murray.

Rep: Hearst Radio. *News:* INS. *Seating facilities:* Observation room, seating 25 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$475.

Copy restrictions: Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision.

WJAS, PITTSBURGH

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

President and general manager: H. J. Brennen. *Commercial manager:* Robert M. Thompson, Sr. *Program director:* James Hughes. *Chief engineer:* Walter McCoy. *Musical director:* Luke Riley. *Publicity director:* Marcella Deverson.

Rep: Gene Furgason & Co.; Transamerican. *News:* Transradio. *Seating facilities:* Playhouse, 1,200. *Merchandising:* Station publicity; key dealer contacts. *Foreign language programs:* Accepted, subject to station's approval. *Artists bureau:* None. *Base rate:* \$384.

Copy restrictions: Wine programs taken after 10:30 p.m.; no liquors; all continuity governed by FCC regulations.

WWSW, PITTSBURGH

Operator: Walker & Downing Radio Corp., Hotel Keystone. *Phone:* Grant 5200. *Power:* 250 and 100 watts on 1500 kc. *Af-*

filiation: Quaker Network. *Opened:* May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

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

Rep: None. *News:* INS; also Pittsburgh Post-Gazette. *Seating facilities:* 100 persons. *Merchandising:* Complete service available; details and estimates upon request. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

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

WEEU, READING

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

Base rate: \$100.

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

No further information available.

WRAW, READING

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

Rep: None. *Base rate:* \$90.

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

No further information available after repeated requests.

WGBI, SCRANTON

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

President: Frank Megargee. *General manager:* George D. Coleman. *Station manager:* R. E. McDowell. *Chief engineer:* K. R. Cooke.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Letters to dealers; dealer contacts; pre-program announcement. *Foreign language programs:* Accepted; must give audition and review of the script; all copy must comply with the NAB Code of

PENNSYLVANIA STATIONS—Continued

Ethics. *Artists bureau:* None. *Base rate:* \$118.75.

Copy restrictions: Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission.

WQAN, SCRANTON

Operator: The Scranton Times in co-partnership with E. J., Wm. R., and Elizabeth R. Lynett; also Edward J. Lynett, Jr. *Power:* 1,000 and 500 watts on 880 kc. (divides time with WGBI).

This station is non-commercial.

WPIC, SHARON

Operator: Sharon Herald Publishing Co. *Power:* 250 watts on 780 kc (daytime).

At press time this station had a construction permit only.

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. *Phone:* 1326. *Power:* 100 watts on 1210 kc (specified hours). *Affiliation:* Quaker Network. *Opened:* Sept. 1, 1933. (Note: This station is owned by individuals also owning the Sunbury Item.)

President: H. H. Haddon. *General manager:* B. A. Beck. *Station manager, com-*

mercial manager: Melvin Lahr. *Program director:* Paul L. Miller. *Chief engineer:* Clifford Kerstetter.

Rep: Cox and Tanz. *News:* UP. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Accept Polish, Russian, Italian and German. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

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

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp. *Power:* 250 watts on 1420 kc. (daytime). *Affiliation:* None. *Opened:* 1937.

Base rate: \$65.

No further information available.

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. *Phone:* 30196. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual. *Opened:* May 10, 1922.

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

Rep: None. *News:* UP. *Seating facilities:* Orondo Ballroom, 2,000; Grant Dancing

ASSOCIATED RADIO PRODUCTIONS

Offering Radio Programs of distinction . . . Created and produced by well-known authors and directors.

Each a "Custom-Built" Production

From Coast-to-Coast

**540 N. Michigan Ave.
Chicago**

PENNSYLVANIA STATIONS—Continued

School, 500. *Merchandising*: None. *Foreign language programs*: Accepted; English copy must be submitted. *Artists bureau*: Yes. *Base rate*: \$75.25.

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

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 16 N. Main Street. *Phone*: 3-3101. *Power*: 100 watts on 1310 kc. *Affiliation*: NBC Red and Blue Supplementary Basic Service. *Opened*: 1924.

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

Rep: None. *News*: Transradio. *Seating facilities*: Two studios, seating 80 persons; reception room, seating 200; outside auditorium, seating 500. *Merchandising*: None. *Foreign language programs*: Will accept, but must be limited to as few words as possible; Polish and Italian programs current. *Artists bureau*: Yes; lists about 55 artists. *Base rate*: \$95.

Copy restrictions: Accept beer, wine, liquor and legitimate patent medicine ad-

vertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc., 244 W. Fourth St. *Phone*: 2-6116. *Power*: 250 and 100 watts on 1370 kc. *Affiliation*: Quaker Network. *Opened*: April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun).

President: Ernest M. Case. *Station manager*: George E. Joy. *Commercial manager*: T. M. Metzger. *Program director*: O. M. Linn. *Chief engineer*: Louis N. Persio. *Artists bureau head*: P. M. Breining. *Musical director*: I. R. Berndt. *Publicity director*: J. W. Mackey.

Rep: J. P. McKinney & Son. *News*: Transradio. *Seating facilities*: Can accommodate 150 persons (admission by card only). *Merchandising*: Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. *Foreign language programs*: None on station. *Artists bureau*: Setup nominal only. *Stock*: Principally held by the Sun-Gazette Co. *Base rate*: \$75.25.

Copy restrictions: No wine, beer or hard liquor accepted.

FRITZ BLOCKI

EXPRESSES THANKS TO

BLACKETT-SAMPLE-HUMMERT

FOR OPPORTUNITY OF PRODUCING AND DIRECTING

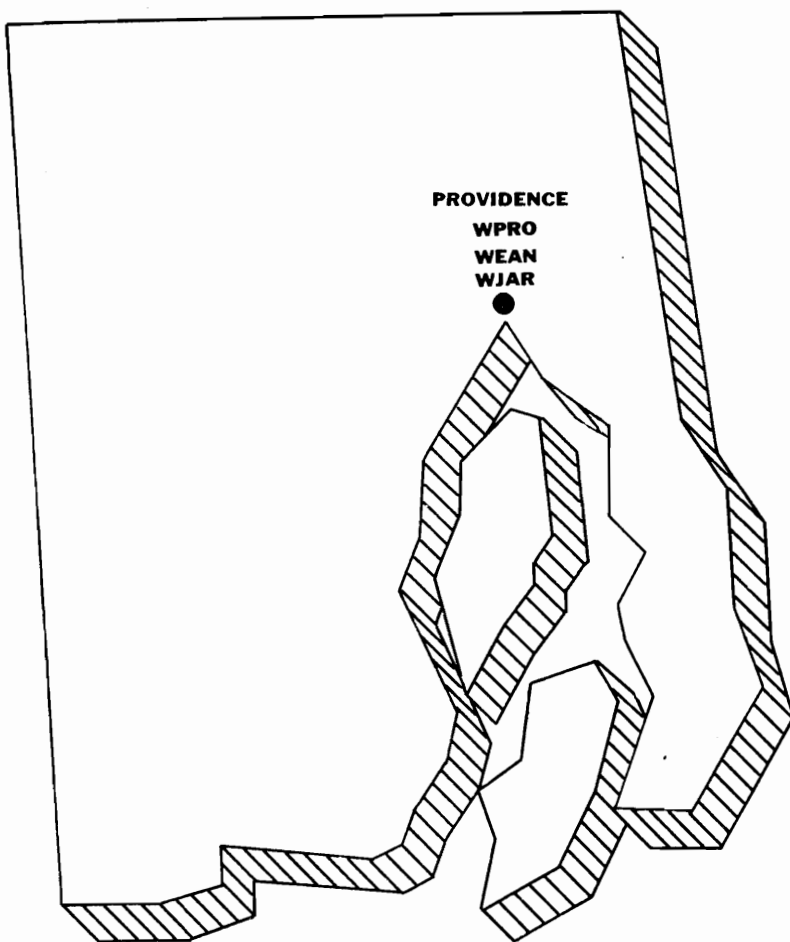
"THE COURT OF MISSING HEIRS"

RADIO PRODUCER-DIRECTOR-WRITER

OVER 12 YEARS EXPERIENCE IN ALL PHASES OF RADIO,
THEATRICAL, NEWSPAPER AND PUBLICITY BUSINESS

FRITZ BLOCKI, BLACKETT-SAMPLE-HUMMERT, INC., CHICAGO
STATE LAKE THEATRE, CHICAGO

RHODE ISLAND



PENNSYLVANIA STATIONS—Continued

WORK, YORK

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

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

rector: Frank Renaut. *Publicity director:* John Neff.

Rep: Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

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

RHODE ISLAND

(155,500 radio homes)

Radio Homes by Counties

Bristol	5,360	Newport	9,670	Washington	7,200
Kent	11,820	Providence	121,450		

WEAN, PROVIDENCE

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

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

Rep: Edward Petry & Co., Inc. *News:*

BASIC COLUMBIA STATION

Both National Audience Surveys
indicate WPRO audience leadership

... WPRO used by more Providence
local advertisers than any other station

WPRO

NATIONAL REPRESENTATIVES:

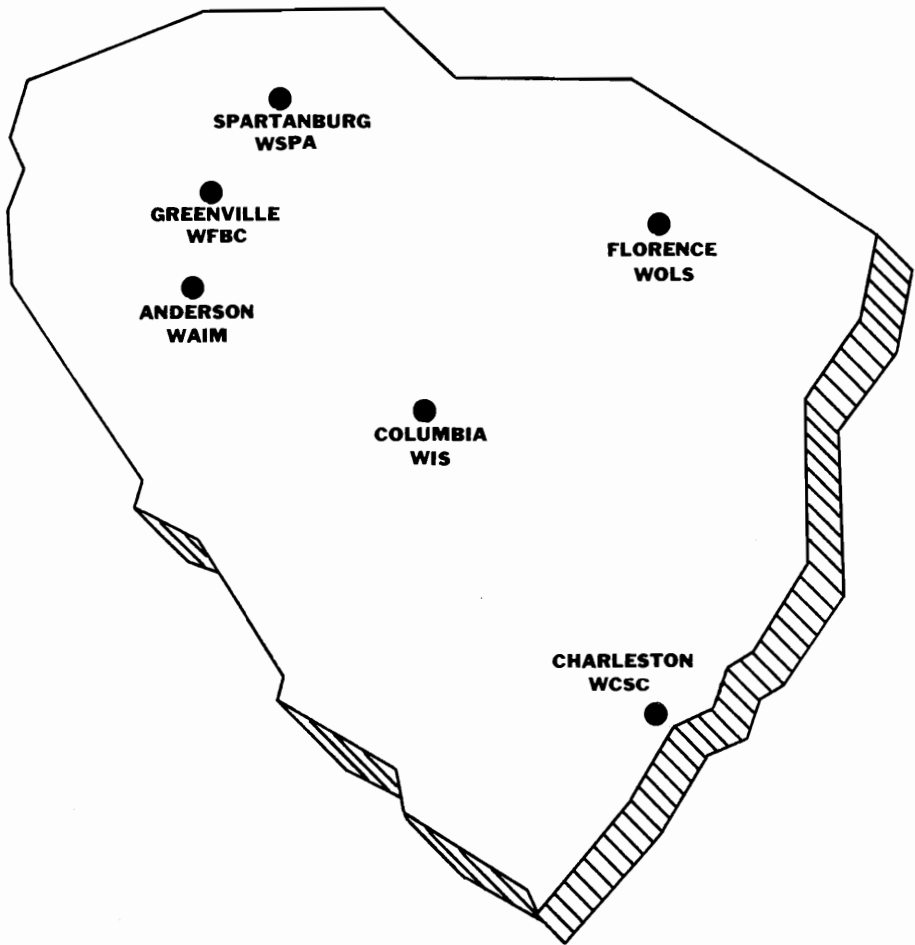
**PAUL H. RAYMER
COMPANY**

NEW YORK CHICAGO
DETROIT SAN FRANCISCO

630 KILOCYCLES

in Providence

SOUTH CAROLINA



RHODE ISLAND STATIONS—Continued

Yankee Network News Service. *Seating facilities:* Studio, 40; can supply outside points with capacity up to 2,000, at cost. *Merchandising:* Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. *Foreign language programs:* No. *Artists bureau:* Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. *Base rate:* \$200.

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

WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. *Phone:* Gaspee 1071. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 6, 1922.

Station and commercial manager: John J. Boyle. *Chief engineer:* Thomas Prior. *Musical director, artists bureau head:* Earl Shean.

Rep: Weed & Co. *News:* Providence Journal and Evening Bulletin. *Seating facilities:* Studio, 250 persons. *Merchandising:* Mail out letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of

service required. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$200.

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

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. *Phone:* Plantations 9776. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* CBS. *Opened:* As WLSI in 1919; as WPAW in 1924.

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

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

Copy restrictions: No hard liquor; otherwise the station has adopted copy restrictions of CBS.

SOUTH CAROLINA

(207,300 radio homes)

Radio Homes by Counties

Abbeville	2,610	Dillon	2,580	McCormick	1,110
Aiken	5,790	Dorchester	2,140	Marion	3,160
Allendale	1,460	Edgefield	1,930	Marlboro	3,340
Anderson	9,400	Fairfield	2,250	Newberry	4,120
Bamberg	1,980	Florence	7,050	Oconee	3,330
Barnwell	2,350	Georgetown	2,840	Orangeburg	7,120
Beaufort	2,780	Greenville	15,870	Pickens	3,610
Berkeley	2,300	Greenwood	4,540	Richland	13,520
Calhoun	1,680	Hampton	1,910	Saluda	1,710
Charleston	18,510	Horry	3,590	Spartanburg	14,700
Cherokee	3,580	Jasper	1,090	Sumter	5,510
Chester	3,640	Kershaw	3,370	Union	3,570
Chesterfield	3,480	Lancaster	2,860	Williamsburg	3,060
Clarendon	2,840	Laurens	4,680	York	6,330
Colleton	2,750	Lee	2,430		
Darlington	4,690	Lexington	4,140		

WAIM, ANDERSON

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

Owner: Wilton E. Hall. *Station and commercial manager:* Ennis Bray. *Program and musical director:* James A. Bulleit. *Chief engineer:* John E. Peoples. *Artists bureau head:* Edith Hall. *Publicity director:* G. Paul Browne.

Rep: None. *News:* Transradio. *Seating*

SOUTH CAROLINA STATIONS—Continued

facilities: 50 persons. *Merchandising:* Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$125.

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

WCSC, CHARLESTON

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

President, station manager: John M. Rivers. *Vice-president:* G. Richard Shafto. *Commercial manager, publicity director:* Roland Weeks. *Program director:* Edmund C. Bunker, Jr. *Chief engineer:* John B. Fuqua.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Reception room; capacity 75 persons. *Merchandising:* "General services" offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$100.

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

WIS, COLUMBIA

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

Station manager: G. Richard Shafto. *Commercial manager:* J. D. Saumenig. *Program director:* James Young. *Chief engineer:* Scott Helt. *Chief control operator:* R. D. Lambert. *Musical director:* Bev. Dean. *Publicity director:* Floyd D. Rodgers, Jr.

Rep: Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge preannouncements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State. *Foreign language programs:* None; population less than 1% foreign born. *Artists bureau:* Yes; lists about 10 artists. *Base rate:* \$130.

Copy restrictions: Adheres strictly to

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

WOLS, FLORENCE

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

Base rate: \$60.

No other details available.

WFBC, GREENVILLE

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

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

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

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

WSPA, SPARTANBURG

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

Station head and manager: Virgil V. Evans. *Commercial manager:* Jack Hammette. *Program director:* James D. Mufford. *Chief engineer:* Charles Boggs. *Publicity director:* Richard Pattison.

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

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

SOUTH DAKOTA

(132,900 radio homes)

Radio Homes by Counties

Armstrong	10	Fall River	1,760	Meade	2,190
Aurora	1,310	Faulk	1,290	Mellette	890
Beadle	4,720	Grant	1,950	Miner	1,530
Bennett	800	Gregory	2,070	Minnehaha	11,050
Bon Homme	2,200	Haakon	940	Moody	1,770
Brookings	3,260	Hamlin	1,480	Pennington	4,500
Brown	6,610	Hand	1,660	Perkins	1,570
Brule	1,400	Hanson	1,100	Potter	1,080
Buffalo	340	Harding	700	Roberts	2,760
Butte	1,670	Hughes	1,560	Sanborn	1,390
Campbell	910	Hutchinson	2,450	Shannon	730
Charles Mix	2,840	Hyde	680	Spink	2,900
Clark	2,010	Jackson	510	Stanley	490
Clay	2,000	Jerauld	1,110	Sully	680
Codington	3,610	Jones	610	Todd	980
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Radio Bldg. *Phone:* 4626. *Power:* 1,000 and 500 watts on 1390 kc. *Affiliation:* North Central Broadcasting System. *Opened:* Jan. 21, 1935.

President: H. C. Jewett, Jr. *Station manager:* A. A. Fahy. *Program director:* W. L. Dean. *Chief engineer:* Delbert Hunt. *Sales and merchandising director:* F. E. Painter.

Rep: Transamerican Broadcasting and Television Corp. and North Central Broadcasting System. *News:* Transradio. *Seating facilities:* Can accommodate about 50 persons. *Merchandising:* Worked out with sponsor according to individual circumstances. *Foreign language programs:* Not generally accepted. *Artists bureau:* Can supply local talent or work through North Central Broadcasting Co. *Base rate:* \$100.

Copy restrictions: No liquor, beer, wines; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship.

KFDY, BROOKINGS

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

This station is non-commercial.

KGDY, HURON

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

No further information available after repeated requests.

KGFX, PIERRE

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

No further information available.

KOBH, RAPID CITY

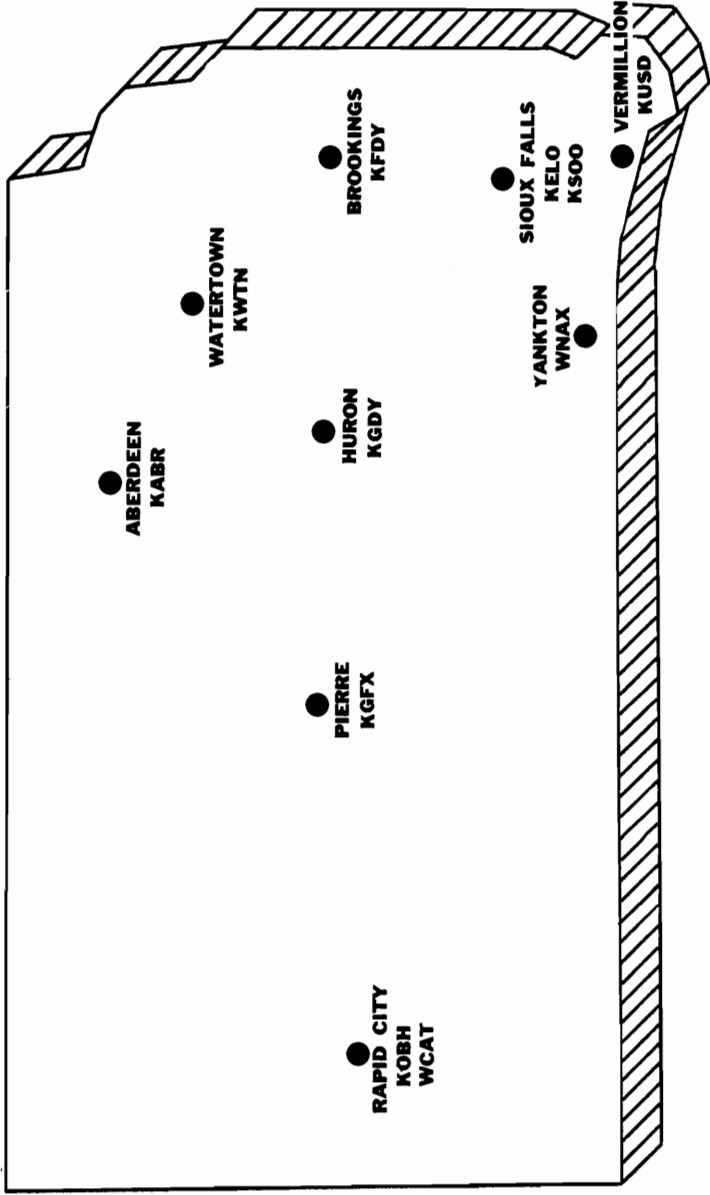
Operator: Black Hills Broadcast Co., Alex Johnson Hotel. *Phone:* 2000. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1936.

Director, station manager: Robert Dean. *Business manager:* G. E. Bruntlett. *Program director:* William E. Welch. *Chief engineer:* Earl H. Carter. *Artists bureau head, musical director:* Katherine Walpole. *Publicity director:* Martin Tobin.

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

Copy restrictions: Beer and wine accept-

SOUTH DAKOTA



SOUTH DAKOTA STATIONS—Continued

ed; no liquor or patent medicine advertising; all copy subject to review by the management.

WCAT, RAPID CITY

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

This station is non-commercial; college-owned.

KELO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 575. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC Red and Blue Supplementary Service. *Opened:* Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

President, station manager: Joseph Henkin. *Vice-president, treasurer, publicity director:* Sam C. Fantle, Jr. *Commercial manager:* George Hahn. *Merchandising manager:* Wallace E. Stone. *Chief engineer:* Max Staley. *Program and musical director:* Morton Henkin.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). *Merchandising:* Maintains separate department; services rendered on per unit basis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Joseph Henkin, Sam C. Fantle, Jr., Tabitha and Morton Henkin. *Base rate:* \$70.

Copy restrictions: Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations.

KSOO, SIOUX FALLS

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

President, station manager: Joseph Henkin. *Vice-president, treasurer, publicity director:* Sam C. Fantle, Jr. *Commercial manager:* George R. Hahn. *Merchandising manager:* Wallace E. Stone. *Chief engineer:* Max Staley. *Program and musical director:* Morton Henkin.

Rep: Paul H. Raymer. *News:* UP. *Seating facilities:* Studio A, seating 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). *Merchandising:* Maintains separate department; services

rendered on per unit basis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$90.

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

KUSD, VERMILLION

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

This station is non-commercial; university-owned.

KWTN, WATERTOWN

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

President: Dr. F. Koren. *Station and commercial manager:* M. W. Plowman. *Program director:* Norman Schmeling. *Chief engineer:* E. A. Blackburn. *Musical director:* Aileen Johnson. *Sales manager:* Morris Wisott. *Assistant program director, studio technician:* William Coddling.

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

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

WNAX, YANKTON

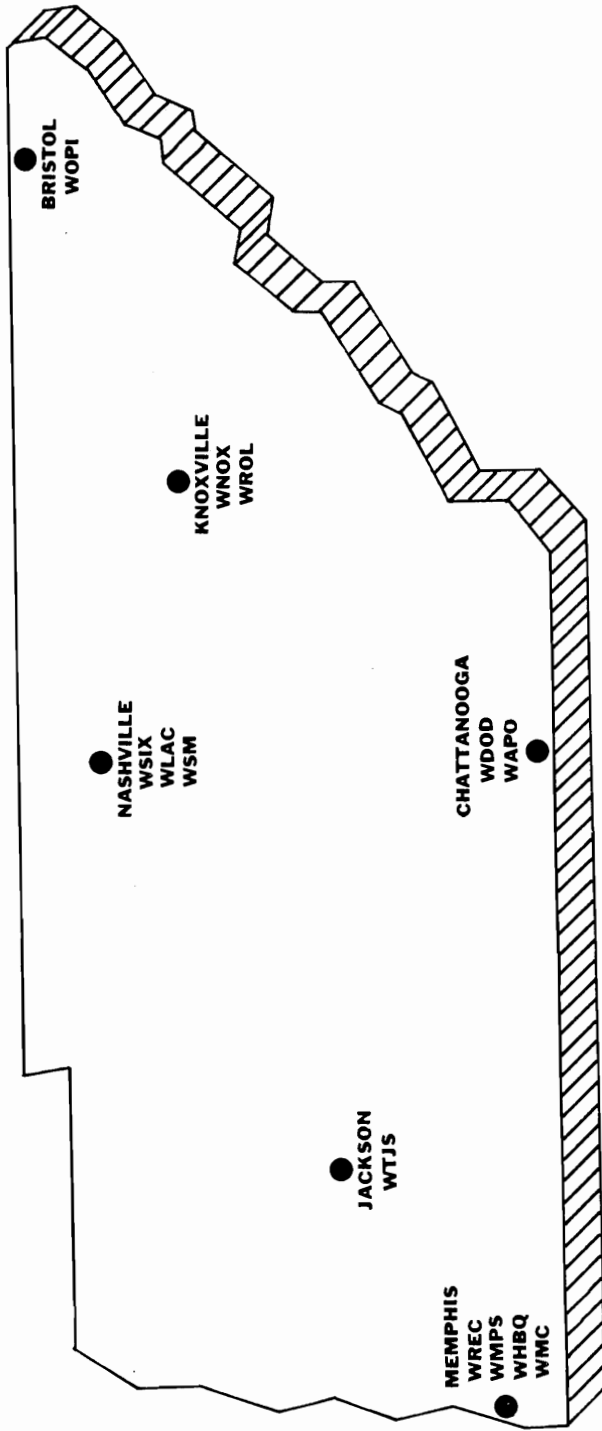
Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. *Phone:* 443. *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* April 4, 1927.

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

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

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

TENNESSEE



TENNESSEE

(459,900 radio homes)

Radio Homes by Counties

Anderson	3,050	Hamilton	35,170	Morgan	1,910
Bedford	3,570	Hancock	1,170	Obion	5,010
Benton	1,690	Hardeman	3,070	Overton	2,300
Bledsoe	900	Hardin	2,300	Perry	1,020
Blount	5,470	Hawkins	3,380	Pickett	710
Bradley	3,790	Haywood	3,700	Polk	2,240
Campbell	4,280	Henderson	2,510	Putnam	3,450
Cannon	1,290	Henry	4,350	Rhea	2,130
Carroll	4,180	Hickman	2,030	Roane	3,860
Carter	4,330	Houston	830	Robertson	4,540
Cheatham	1,310	Humphreys	1,840	Rutherford	5,200
Chester	1,530	Jackson	1,770	Scott	2,100
Clairborne	3,330	Jefferson	2,520	Sequatchie	570
Clay	1,290	Johnson	1,590	Sevier	2,650
Cocke	3,060	Knox	31,370	Shelby	72,140
Coffee	2,670	Lake	1,790	Smith	2,400
Crockett	2,600	Lauderdale	3,610	Stewart	1,830
Cumberland	1,660	Lawrence	3,670	Sullivan	8,790
Davidson	48,810	Lewis	840	Sumner	4,570
Decatur	1,450	Lincoln	3,850	Tipton	3,930
De Kalb	2,050	Loudon	2,720	Trousdale	880
Dickson	2,890	McMinn	4,700	Unicoi	1,980
Dyer	5,170	McNairy	2,820	Union	1,380
Fayette	3,830	Macon	2,020	Van Buren	490
Fentress	1,520	Madison	9,820	Warren	3,190
Franklin	3,350	Marion	2,880	Washington	7,860
Gibson	7,550	Marshall	2,680	Wayne	1,720
Giles	4,240	Mauzy	6,060	Weakley	4,850
Grainger	1,780	Meigs	770	White	2,280
Greene	4,980	Monroe	2,910	Williamson	3,460
Grundy	1,630	Montgomery	5,090	Wilson	4,030
Hamblen	2,760	Moore	590		

WOPI, BRISTOL

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

President-treasurer: W. A. Wilson. *Commercial manager:* C. D. Moore. *Chief engineer:* R. H. Smith. *Continuity director:* Harry S. Hudson. *Musical director:* Fey Rogers.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* Large reception room; also Radiatorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. *Merchandising:* Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. *Foreign language programs:* No rules. *Base rate:* \$36.

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

WAPO, CHATTANOOGA

Operator: W. A. Patterson. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1937.

Base rate: \$80.

No further information available after repeated requests.

WDOD, CHATTANOOGA

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

Station manager: Frank S. Lane. *Commercial manager:* Carter Parham. *Program director:* Tom Dailey. *Artists bureau head:* Dorothy W. McCurdy. *Chief engineer:* J. R. Donovan. *Musical director:* Earl Van Arsdale.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* WDOD Radio Playhouse, capacity 650; admission to shows noonday and evenings average 20c. *Merchandising:* Yes; policy varies in ac-

TENNESSEE STATIONS—Continued

cordance with sponsor request; do all that is required. *Foreign language programs:* None. *Artists bureau:* Yes; has about 40 artists on hand. *Base rate:* \$125.

Copy restrictions: Accept beer; also patent medicines.

WTJS, JACKSON

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

Vice-president: Albert A. Stone. *Station manager, commercial manager:* A. B. Robinson. *Studio manager:* Leslie Brooks. *Chief engineer:* B. C. Brummel. *Artists bureau head:* Bill Reeves. *Musical director:* James Allen. *Publicity director:* Val Morse.

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

bureau has available musical units and other talent. *Base rate:* \$40.

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

WNOX, KNOXVILLE

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

Manager: R. B. Westergaard. *Commercial manager:* R. B. Westergaard. *Program director, artists bureau head:* Lowell Blanchard. *Chief engineer:* J. B. Epperson. *Musical director:* Jerry Collins. *Publicity director:* C. B. Davis.

Rep: The Katz Agency. *News:* UP. *Seating facilities:* Auditorium, seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 12 paid shows weekly. *Merchandising:* Complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window dis-

W M C

the *Only* COMPLETE
RADIO STATION IN THE MID-SOUTH

5,000 WATTS—DAY
1,000 WATTS—NIGHT



- ✓ THE *Only* HALF WAVE VERTICAL ANTENNA
- ✓ THE *Only* MOBILE TRANSMITTER
- ✓ THE *Only* SHORT WAVE PORTABLE TRANSMITTER
- ✓ THE *Only* SHORT WAVE "PACK-SET"
- ✓ THE *Only* COMPLETE RECORDING SERVICE

NATIONAL REPRESENTATIVE:
THE BRANHAM COMPANY

W M C

MEMPHIS

Owned and Operated by
THE COMMERCIAL APPEAL

RESULTS PROVE WMC SELLS THE MID-SOUTH

TENNESSEE STATIONS—Continued

plays in street-front studios, displays on auditorium stage, and announcement plugs on the air; specified amount of money must be spent with station to receive all this cooperation. *Foreign language programs*: Not accepted. *Artists bureau*: Yes; lists a roster of 34. *Base rate*: \$120.

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

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 520 S. Gay St. *Phone*: 2-7112. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: NBC Supplementary Red Southcentral Group and Blue Southern Group; rebroadcasts WLW and WSM programs. *Opened*: 1927.

President: S. E. Adcock. *General and commercial manager*: C. H. Frazier. *Program, musical, publicity director, promotion and traffic manager*: John Reese. *Chief engineer*: Joseph Wofford.

Rep: John Blair. *News*: None listed. *Seating facilities*: None. *Merchandising*: Cooperation with local theatres and newspapers; window displays in Knoxville stores. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$120.

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

WHBQ, MEMPHIS

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

General Manager: E. A. Alburty. *Commercial manager*: Eugene Pournelle. *Program director*: Emmet McMurray, Jr. *Chief engineer*: Weldon T. Roy. *Musical director*: Jimmy Klaer. *Publicity director*: Reg Ferguson.

Rep: None. *News*: None. *Seating facilities*: Auditorium studio, 850. *Merchandising*: Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. *Foreign language programs*: Accepted, but only for specified time periods. *Artists bureau*: Setup is nominal only. *Base rate*: \$60.

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

WMC, MEMPHIS

Operator: Memphis Commercial Appeal Co., Hotel Gayoso. *Phone*: 87464. *Power*: 5,000 and 1,000 watts on 780 kc. *Affiliation*:

NBC Red Southcentral Group. *Opened*: Jan. 23, 1923. (Note: This station is newspaper-owned: The Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

General manager: H. W. Slavick. *Commercial manager*: J. C. Eggleston. *Program director*: John Cleghorn. *Chief engineer*: Clyde E. Baker. *Merchandising and production manager*: W. H. Fielding. *Publicity director*: Robert M. Gray.

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

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements.

WMPS, MEMPHIS

Operator: Scripps-Howard Radio, Inc., Columbian Tower. *Phone*: 5-2721. *Power*: 1,000 and 500 watts on 1430 kc. *Affiliation*: NBC Blue. *Opened*: 1925. (Note: This station is newspaper-owned by the Memphis Commercial Appeal, as is WMC of the same city.)

Program director: George Engelter. *Commercial manager*: W. A. Kirkendale. *Chief engineer*: Joe Epperson.

Rep: None. *News*: None. *Merchandising*: Full service rendered, subject to charge against the sponsor; in cases of "very good advertising contracts" no charges are made. *Foreign language programs*: No rules; very little call for such programs. *Artists bureau*: None. *Stock*: 200 shares held entirely by the Memphis Commercial Appeal Co. *Base rate*: \$120.

Copy restrictions: "Rule of reason governs commercial copy"; beer and wine advertising accepted at any time; hard liquors not accepted; patent medicines are accepted providing the "copy is clean."

WREC, MEMPHIS

Operator: WREC, Inc., Hotel Peabody. *Phone*: 5-1313. *Power*: 5,000 and 1,000 watts on 600 kc. *Affiliation*: CBS. *Opened*: 1922.

President and owner: Hoyt B. Wooten. *Station manager*: Hollis Wooten. *Program director*: Bill Trotter. *Chief en-*



FIGURE IT OUT FOR YOURSELF

The modest price you pay for WSM is based upon the shaded section of the map above. This is WSM's primary city and town coverage for daytime only. What your advertising actually receives is dominant coverage in this shaded area plus a hearing in every state in the Union.

You pay for an audience of hundreds of thousands. You receive an audience of millions!

Do we exaggerate when we speak of WSM as the biggest advertising bargain in America? The coverage map above speaks for itself.



REPRESENTED BY EDWARD PETRY & COMPANY

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.,
INCORPORATED

NASHVILLE, TENNESSEE

TENNESSEE STATIONS—Continued

gineer: S. D. Wooten, Jr. *Publicity director:* Charlie Maughan.

Rep: The Katz Agency. *News:* UP. *Seating facilities:* About 1,000. *Merchandising:* Amount and kind of service depends on importance of account; generally rendered at actual cost. *Foreign language programs:* No set rules; no requests received to date. *Artists bureau:* None. *Base rate:* \$200.

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

WLAC, NASHVILLE

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

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

Rep: Paul H. Raymer Co. *News:* Trans-radio. *Seating facilities:* None. *Merchandising:* Spot pre-program announcements calling attention to a forthcoming series; get out letters to the trade advising of the

series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; publicity stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day.

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

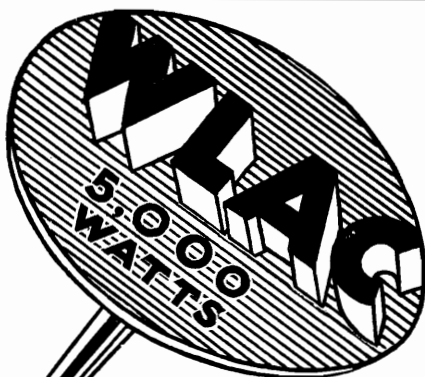
Base rate: \$225.

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

WSIX, NASHVILLE

Operator: WSIX, Inc., Andrew Jackson Hotel. *Phones:* 5-5431. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1927; moved from Springfield, Tenn., to Nashville on Sept. 10, 1936.

**NASHVILLE
COVERAGE FOR
NATIONAL
ADVERTISERS**



MEMBER STATION C. B. S.

J. T. WARD, PRESIDENT

F. C. SOWELL, V. P. & GEN. MGR.

PAUL H. RAYMER & CO.,

NATIONAL REPRESENTATIVES

TENNESSEE STATIONS—Continued

President: Jack M. Darughon. *Chief engineer:* Bascom Porter.

Rep: Sears & Ayer. *News:* None. *Seating facilities:* Hotel Andrew Jackson auditorium, 300; Medical Arts Auditorium, 800; no admission charged as yet. *Merchandising:* Services rendered at cost. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$80.

Copy restrictions: Beer accepted; no other alcoholic beverages; spot announcements can not exceed 125 words.

WSM, NASHVILLE

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

Vice-president: E. W. Craig. *Station manager:* Harry Stone. *Commercial manager:* Harben Daniel. *Chief engineer:* J. H.

DeWitt, Jr. *Artists bureau head:* George D. Hay. *Musical director:* Peter Brescia. *Publicity director:* Jack Harris.

Rep: Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Auditorium studio seating 400; lease on outside auditorium seating 2,500 persons. *Merchandising:* Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. *Foreign language programs:* Never requested to date; foreign population small. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$360.

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

TEXAS

(1,033,500 radio homes)

Radio Homes by Counties

Anderson	5,520	Chambers	850	El Paso	25,430
Andrews	130	Cherokee	6,100	Erath	3,370
Angelina	4,380	Childress	2,780	Falls	5,490
Aransas	360	Clay	2,100	Fannin	6,320
Archer	1,550	Cochran	260	Fayette	4,360
Armstrong	490	Coke	740	Fisher	1,830
Atascosa	2,040	Coleman	3,750	Floyd	1,930
Austin	2,860	Collin	7,150	Foard	950
Bailey	670	Collingsworth	2,220	Fort Bend	4,060
Bandera	580	Colorado	3,040	Franklin	1,150
Bastrop	3,560	Comal	2,380	Freestone	3,340
Baylor	1,180	Comanche	2,810	Frio	1,380
Bee	2,420	Concho	1,060	Gaines	370
Bell	8,560	Cooke	4,070	Galveston	15,280
Bexar	61,820	Coryell	2,790	Garza	790
Blanco	530	Cottle	1,420	Gillespie	1,670
Borden	180	Crane	570	Glasscock	180
Bosque	2,330	Crockett	490	Goliad	1,330
Bowie	8,130	Crosby	1,540	Gonzales	3,930
Brazoria	3,520	Culberson	230	Gray	4,550
Brazos	3,780	Dallam	1,590	Grayson	12,340
Brewster	1,190	Dallas	76,570	Gregg	2,660
Briscoe	760	Dawson	2,010	Grimes	3,450
Brooks	780	Deaf Smith	930	Guadalupe	4,130
Brown	5,000	Delta	1,810	Hale	3,600
Burleson	2,870	Denton	5,480	Hall	2,660
Burnet	1,560	De Witt	4,390	Hamilton	2,000
Caldwell	4,890	Dickens	1,190	Hansford	560
Calhoun	750	Dimmit	1,200	Hardeman	2,400
Callahan	1,950	Donley	1,630	Hardin	2,400
Cameron	13,120	Duval	1,560	Harris	85,110
Camp	1,500	Eastland	6,410	Harrison	7,760
Carson	1,290	Ector	690	Hartley	340
Cass	3,890	Edwards	440	Haskell	2,480
Castro	640	Ellis	9,180	Hays	2,380

TEXAS STATIONS—Continued

Hemphill	700	McMullen	190	San Saba	1,480
Henderson	4,240	Madison	1,620	Schleicher	480
Hidalgo	12,410	Marion	1,500	Scurry	1,780
Hill	6,640	Martin	760	Shackelford	1,130
Hockley	1,220	Mason	840	Shelby	3,960
Hood	890	Matagorda	2,960	Sherman	380
Hopkins	4,300	Maverick	1,040	Smith	8,460
Houston	4,110	Medina	1,980	Somervell	470
Howard	4,590	Menard	730	Starr	1,440
Hudspeth	550	Midland	1,600	Stephens	3,050
Hunt	8,250	Milam	5,440	Sterling	240
Hutchinson	2,960	Mills	1,190	Stonewall	750
Irion	340	Mitchell	2,250	Sutton	440
Jack	1,370	Montague	3,160	Swisher	1,080
Jackson	1,470	Montgomery	2,330	Tarrant	46,660
Jasper	2,530	Moore	230	Taylor	8,120
Jeff Davis	290	Morris	1,350	Terrell	460
Jefferson	29,450	Motley	940	Terry	1,160
Jim Hogg	670	Nacogdoches	4,400	Throckmorton	770
Jim Wells	1,970	Navarro	9,630	Titus	2,360
Johnson	5,850	Newton	1,830	Tom Green	7,620
Jones	3,790	Nolan	3,840	Travis	14,840
Karnes	2,970	Nueces	9,380	Trinity	1,970
Kaufman	5,820	Ochiltree	1,010	Tyler	1,730
Kendall	820	Oldham	220	Upshur	2,930
Kenedy	100	Orange	2,770	Upton	1,280
Kent	500	Palo Pinto	3,150	Uvalde	2,160
Kerr	1,880	Panola	3,100	Val Verde	2,700
Kimble	650	Parker	3,110	Van Zandt	4,390
King	150	Parmer	800	Victoria	3,370
Kinney	570	Pecos	1,370	Walker	2,680
Kleberg	2,090	Polk	2,510	Waller	1,620
Knox	1,550	Potter	11,050	Ward	810
Lamar	7,910	Presidio	1,490	Washington	4,010
Lamb	2,420	Rains	900	Webb	6,990
Lampasas	1,580	Randall	1,390	Wharton	4,430
La Salle	1,170	Reagan	610	Wheeler	2,430
Lavaca	4,130	Real	340	Wichita	16,030
Lee	1,760	Red River	4,290	Wilbarger	4,210
Leon	2,830	Reeves	1,190	Willacy	1,490
Liberty	3,040	Refugio	1,140	Williamson	7,090
Limestone	6,000	Roberts	240	Wilson	2,240
Lipscomb	690	Robertson	3,920	Winkler	1,580
Live Oak	1,150	Rockwall	1,210	Wise	2,950
Llano	870	Runnels	3,440	Wood	3,490
Loving	40	Rusk	4,260	Yoakum	150
Lubbock	7,470	Sabine	1,730	Young	3,490
Lynn	1,630	San Augustine	1,650	Zapata	380
McCulloch	2,110	San Jacinto	1,360	Zavala	1,410
McLennan	18,910	San Patricio	3,330		

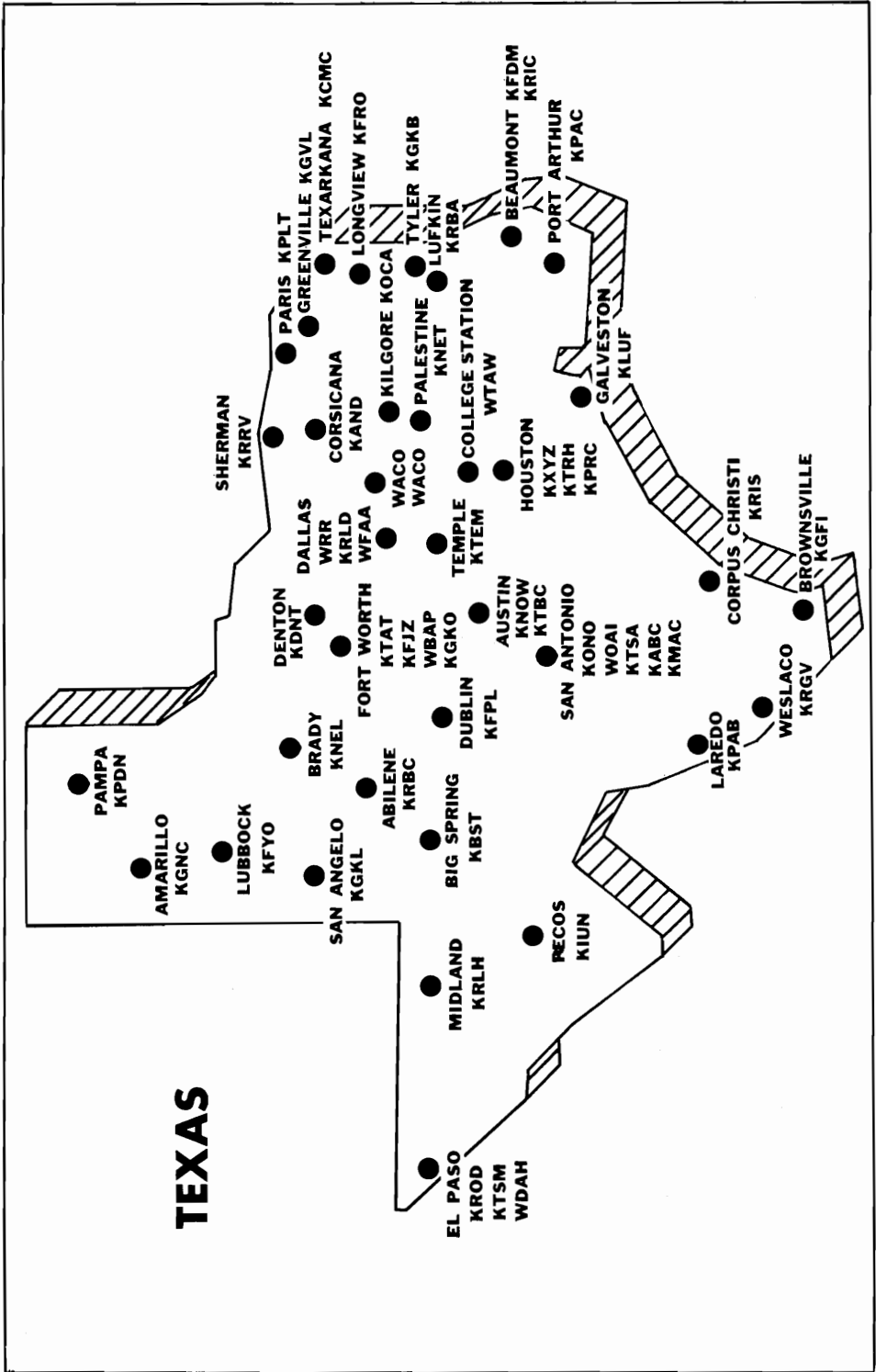
KRBC, ABILENE

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

President: M. Bernard Hanks. Station manager: Max Bentley. Commercial manager: Poole Robertson. Program director: Douglas Doan. Chief engineer: W. W. Robertson, Jr. Musical director: A. D. Whise-

nant. Production manager: Jack Wallace. Publicity director: Bro Mingus.

Rep: Not yet announced. News: AP; UP. Seating facilities: Reception room seating 120. Merchandising: Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. Foreign language programs: Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. Artists bureau: Newly established;



TEXAS STATIONS—Continued

artists furnished on commercial programs at set rate. *Base rate:* \$60.

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

KGNC, AMARILLO

Operator: Plains Radio Broadcasting Company, Eighth & Harrison Sts. *Phone:* 4242. *Power:* 2,500 and 1,000 watts on 1410 kc. *Affiliation:* NBC Southwestern Group. *Opened:* June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

President, general manager: O. L. (Ted) Taylor. *Assistant general manager:* John Ballard. *Chief engineer:* W. S. Bledsoe. *Merchandising manager:* Raymond Hollingsworth. *Musical Director:* Eddie Bauml.

Rep: Howard H. Wilson Co. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered free, except such as involves printed matter, for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

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

KNOW, AUSTIN

Operator: KUT Broadcasting Company, 1312 Norwood Bldg. *Phone:* 26213. *Power:* 250 and 100 watts on 1500 kc. *Affiliations:* CBS. *Opened:* 1929. (Note: This station is a subsidiary of Hearst Radio, Inc.)

Station manager: James W. Pate. *Commercial manager:* Paul Forchheimer. *Program and publicity director, artists bureau supervisor:* Brice Dickson.

Rep: International Radio Sales. *News:* INS.

Seating facilities: 250 persons (two studios). *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Yes. *Base rate:* \$60.

Copy restrictions: Beer accepted any time; wine and liquor advertising after 10:30 p.m., and must have 15-minute program with no direct encouragement to use beverage advertised; all copy subject to station approval or revision.

KTBC, AUSTIN

Operator: State Capitol Broadcasting Assn. (R. B. Anderson, president). *Power:* 1,000 watts on 1120 kc. (specified hours daytime with WTAW).

At press time this station had a construction permit only.

KFDM, BEAUMONT

Operator: Sabine Broadcasting Co., Inc., Box 2950. *Phone:* 3882. *Power:* 1,000 and 500 watts on 560 kc. *Affiliation:* NBC Supplementary to the Southern Blue or Southwestern Red and Blue. *Opened:* October, 1924.

President: J. M. Gilliam. *Station manager, publicity director:* George William Caldwell. *Commercial manager:* W. F. Adams. *Program director:* A. B. Carroll. *Chief engineer:* W. C. Douglas. *Musical director:* Clifton Bruner.

Rep: John Blair & Co. *News:* No service; broadcast NBC news. *Seating facilities:* None currently; new setup being contracted for will accommodate about 50 persons. *Merchandising:* Sales surveys; cooperate with wholesalers and their salesmen; work with manufacturers and their representatives; all services gratis. *Foreign language programs:* None to date; would accept if programs did not violate station "policies and principles." *Artists bureau:* None. *Stock:* Principal holders are J. M. Gilliam, Mrs. J. M. Gilliam and W. F. Adams. *Base rate:* \$60 (½ hr.).

Copy restrictions: No hard liquor; no copy with exaggerated claims; accept beer, wines and patent medicines.

KRIC, BEAUMONT

Operator: Beaumont Broadcasting Assn. (B. A. Steinhagen, president). *Power:* 100 watts on 1420 kc.

At press time this station had a construction permit only.

KBST, BIG SPRING

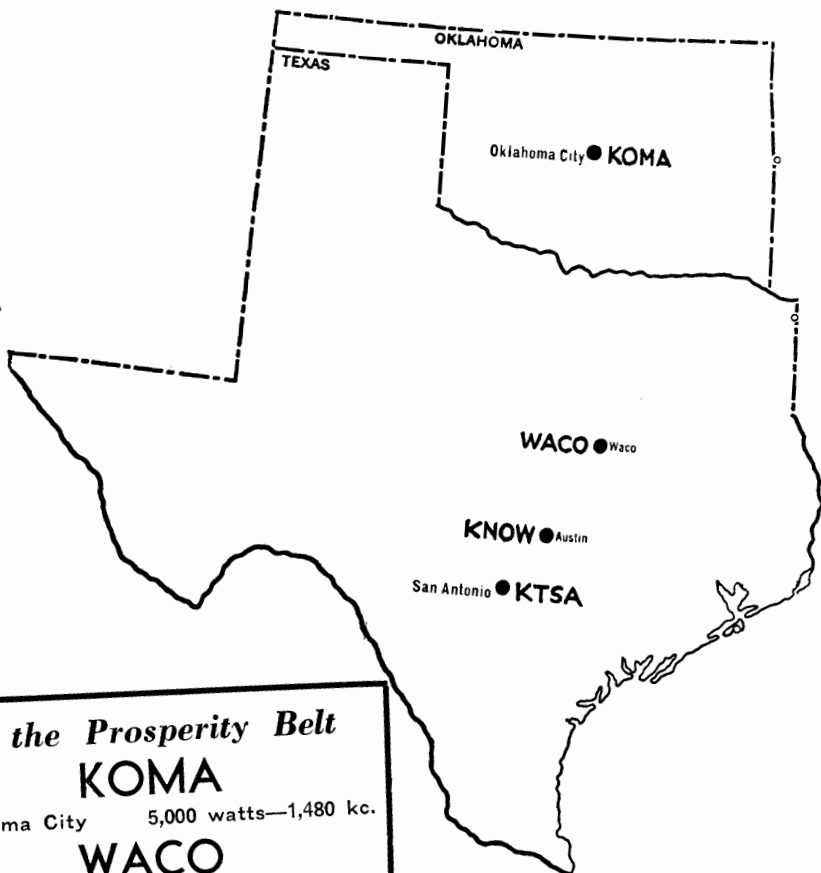
Operator: Big Spring Herald Broadcasting Co., Crawford Hotel. *Phone:* 1500. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Dec. 15, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

President: Joe C. Galbraith. *Station manager, publicity director:* Howard Barrett. *Commercial manager:* C. M. Garnes. *Program and musical director, artists bureau head:* Mary V. Keneaster. *Chief engineer:* John B. Casey.

Rep: Graham A. Robertson. *News:* AP. *Seating facilities:* Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel

Serving 4 Great Markets

In the Great Southwest



In the Prosperity Belt

KOMA

Oklahoma City 5,000 watts—1,480 kc.

WACO

Waco 250 watts—1,420 kc.

KNOW

Austin 100 watts—1,500 kc.

KTSA

San Antonio 5,000 watts day, 1,000 night
550 kc.

THE SEAL OF SUPREMACY
NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

TEXAS STATIONS—Continued

will accommodate 200. *Merchandising:* Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. *Foreign language programs:* Accept only transcribed foreign language programs, which must be accompanied by an English script. *Artists bureau:* Being formed. *Stock:* Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. *Base rate:* \$40.

Copy restrictions: No beer, wines or hard liquors; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes.

KNEL, BRADY

Operator: G. L. Burns. *Phone:* 77. *Power:* 250 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* Nov. 7, 1935.

Managing director: J. S. Sloane. *Commercial manager:* C. N. Newlin. *Program director:* Forrest Cox. *Chief engineer:* Marion Crawford. *Musical director:* Cecil Streigler.

Rep: None. *News:* Furnished by San Angelo Times & Standard. *Seating facilities:* Small reception room. *Merchandising:* Yes; department available to contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc; newspaper cooperation on programs. *Foreign language programs:* Spanish programs currently on station; all announcements subject to strict supervision of station. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$50.

Copy restrictions: No announcements may be over 100 words in length.

KGFI, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None.

Base rate: \$30 (½ hr.).

No further information available after repeated requests.

WTAW, COLLEGE STATION

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

This station is non-commercial; college-owned.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. *Power:* 500 watts on 1330 kc. *Affiliation:* NBC Southwestern supplementary service. *Opened:* 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

Base rate: \$120.

No further information available.

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. *Phone:* 30. *Power:* 100 watts on 1310 kc. (daytime); has construction permit for 250 watts). *Affiliation:* None. *Opened:* May 16, 1937.

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

Copy restrictions: Copy "must be in no way misleading."

KRLD, DALLAS

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

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

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

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

WFAA, DALLAS

Operator: A. H. Belo Corp., Baker Hotel. *Phone:* 7-9631. *Power:* 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* June 26, 1922. (Note: This station is newspaper-owned—Dallas News and Dallas Journal.)

Station manager: Martin B. Campbell. *Regional sales manager:* Alexander Keese. *Program director:* Ralph W. Nimmons.

WFAA-WBAP

Voice of the brightest spot
on the Nation's business
review maps.....



Practically all recognized business analysts, with practiced fingers on the pulse of the nation's retail activities, are indicating that the best market in the United States today is in Texas, and the best current and future business prospects are in the area for which Dallas-Fort Worth is the trading center.

Wholesalers, retailers, district managers, listeners will tell you that WFAA-WBAP is their personal favorite and the standout station in the Southwest.

These two simple statements of fact add up to one inescapable conclusion . . . now is the time to concentrate your advertising in "America's Fastest Growing Market," and you can do it most effectively through

50,000 Watts



Clear Channel

NBC

WFAA - WBAP

TQN

MARTIN CAMPBELL, Gen. Mgr. WFAA, National Sales Mgr. WFAA-WBAP

National Representatives: EDWARD PETRY & CO., Inc.

TEXAS STATIONS—Continued

Chief engineer: Raymond Collins. *Merchandising manager:* Irvin Gross. *Musical director:* Karl Lambert. *Publicity director:* Dick Jordan.

Rep: Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Ballrooms of Baker Hotel and Adolphus Hotel. *Merchandising:* Maintains close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. *Foreign language programs:* Never any request for, either by sponsors or listeners. *Artists bureau:* None. *Base rate:* \$250 (½ hr.).

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

WRB, DALLAS

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

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

Rep: Edw. S. Townsend Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* About 250 persons. *Merchandising:* No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. *Foreign language programs:* Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. *Artists bureau:* Inactive at present time. *Base rate:* \$65 (½ hr.).

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

KDNT, DENTON

Operator: Harwell V. Shepard. *Power:* 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

KFPL, DUBLIN

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

Rep: None. *Base rate:* \$7.50.

No further information available after repeated requests.

KROD, EL PASO

Operator: Dorrance D. Roderick.

At press time this station had a construction permit only; additionally, issues were being determined by the Court of Appeals, District of Columbia.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. *Phones:* Main 46-47-48. *Power:* 250 and 100 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAI schedule). *Affiliation:* NBC Red and Blue South Mountain Group. *Opened:* August, 1929.

Vice-president and general manager: Karl O. Wyler. *Program director:* Roy T. Chapman. *Chief engineer:* E. L. Gemoets. *Artists bureau head:* Conrey Bryson. *Musical director:* Merrill Averill.

Rep: George P. Hollingbery Co. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* All services offered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 15 artists. *Stock:* Principally held by Mrs. L. E. Bredberg, Karl O. Wyler, F. L. Koons and W. C. Bailey. *Base rate:* \$120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste.

WDAH, EL PASO

Operator: Tri-State Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with KTSM).

This station is non-commercial.

KFJZ, FORT WORTH

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

President: Elliott Roosevelt. *General manager:* H. A. Hutchinson. *Commercial manager:* Leonard Coe. *Program director:* Roy Duffy. *Chief engineer:* Truett Kimzey.

Rep: None. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Furnished on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Owned 99¼% by Ruth G. and Elliott Roosevelt. *Base rate:* \$48.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announce-

TEXAS STATIONS—Continued

ments; no more than one-quarter of the contracted time on programs may be used for commercials.

KTAT, FORT WORTH

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

President: Raymond E. Buck. *Station manager, commercial manager:* Sam H. Bennett. *Program director, artists bureau head:* Spencer Allen. *Chief engineer:* Joe B. Haigh. *Musical director:* Robert McComb. *Publicity director:* Len Finger.

Rep: Free & Peters, Inc. *News:* INS. *Seating facilities:* Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. *Merchandising:* Every service rendered at cost; no charge for time or work of employees. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Set-up is nominal only; books sustaining talent for outside engagements. *Stock:* Principal holder is Raymond Buck. *Base rate:* \$125.

Copy restrictions: Accept wine and beer; no other alcoholic beverages; counsel in-

vestigates patent medicines before copy is accepted; abides by NAB code of ethics; nothing questionable taken.

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. *Phone:* 3-2301. *Power:* 50,000 watts on 800 kc (note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* May 2, 1922. (Note: This station is newspaper-owned—The Fort Worth Star-Telegram.)

President: Amon G. Carter. *General manager:* Harold V. Hough. *Commercial manager and director:* George Cranston. *Chief engineer:* A. M. Woodford. *Musical director:* Eugene Baugh. *Publicity director:* Elbert Haling.

Rep: Edward Petry & Co., Inc. *News:* None. *Seating facilities:* Audience hall, capacity 200; also Blackstone Hotel ballroom. *Merchandising:* Maintains a service. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$420.

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



KTAT

Covers the

FORT WORTH MARKET

*at a LOWER COST than
any other Radio Station!*

MEMBER MUTUAL BROADCASTING SYSTEM

1000 Watts -:- Full Time

RAYMOND BUCK, President

SAM H. BENNETT, General Manager

National Representatives:

Free & Peters, Inc.

New York
Detroit
Los Angeles

Chicago
Atlanta
San Francisco

TEXAS STATIONS—Continued

KLUF, GALVESTON

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

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

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

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

KGVL, GREENVILLE

Operator: Hunt Broadcasting Assn. (Fred Horton, president). *Power:* 100 watts on 1200 kc. (daytime).

At press time this station had a construction permit only.

KPRC, HOUSTON

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

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

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

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

KTRH, HOUSTON

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

Supervisor, station manager: B. F. Orr. *Commercial manager:* Ray E. Bright. *Pro-*

gram and publicity director: Harry Grier. *Chief engineer:* T. L. Hiner. *Musical director:* Edward Fritsch.

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

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

KXYZ, HOUSTON

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

Base rate: \$200.

No other information available after repeated dequests.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Main & Rusk Streets. *Phone:* 616. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* East Texas Broadcasting System. *Opened:* December 23, 1936. (Note: this station is affiliated with the Kilgore Daily News.)

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

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

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

KPAB, LAREDO

Operator: Mervel M. Valentine. *Power:* 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KFRO, LONGVIEW

Operator: Voice of Longview, Glover Crim Bldg. *Phone:* 411. *Power:* 250 watts on 1370 kc (operates weekdays, 6 a. m. to sundown; Sundays, 7 a. m. to 9 p. m.). *Affiliation:* None. *Opened:* January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago);

TEXAS STATIONS—Continued

Radio Advertising Associates (Atlanta); Walter Biddick Co. (Coast). *News*: Transradio. *Seating facilities*: About 50 persons. *Merchandising*: Supply route sheets; dealer lists; mail letters; newspaper publicity; price markers; other helps. *Foreign language programs*: None; market is 99% English speaking. *Artists bureau*: Yes; has several orchestras and other musical talent. *Stock*: Entirely held by James R. Curtis. *Base rate*: \$87.50.

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

KFYO, LUBBOCK

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

President: O. L. Taylor. *Station manager*: De Witt Landis. *Commercial manager*: De Witt Landis. *Sales and promotion*: Q. F. Parker. *Program director*: Ollie Cook. *Chief engineer*: William Torrey. *Artists bureau head*: Wesley Youngblood. *Musical director*: R. B. McAlister. *Publicity director*: Bruce Collier.

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

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

KRBA, LUFKIN

Operator: Red Lands Broadcasting Assn. (Ben T. Wilson, president). *Power*: 100 watts on 1310 kc. (daytime).

At press time this station had a construction permit only.

KRLH, MIDLAND

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

Owner: Clarence Scharbauer. *Station manager*: Thomas K. Betzel. *Program director*: Charles Roark. *Chief engineer*: Robert Harmon. *Musical director*: Pete Gates. *Publicity director*: Russ Lamb.

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

Copy restrictions: No liquor, laxatives or "cure-all" advertising; all copy must conform to station standards and FCC rules and regulations.

KNET, PALESTINE

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

Base rate: \$55.

No further information available after repeated requests.

KPDN, PAMPA

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

General and station manager: Sidney L. Patterson. *Program and publicity director*, *artists bureau head*: John Sullivan. *Chief engineer*: Herman Kreiger. *Musical director*: Ray Monday. *Continuity editor*: Betty Dunbar.

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

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

KPLT, PARIS

Operator: North Texas Broadcasting Co., corner South Main and Austin. *Phone*: 1124. *Power*: 250 watts on 1500 kc (day-

TEXAS STATIONS—Continued

time). *Affiliation:* None. *Opened:* Dec. 15, 1936. (Note: this station is newspaper-owned by the Paris News).

Commercial manager: Lonnie Preston. *Program and publicity director:* Richard Schlaudroff. *Chief engineer:* Weldon Jeffus. *Office secretary:* Mary Jo Mayse.

Rep: None. *News:* Associated Press. *Seating facilities:* Capacity of 100 persons in mezzanine foyer. *Merchandising:* Regular type of service offered gratis; extra services billed at net cost. *Foreign language programs:* Would accept if wanted; not considered feasible in this area, however. *Artists bureau:* None. *Stock:* Held by Houston Harte, A. G. Pat Mayse, and Bernard Hanks. *Base rate:* \$45.

Copy restrictions: Beer and light wine advertising accepted; patent medicine copy subject to censorship which will make it "suitable for presentation in the home"; adhere to NAB Code of Ethics.

KIUN, PECOS

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

General and station manager: Jack Hawkins. *Commercial manager:* Lloyd Hutchins Parks. *Chief engineer:* Tommy Hubbard. *Artists bureau head:* Sid Parks. *Program and musical director:* Dick Jay. *Publicity director:* Barney Hubbs.

Rep: None. *News:* Transradio. *Seating facilities:* About 100. *Merchandising:* Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. *Foreign language programs:* Accept Spanish programs only. *Artists bureau:* Set-up nominal only. *Base rate:* \$35.

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

KPAC, PORT ARTHUR

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

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

Rep: None. *News:* Transradio. *Seating facilities:* Studio in Hotel Sabine, seating

700 persons; also studio in Port Arthur College, seating 1,200. *Merchandising:* Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. *Foreign language programs:* Accepted if English script is supplied. *Artists bureau:* Setup nominal only. *Base rate:* \$110.

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

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. *Phones:* 6715; 6716; 5516. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene).

President: H. C. Ragsdale. *Station and commercial manager:* J. Bert Mitchell, Jr. *Program director:* Lynn Bigler. *Chief engineer:* Frank M. Jones.

Rep: None. *News:* AP. *Seating facilities:* Two studios, seating about 50 persons each. *Merchandising:* Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information of sale of a sponsor's product, etc.; service rendered gratis. *Foreign language programs:* Spanish only accepted. *Artists bureau:* None. *Stock:* Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. *Base rate:* \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquors; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code.

KABC, SAN ANTONIO

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

President: Henry Lee Taylor. *General manager:* William McCabe. *Program and musical director, studio manager;* Charles L. Belfi. *Chief engineer:* G. P. Rumble. *Publicity director:* Pearl Sohn.

Rep: None. *News:* Transradio. *Seating facilities:* Studio, 80 persons. *Merchandising:* Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks, surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. *Foreign language programs:* Accepted; commercials must be limited and an English translation supplied in advance.

TEXAS STATIONS—Continued

Artists bureau: Set-up maintained nominally only. *Stock:* Principal owners are Henry Lee Taylor, president; Thurman Barrett, R. E. Willson. *Base rate:* \$20 (half hour).

Copy restrictions: Beer and wines accepted; no whiskey or hard liquors; copy subject to station approval and F.C.C. regulations.

KMAC, SAN ANTONIO

Operator: Walmac Co., Smith Young Tower. *Phone:* Cathedral 6211. *Power:* 250 and 100 watts on 1370 kc (shares time with KONO). *Affiliation:* None. *Opened:* July 28, 1930 (station was once known as KGCI).

President: W. W. McAllister. *Station and commercial manager:* Howard W. Davis. *Program director:* A. S. Bessan. *Chief engineer:* R. R. Hayes. *Publicity director:* W. P. Smythe.

Rep: Cox and Tanz. *News:* None. *Seating facilities:* Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. *Merchandising:* Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all service gratis. *Foreign language*

programs: Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." *Artists bureau:* None. *Stock:* Station is a partnership of W. W. McAllister and Howard W. Davis. *Base rate:* \$60.

Copy restrictions: Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with policy, and to refuse or discontinue any copy for reasons satisfactory to itself.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., Milam Bldg. *Phone:* F. 1371. *Power:* 100 watts on 1370 kc (divides time with KMAC; has construction permit for 250 and 100 watts). *Affiliation:* None. *Opened:* Jan. 28, 1927.

Owner and general manager: Eugene J. Roth. *Commercial manager:* James M. Brown. *Program director, artists bureau head, publicity:* Gerald Morgan. *Chief en-*

DOMINANT

IN

COVERAGE

PROGRAM POPULARITY

MAIL RESPONSE

DEALER PREFERENCE

50,000 WATTS

W O A I

CLEARED CHANNEL

SAN ANTONIO, TEXAS

AFFILIATE

REPRESENTED NATIONALLY BY

MEMBER

NBC

EDWARD PETRY & CO.

TQN

TEXAS STATIONS—Continued

gineer: George Ing. *Musical director*: Ted Brown.

Rep: Cox and Tanz. *News*: None. *Seating facilities*: Studio, 150; can seat as high as 300 with reception room and studio combined. *Merchandising*: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. *Foreign language programs*: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." *Artists bureau*: Yes; lists a complete roster. *Base rate*: \$25 (half hour.)

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

KTSA, SAN ANTONIO

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

Station manager: George W. Johnson. *Program director*: Paul Girard. *Chief engineer*: W. G. Egerton.

Rep: International Radio Sales. *News*: INS. *Seating facilities*: Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. *Merchandising*: Complete service offered at actual cost. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$165.

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

WOAI, SAN ANTONIO

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

President: Hugh A. L. Half. *General manager*: Beeman Fisher. *Program director*: Lew Valentine. *Sales promotion and merchandising*: Carl A. Doty. *Chief engineer*: Fred Sterling. *News editor*: Ken McClure.

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

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

KRRV, SHERMAN

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

Base rate: \$35.

No other information available.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel Tower. *Phone*: 4646. *Power*: 250 watts on 1370 kc (operates to local sunset). *Affiliation*: None. *Opened*: Dec. 1, 1936. (Note: Owner is a commercial stock company.)

General manager: Frank W. Mayborn. *Station manager*: Burt Bishop. *Program director, musical director*: Edwin Callaway. *Chief engineer*: Rupert Bogan. *Artists bureau head*: Kirby Gunn.

Rep: Graham A. Robertson (New York and Dallas); H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News*: UP. *Seating facilities*: Studio-auditorium, 500 persons. *Merchandising*: Complete merchandising and promotion service. *Foreign language programs*: German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. *Artists bureau*: Run for booking purposes only. *Stock*: Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. *Base rate*: \$45.

Copy restrictions: Dry county, but will take beer and wines; patent medicines accepted; price quoting permitted.

KCMC, TEXARKANA

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

General, station and commercial manager, publicity director: Foster W. Fort. *Program director, artists bureau head*: Tom Dillahunty. *Chief engineer*: Harvey Robertson. *Musical director*: Dorothy Moore.

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

Copy restrictions: Beer and wine accepted;

TEXAS STATIONS—Continued

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

KGKB, TYLER

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

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

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

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

WACO, WACO

Operator: KTSA Broadcasting Co., Amicable Bldg. *Phone:* 2700. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is owned by Hearst Radio).

Vice-president, general manager: Neal Barrett. *Station manager:* J. W. Pate. *Commercial manager:* R. E. Lee Glasgow. *Musical director:* Pat Adelman. *Chief engineer:* L. H. Appleman.

Rep: International Radio Sales. *News:* INS. *Seating facilities:* About 75 persons. *Merchandising:* Send out circulars, dodgers, placards, and direct mail aids. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$60.

Copy restrictions: Liquor programs only

after 10:30 p.m., running no less than a quarter-hour, and produced in the station's studio in a "dignified character"; proprietaries subject to station approval.

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. *Phones:* 375; 376; 118. *Power:* 1,000 watts on 1260 kc. *Affiliation:* NBC Southwestern Supplementary Group. *Opened:* Sept. 6, 1926.

President: M. S. Niles. *Station manager:* Ken Lowell Sibson. *Commercial manager:* I. S. Roberts. *Program and musical director:* Dick Watkins. *Chief engineer:* Neal McNaughton. *Publicity director:* Betsy Drake.

Rep: Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* Special department handles display and poster distribution, trade mailings, air build-ups, and sales reports; all services free except where special services are requested by the advertiser. *Foreign language programs:* Have daily Spanish program via which the services of announcers and program directors are tendered without extra charge. *Artists bureau:* None. *Stock:* Held by M. S. Niles. *Base rate:* \$120.

Copy restrictions: Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations.

KGKO, WICHITA FALLS

Operator: Wichita Falls Broadcasting Co. *Power:* 1,000 and 250 watts on 570 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* 1928. *Base rate:* \$145 (½ hr).

At press time this station was moving its facilities to Fort Worth. Changes of various kinds will be made in the general setup.



UTAH

(111,000 radio homes)

Radio Homes by Counties

Beaver	1,150	Iron	1,560	Sevier	2,260
Box Elder.....	3,630	Juab	1,890	Summit	1,980
Cache	5,930	Kane	420	Tooele	2,060
Carbon	3,680	Millard	2,050	Uintah	1,900
Daggett	90	Morgan	520	Utah	10,060
Davis	2,940	Piute	400	Wasatch	1,150
Duchesne	1,630	Rich	360	Washington	1,490
Emery	1,410	Salt Lake.....	44,720	Wayne	370
Garfield	850	San Juan.....	700	Weber	11,980
Grand	400	Sanpete	3,420		

KSUB, CEDAR CITY

Operator: Harold Johnson and Leland Perry, doing business as Johnson & Perry, El Escalante Hotel. *Phone:* 398. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* July 3, 1937.

Station manager, publicity director: A. L. Madsen. *Program director:* Claire Bryant. *Chief engineer:* C. R. Miller. *Musical director, artists bureau head:* Inez Corry.

Rep: None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$20.

Copy restrictions: None listed.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co. *Power:* 100 watts on 1200 kc.

At press time this station had a construction permit only.

KLO, OGDEN

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

General manager: Paul R. Heitmeyer. *Commercial manager:* Merrill J. Bunnell. *Program director:* Ethel G. Clark. *Chief engineer:* W. D'Orr Cozzens. *Musical director:* Ed Berry.

Rep: Bryant, Griffith & Brunson, Inc.; Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* Two auditoriums, one seating 650 persons; the other 400. *Merchandising:* Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will

mail promotional material supplied by advertisers for cost of postage. *Foreign language programs:* Never had any; would not be useful in this region. *Artists bureau:* None. *Stock:* Principally held by A. L. Glasmann and Paul R. Heitmeyer. *Base rate:* \$125.

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

KEUB, PRICE

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

Manager, publicity: Sam G. Weiss. *Commercial manager, program director:* John Richards. *Chief engineer:* Carl E. Busart.

Rep: Cox and Tanz. *News:* Transradio. *Seating facilities:* About 25 persons. *Merchandising:* None. *Foreign language programs:* No restrictions against this type of program. *Artists bureau:* None. *Base rate:* \$35.

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

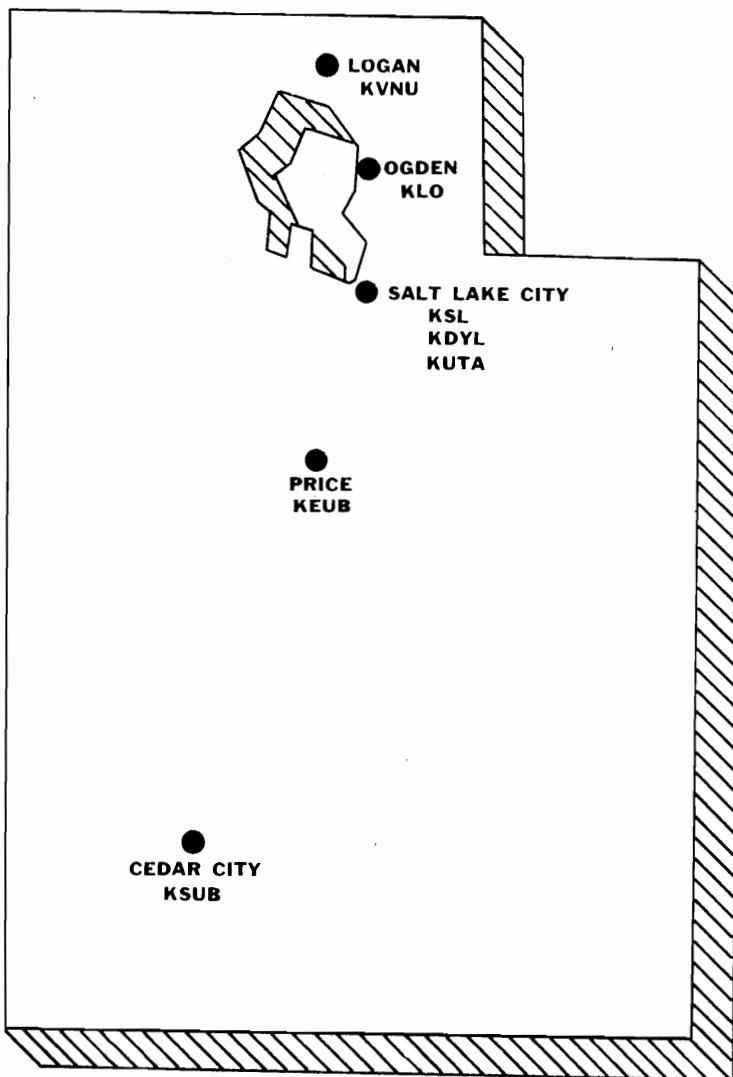
KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Ezra Thompson Bldg. *Phone:* Wasatch 7180. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* 1922.

President, general manager: S. S. Fox. *Commercial manager:* W. E. Wagstaff. *Production manager, publicity director:* George Snell. *Program director:* Ted Kimball. *Musical director:* B. Woodbury. *Chief engineer:* J. M. Baldwin.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Studio A, 50 persons; KDYL Radio Playhouse, 500; KDYL Open Air Theatre in summer (Liberty Park) has capacity for 2,000; no

UTAH



UTAH STATIONS—Continued

admission charged. *Merchandising:* Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists half a dozen orchestras, singers, and actors. *Base rate:* \$200.

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

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. *Phone:* Was. 3900. *Power:* 50,000 watts on 1130 kc. *Affiliation:* CBS. *Opened:* April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune, which is one of the station's largest stockholders.)

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

Rep: Edward Petry & Co., Inc. *News:* INS; UP. *Seating facilities:* KSL Concert Hall, capacity 800. *Merchandising:* Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging the programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. *Foreign language programs:* No call for these in view of the population's high (99%) English-speaking character. *Artists bureau:* Yes; complete roster of talent, including 50 or more artists, producers, musicians, etc. *Stock:* Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens. *Base rate:* \$300.

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

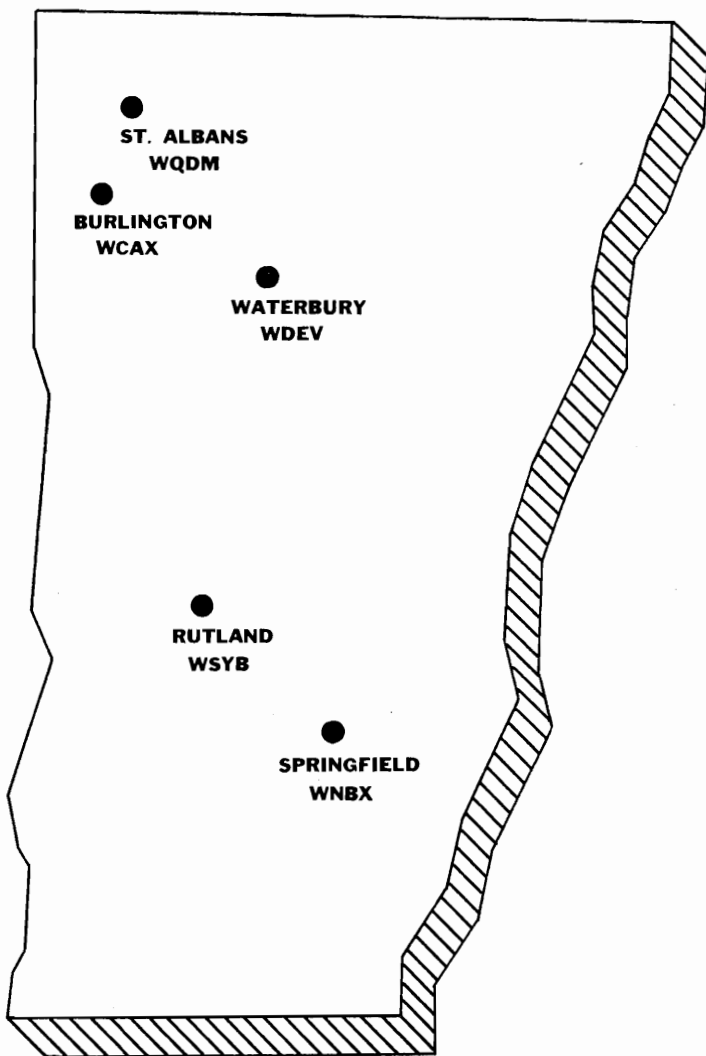
KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co. *Power:* 100 watts on 1500 kc.

WHEN listeners in the Salt Lake
City Market Area tune in, they
listen FIRST to KSL, the Voice
of the West.

Nationally Represented by
EDWARD PETRY & COMPANY

VERMONT



UTAH STATIONS—Continued

Station manager, chief engineer: Frank C. Carman. *Commercial manager:* Jack Lee Powers. *Program director:* David G. Smith.

Stock: Principally held by Frank C. Car-

man, David G. Smith, Jack Lee Powers, Grant R. Wrathall.

Note: At press time this station had a construction permit only; will open during summer, 1938.

VERMONT

(88,600 radio homes)

Radio Homes by Counties

Addison	4,460	Franklin	6,990	Rutland	11,930
Bennington	5,850	Grand Isle.....	900	Washington	10,200
Caledonia	6,670	Lamoille	2,700	Windham	6,860
Chittenden	11,150	Orange	4,250	Windsor	9,490
Essex	1,690	Orleans	5,460		

WCAX, BURLINGTON

Operator: The Burlington Daily News, Inc., 203 College St. *Phones:* 306; 373; 134. *Power:* 250 and 100 watts on 1200 kc. (specified hours). *Affiliation:* None. *Opened:* November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

Owner: Burlington Daily News, Inc. *President:* Col. H. Nelson Jackson. *General manager:* John A. Cellar. *Commercial manager:* William J. Kennedy. *Program and publicity director:* Jack Tierney. *Chief engineer:* James W. Tierney.

Rep: None. *News:* AP; "flashes" of importance, sustaining; UP for commercials, news and sports. *Seating facilities:* Memorial Auditorium, seating 2,500 persons; City Hall Auditorium; University of Vermont Gymnasium; Hotel Vermont Dining Room; Sherwood Hotel Grill; Municipal Band Hall. *Merchandising:* Supply publicity, gratis, in Burlington Daily News via listings in WCAX News Flasher; individual write-ups also given various programs from time to time. *Foreign language programs:* Will accept, but none current; large French population in territory. *Artists bureau:* None, as such, but maintains WCAX Entertainment Service which arranges dates for sustaining programs within a radius of 50 miles without commission or charge. *Base rate:* \$50.

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

WSYB, RUTLAND

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

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

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

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

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. *Phone:* 126. *Power:* 1,000 watts on 1390 kc. (daytime). *Affiliation:* None. *Opened:* 1928. (Note: G. S. Wasser and Glenn D. Gillett have an application before the FCC for purchase of this station.)

General manager: G. S. Wasser. *Chief engineer:* E. J. Regan. *Studio manager:* F. Arthur Bostwick.

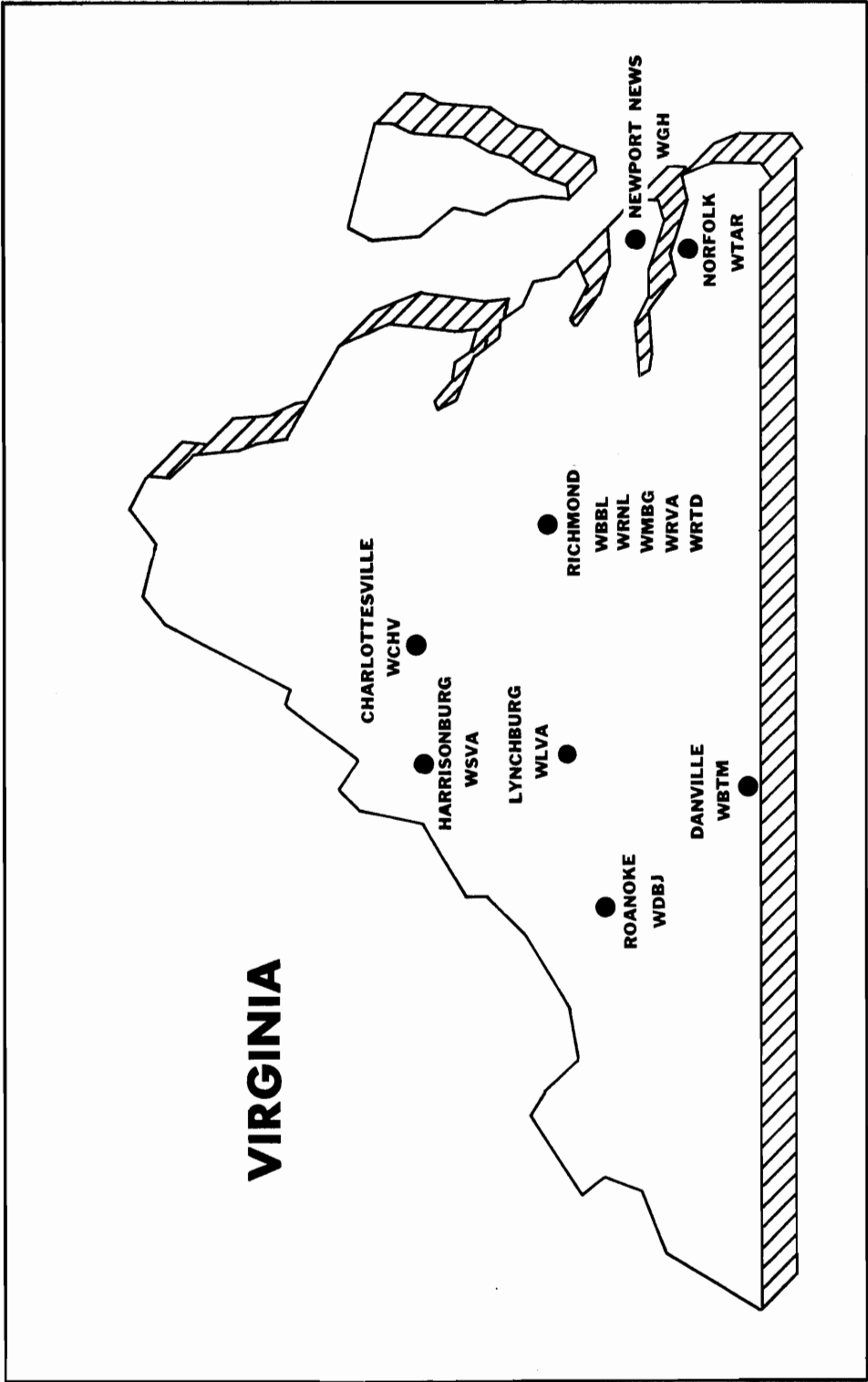
Rep: Weed & Co. *News:* UP. *Seating facilities:* Remote facilities from three theatres available. *Merchandising:* Check merchandise for sponsor; distribute posters, etc. *Foreign language programs:* French acceptable. *Artists bureau:* None. *Base rate:* \$50.

Copy restrictions: Take beer and wine; no other restrictions listed.

WNBX, SPRINGFIELD

Operator: Twin State Broadcasting Corp. Woolson Block. *Phone:* 663. *Power:* 1,000 and 500 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Oct. 29, 1933.

Manager: Phil Hoffman. *Chief engineer:* Charles Doe. *Musical director:* Grace



VERMONT STATIONS—Continued

Cross. *Program director:* Lansing Lindquist. *Publicity director:* Nick Carter.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* About 60 persons. *Merchandising:* Make regular coverage of the market. *Foreign language programs:* Accepted; are scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. *Artists bureau:* Set-up nominal only. *Base rate:* \$125.

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

WDEV, WATERBURY

Operator: Charles B. Adams, administrator of Harry C. Whitehill estate and executor of Mary M. Whitehill estate. *Phone:* Waterbury 13 and 240; Montpelier 200. *Power:* 500 watts on 550 kc. (daytime). *Affiliation:* Champlain Valley Network.

Opened: July, 1931. (Note: Mary M. Whitehill is executive of the estate of Harry C. Whitehill, owner of the Waterbury Record.)

General and station manager: Lloyd E. Squier. *Commercial manager, publicity director:* William G. Ricker. *Program director:* Ted Nelson. *Chief engineer:* Melvin H. Stickle. *Musical director:* Del Camp.

Rep: None. *News:* UP. *Seating facilities:* Montpelier studio, seating 30 persons. *Merchandising:* Make recommendations only; actual plans must be carried out by the sponsor. *Foreign language programs:* Will accept, but do not encourage or solicit same. *Artists bureau:* Yes. *Base rate:* \$60.

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

VIRGINIA

(400,200 radio homes)

Radio Homes by Counties

Accomac	6,140	Frederick	4,550	Orange	1,800
Albemarle	7,150	Giles	1,660	Page	2,190
Alleghany	4,640	Gloucester	1,630	Patrick	1,840
Amelia	1,110	Goochland	970	Pittsylvania	12,120
Amherst	2,350	Grayson	2,610	Powhatan	730
Appomattox	1,060	Greene	710	Prince Edward	2,100
Arlington	10,960	Greensville	1,790	Prince George	3,680
Augusta	7,870	Halifax	5,090	Prince William	1,990
Bath	1,090	Hanover	2,310	Princess Anne	2,440
Bedford	3,930	Henrico	49,810	Pulaski	3,080
Bland	750	Henry	3,750	Rappahannock	970
Botetourt	2,170	Highland	580	Richmond	890
Brunswick	2,440	Isle of Wight	1,890	Roanoke	22,120
Buchanan	1,730	James City	1,120	Rockbridge	3,900
Buckingham	1,730	King and Queen	920	Rockingham	5,800
Campbell	11,660	King George	750	Russell	3,290
Caroline	1,880	King William	1,110	Scott	2,940
Carroll	2,820	Lancaster	1,330	Shenandoah	3,290
Charles City	640	Lee	4,010	Smyth	3,350
Charlotte	1,950	Loudoun	3,060	Southampton	3,400
Chesterfield	3,860	Louisa	1,950	Spotsylvania	2,810
Clarke	1,030	Lunenburg	1,800	Stafford	1,120
Craig	510	Madison	1,140	Surry	1,030
Culpeper	1,900	Mathews	1,200	Sussex	1,620
Cumberland	950	Mecklenburg	4,010	Tazewell	4,540
Dickenson	1,870	Middlesex	1,100	Warren	1,270
Dinwiddie	8,210	Montgomery	4,230	Warwick	9,120
Elizabeth City	4,720	Nansemond	5,220	Washington	6,440
Essex	930	Nelson	2,080	Westmoreland	1,180
Fairfax	3,930	New Kent	620	Wise	7,260
Fauquier	2,940	Norfolk	47,910	Wythe	2,900
Floyd	1,450	Northampton	2,910	York	1,250
Fluvanna	990	Northumberland	1,560		
Franklin	2,910	Nottoway	2,090		

VIRGINIA STATIONS—Continued

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th and E. Market Sts. **Phone:** 444. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: Hugh M. Curtler. **Program director:** Edward W. Hase. **Chief engineer:** W. W. Gray.

Rep: J. J. Devine & Associates, Inc. **News:** Transradio. **Seating facilities:** Studio, 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods, obtain orders, and obtain display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up is nominal only. **Base rate:** \$60.

Copy restrictions: Beer, wine, accepted.

WBTM, DANVILLE

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

President: L. N. Dibrell. **Station manager:**

S. C. Ondarcho. **Program director, artists bureau head:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

Rep: J. J. Devine & Associates, Inc. **News:** Transradio. **Seating facilities:** 100 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but advise advertisers against such programs as foreign population very small. **Artists bureau:** Set-up nominal only. **Stock:** Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. (Par value of stock, \$100 per share.) **Base rate:** \$75.

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

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main and Market Sts. (Staunton, Va., business office: Professional Bldg. **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc. (daytime) **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

General and commercial manager:

WMBG • Richmond, Va.

- WMBG ranks first with the listeners in Virginia's richest industrial and agricultural section.
- WMBG has gained and held its large responsive audience because it has served the cultural, civic and religious interests of the Richmond area with the best NBC Red programs and skillfully produced local presentations.
- Your product or service presented over WMBG will cash in on our popularity. It's the quick, sure, economical way to reach those people in our good service area where annual retail sales exceed \$233,500,000.
- We don't say follow the leader—but the local merchants and jobbers prefer WMBG—they've checked results.



WMBG can be purchased as an NBC Red Basic Supplementary Station

VIRGINIA STATIONS—Continued

Charles P. Blackley. *Program director:* Wendell Siler. *Chief engineer:* U. L. Lynch.

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

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

WLVA, LYNCHBURG

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

President: Edward A. Allen. *Station manager:* Philip P. Allen. *Commercial manager:* Glenn E. Jackson. *Program director:* James H. Moore. *Chief engineer:* Albert E. Heiser. *Musical director:* William Kyle. *Publicity and production director:* James L. Howe.

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

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

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., Melson Bldg., Newport News; Bankers Trust Bldg., Norfolk; American National Bank Bldg., Portsmouth; Chadwick Theatre, Suffolk. *Phones:* Newport News 2297, 3691; Norfolk, 44319; Portsmouth 991. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Virginia Broadcasting System; optional programs from CBS. *Opened:* Dec., 1928.

President, general manager: Edward E. Bishop. *Commercial manager:* Edward E. Edgar. *Program director:* Irving Waugh. *Chief engineer:* Raymond P. Aylor, Jr. *Artists bureau head:* Joel Wahlberg. *Musical director:* Wilby Goff. *Publicity director:* Gene Stratton.

Rep: J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor. *Seating facilities:* Newport News, 250; Norfolk, 25; Portsmouth, 25; Suffolk, 50. *Merchandising:* Contact dealers; will utilize newspapers and give programs publicity in advance. *Foreign language programs:*

Would be acceptable if public interest in them were apparent, and if text conformed to station policies. *Artists bureau:* Yes; has about 20 performers under contract. *Base rate:* \$60.

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

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. *Phone:* 25671. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

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

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

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

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). *Power:* 100 watts on 1210 kc (specified hours).

This station is non-commercial; church-owned.

WMBG, RICHMOND

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

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

Rep: Not yet announced. *News:* Transradio. *Seating facilities:* New studio building, when completed, will have an auditorium capacity of 250, as well as a reception room with a view of the studios,

VIRGINIA STATIONS—Continued

seating 60. *Merchandising*: Yes; service is rendered; diversified as to product exploited. *Foreign language programs*: No policy listed. *Artists bureau*: Yes; lists about 100 artists, teams, etc. *Base rate*: \$150.

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

WENL, RICHMOND

Operator: WLBG, Inc., News Leader Square. *Phone*: 3-4242. *Power*: 500 watts on 880 kc (operates to sunset). *Affiliation*: Virginia Broadcasting System. *Opened*: 1927. (Note: This station previously was listed as WPHR, Petersburg; it is affiliated with the Richmond News Leader.)

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

Rep: None. *News*: UP. *Seating facilities*: Studio, 200 persons. *Merchandising*: Yes; service available; rates on application. *Foreign language programs*: Accepted on same rates as other business. *Artists bureau*: Maintains a complete roster of about 40 artists. *Stock*: No stock outstanding; privately held shares are entirely in the hands of John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader, and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. *Base rate*: \$60.

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

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bldg. *Phone*: 3-7471. *Power*: 100 watts on 1500 kc. *Affiliation*: NBC Supplementary Basic Service. *Opened*:

DOMINANCE IN RICHMOND, VA.

In 1936 over 75% of the radio homes in this rich market expressed a preference for WRVA.

During the first three months of 1938 over 73% said WRVA. Yet—Richmond has two new radio stations and WRVA has a new network—all during the last six months!

All the way—with WRVA—for best results!

5,000* WATTS - DAY AND NIGHT
NATIONAL CLEAR CHANNEL
COLUMBIA AND MUTUAL SERVICE

*APPLICATION PENDING FOR 50,000 WATTS.

WRVA

VIRGINIA STATIONS—Continued

June 27, 1937. (Note: This station is owned and operated by the Richmond Times Dispatch.)

Manager: Ovelton Maxey. *Program director:* Peco Gleason. *Chief engineer:* David Bain. *Publicity director:* Robert W. Ehrman.

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

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

WRVA, RICHMOND

Operator: Larus and Brother Co., Hotel Richmond. *Phone:* 3-6633. *Power:* 5,000 watts on 1110 kc (has construction permit for 50,000 watts). *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* Nov. 2, 1925.

General manager: C. T. Lucy. *Business manager:* Barron Howard. *Public relations, publicity:* Walter R. Bishop. *Production manager:* Irvin G. Abeloff. *Traffic manager:* Burt T. Repine. *Supervisor of technical department:* H. S. Lucy. *Musical director:* Edward D. Naff.

Rep: Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio D. about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. *Merchandising:* No department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. *Foreign language programs:* Not accepted gen-

erally. *Artists bureau:* Yes. *Base rate:* \$250.

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

WDBJ, ROANOKE

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

President: Junius P. Fishburn, president, The Times-World Corp. *Station manager, program director:* Ray P. Jordan. *Commercial manager:* Frank D. Kesler. *Chief engineer:* Robert D. Avery. *Artists bureau head, musical director:* Mary A. Henson. *Publicity director:* Marvin Naff.

Rep: Free & Peters, Inc. *News:* AP. *Seating facilities:* Studio A, 100 persons; studio B, 25. *Merchandising:* Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; window and displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of own two newspapers. *Foreign language programs:* No rule against acceptance; but not recommended, since population is only 2% foreign born. *Artists bureau:* Yes; have about 40 singers and musicians under contract. *Base rate:* \$100.

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

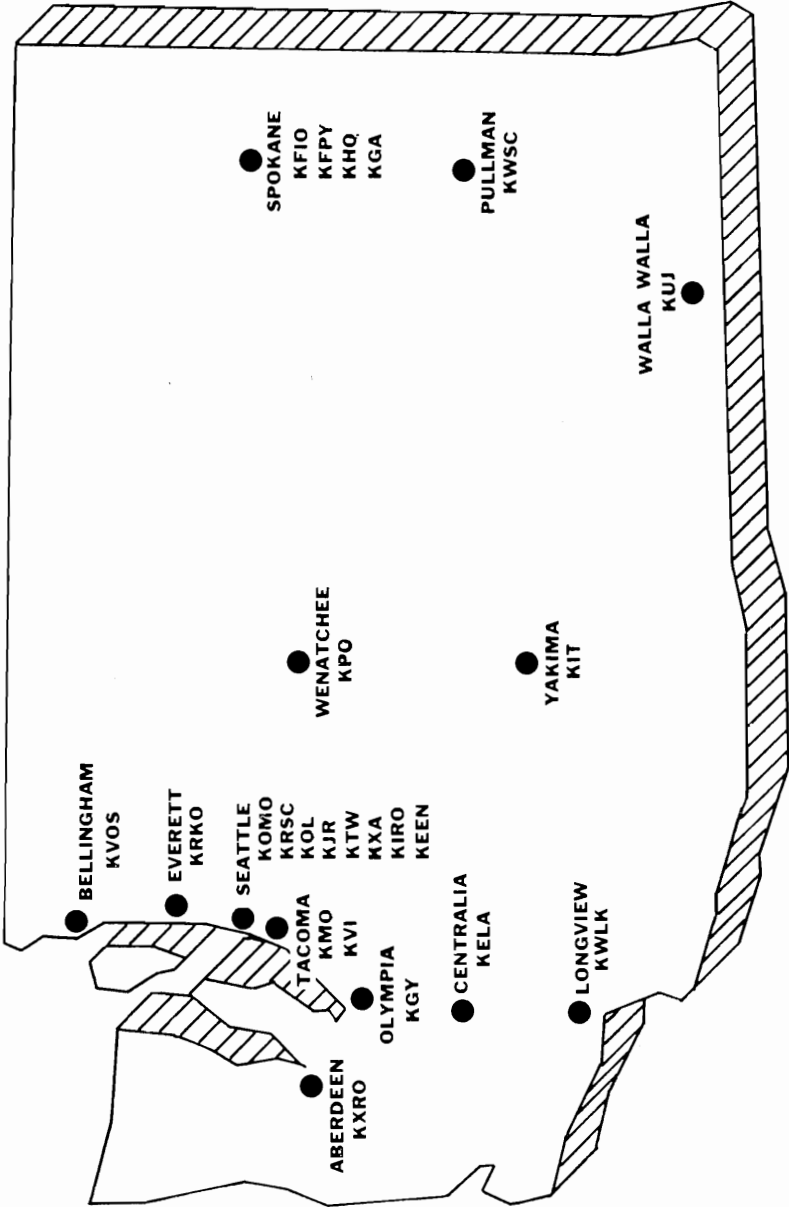
WASHINGTON

(443,300 radio homes)

Radio Homes by Counties

Adams	1,950	Grays Harbor	16,380	Pierce	46,940
Asotin	2,320	Island	1,780	San Juan	1,040
Benton	3,120	Jefferson	2,390	Skagit	9,600
Chelan	8,730	King	134,090	Skamania	880
Callam	5,670	Kitsap	9,270	Snomish	22,990
Clark	11,360	Kittitas	4,680	Spokane	42,220
Columbia	1,530	Klickitat	2,840	Stevens	5,310
Cowlitz	8,650	Lewis	11,150	Thurston	9,030
Douglas	2,230	Lincoln	3,280	Wahkiakum	1,060
Ferry	1,310	Mason	2,780	Walla Walla	7,460
Franklin	1,630	Okanogan	5,260	Whatcom	16,730
Garfield	970	Pacific	4,200	Whitman	7,500
Grant	1,610	Pend Oreille	2,040	Yakima	21,320

WASHINGTON



WASHINGTON STATIONS—Continued

KXRO, ABERDEEN

Operator: KXRO, Inc., 207 E. Market St. *Phone:* Aberdeen 4098. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Mutual; Don Lee Broadcasting Systems. *Opened:* May 28, 1928.

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

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Remote hall, seating 600 persons. *Merchandising:* Have such a service; supply publicity and work out window displays. *Foreign language programs:* Accepted if "in the public interest." *Artists bureau:* Setup nominal only. *Base rate:* \$35.

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

KVOS, BELLINGHAM

Operator: KVOS, Inc., 115 Magnolia St. *Phone:* 4200. *Power:* 100 watts on 1200 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* 1927.

Station director: Rogan Jones.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Small facilities at studios (no number given); have access to outside facilities. *Merchandising:* Subject to arrangement with each account. *Foreign language programs:* Accepted; station runs regular Scandinavian program. *Artists bureau:* None. *Stock:* Principally held by Rogan Jones, Tom Shafer and Cole Wylie. *Base rate:* \$35.

Copy restrictions: Accept beer and wine; no hard liquor; rules of "good taste" prevail.

KELA, CENTRALIA

Operator: Central Broadcasting Corp. *Power:* 500 watts on 1440 kc. *Affiliation:* Don Lee Broadcasting System. *Opened:* 1937.

Rep: John Blair & Co. *Base rate:* \$35. No other information available.

KRKO, EVERETT

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

Manager: W. F. Knehr. *Commercial manager:* Dave Wells. *Program director, artists bureau head:* W. M. Schutt. *Musical director:* Roy Mack. *Publicity and continuity director:* Mary Kosher.

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

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

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp. *Power:* 250 watts on 780 kc. (daytime).

At press time this station had a construction permit only.

KGY, OLYMPIA

Operator: KGY, Inc. *Power:* 100 watts on 1210 kc. (unlimited, except when KTW is operating). *Affiliation:* Mutual; Don Lee Broadcasting System.

Base rate: \$30

No other information available after repeated requests.

KWSC, PULLMAN

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

Seating facilities: 200 persons.

This station is non-commercial; college-owned.

KEEN, SEATTLE

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

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

Rep: None. *News service:* No information given. *Seating facilities:* About a dozen persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* held, 33-1/3% apiece, by Arthur C. Dailey, Ervin F. Dailey, and Mary C. Dailey. *Base rate:* \$25.

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

KIRO, SEATTLE

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

President: Louis K. Lear. *Station manager:* H. J. Quilliam. *Commercial manager:* Loren B. Stone. *Program director:*

WASHINGTON STATIONS—Continued

Tommy Thomas. *Chief engineer*; James Hatfield. *Publicity director*: Vera Jedlick.

Rep: The Katz Agency. *News*: INS. *Seating facilities*: Yes, but capacity not listed. *Merchandising*: Direct mail; window displays and posters. *Foreign language programs*: Accept; currently broadcasting Swedish program. *Artists bureau*: None. *Base rate*: \$185.

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

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone*: Elliott 5890. *Power*: 5,000 watts on 970 kc. *Affiliation*: NBC Pacific Coast Blue. *Opened*: 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

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

Rep: Edward Petry & Co., Inc. *News*: UP. *Seating facilities*: 300 persons. *Merchandising*: No information given. *Foreign language programs*: Scandinavian only. *Artists bureau*: None. *Base rate*: \$200.

Copy restrictions: Spiritous liquor advertising not accepted.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. *Phone*: Main 2312. *Power*: 5,000 and 1,000 watts on 1270 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: 1922.

Vice-president: Archie Taft. *Station manager, commercial manager*: Elmer D. Pederson. *Production manager*: Dudley E. Williamson. *Chief engineer*: A. L. Henderson. *Musical director*: Don Isham. *Publicity director*: Margaret Emahiser.

Rep: John Blair & Co. *News*: Transradio. *Seating facilities*: About 100 persons. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: None. *Stock*: Principally held by Archie Taft and Louis Wasmer. *Base rate*: \$150.

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

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. *Phone*: Elliott 5890. *Power*:

5,000 and 1,000 watts on 920 kc. *Affiliation*: NBC Pacific Coast Red. *Opened*: 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

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

Rep: Edward Petry & Co., Inc. *News*: None. *Seating facilities*: 300 persons. *Merchandising*: No information given. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$240.

Copy restrictions: Spiritous liquor advertising not accepted.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. *Phone*: Main 0110. *Power*: 250 watts on 1120 kc. *Affiliation*: Pacific Northwest Coverage Group. *Opened*: November, 1926.

President: P. K. Leberman. *Manager*: Robt. E. Priebe. *Commercial manager*: Romig C. Fuller. *Program director*: Ted Bell. *Chief engineer*: George Freeman. *Musical director*: Robert McCaw. *Publicity director*: Eddie Rivers.

Rep: Gene Furgason & Co. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. *Foreign language programs*: None. *Artists bureau*: None. *Stock*: Principal holders are P. K. Leberman and R. E. Priebe. *Base rate*: \$30 (half hour).

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

KTW, SEATTLE

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

This station is non-commercial; church-owned.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. *Phone*: Seneca 1000. *Power*: 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). *Affiliation*: None. *Opened*: May 1, 1928.

President, general manager: R. F. Meggee. *Station manager*: Florence Wallace. *Program director*: Jackson Latham. *Chief engineer*: Maurice M. McMullen.

Rep: Spot Broadcasting Bureau (Chi-

WASHINGTON STATIONS—Continued

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

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

KFIO, SPOKANE

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

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

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

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

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. *Phone:* Main 1218. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* Oct. 22, 1922.

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

Rep: Gene Furgason & Co., Walter Bid-dick Co. (Coast). *News:* UP; local. *Seating facilities:* "Golden Concert Studio," capacity 500. *Merchandising:* No free service; all services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85 (half-hour).

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

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. *Phone:* M-5383. *Power:* 5,000 watts on 1470 kc. *Affiliation:* NBC Pacific Coast Blue; Northwest Triangle Network. *Opened:* 1926. (Note: Same owner also has KHQ, Spokane.)

President: Louis Wasmer. *Station and commercial manager, program director:* Harvey Wixson. *Chief engineer:* Alger Sparling. *Technical director:* Burton Cole. *Musical director:* Earl Shinkoskey. *Publicity director, traffic manager:* Jessie McGrew.

Rep: Edward Petry & Co., Inc. *News:*

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

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

KHQ, SPOKANE

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

President: Louis Wasmer. *Station manager, program director, artists bureau head:* Harvey Wixson. *Chief engineer:* A. G. Sparling. *Technical director:* Burton Cole. *Commercial manager:* Earl Trumble. *Musical director:* Earl Shinkoskey. *Publicity director, traffic manager:* Jessie McGrew.

Rep: Edward Petry and Co., Inc. *News:* United Press. *Seating facilities:* 100 persons. *Merchandising:* Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. *Foreign language programs:* Will accept on occasion; audience small, however, for this type of material. *Artists bureau:* Yes; lists several dozen artists, musicians and writers. *Base rate:* \$115 (½ hr.).

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

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. *Phone:* Main 4144. *Power:* 1,000 watts on 1330 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. *Assistant general and commercial manager:* Jack Buchanan. *Program director:* Larry Huseby. *Chief engineer:* Joe Kolesar. *Musical director:* Arnold Leverenz. *News editor and publicity director:* Roscoe Smith.

Rep: John Blair & Co. *News:* United Press. *Seating facilities:* None. *Merchandising:* Yes; limited policy. *Foreign language programs:* Accept; must be accompanied by strict English translation. *Artists bureau:* None. *Stock:* 99% held by Carl E. Haymond. *Base rate:* \$75.

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

WASHINGTON STATIONS—Continued

KVI, TACOMA

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

President, general manager: Mrs. Vernice Doernbecher Boulianne. *Assistant manager, publicity director:* Dorothy Doernbecher. *Commercial manager:* E. J. Jansen. *Promotion director:* Elvin E. Evans. *Program director:* George Jennings. *Production manager:* James Petersen. *Chief engineer:* James W. Wallace. *Musical director:* Gunnar Anderson.

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

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

KUJ, WALLA WALLA

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

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

Rep: Walter Biddick; Sears & Ayer; Cox and Tanz. *News:* Transradio. *Seating facilities:* Studio, small number. *Merchandising:* Surveys; contacts; letters to trade; other services at cost. *Foreign language programs:* Accepted if sufficient residents of that tongue are in station area. *Artists bureau:* None. *Stock:* Entirely owned by H. E. Studebaker. *Base rate:* \$25 (half hour).

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

KVI

Gives you

★ MORE THAN **SEATTLE!**

★ MORE THAN **TACOMA!**

ACTUALLY 10 Markets for the Price of One

● KVI, pioneer Columbia Station in the Pacific Northwest, covers Bellingham, Everett, Centralia-Chehalis, Olympia, Aberdeen-Hoquiam, Yakima, Wenatchee and Bremerton. Studios, Tacoma and Seattle. **National Representatives**

FREE and PETERS ●

WASHINGTON STATIONS—Continued

KPQ, WENATCHEE

Operator: Westcoast Broadcasting Co., KPQ Bldg. *Phone:* 45. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System.

Opened: 1929. (Note: KPQ is affiliated with KVOS, Bellingham.)

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

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Assist advertisers in distributing promotional matter of all kinds; expect to have location for window displays soon. *Foreign language programs:* Will accept if programs comply with FCC rules. *Artists bureau:* None. *Stock:* Owned principally by Rogan Jones and Cole E. Wylie. *Base rate:* \$35.

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

KIT, YAKIMA

Operator: Carl E. Haymond, 109½ E. Yakima Ave. *Phone:* 8115. *Power:* 500 and 200 watts on 1250 kc (has construction permit for 1,000 and 500 watts). *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* April 9, 1929.

General manager: Carl E. Haymond. *Station and commercial manager:* J. A. Murphy. *Program director:* Chestine Pearson. *Chief engineer:* H. B. Murphy. *Musical director:* Harrison Miller. *Publicity director:* P. N. Wick.

Rep: John Blair & Co. *News:* Transradio. *Seating facilities:* Have accommodations for 250 in the Donnelly Hotel. *Merchandising:* Gratis service rendered within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. *Foreign language programs:* Swedish, Norwegian and French accepted. *Artists bureau:* None. *Stock:* Held by Carl E. Haymond. *Base rate:* \$45 (half-hour).

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

WEST VIRGINIA

(348,300 radio homes)

Radio Homes by Counties

Barbour	3,920	Kanawha	32,280	Preston	5,740
Berkeley	5,840	Lewis	4,350	Putnam	3,190
Boone	4,530	Lincoln	3,240	Raleigh	12,440
Braxton	4,060	Logan	10,870	Randolph	4,720
Brooke	5,300	McDowell	16,380	Ritchie	3,290
Cabell	20,680	Marion	14,530	Roane	3,470
Calhoun	1,900	Marshall	8,290	Summers	3,780
Clay	2,280	Mason	4,190	Taylor	4,060
Doddridge	2,136	Mercer	11,830	Tucker	2,520
Fayette	13,660	Mineral	4,170	Tyler	2,820
Gilmer	2,010	Mingo	6,960	Upshur	3,680
Grant	1,610	Monongalia	10,960	Wayne	5,640
Greenbrier	6,790	Monroe	2,300	Webster	2,480
Hampshire	2,420	Morgan	1,790	Wetzel	4,520
Hancock	5,790	Nicholas	3,540	Wirt	1,270
Hardy	1,850	Ohio	17,760	Wood	13,470
Harrison	16,850	Pendleton	1,700	Wyoming	3,800
Jackson	3,190	Pleasants	1,410		
Jefferson	3,400	Pocahontas	2,650		

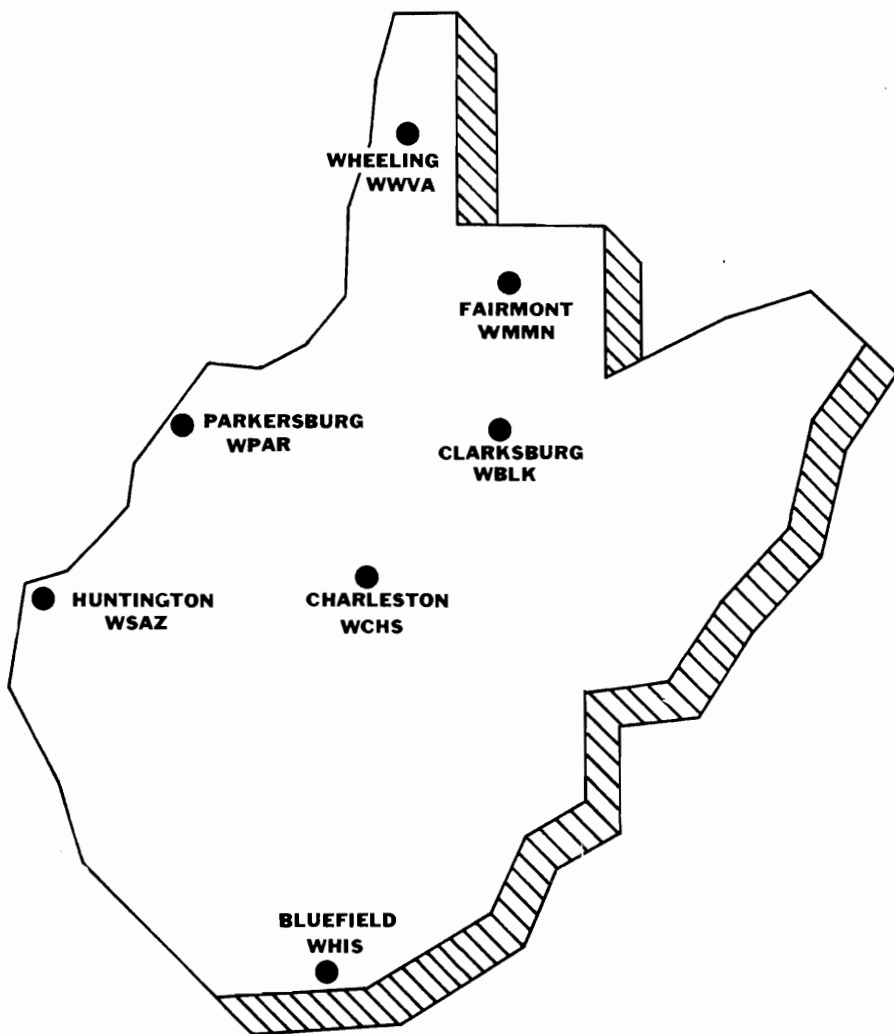
WHIS, BLUEFIELD

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

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

Rep: The Katz Agency. *News:* AP. *Seating facilities:* None. *Merchandising:*

WEST VIRGINIA



WEST VIRGINIA STATIONS—Continued

Plug programs in columns of the Telegraph and Sunset News. *Foreign language programs:* Yes, have Hungarian, Polish, Italian. *Artists bureau:* Complete setup. *Stock:* All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. *Base rate:* \$70.

Copy restrictions: Beer accepted; no wines or whiskeys.

WCHS, CHARLESTON

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

President, general manager: John A. Kennedy. *Assistant general manager:* Howard Chernoff. *Program director:* Nicholas Pagliara. *Chief engineer:* Odes Robinson. *Artists bureau head:* Flem Evans. *Publicity director:* Beatrice Lohman.

Rep: The Branham Co. *News:* UP *Seating facilities:* WCHS Auditorium seating 3,000 persons; admission varies with performances. *Merchandising:* Com-

plete service available, rendered at actual cost. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

Copy restrictions: Alcoholic beverage advertising accepted; patent medicines accepted with restrictions according to public acceptance.

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. *Phone:* 3040. *Power:* 100 watts on 1370 kc. *Affiliation:* West Virginia Network. *Opened:* April 12, 1937. (Note: this station is newspaper-owned by the Clarksburg Exponent.)

President, general and station manager, program director: John A. Kennedy. *Commercial manager:* Mike Laymon. *Chief engineer:* W. P. Heitzman. *Musical director:* Don McWhorter.

Rep: The Branham Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Tie-ups of various kinds arranged for the advertiser. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station.

**Put Your OK on
West Virginia's Best!**

WWVA

WHEELING

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

Eleven-Sixty

WMMN

FAIRMONT

"Columbia's Station for the
Monongahela Valley"

Eight-Ninety

TOPS IN RESULTS

FIGURES PROVE IT

**Separately Managed — Each Catering to Its Own Responsive Group
of Listeners**

WEST VIRGINIA STATIONS—Continued

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. *Phone:* 3100. *Power:* 1,000 and 500 watts on 890 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Dec. 22, 1928.

Managing director, commercial manager: O. J. Kelchner. *Program director, artists bureau head:* Murrell Poor. *Chief engineer:* James R. Heck.

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

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

WSAZ, HUNTINGTON

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

President, station manager: W. C. McKellar. *Commercial manager:* J. L. Henry. *Program director:* Fred Burns. *Chief engineer:* Glenn E. Chase. *Artists bureau head:* Harold McWhurter. *Musical director:* Larry Dodds. *Publicity director:* Vernon Bailey.

Rep: None. *News:* Local. *Seating facilities:* 100 persons. *Merchandising:* Services to suit needs of advertiser furnished at cost. *Foreign language programs:* Accepted when accompanied by translation in English. *Artists bureau:* Yes; has several an-

nouncers, writers, and musicians on the roster. *Base rate:* \$100.

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

WPAR, PARKERSBURG

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

Base rate: \$75.

Copy restrictions: Advertising of alcoholic beverages accepted.

No further information available.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. *Phone:* Wheeling 5383. *Power:* 5,000 watts on 1160 kc. (divides time with WOWO). *Affiliation:* CBS. *Opened:* Dec. 16, 1926.

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

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

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules adhered to strictly.



WISCONSIN

(612,700 radio homes)

Radio Homes by Counties

Adams	1,470	Iowa	3,860	Portage	5,950
Ashland	4,010	Iron	1,750	Price	2,990
Barron	6,100	Jackson	2,830	Racine	20,470
Bayfield	2,660	Jefferson	8,270	Richland	3,610
Brown	14,030	Juneau	3,320	Rock	17,340
Buffalo	2,730	Kenosha	14,040	Rush	2,760
Burnett	1,820	Kewaunee	2,880	St. Croix	4,660
Calumet	2,940	La Crosse	11,970	Sauk	6,610
Chippewa	6,460	Lafayette	3,500	Sawyer	1,570
Clark	5,700	Langlade	3,940	Shawano	5,580
Columbia	6,540	Lincoln	4,140	Sheboygan	15,920
Crawford	3,080	Manitowoc	12,000	Taylor	2,800
Dane	24,700	Marathon	12,580	Trempealeau	4,140
Dodge	10,490	Marinette	6,260	Vernon	5,050
Door	3,360	Marquette	1,820	Vilas	1,360
Douglas	10,120	Milwaukee	170,490	Walworth	6,980
Dunn	5,000	Monroe	5,370	Washburn	1,980
Eau Claire	8,950	Oconto	4,460	Washington	5,140
Florence	670	Oneida	3,200	Waukesha	10,630
Fond du Lac	12,690	Outagamie	12,630	Waupaca	6,600
Forest	1,790	Ozaukee	3,440	Waushara	2,690
Grant	7,720	Pepin	1,390	Winnebago	17,220
Green	4,680	Pierce	3,940	Wood	7,290
Green Lake	3,010	Polk	4,560		

WEAU, EAU CLAIRE

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

General, station and commercial manager: John J. Stack. *Engineer:* T. Jorgenson.

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

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

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. *Phone:* 356. *Power:* 100 watts on 1420 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* 1922. (Note: This station is newspaper owned by the Fond du Lac Commonwealth Reporter.)

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

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

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

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

WHBY, GREEN BAY

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

Rep: Small & Brewer, Inc. *Base rate:* \$70. No other information available after repeated requests.

WTAQ, GREEN BAY

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

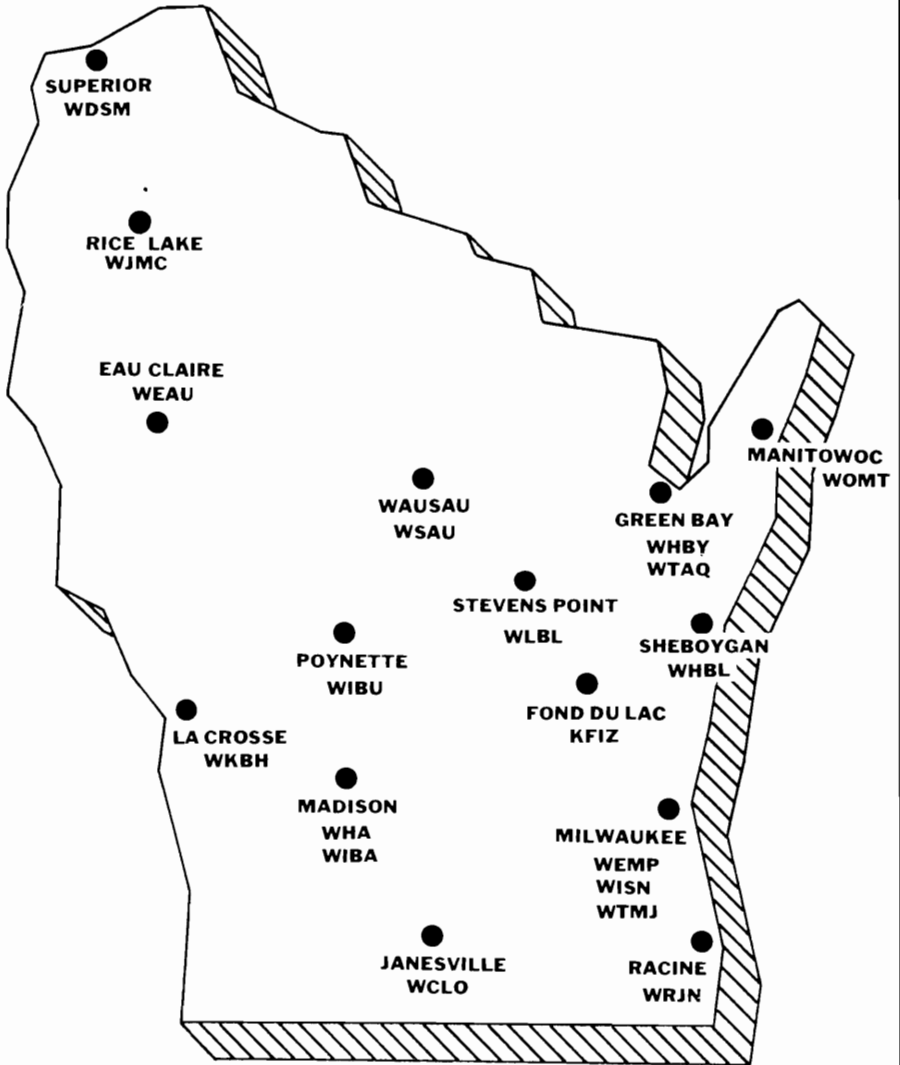
Rep: Small & Brewer, Inc. *Base rate:* \$140.

No other information available after repeated requests.

WCLO, JANESVILLE

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

WISCONSIN



WISCONSIN STATIONS—Continued

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

General and station manager: Sidney H. Bliss. *Commercial manager:* Valentine Weber. *Program director:* John Dixon. *Chief engineer:* Charles Brannen. *Musical director:* Jean Weirick. *Publicity director:* Villette DuCray.

Rep: Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Studios A and B, seating 30 persons each; observation reception room, seating 150. *Merchandising:* Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, personnel promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. *Foreign language programs:* No rules; foreign population very small, and no requests for such programs have been received to date. *Artists bureau:* None. *Base rate:* \$55.

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

WKBH, LA CROSSE

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

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

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

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

WHA, MADISON

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

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

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. *Phone:* Fairchild 8800. *Power:*

5,000 and 1,000 watts on 1280 kc. *Affiliation:* NBC Northcentral Group. *Opened:* 1924. (Note: This station is newspaper-owned—Madison Capital-Times and Wisconsin State Journal.)

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

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

Copy restrictions: Beer and wine accepted; no hard liquors. Continuity must be furnished 24 hours in advance for political and controversial talks. Other copy restrictions upon application.

WOMT, MANITOWOC

Operator: Francis M. Kadow, 1110 Washington St. *Phone:* 167. *Power:* 100 watts on 1210 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* 1926.

Station manager, publicity director: Francis M. Kadow. *Commercial manager:* Albert Gale. *Program director, artists bureau head:* Norman Pierce. *Chief engineer:* Wincel Dubin.

Rep: None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

Copy restrictions: None listed.

WEMP, MILWAUKEE

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

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

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

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

WISCONSIN STATIONS—Continued

language. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

Copy restrictions: All copy subject to station approval and governmental regulations.

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. *Phone:* Daly 3900. *Power:* 1,000 and 250 watts on 1120 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is affiliated with the Milwaukee News and Milwaukee Sentinel).

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

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

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10:30 p.m., and must be live talent show.

WTMJ, MILWAUKEE

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

Station head: Walter J. Damm (public relations manager of The Milwaukee Journal). *Station manager:* D. B. Abert. *Assistant station manager:* R. G. Winnie. *Commercial manager:* W. F. Dittmann. *Program director:* R. G. Winnie. *Chief engineer:* D. W. Gellerup. *Musical director:* W. J. Benning. *Continuity director:* Russ Tolg. *Publicity director:* Harry Eldred.

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

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by an-

nouncers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortunetelling, etc.; 5-minute programs have 150-word commercial maximum; 10-minutes, 225 words; 15-minutes, 300 words; 30-minutes, 500 words; 60-minutes, 750 words.

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. *Phone:* 97 R 5. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Bruce Beichl).

Owner, station and commercial manager: William C. Forrest. *Program director:* Don S. Zook. *Chief engineer:* Leonard Doese.

Rep: None. *News:* Transradio. *Seating facilities:* No special facilities, though all studios could accommodate an unspecified number of program-viewers. *Merchandising:* Will distribute window cards and tie-up posters in five cities (see list of studios above) without cost; other services at cost on application. *Foreign language programs:* No set policy indicated; such programs not needed in this area. *Artists bureau:* None. *Base rate:* \$35.

Copy restrictions: "Good taste" and station approval are the only restrictions mentioned.

WRJN, RACINE

Operator: Racine Broadcasting Corp., American Bank Bldg. *Phone:* Jackson 290. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1926. (Note: This station is newspaper-owned by the Racine Journal-Times; also maintains studios in Kenosha, South Milwaukee and Burlington, Wis.)

General manager: Harold J. Newcomb. *Commercial manager:* Robert G. Venn. *Program director:* Richard Conrad. *Chief engineer:* F. Lee Dechant. *Publicity director:* Kenneth Hegard.

Rep: Spot Broadcasting, Inc. *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* Assist in distribution, letters to dealers and wholesalers; publicity and listings through Journal-Times. *Foreign language programs:* Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine sometimes called

WISCONSIN STATIONS—Continued

Danish Capital of America, and program in that language has been aired weekly since 1927. *Artists bureau:* None. *Base rate:* \$80.

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

WJMC, RICE LAKE

Operator: Walter H. McGenty. *Power:* 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WHBL, SHEBOYGAN

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

Station director: Harold Furstenu. *Program director:* Mona J. Pape. *Chief engineer:* Herbert Mayer. *Publicity director:* Ethel Max.

Rep: Weed & Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete service, operating in conjunction with Sheboygan Press. *Foreign language programs:* Will accept; news broadcast in German current. *Artists bureau:* Currently being organized. *Base rate:* \$60.

Copy restrictions: Beer, wine and liquor advertising accepted; latter must be part of one 15-minute program weekly, two 10-minute programs or five 5-minute

programs weekly, after 9 p.m.; all copy subject to station approval and governmental regulations.

WLBL, STEVENS POINT

Operator: State of Wisconsin Department of Agriculture and Markets.

Power: 5,000 watts on 900 kc. (day time).

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

WDSM, SUPERIOR

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

At press time this station had a construction permit only.

WSAU, WAUSAU

Operator: Northern Broadcasting Company, 113-115 Third St. *Phone:* 6521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* January 30, 1937.

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

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

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

WYOMING

(49,800 radio homes)

Radio Homes by Counties

Albany	2,950	Johnson	1,010	Sweetwater	4,350
Big Horn	2,180	Laramie	5,950	Teton	390
Campbell	1,350	Lincoln	2,180	Uinta	1,290
Carbon	2,620	Natrona	6,380	Washakie	790
Converse	1,500	Niobrara	1,010	Weston	990
Crook	1,020	Park	1,800	Yellowstone National	
Fremont	2,310	Platte	1,890	Park	60
Goshen	2,180	Sheridan	3,850		
Hot Springs	1,370	Sublette	380		

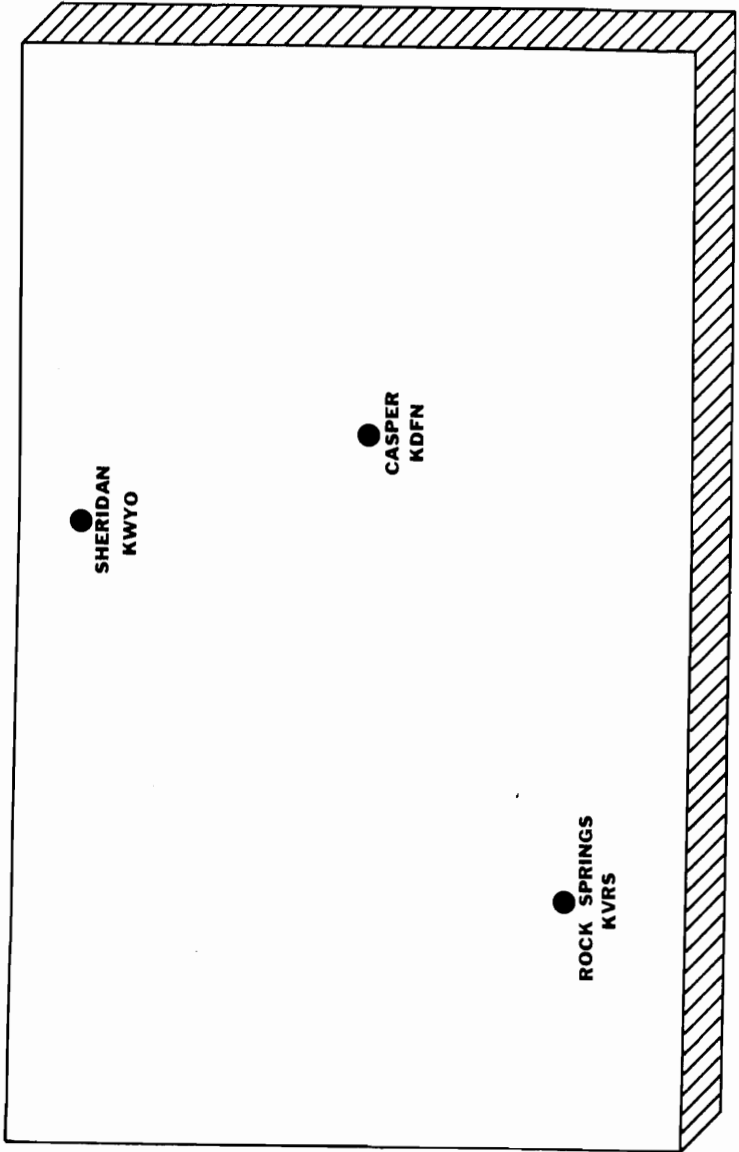
KDFN, CASPER

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

Owner-manager: Donald L. Hathaway.
Rep: Walter Biddick Co. (Pacific Coast);

Sears and Ayer (Chicago); George P. Hollingbery Co. (New York). *News:* Transradio; RNA. *Seating facilities:* Studio, 50 persons; auditorium seating 1,800 available. *Merchandising:* Service is "equipped to carry advertising programs through the dealer"; but no consumer merchandising.

WYOMING



WYOMING STATIONS—Continued

Foreign language programs: Can be handled; population, however, is less than 1% foreign. *Artists bureau:* None. *Base rate:* \$40.

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

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250

and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

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

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

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

ALASKA

KFQD, ANCHORAGE

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

General and station manager, publicity director: R. E. McDonald. *Program and musical director:* Ken Laughlin. *Chief engineer:* W. J. Wagner.

Rep: Walter Biddick Co. *News:* Local and Transradio. *Seating facilities:* 100 persons. *Merchandising:* Service furnished on request. *Foreign language programs:* None. *Artists bureau:* None. *Stock:* principally held by R. E. McDonald. *Base rate:* \$30.

Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau, Alaska. *Power:* 100 watts on 1310 kc. (construction permit for 250 watts on 1430 kc.). *Affiliation:* None; occasional tie-up with NBC Red via shortwave. *Opened:* June 1, 1935.

Owner: Edwin A. Kraft. *Station manager:* C. B. Arnold. *Chief operator:* Fred Heister. *Consulting engineer:* Vincent I. Kraft.

Rep: Northwest Radio Advertising Co., Inc. (Seattle); Pan-American Broadcasting (New York). *News:* AP; Transradio. *Seating facilities:* Studio accommodates about 150; auditorium seating 500 available. *Merchandising:* Complete service; call on trade, assist in distribution, arrange for display cards, etc. *Foreign language programs:* Not accepted. *Artists bureau:* No information given. *Base rate:* \$20 (half-hour).

Copy restrictions: No liquor advertising accepted.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc., 107-111 Front St. *Power:* 500 watts on 900 kc. (has construction permit for 1,000 watts).

Base rate: \$60.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 250 watts on 1400 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both under same operator).

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Business manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager:* Bob Stanley. *Publicity director:* Henry C. Putnam.

Rep: Conquest Alliance Co., New York, Chicago. *News:* UP. *Seating facilities:* Studio, seating 200 persons; Princess Theatre, seating 1,800, Hawaii Theatre, seating 1,200 (both available for use after regular theatre performances) (these facilities are shared with KGMB). *Merchandising:* contact dealers by phone and personal calls; follow-up work and co-operation in complete merchandising program. *Foreign language programs:* Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. *Artists bureau:* None, as such, but maintain local clearing house for talent, listing all local Hawaiian musicians, orchestras, etc. *Base rate:* \$36; with KGMB, \$90.

Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations.

KGMB, HONOLULU

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 1,000 watts on 1320 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: KHBC, Hilo, is under same operator.)

President, general manager: Fred J. Hart. *Station manager:* Webley Edwards. *Business manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager:* Bob Stanley. *Publicity director:* Henry C. Putnam.

Rep: Conquest Alliance Co., New York.

Chicago; C. P. MacGregor, Los Angeles; KGMB, San Francisco office, Hotel Californian. *News:* UP. *Seating facilities:* main studio, seating 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). *Merchandising:* dealer contacts by personal call (phone); follow-up work and co-operation in complete merchandising program. *Foreign language programs:* Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. *Artists bureau:* Operate a clearing house for local talent, but have no artists under contract. *Base rate:* \$67.50; with KHBC, \$90.

Copy restrictions: beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations.

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd., Kapiolani Blvd. and South Street. *Phone:* 2311. *Power:* 2,500 watts on 750 kc. *Affiliation:* Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. *Opened:* May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. *Assistant manager:* Donald O. Crozier. *Program manager:* Don Fitzgerald. *Musical director:* Verne W. Thompson.

Rep: The Katz Agency; Walter Biddick Co., Pacific Coast. *News:* Transradio. *Seating facilities:* Studio 1, seating 50 persons; Studio 2, seating 100; Auditorium, seating 500. *Merchandising:* Complete news and merchandising service offered in co-operation with the Honolulu Advertiser. *Foreign language programs:* Accept at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. *Artists bureau:* None. *Base rate:* \$75.

Copy restrictions: Accept beer and wine and a limited amount of liquor and patent medicine advertising; all copy subject to station approval and FCC rules and regulations.