

WASHINGTON

Population 1,658,000

Number of Families 468,000

Number of Radio Homes 443,300

Retail Sales \$528,709,000

Auto Registrations 449,925

K X R O

"TWIN HARBOR" STATION

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts.
OWNED BY: KXRO, Inc. OPERATED BY:
KXRO, Inc. BUSINESS ADDRESS: P. O. Box
1120. PHONE: Aberdeen 4098 and 4099.
STUDIO ADDRESS: 207 East Market St.
TRANSMITTER LOCATION: Finch Farms.
TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.
(Daily); 9:00 A.M. to 11:00 P.M. (Sunday).
NEWS SERVICE: United Press. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....A. W. Lindsay
Chief Engineer.....W. M. McGoffin

POLICIES

Beer and wine accepted, also foreign lan-
guage accounts.

REPRESENTATIVE

John Blair & Company

K V O S

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: KVOS, Inc. OPERATED BY:
KVOS, Inc. BUSINESS ADDRESS: Luther Bldg.
PHONE: 4200-1627-34. TRANSMITTER LOCA-
TION: Luther Bldg. TIME ON THE AIR: 6:30
A.M. to 11:00 P.M. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICES:
World Broadcasting System, C. P. MacGregor.

Personnel

President.....Rogan Jones
Advertising & Sales Manager....Tom Schafer
Musical Director.....Henry Ehlers
Chief Engineer.....Joe Ernst

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

John Blair & Co.

K E L A

CENTRALIA AND CHEHALIS

EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 500 Watts.
OWNED BY: Central Broadcasting Corp.
OPERATED BY: Central Broadcasting Corp.
BUSINESS ADDRESS: Kela Bldg. PHONE:
Chehalis 721—Centralia 721. STUDIO AD-
DRESS: Same. TIME ON THE AIR: 6:00 A.M.
to 12:00 midnight. NEWSPAPER AFFILIA-
TIONS: Lewis County Advocate, Chehalis Bee
Nugget, Centralia Tribune. NEWS SERVICE:
Transradio Press. TRANSCRIPTION SERV-
ICE: Lang-Worth.

Personnel

General Manager.....J. Elroy McCaw

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

John Blair & Company

K R K O

"THE VOICE OF EVERETT AND
SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts.
OWNED BY: Lee E. Mudgett. OPERATED BY:
Lee E. Mudgett. BUSINESS ADDRESS: 300
Clark Bldg. PHONE: Main 5-2-6. STUDIO
ADDRESS: 300 Clark Bldg. TRANSMITTER
LOCATION: 2814 Rucker Ave. TIME ON THE
AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to
7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M.
NEWS SERVICE: Transradio Press. MAIN-
TAINS ARTISTS' BUREAU.

Personnel

Owner.....Lee E. Mudgett
Station Manager.....W. F. Knehr
Musical Director.....Maynard Bordsen
Chief Engineer.....Lee E. Mudgett

POLICIES

No liquor advertising accepted.
Merchandising: Station has reciprocal agreement with local Shopping News.

REPRESENTATIVE

John Blair & Co.

K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 Watts.
OWNED BY: Twin City Broadcasting Corp.
OPERATED BY: Twin City Broadcasting Corp.
BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso.
TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License.
NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press.
TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

General Manager.....M. F. Woodling
Assistant Manager.....Charles B. Foll

REPRESENTATIVE

Cox & Tanz
Walter Biddick Co. (West Coast)

K G Y

"IN WASHINGTON'S CAPITOL CITY"

OLYMPIA—EST. 1921 (non-Comm.)
1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc.
BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press.

Personnel

President.....Louis A. Wasmer
Vice President.....Archie G. Taft
Station Manager & Commercial Manager.....W. R. Taft
Publicity Director.....Freda Tilden
Program Director.....Jean Walters
Chief Engineer.....John H. Thatcher

POLICIES

No hard liquor advertising accepted.
Merchandising: Placing of newspaper publicity; designing and distribution of placards handbills, etc.

REPRESENTATIVE

John H. Blair & Co.

K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. O. Holland
Station Manager.....Kenneth E. Yeend
Chief Announcer.....M. Reid White
Chief Engineer.....Leonard Burton

POLICIES

No commercial broadcasting whatsoever.

K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General Manager.....Arthur C. Dailey
Sales Manager.....H. D. Porter
Publicity Director.....L. D. Woodruff
Chief Engineer.....Dick Nickols

POLICIES

No liquor accounts accepted. Accepts foreign language business.

K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM
WORLD TRANSCRIPTION SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts.
OWNED BY: Queen City Broadcasting Co.
OPERATED BY: Queen City Broadcasting Co.
BUSINESS ADDRESS: Cobb Bldg. PHONE:

Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
 Station Manager.....H. J. Quilliam
 Business Manager.....Loren B. Stone
 Program Director.....Tommy Thomas
 Sales Manager.....J. A. Morton
 Chief Announcer.....Maurice Rider
 Publicity Director.....Vera Jidlick
 Chief Engineer.....James Hatfield

POLICIES

Does not accept spiritous liquors.

REPRESENTATIVE

The Katz Agency

K J R

"SEATTLE'S PIONEER RADIO STATION"
 SEATTLE—EST. 1921
 NBC (PACIFIC COAST BLUE)
 NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Publicity Director.....Dick Keplinger
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

REPRESENTATIVE

Edward Petry & Co., Inc.

K O L

SEATTLE—EST. 1922
 MUTUAL—DON LEE
 PACIFIC BROADCASTING CO.
 FREQUENCY: 1270 Kc. POWER: 5000 Watts,

d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: Titan, NAB Library.

Personnel

Vice President.....Archie Taft
 General Manager.....E. D. Pederson
 Chief Announcer.....Wilson Arthur Edwards
 Musical Director.....Don Isham
 Chief Engineer.....A. L. Henderson

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

John Blair & Co.

K O M O

"FISHER'S BLEND STATION"
 SEATTLE—EST. 1925
 NBC (PACIFIC COAST RED)
 NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
 Station Manager.....Birt F. Fisher
 Commercial & Advertising
 Manager.....H. M. Feltis
 Chief Announcer.....Bennett Fisher
 Publicity Director.....Dick Keplinger
 Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

REPRESENTATIVE

Edward Petry & Co., Inc.

K R S C

SEATTLE—EST. 1926
 FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANS-

K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
FREQUENCY: 1470 Kc. POWER: 5000 Watts.
OWNED BY: Louis Wasmer. OPERATED BY:
Louis Wasmer. BUSINESS ADDRESS: Radio
Central Bldg. PHONE: M 5383. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Lidgewood & Rowan. TIME ON THE AIR:
Full Time License.

Personnel

Station Manager.....Louis Wasmer
Assistant Manager.....Harvey Wixson

REPRESENTATIVE

Edward Petry & Company

K H Q

"TELLING THE WORLD"

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN

NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Louis Was-
mer, Inc. OPERATED BY: Louis Wasmer, Inc.
BUSINESS ADDRESS: Radio Central Bldg.
PHONE: M-5383. STUDIO ADDRESS: Radio
Central Bldg. TRANSMITTER LOCATION:
4105 S. Regal St. TIME ON THE AIR: 6:45
A.M. to 12:00 midnight; Sunday, 8:00 A.M.
to 12:00 midnight. NEWS SERVICE: Trans-
radio Press. TRANSCRIPTION SERVICE: NBC
Thesaurus and has Studio Recording Equip-
ment.

Personnel

President.....Louis Wasmer
Station Manager.....Harvey Wixson
Chief Announcer.....Harry Lantry
Assistant Manager.....Herb Wixson
Musical Director.....Marian Boyle
Chief Engineer.....A. G. Sparling

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

K M O

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts.
OWNED BY: KMO, Inc. OPERATED BY: KMO,
Inc. BUSINESS ADDRESS: 914½ Broadway.
PHONE: Main 4144. STUDIO ADDRESS: 914½
Broadway. TRANSMITTER LOCATION: 1½
miles east of Tacoma. TIME ON THE AIR:

6:00 A.M. to 12:00 midnight. NEWS SERVICE:
United Press. TRANSCRIPTION SERVICES:
World Broadcasting System, NAB Library,
Lang-Worth.

Personnel

President and Station

Manager.....Carl E. Haymon
Assistant Manager.....Jack Buchanan
Advertising Manager.....Roscoe Smith
Chief Announcer.....Harry Jordan
Publicity Director.....Larry Huesby
Musical Director.....Dick Ross
Chief Engineer.....Joe Kolesar

POLICIES

No liquor advertising. Accepts foreign lan-
guage accounts.

Advertise all of commercial accounts in
"Shopping News."

REPRESENTATIVE

John Blair & Company

K V I

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts,
d.; 1000 Watts, n. OWNED BY: Puget Sound
Broadcasting Co. OPERATED BY: Same.
BUSINESS ADDRESS: W. R. Rust Bldg. PHONE:
BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle.
STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma,
Olympic Hotel, Seattle. TRANSMITTER LO-
CATION: Vashon Island. TIME ON THE AIR:
6:00 A.M. to midnight. NEWSPAPER AFFIL-
IATION: Tacoma News Tribune. NEWS SERV-
ICE: Associated Press (non-commercial).

Personnel

President & Station

Manager.....Vernice Boulianne
Commercial Manager.....Earl T. Irwin
Sales Promotion Director.....Elvin E. Evans
Publicity Director.....Dorothy Doernbecher
Musical Director.....Jane Powers
Program Director.....Wade Thompson
Chief Engineer.....James W. Wallace

POLICIES

Does not accept foreign language or hard
liquor accounts.

Merchandising: Station makes every effort
to cooperate with accounts in special mer-
chandising or exploitation features—such as
letters to the trade, personal contacts, news-
paper publicity stories, etc.

REPRESENTATIVE

Free & Peters, Inc.

K V A N *

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts.
 OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Clark County National Bank Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vancouver. TIME ON THE AIR: Daytime License.

Personnel

President.....Sheldon F. Sackett
 Vice-President.....D. Elwood Caples
 General Manager.....Walter L. Read
 Commercial Manager.....Ricky Bras
 Chief Engineer.....Paul W. Spargo

* Station licensed to operate under a C. P. No further information was available at the time of going to press.

K U J

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President and General
 Manager.....H. E. Studebaker
 Commercial Director.....Jerry Jensen
 Advertising Director.....Norval Armes
 Program Director.....John F. Hicks
 Chief Announcer.....Dick Crombie
 Publicity Director.....Esther Carter
 Musical Director.....Roy Dorr
 Chief Engineer.....Milton MacLafferty

POLICIES

No liquor accounts accepted.
 Merchandising: Station's policy is to concentrate on sale and production of sponsored programs rather than over-emphasis of commercial announcements.

REPRESENTATIVES

Cox & Tanz, Philadelphia
 Sears & Ayer, Chicago
 Walter Biddick Co., Pacific Coast

K P Q

WENATCHEE—EST. 1930
 MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Westcoast

Broadcasting Co. OPERATED BY: Westcoast Broadcasting Co. BUSINESS ADDRESS: KPQ Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: International News Service.

Personnel

President.....Rogan Jones
 Station and Commercial
 Manager.....Cole Wylie
 Chief Announcer.....Louis Gillette
 Publicity Director.....Dorothy Lee
 Chief Engineer.....Elwood Lippincott

POLICIES

Accepts beer and wine accounts.
 Gives publicity in all news casts; sales force gives advertisers special cooperation.

K I T

"VOICE OF THE YAKIMA VALLEY"
 YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8 A.M. to 12:00 midnight. NEWS SERVICE: United Press News. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor, Lang-Worth.

Personnel

President.....Carl E. Haymond
 Resident Station Manager.....J. A. Murphy
 Commercial Manager.....A. Q. Moore
 Chief Announcer.....Bob Dyal
 Publicity Director.....P. Wick
 Musical Director.....Harrison Miller
 Chief Engineer.....H. B. Murphy

POLICIES

Accepts beer and wine advertising, also foreign language accounts.

Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

REPRESENTATIVE

John Blair & Company

WEST VIRGINIA

Population 1,865,000

Number of Families 417,000

Number of Radio Homes 348,300

Retail Sales \$332,190,000

Auto Registrations 219,550

W J L S

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Joe L. Smith Jr.
Advertising Manager.....James L. Cox

W H I S

"SERVING THE BILLION DOLLAR
COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: 621 Commerce St., Bodell Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Harry Heights. TIME ON THE AIR: Week days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....C. H. Murphy, Jr.
Chief Engineer.....P. T. Flanagan

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.
Merchandising service available.

REPRESENTATIVE

The Katz Agency

W C H S

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1008 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1008 Lee St. TRANSMITTER LOCATION: 5 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station & Sales Manager..Harold L. Chernoff
Chief Announcer.....George Gow
Artists' Bureau Head &
Musical Director.....N. Pagliara
Chief Engineer.....Odes Robinson

POLICIES

Accepts beer advertising. Foreign language programs accepted at certain hours.
Complete merchandising service available at cost.

REPRESENTATIVE

The Branham Co.

W G K V *

CHARLESTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Charleston. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

W B L K

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937

THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station & Commercial
Manager.....Meyer "Mike" Layman
Chief Announcer & Program
Director.....Don McWhorter
Chief Engineer.....Wm. P. Heitzman

POLICIES

Advertising of beer accounts accepted.
Merchandising department is available at cost.

REPRESENTATIVE

The Branham Co.

W M M N

"THE VOICE OF WEST VIRGINIA"

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. (C. P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George B. Storer
Station & Sales Manager.....O. J. Kelchner
Commercial Manager.....R. C. Warden
Program Manager & Chief
Announcer.....Howard Wolfe
Publicity Director.....Kay Balfe
Musical Director.....Frank Knuth
Chief Engineer.....Roy Hech

POLICIES

Liquor accounts not accepted.
Station will cooperate to any reasonable extent with advertisers on merchandising program.

REPRESENTATIVE

John Blair & Company

W S A Z

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

Personnel

President and Station
Manager.....W. C. McKellar
Commercial Manager.....J. L. Henry
Advertising Manager.....V. C. Bailey
Chief Announcer and Musical
Director.....Fred Burns
Publicity Manager.....V. C. Bailey
Chief Engineer.....Glenn E. Chase

POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

W P A R

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy
Station Manager.....Abe Rauch
Chief Announcer.....Paul Schimmel
Musical Director.....Sarah Heermans
Chief Engineer.....Marion McDowell

POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

REPRESENTATIVE

The Branham Co.

W W V A

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1160 Kc. POWER: 5000
Watts. OWNED BY: West Virginia Broadcast-
ing Co. OPERATED BY: West Virginia Broad-
casting Co. BUSINESS ADDRESS: Hawley
Bldg. PHONE: Wheeling 5383. STUDIO AD-
DRESS: Hawley Bldg. TRANSMITTER LOCA-
TION: Near West Liberty. TIME ON THE AIR:
Opening 6:00 A.M.—Closing varies due to
time division from 8:30 P.M. to 2:00 A.M.
NEWSPAPER AFFILIATION: Greater Wheel-
ing Home Talk. NEWS SERVICE: Internation-
al News Service. TRANSCRIPTION SERVICE:
NBC Thesaurus.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Production Manager.....Paul J. Miller

Program Director.....Wayne Sanders
Chief Engineer.....Glenn G. Boudny

POLICIES

Accepts only advertising for beer—up to 6
per cent alcoholic content.

REPRESENTATIVE

John Blair & Company

W B T H *

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Williamson Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:
Williamson. STUDIO ADDRESS: Same. TRANS-
MITTER LOCATION: Same. TIME ON THE
AIR: Daytime License.

* Station licensed to operate on a construc-
tion permit. No further information was avail-
able at time of going to press.

WISCONSIN

Population 2,926,000

Number of Families 735,000

Number of Radio Homes 612,700

Retail Sales \$871,832,000

Auto Registrations 707,000

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM
FREQUENCY: 1050 Kc. POWER: 1000 Watts.
OWNED BY: Central Broadcasting Co. OPER-
ATED BY: Central Broadcasting Co. BUSINESS
ADDRESS: 203 S. Barstow St. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Eau Claire. TIME ON THE AIR: Shares time
with KFBI. NEWSPAPER AFFILIATION: Su-
perior Evening Telegram. TRANSCRIPTION
SERVICE: World Broadcasting System, C. P.
MacGregor.

PERSONNEL

Manager.....John J. Stack

REPRESENTATIVE

George P. Hollingsbery Co.

K F I Z

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK
FREQUENCY: 1420 Kc. POWER: 100 watts.
OWNED BY: Reporter Printing Co. OP-

ERATED BY: Reporter Printing Co. BUSINESS
ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO
ADDRESS: 18 W. 1st St. TRANSMITTER LO-
CATION: 18 W. 1st St. TIME ON THE AIR:
8:00 A.M. to 9:00 P.M. NEWSPAPER AF-
FILIATIONS: Fond-du-Lac Commonwealth Re-
porter. NEWS SERVICE: United Press.

Personnel

Manager.....Lynn N. Fairbanks

POLICIES

Advertising of alcoholic beverages ac-
cepted.

REPRESENTATIVE

Small & Brewer, Inc.

W H B Y

"VOICE OF THE FOX RIVER VALLEY"

GREEN BAY—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts.
d.; 100 watts, n. OWNED BY: WHBY, Inc.
OPERATED BY: WHBY, Inc., subsidiary of
St. Norbert College. BUSINESS ADDRESS:
Bellin Bldg. PHONE: Adams 1, Adams 2.

STUDIO ADDRESS: Bellin Bldg. **TRANSMITTER LOCATION:** W. De Pere. **TIME ON THE AIR:** Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. **MAINTAINS ARTIST BUREAU. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Station & Commercial
 Manager.....Rev. James A. Wagner
 Artists Bureau Head.....Em Owen
 Chief Announcer.....Em Owen
 Sales Manager.....Val Schneider
 Publicity Director.....Alf. W. Michel
 Musical Director.....Em Owen
 Chief Engineer.....Wallace J. Stangel

POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets.

REPRESENTATIVE

Small & Brewer, Inc.

W T A Q

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. **POWER:** 1000 watts (C. P.: 5000 watts, d.). **OWNED BY:** WHBY, Inc. **OPERATED BY:** WHBY, Inc., subsidiary of St. Norbert College. **BUSINESS ADDRESS:** Bellin Bldg. **PHONE:** Adams 1, Adams 2. **STUDIO ADDRESS:** Bellin Bldg. **TRANSMITTER LOCATION:** W. De Pere. **TIME ON THE AIR:** Daily, 7:00 A.M. to 12:00 midnight; Sundays, 10:00 A.M. to 12:00 midnight. **MAINTAINS ARTISTS' BUREAU. NEWS SERVICE:** United Press. **TRANSCRIPTION SERVICE:** World Broadcasting System, C. P. MacGregor.

Personnel

President.....B. H. Pennings
 Station & Commercial
 Manager.....Rev. James A. Wagner
 Artists Bureau Head.....Em Owen
 Chief Announcer.....Em Owen
 Sales Manager.....Val Schneider
 Publicity Director.....Alf. W. Michel
 Musical Director.....Em Owen
 Chief Engineer.....Wallace J. Stangel

POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Station maintains merchandising department.

REPRESENTATIVE

Small & Brewer

W C L O

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. **POWER:** 250 Watts, d.; 100 Watts, n. **OWNED BY:** Gazette Printing Co. **OPERATED BY:** Same. **BUSINESS ADDRESS:** 200 E. Milwaukee St. **PHONE:** 2500. **STUDIO ADDRESS:** 200 E. Milwaukee St. **TRANSMITTER LOCATION:** S. Oakhill Ave. **TIME ON THE AIR:** 7:00 A.M. to 10:00 P.M. **NEWSPAPER AFFILIATION:** The Janesville Daily Gazette. **NEWS SERVICE:** Transradio Press and Associated Press. **MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE:** NBC Thesaurus, C. P. MacGregor.

Personnel

President.....S. H. Bliss
 General Manager.....R. L. Ferguson
 Chief Engineer.....Chas. Brannen

POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

REPRESENTATIVE

Weed & Co.

W K B H

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. **POWER:** 1000 watts. **OWNED BY:** WKBH, Inc. **OPERATED BY:** WKBH, Inc. **BUSINESS ADDRESS:** Radio Building, 409 Main St. **PHONE:** 450. **STUDIO ADDRESS:** Radio Building, 409 Main St.; Hotel Winona, Winona. **TRANSMITTER LOCATION:** R.F.D., La Crosse. **TIME ON THE AIR:** 6:00 A.M. to 11:00 P.M. **NEWS SERVICES:** United Press, local news. **TRANSCRIPTION SERVICE:** World Broadcasting System.

Personnel

President and Station
 Manager.....Otto M. Schlabach
 Commercial Manager.....Chas. F. Callaway
 Program Director.....Bernice Callaway
 Musical Director.....Johan Fossum
 Chief Engineer.....Al Leeman

POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

REPRESENTATIVE

Howard H. Wilson Co.

W H A

AMERICA'S OLDEST EDUCATIONAL BROADCASTING STATION

MADISON—EST. 1922

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty
Public Relations Director.....H. A. Engel
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl

POLICIES

Station does not sell time.

W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5, Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

Personnel

President.....William T. Evjue
Business Manager.....W. E. Walker
Program Manager & Publicity
Director.....K. F. Schmitt
Musical Director.....Leon Persson
Chief Engineer.....M. F. Chapin

POLICIES

No liquor advertising accepted. Merchandising occasionally and to a limited extent.

REPRESENTATIVE

Small & Brewer (Chicago)

W O M T

"THE NEWSPAPER OF THE AIR"

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....F. M. Kadow
Chief Announcer.....M. Pierce
Sales Manager.....W. C. Webster
Chief Engineer.....W. F. Dubin

POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

W E M P

"THE FRIENDLY STATION"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION: 710 Empire Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Chief Announcer.....Chas. La Force
Sales Manager.....Ben Wolff
Publicity Director.....Chas. A. La Force
Musical Director.....Florence Betty-Kelly
Chief Engineer.....Raymond Host

POLICIES

Accept liquor and foreign language programs, subject to station supervision.

REPRESENTATIVE

Weston, Frykman and Allen

W I S N

"SERVICING THE PUBLIC ADDRESS"

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1120 Kc. POWER: 1000 watts.
OWNED BY: Hearst Radio, Inc. OPERATED
BY: Hearst Radio, Inc. BUSINESS ADDRESS:
123 W. Michigan. PHONE: Daly 3900. STUDIO
ADDRESS: 123 W. Michigan. TRANSMITTER
LOCATION: 231 W. Michigan. TIME ON THE
AIR: 6:00 A.M. to 12:00 midnight; Sunday,
7:30 A.M. to 12:00 midnight. NEWSPAPER
AFFILIATIONS: Milwaukee News, Milwaukee
Sentinel, Sunday News-Sentinel. NEWS SERV-
ICE: International News Service. TRANSCRIP-
TION SERVICE: World Broadcasting System.

Personnel

Station Manager.....G. W. Grignon
Sales Manager.....Fred H. Zindler
Publicity Director.....E. Williams
Musical Director.....E. Krebs
Chief Engineer.....D. A. Weller

POLICIES

Liquor accounts after 10 p.m. with live talent
only.

Promote new programs over air.

REPRESENTATIVE

International Radio Sales

W T M J

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts,
d.; 1000 watts, n. OWNED BY: The Journal
Company. OPERATED BY: The Milwaukee
Journal. BUSINESS ADDRESS: 333 West State
St. PHONE: Marquette 6000. STUDIO AD-
DRESS: 333 W. State St. TRANSMITTER LO-
CATION: 12 miles west of Milwaukee on Blue
Mound Road. TIME ON THE AIR: 6:00 a.m.
to 12:00 midnight. MAINTAINS TALENT
SERVICE. NEWSPAPER AFFILIATIONS: The
Milwaukee Journal. NEWS SERVICE: United
Press. TRANSCRIPTION SERVICE: NBC The-
saurus, Standard Radio, NAB Library.

Personnel

Managing Director.....W. J. Damm
Station Manager.....D. B. Abert
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittmann
Chief Announcer.....Robt. Heiss
Continuity Director.....Russ W. Tolp
Publicity Director.....Harry Eldred
Musical Director.....Wm. J. Benning
Chief Technician.....D. W. Gellerup

POLICIES

No liquor advertising. Foreign language ac-
counts not encouraged.

Furnishes special merchandising on cost
basis.

REPRESENTATIVE

Edward Petry & Company

W I B U

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts,
d.; 100 Watts, n. OWNED BY: Wm. C. For-
rest. OPERATED BY: Same. BUSINESS AD-
DRESS: Commercial State Bank. PHONE:
97R5. STUDIO ADDRESS: Electric Farm.
TRANSMITTER LOCATION: Same. TIME ON
THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPA-
PER AFFILIATION: Baraboo News Republic.
NEWS SERVICE: United Press, Transradio
Press. TRANSCRIPTION SERVICES: Stand-
ard Radio, Radio Transcription Company.

Personnel

Station ManagerWm. C. Forrest
Chief AnnouncerDonald Zook
Chief EngineerLeonard Doese

POLICIES

Policy governed by station belief in main-
taining programs in public interest.

Merchandising: Station has studios in four
communities: namely, Poynette, Portage, Bara-
boo, and Beaver Dam. This close contact
with the social and distribution areas sur-
rounding these communities makes possible
merchandising effectiveness in a large general
area which extends generally to WIBU full
coverage.

W R J N

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.
OWNED BY: Racine Broadcasting Corp. OP-
ERATED BY: Same. BUSINESS ADDRESS:
American Bank Bldg. PHONE: Jackson 290.
STUDIO ADDRESS: Same. TRANSMITTER LO-
CATION: Mt. Pleasant. TIME ON THE AIR:
8:00 A.M. to 11:00 P.M. NEWSPAPER AF-
FILATIONS: Racine Journal-Times. NEWS
SERVICE: United Press. TRANSCRIPTION
SERVICES: NBC Thesaurus and Lang-Worth,
C. P. MacGregor. MAINTAINS ARTISTS' BU-
REAU.

Personnel

President and General
Manager.....F. R. Starbuck
Commercial Manager.....John M. Printup
Chief Announcer & Artists'
Bureau Head.....R. W. Conrad

Publicity Director.....Kent Owens
 Musical Director.....R. W. Conrad
 Chief Engineer.....F. Lee Dechant

POLICIES

Station is operated entirely in the public interest and all policies are compatible with that purpose.

Full merchandising cooperation is available alike to all sponsors.

REPRESENTATIVES

Joseph Hershey McGillvra

W J M C *

RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: Walter H. McGenty. BUSINESS ADDRESS: Rice Lake. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

W H B L

"THE VOICE OF DAIRYLAND"

SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 250 watts. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Radio, NBC The-saurus.

Personnel

President.....C. E. Broughton
 Manager.....Ed Cuniff
 Chief Announcer.....Glen James
 Bus. Mgr.....H. H. Born
 Publicity Director.....E. Zufelt
 Program & Musical Director.....M. J. Pape
 Chief Engineer.....Herbert Mayer

POLICIES

Merchandise manager calls on the trade in trading area; assists sponsors by means of letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity.

REPRESENTATIVE

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

Personnel

Station Manager.....F. R. Calvert
 Chief Engineer.....H. O. Brickson

POLICIES

Non-commercial station; does not sell time.

W D S M *

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

* Station was operating under C.P. and no further information was available at time of going to press.

W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. E. Walker
 General Manager.....Wayne W. Cribb
 Program Director.....Donald R. Burt
 Publicity Director.....Denman Arnold
 Musical Director.....Ethel La Blonde
 Chief Engineer.....Roland Richardt

POLICIES

All patent medicine copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

WYOMING

Population 235,000

Number of Families

Number of Radio Homes 49,800

Retail Sales \$82,681,000

Auto Registrations 65,000

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Standard Radio.

Personnel

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Publicity Director.....H. Brewer
Chief Engineer.....F. Wickencamp

POLICIES

Liquor advertising accepted with reservations on program, and program times.

REPRESENTATIVES

Sears and Ayer, James F. Fay,
Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. d.; 100 watts. n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

General Manager.....Ken Nielsen

K W Y O

"THE VOICE OF WYOMING"

SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 20 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 O.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRAN-

SCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

Personnel

President.....R. E. Carroll
Station Manager.....Herb Siebert
Chief Announcer.....Bill Thompson
Chief Engineer.....Bob Crosshwaite

POLICIES

Liquor accounts not accepted. Station reserves right to refuse or discontinue any advertising or programs for reasons satisfactory to station.

REPRESENTATIVE

Cox & Tanz, Spot Broadcasting, Inc.

TERRITORIES AND POSSESSIONS

Alaska

K F Q D

"VOICE OF THE GOLDEN NORTH"

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President and General
Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

POLICIES

No foreign language accounts. Liquor accounts accepted only on approval. Beer accounts accepted.

REPRESENTATIVE

Walter Biddick Co.

K F A R *

FAIRBANKS—EST. 1939

FREQUENCY: 610 Kc. POWER: 1000 watts.
OWNED BY: Midnight Sun Broadcasting Co.
OPERATED BY: Midnight Sun Broadcasting Co.
BUSINESS ADDRESS: Fairbanks. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....A. E. Lathrop
Vice-President.....Don Adler
Secretary-Treasurer.....Miriam Dickey

* Station licensed to operate under a C. P. No further information was available at time of going to press.

K I N Y

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 250 watts.
OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 8:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Chief Announcer.....Wilson Foster
Chief Engineer.....C. F. Heister

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle
Panamerican Broadcasting Co., New York

K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts.
OWNED BY: Alaska Radio and Service Co.
OPERATED BY: Alaska Radio and Service Co.
BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

Hawaii

K H B C

HILO—EST. 1936

CBS-MBS

HAWAIIAN BROADCASTING SYSTEM
FREQUENCY: 1400 Kc. POWER: 250 watts.
OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: P. O. Box 595; Mainland Office, Russ Bldg., San Francisco. STUDIO ADDRESS: Hilo. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

Personnel

General Manager.....J. Howard Worrall
Manager of Mainland Office.....L. D. West
Station Manager.....Earl A. Nielson

POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

REPRESENTATIVE

John Blair & Co.

K G M B

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts.
OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Kapiolani Blvd. & Pensacola St. STUDIO ADDRESS: Same; Mainland Office: Russ Bldg., San Francisco. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. Mac Gregor, Titan Production, NAB Library.

Personnel

General Manager.....J. Howard Worrall
Mainland Office Manager.....L. D. West
Station Manager.....Webley Edwards

POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

REPRESENTATIVES

John Blair & Co.

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts. OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
Program Manager.....Edward Jansen
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Don O. Crozier

POLICIES

Merchandising facilities available for national advertisers.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co. (Coast)

K T O H *

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden City Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station licensed to operate under a C. P. No further information was available at time of going to press.

Puerto Rico

W P R A

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....Andres Camara
Station Manager.....Patricio R. Fermaint
Chief Announcer.....Mario Acosta
Musical Director.....Celso Torres
Chief Engineer.....Ralph P. Perry

POLICIES

No other requirements than those of the Federal Communications Commission.

W P R P

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 8 hours daily. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Julio M. Conesa
Artists' Bureau Head.....G. Ayala
Commercial Manager.....A. Mirabal
Chief Engineer.....I. S. Smidtko

POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Station will furnish merchandising facilities.

W K A Q

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

Personnel

President.....J. W. G. Ogilvie

W N E L

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

General Manager.....Juan Piza
Commercial Manager.....Victor Cobb
Program Director.....Gustavo Diaz
Chief Engineer.....William N. Greer

POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

REPRESENTATIVE

Broadcasting Abroad, Ltd.

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows: Two copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Extension of time for construction. Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act

for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by

date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) General. An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license,

there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special authorization. (a) Operation which may be authorized. Upon proper request by the licensee of a broadcast station or by the licensee of, or applicant for, a service other than broadcasting, the Commission may grant special temporary authority for the operation of a station for a limited time, or in a manner and to an extent, or for a service other or beyond that authorized in its existing license: *Provided, however,* That if request is for a broadcast station it shall be limited to a definite and temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof may not be granted for a period in excess of thirty days.

(b) *Filing of requests.* No such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. If the request is for broadcast operation upon a clear channel, it shall be supported by the consent of the dominant clear-channel station.

3. If the request is for broadcast operation on any frequency it shall be supported by the consent of each station licensed for operation upon the same and adjacent frequency, when the consenting station is located at a distance less than that given in the latest published table of recommended separations.

4. If the request is made by a sharing-time broadcast station it shall be supported by the consent of the station with which time is shared.

5. Full particulars as to the purpose for which the request is made are stated.

(c) *Consents.* Consent, when required under this rule shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether

consenting station is giving up the time sought by applicant.

Inconsistent or conflicting applications.

When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

ACTION ON APPLICATIONS

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within thirty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where the application is proper upon its face but the Commission is unable to determine, without a hearing on the merits, that the granting of such application, either in whole or in part, would serve public interest, convenience, or necessity, and that the granting of such application, either in whole or in part, would not aggrieve or adversely affect the interest of any licensee, or any person having a pending application, the Commission will designate the same for hearing and the following procedure will govern:

(a) *Notice of designation.* The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing (together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application), and a list of the other parties notified thereof.

(b) *Appearances.* In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence in support of his application on such date as may be fixed for hearing. Copies of such written appearance (not including the application and supporting documents) shall be served upon all other parties (or their attorneys) named in the notice of designation for hearing and accompanied by proof of service, in form of a signature of the party served; or an affidavit showing personal service; or service by registered mail to the last known address of said parties.

Within twenty-five days of the mailing of the notice of designation for hearing by the Secretary, any respondent named in said notice who desires to participate in the hearing shall file in person or by his attorney with the Commission his written appearance, under oath, stating facts showing a substantial interest in the proceeding, the manner in which his interest may be aggrieved or adversely affected, and that he intends to appear at the hearing on the application on such date as may be fixed for the hearing. Copies of such appearance shall be served upon the applicant and accompanied by proof of service.

(c) *Default for failure to file statement.* In case no such statement is filed by the applicant within the time specified, the applicant will be deemed in default, his application denied, and the Secretary shall notify the applicant and other parties.

(d) *Notice of time and place.* In such case appearance is filed by the applicant within the time specified, the application will be entered upon the hearing docket and notice of the time and place for hearing shall be given by the Secretary.

(e) *Default for failure to appear.* If, at the date set for hearing, the applicant does not appear and offer evidence in support of his said application, a default will be entered, and the Commission will deny the application.

(f) *Action by Commission.* After a hearing has been held in accordance with the foregoing, the Commission may grant the application, deny it, or grant it in part, or deny it in part.

ANSWERS TO NOTICES OF VIOLATION

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

REVOCAION AND MODIFICATION OF STATION LICENSES

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the

order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

SUSPENSION OF OPERATOR LICENSES

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay.

RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

*The following listing was compiled through the cooperation
of the FCC and is up-to-date as of Feb. 1, 1939.*

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Meyers, Anniston. President-Publisher of Consolidated Publishing Co. and General Manager of the Anniston Star.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News Co., Birmingham.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broadcasting Co., Phoenix.
Arizona RepublicKTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co., Phoenix.

ARKANSAS

Arkansas GazetteKGGH
Licensee—Arkansas Gazette Publishing Co., Little Rock.
Arkansas GazetteKLRA
Licensee—Gazette Publishing Co.—16.1%, Little Rock.
Texarkana GazetteKCMC
Texarkana Daily News
Licensee—KCMC, Inc., Texarkana.

CALIFORNIA

McClatchy NewspapersKERN
Licensee—McClatchy Broadcasting Co., Bakersfield, Cal.
McClatchy NewspapersKMFJ
Licensee—McClatchy Broadcasting Co., Fresno, Cal.
American Newspapers, Inc.....KEHE
Los Angeles Evening Herald & Examiner
Licensee—Hearst Radio, Inc., Los Angeles, Cal.
Merced Sun Star.....KYOS
Licensee—Merced Star Publishing Co., Merced, Cal.
Monterey Peninsula Herald.....KDON
Salinas Index-Journal
Salinas Post

Licensee—Monterey Peninsula Broadcasting Co., Monterey. Cal.
The Oakland TribuneKLX
Licensee—Tribune Building Co., Oakland, Cal.
Humboldt TimesKIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co., Eureka.
Director-publishers of Standard Printing Co., of Times Publishing Co., each hold 3.6% of stock.
McClatchy NewspapersKFBK
Licensee—McClatchy Broadcasting Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee—Hearst Radio, Inc., San Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publishing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—The Press-Democrat Publishing Co., Santa Rosa, Cal.
McClatchy NewspapersKWG
Licensee—McClatchy Broadcasting Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee—Tulare-Kings Counties Radio Associates, Charles A. Whitmore, Pres., Visalia, Cal.
Register-PajaronianKHUB
Licensee—John P. Scripps, Watsonville, Cal.

COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer - Stockman). Oklahoma Publishing Co., 33% stockholder.
Licensee—Outwest Broadcasting Co., Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee—KLZ Broadcasting Co., Denver, Colo.

CONNECTICUT

Hartford Times WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc.,
Hartford, Conn.
American-Republican, Inc. WBRY
Waterbury, Conn.

DELAWARE

Stockholders interested in newspa- WDEL
per publications.
Licensee—WDEL, Inc., Wilmington,
Del.
Stockholders interested in newspa- WILM
per publications.
Licensee — Delaware Broadcasting
Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star..... WMAL
Licensee—National Broadcasting Co.,
Washington, D. C.
Station owned by Star Newspaper Co.
and is operated by the National
Broadcasting Co.

FLORIDA

The Miami Daily News..... WIOD-WMBF
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broad-
casting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentinc,
Miami Beach, Fla.
News-Journal Company WCOA
Licensee — Pensacola Broad-
casting Co., Pensacola, Fla.
Highlands Co. Pilot..... WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broad-
casters, Inc., Tallahassee, Fla.
Tampa Times WDAE
Licensee—Tampa Times Company,
Tampa, Fla.
Waycross Journal-Herald WAYX
Licensee — Waycross Broadcasting
Co., Waycross, Ga.

GEORGIA

Athens Banner-Herald WGAU
Licensee—J. K. Patrick Co., Athens,
Ga.
One of licensee-partners is a pub-
lisher.
Atlanta Journal WAGA
Licensee—Liberty Broadcasting Co.,
Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal..... WSB
Licensee—The Atlanta Journal Co.,
Atlanta, Ga.

ILLINOIS

News-Gazette WDWS
Licensee—Champaign News-Gazette,
Inc., Champaign, Ill.
Chicago Daily Drovers Journal..... WAAF
Licensee—Drovers Journal Publish-
ing Co., Chicago, Ill.
Chicago Tribune News Syndicate, WGN
Inc., publisher of the N. Y.
News. Directors interested in the
Washington Herald; Rockford
Morning Star and Register Re-
public.
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly
Licensee — Agricultural Broadcast-
ing Co., Chicago, Ill.
Danville Commercial-News WDAN
Licensee—Northwest Publishing Co.,
Danville, Ill.
100% owned by Gannett Publications.
Decatur Newspapers Inc.—49% WJBL
Licensee—Commodore Broadcasting,
Inc., Decatur, Ill.
Galesburg Register-Mail WCIL
Licensee — Galesburg Broad-
casting Co., Galesburg, Ill.
60% stockholder is also interested in
Galesburg Printing & Publishing
Co.
Rockford Consolidated Newspapers, WROK
Inc.
Rockford Morning Star
Rockford Register Republic
Licensee — Rockford Broadcasters,
Inc., Rockford, Ill.
Rock Island Argus..... WHBF
Licensee—Rock Island Broadcasting
Co., Rock Island, Ill.
Illinois State Journal..... WCBS
Licensee—WCBS, Inc., Springfield,
Ill.

INDIANA

Elkhart Daily Truth..... WTRC
Licensee — The Truth Publishing
Co., Inc., Elkhart, Ind.
Hammond-Lake County Times..... WHIP
Licensee — Hammond - Calumet
Broadcasting Corp., Hammond,
Ind.
Central Newspapers, Inc. (100%).... WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcast-
ing, Inc., Indianapolis, Ind.
South Bend Tribune..... WFAM
Licensee—The South Bend Tribune,
South Bend, Ind.
The South Bend Tribune..... WSBT
Licensee—The South Bend Tribune,
South Bend, Ind.

IOWA

- Des Moines Register & Tribune.....WMT
Licensee—Iowa Broadcasting Co.,
Cedar Rapids, Iowa.
Register & Tribune.....KRNT
Licensee—Iowa Broadcasting Co.,
Des Moines, Iowa.
Register & Tribune.....KSO
Licensee—Iowa Broadcasting Co.,
Des Moines, Iowa.
Director interested in The Daven- WHO
port Democrat and Leader, Dav-
enport, Iowa.
Licensee—Central Broadcasting Co.,
Des Moines, Iowa.
Dubuque Telegraph-Herald.....KDTN
Licensee—Telegraph-Herald Co.,
Dubuque, Iowa.
Globe-Gazette.....KGLO
Licensee—Mason City Globe Ga-
zette Co., Mason City, Iowa.
The Sioux City Journal.....KSCJ
Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux
City, Iowa (The Sioux City Journal).
Principal Stockholder: Tribune Co., KTRI
publisher of Sioux City Tribune
(50%).
Licensee—Sioux City Broadcasting
Co., Sioux City, Iowa.

KANSAS

- The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
Licensee—Hugh J. Powell & Stanley
Platz, d/b as Powell & Platz, Coffeyville, Kans.
Dodge City Daily Globe.....KGNO
Dodge City, Kans.
Licensee—The Dodge City Broad-
casting Co., Inc., Dodge City,
Kans.
Capper Publications.....KCKN
(U. S. Senator Capper.)
Licensee—WLBF Broadcasting Co.
Kansas City, Kans.
Salina Journal.....KSAL
Hays Daily News
Goodland Daily News
Hall City Times
Licensee—R. J. Laubengayer, Sa-
lina, Kans.
The Topeka Daily Capital.....WIBW
Kansas City, Kans.
(U. S. Senator Capper publications)
Licensee—Topeka Broadcasting As-
sociation, Inc., Topeka, Kans.
The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co.,
Wichita, Kans.

KENTUCKY

- Ashland Daily Independent.....WCMI
Licensee—The Ashland Broad-
casting Co., Ashland, Ky.

- Louisville Times.....WHAS
Louisville Courier-Journal
Licensee—The Courier Journal Co.
and the Louisville Times Co.,
Louisville, Ky.
Owensboro Messenger.....WOMI
Owensboro Inquirer
Licensee—Owensboro Broadcasting
Co., Owensboro, Ky.

LOUISIANA

- Capital City Press.....WJBO
Licensee—Baton Rouge Broad-
casting Co., Inc., Baton Rouge, La.
Lafayette Advertiser.....KVOL
Licensee—Evangeline Broadcasting
Co., Inc., Lafayette, La.
Stockholders interested in KRRV, KPLC,
KVOL.
Licensee—Calcasieu Broadcasting
Co., Lake Charles, La.
Stockholders interested in news- KRMD
paper publishing.
Licensee—Radio Station KRMD,
Inc., Shreveport, La.
Stockholders also interested in KPLM,
KRRV and KHBG.
The Shreveport Times.....KTBS
Licensee—Tri-State Broadcasting
System, Inc., Shreveport, La.
The Shreveport Times.....KWKH
Licensee—International Broad-
casting Corp., Shreveport, La.

MAINE

- Stockholder with 70% interest in the WCOU
newspaper business.
Licensee—Twin City Broadcasting
Co., Lewiston, Maine.
Stockholders are interested in news- WGAN
paper publishing.
Licensee—Portland Broadcasting
System, Portland, Me.

MARYLAND

- American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting
Co., Baltimore, Md.

MASSACHUSETTS

- Lawrence Daily Eagle.....WLAW
The Evening Tribune
Licensee—Hildreth & Rogers Co.,
Lawrence, Mass.
The Evening Standard Times.....WNBH
The Sunday Standard Times
The Morning Mercury
Licensee—E. Anthony & Sons, Inc.,
New Bedford, Mass.
Worcester Telegram.....WTAG
Worcester Evening Gazette
Licensee—Worcester Telegram Pub-
lishing Co., Inc., Worcester, Mass.

MICHIGAN

- Enquirer and News.....WELL
(Federated Publications, Inc.)

Licensee—Enquirer-News Co., Battle Creek, Mich.
 Calumet News WHDF
 Houghton Mining Gazette
Licensee—Upper Michigan Broadcasting Co., Calumet, Mich.
 The Detroit News..... WWJ
Licensee—The Evening News Association, Detroit, Mich.
 The Daily Mining Journal..... WBEO
 The Rhinelander News
 Rhinelander, Wis.
 The Iron Mountain News
 Iron Mountain, Mich.
Licensee—The Lake Superior Broadcasting Co., Marquette, Mich.

MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
Licensee—Albert Lea Broadcasting Co., Albert Lea, Minn.
 Owner of one sixth interest in president of Trades Publishing Co.
 Duluth News-Tribune WEBC
 Superior Telegram
Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
 Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.
 Fargo (N. D.) Forum (See WDAY) .KDAL
Licensee—Red River Broadcasting Co., Duluth, Minn.
 Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
 Dispatch-Pioneer Press WTCN
 (St. Paul, Minn.)
 Minnesota Tribune
 (Minneapolis, Minn.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
 Times-Journal KFAM
Licensee — The Times Publishing Co., St. Cloud, Minn.
 Evening Telegram WHLB
Licensee — Head of Lakes Broadcasting Co., Virginia, Minn.
 Winona Republican-Herald KWNO
Licensee—Winona Radio Service, Winona, Minn.
 Partners are editor and general manager of newspaper.

MISSISSIPPI

The Clark County Tribune..... WCOC
 Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
 The Vicksburg Evening Post WQBC
 The Vicksburg Herald
Licensee — Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times..... KFRU
Licensee—KFRU, Inc., Columbia, Mo.
 Capital News KWOS
 Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
 Joplin Globe WMBH
 Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
 Kansas City Star..... WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
 Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News and the Press Gazette. KFEQ
Licensee—KFEQ, Inc., St. Joseph Mo.
 Post-Dispatch KSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
 Star-Times KXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
 Springfield News KGBX
Licensee — Springfield Broadcasting Co., Springfield, Mo.
 Springfield News KWTO
 Leader & News
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee — Buttrety Broadcast, Inc., Great Falls, Mont.
 Lewiston Democrat-News KDNC
 Lewiston Telegram
Licensee—Democrat-News Co., Inc. Lewiston, Mont.

NEBRASKA

Clay County Sun (weekly)..... KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFAB
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
 Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFOR
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
 The Norfolk Daily News..... WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
 Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. KOIL
Licensee—Central States Broadcasting Co., Omaha, Neb.

Omaha World-HeraldWAAW
Licensee—World Publishing Co.,
Omaha, Neb.

NEVADA

McClatchy NewspapersKOH
Licensee — The Bee, Inc., Reno,
Nevada.

NEW MEXICO

Owner of stock in licensee corporation KOB
is an officer in following:
Albuquerque Publishing Co.;
Journal Publishing Co.; Scripps-
Howard Newspapers (Rocky Mt.
Division), Denver Publishing Co.
Licensee — Albuquerque Broadcast-
ing Co., Albuquerque, New Mex.
Pecos Enterprise, Pecos, Tex.KLAH
Licensee — Carlsbad Broadcasting
Co., Carlsbad, N. M.
Lexington Daily Herald.....KICA
Lexington, Ky.
Licensee — Western Broadcasters,
Inc., Clovis, N. M.

NEW YORK

Knickerbocker NewsWABY
Licensee—Adirondack Broadcasting
Co., Albany, N. Y.
Knickerbocker NewsWOKO
Licensee — WOKO, Inc., Albany,
N. Y.
Auburn Citizen-AdvertiserWMBO
Licensee—WMBO, Inc., Auburn,
N. Y.
Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo,
N. Y.
Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo,
N. Y.
Elmira Star Gazette.....WENY
Elmira Advertiser
Elmira, N. Y.
Licensee—Elmira Star-Gazette, Inc.,
100% owned by Gannett Publica-
tions
Elmira Star Gazette.....WESG
Elmira Advertiser
Licensee — Cornell University, El-
mira, N. Y.
Operated under lease by Gannett
Publications.
Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Fund,
Inc., New York City.
Officers and directors are publishers.
Jewish Daily Forward.....WFAB
Licensee—Debs Memorial Radio
Fund, Inc., New York, N. Y. Offi-
cers and directors are publishers.
*American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New
York, N. Y.
Olean Times Herald.....WHDL
Licensee — Olean Broadcasting Co.,
Inc., Olean, N. Y.

Gannett Co., Inc.....WHEC
(Newspaper publishers)
Licensee — WHEC, Inc., Rochester,
N. Y.

*This station has been sold to Mil-
tony Biow and is awaiting final ap-
proval of FCC at time of going to
press.

NORTH CAROLINA

Asheville Citizen-TimesWWNC
Licensee — Asheville Citizen-Times
Co., Inc., Asheville, N. C.
The Durham Morning Herald.....WDNC
The Durham Sun
Licensee — Durham Radio Corp.,
Durham, N. C.
Stockholder with 71% interest is WSTP
vice president and treasurer of a
newspaper.
Licensee — Piedmont Broadcasting
Co., Salisbury, N. C.
Winston-Salem JournalWSJS
Licensee—Piedmont Publishing Co.,
Winston-Salem, N. C.

NORTH DAKOTA

Fargo ForumWDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-BeaconWICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
Licensee—C. A. Rowley, Ashtabula,
Ohio.
Canton RepositoryWHBC
Licensee — The Ohio Broadcasting
Co., Canton, Ohio.
100% owned by Brush-Moore News-
papers Inc.
Scripps-Howard NewspapersWCPO
Cincinnati Post
Licensee — Scripps-Howard Radio
Inc., Cincinnati, Ohio.
The Cleveland Plain Dealer.....WHK
Licensee—Radio Air Service Corp.,
Cleveland, Ohio.
Officers and directors interested in WCLE
newspaper publishing.
Licensee — Cleveland Radio Broad-
casting Corp., Cleveland, Ohio.
Columbus DispatchWBNS
Ohio State Journal
Licensee—WBNS, Inc., Columbus,
Ohio.
The Cleveland Plain Dealer.....WHKC
Licensee — Associated Radiocasting
Corp., Columbus, Ohio.
Dayton Daily News.....WHIO
Springfield News
Springfield Sun
Licensee—Miami Valley Broadcast-
ing Corp., Dayton, Ohio.

Owners interested in newspaper WPAY publishing.
Licensee — Vee Bee Corp., Portsmouth, Ohio.
 Stockholders interested in Cleveland WKBN Plain Dealer.
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.
 Youngstown Vindicator & Telegram. WMFJ
Licensee—William F. Magg, Jr., Youngstown, Ohio.
Licensee is a publisher.

OKLAHOMA

The ArdmoreiteKVSO
Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
 Enid Morning News.....KCRC
 Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.
 Daily Phoenix Times Democrat.....KBIX
Licensee—Okla. Press Publishing Co., Muskogee, Okla.
 Ft. Worth Star Telegram.....KTOK
 Ft. Worth, Tex.
Licensee — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
 Oklahoma City Oklahoman.....WKY
 Oklahoma City Times
Licensee—WKY Radiophone Co., Oklahoma City, Okla.
 Stauffer Publications Inc.....KGFF
 Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.
 Owner is a publisher.....KOME
Licensee — Harry Schwartz, Tulsa, Okla.

OREGON

Astoria-BudgetKAST
Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
 Bend BulletinKBND
Licensee—The Bend Bulletin, Bend, Ore.
 La Grande Observer.....KLBM
Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
 Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield, Ore.
 Oregon JournalKALE
Licensee — KALE, Inc., Portland, Ore.
 Morning OregonianKEX
Licensee—Oregonian Publishing Co., Portland, Ore.
 OregonianKGW
Licensee — Oregonian Publishing Co., Portland, Ore.
 Oregon JournalKOIN
Licensee — KOIN, Inc., Portland, Ore.
 Roseburg News-ReviewKRRR

Klamath Falls Herald and News
 Medford Mail-Tribune
Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown CallWSAN
 Chronicle & News
Licensee—WSAN, Inc., Allentown, Pa.
 Stockholders interested in newspaper publications. WEST
Licensee — Associated Broadcasters, Inc., Easton, Pa.
 The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
 Harrisburg Telegraph News.....WKBO
Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
 Stockholders interested in newspaper publishing. WAZL
Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
 Johnstown TribuneWJAC
Licensee—WJAC, Inc., Johnstown, Pa.
 Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.) WGAL
Licensee — WGAL, Inc., Lancaster, Pa.
 Public LedgerWHAT
Licensee—Independence Broadcasting Co., Inc., Philadelphia, Pa.
 Pittsburgh Sun & Telegraph.....WCAE
 (Newspaper publication.)
Licensee—WCAE, Inc., Pittsburgh, Pa.
 Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
 Scranton TimesWQAN
Licensee — The Scranton Times, Scranton, Pa.
 Sharon HeraldWPIC
Licensee — Sharon Herald Publishing Co., Sharon, Pa.
 Sunbury ItemWKOK
Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
 Williamsport SunWRAK
 Williamsport Gazette-Bulletin
Licensee — WRAK, Inc., Williamsport, Pa.
 Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.) WORK
Licensee—York Broadcasting Co., York, Pa.
SOUTH CAROLINA
 Independent & Daily Mail.....WAIM
Licensee—Wilton E. Hall, Anderson, S. C.
 Greenville NewsWFBC

Greenville Piedmont
Licensee—Greenville News-Piedmont
 Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
Licensee—WNAX Broadcasting Co.,
 Yankton, S. D.

TENNESSEE

Jackson Sun WTJS
Licensee—The Sun Publishing Co.,
 Inc., Jackson, Tenn.
 Scripps-Howard Newspapers WNOX
Licensee — Scripps-Howard Radio
 Inc., Knoxville, Tenn.
 Memphis Commercial Appeal..... WMC
Licensee—Memphis Commercial Appeal
 Co., Memphis, Tenn.
 Memphis Commercial Appeal..... WMP
Licensee — Memphis Broadcasting
 Co., Memphis, Tenn.

TEXAS

Sweetwater Reporter KRBC
 Big Spring Herald
 Paris News
 Corpus Christi Caller
 Corpus Christi Times
 San Angelo Standard
Licensee — Reporter Broadcasting
 Co., Abilene, Tex.
 Amarillo Globe & News..... KGNC
 Lubbock Avalanche Journal
Licensee—Plains Radio Broadcast-
 ing Co., Amarillo, Tex.
 American Newspapers, Inc..... KNOW
Licensee — KUT Broadcasting Co.,
 Austin, Tex.
 Big Spring Herald..... KBST
 San Angelo Standard
 Corpus Cristi Caller
 Corpus Christi Times
 Sweetwater Reporter
Licensee—Big Spring Herald Pub-
 lishing Co., Big Spring, Tex.
 Stockholder: owner 14% publ. KGFI
 Corpus Christi Caller-Times (W. G.
 Kinsolving).
Licensee — Eagle Broadcasting Co.,
 Brownsville, Texas.
 Stockholder: (40%) W. G. Kin- KRIS
 solving.
Licensee—Gulf Coast Broadcasting
 Co., Corpus Christi, Tex.
 Dallas Times Herald..... KRLD
Licensee—KRLD Radio Corpora-
 tion, Dallas, Tex.
 Dallas News WFAA
 Dallas Journal
Licensee—A. H. Belo Corp., Dallas,
 Tex.
 El Paso Times..... KROD
Licensee—Dorrance D. Roderick, El
 Paso, Tex.

Fort Worth Star-Telegram..... KGKO
Licensee—Fort Worth Broadcasting
 Co., Fort Worth, Tex.
 Fort Worth Star-Telegram..... WBAP
Licensee—Carter Publications, Inc.
 Fort Worth, Tex.
 Greenville Banner KGVL
Licensee—Hunt Broadcasting Assn.
 (Fred Horton, Pres.)
 Houston Post KPRC
Licensee—Houston Printing Co.,
 Houston, Tex.
 Houston Chronicle KTRH
Licensee—KTRH Broadcasting Co.,
 Houston, Tex.
 Kilgore Daily News..... KOCA
Licensee—Oil Capital Broadcasting
 Assn., Kilgore, Tex.
 Lubbock Avalanche-Journal KFYO
Licensee—Plains Radio Broadcast-
 ing Co.
 Santa Ana Daily Register..... KPDN
 Santa Ana, Calif.
 News Journal,
 Clovis, N. Mex.
 Telegraph-Forum,
 Bucyrus, Ohio.
 Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
 Paris News KPLT
Licensee—North Texas Broadcasting
 Co., A. G. Mayse, President,
 Paris, Tex.
 Pecos Enterprise KIUN
Licensee—Jack W. Hawkins and
 Barney H. Hubbs, Pecos, Tex.
 San Angelo KGKL
 Standard Times
 Abilene Reporter-News, Sweetwater
 Reporter, Big Spring Herald, Paris
 News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo,
 Tex.
 San Antonio Light..... KTSA
Licensee—KTSA Broadcasting Co.,
 San Antonio, Tex.
 The Sherman Democrat..... KRRV
 Sherman, Tex.
Licensee—Red River Valley Broad-
 casting Corp., Sherman, Tex.
 Temple Telegram KTEM
Licensee—Bell Broadcasting Co.,
 Temple, Tex.
 American Newspapers, Inc..... WACO
Licensee—KTSA Broadcasting Co.,
 Waco, Tex.
 Amarillo Globe-News KRGV
Licensee — KRGV, Inc., Weslaco,
 Texas.
 98.43% stockholder is also inter-
 ested in Globe News Publishing
 Co.
 Wichita Falls Post..... KWFT
Licensee—Wichita Falls Broadcast-
 ing Co., Wichita Falls, Tex.

UTAH

- Ogden Standard-ExaminerKLO
Licensee—Interstate Broadcasting Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake City Telegram. KSL
Licensee—Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

- Burlington Daily News.....WCAX
Licensee—Burlington Daily News, Inc., Burlington, Vt.
Waterbury RecordWDEV
Licensee—Mary M. Whitehill, Executrix of the Estate of Harry C. Whitehill, Waterbury, Vt.

VIRGINIA

- Ledger-DispatchWTAR
Virginian Pilot
Licensee—WTAR Radio Corp., Norfolk, Va.
Petersburg Progress-IndexWPIV
Licensee—Petersburg Newspaper Corp., Petersburg, Va.
Richmond News Leader.....WRNL
Licensee—WLBG, Inc., Richmond, Va.
Times-DispatchWRTD
Licensee—The Times-Dispatch Radio Corp., Richmond, Va.
Roanoke TimesWDBJ
World News
Licensee—Times World Corp., Roanoke, Va.

WASHINGTON

- Longview Daily News.....KWLK
Licensee—Twin City Broadcasting Corp., Longview, Wash.

WEST VIRGINIA

- Bluefield Daily Telegram.....WHIS
Sunset-News & Times-Leader
Licensee—Daily Telegraph Printing Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
Licensee—Charleston Broadcasting Corp., Charleston, W. Va.
Clarksburg ExponentWBLK
Clarksburg Telegram
Licensee—The Exponent Co., Clarksburg, W. Va.
Huntington Herald-DispatchWSAZ
Huntington Advertiser
Licensee—WSAZ, Inc., Huntington, W. Va.

- Clarksburg ExponentWPAR
Clarksburg Telegram
Licensee—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

WISCONSIN

- Superior Evening Telegram.....WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
Janesville GazetteWCLO
Licensee—Gazette Printing Co., Janesville, Wis.
La Crosse Tribune & Leader Press..WKBH
Licensee—WKBH, Inc., La Crosse, Wisc.
Capital TimesWIBA
Licensee—Badger Broadcasting Co., Inc., Madison, Wis.
American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Milwaukee, Wis.
The Milwaukee JournalWTMJ
Licensee—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Licensee—Racine Broadcasting Corp., Racine, Wis.
Stock & Dairy Farmer.....WJMC
Licensee—Walter H. McGenty, Rice Lake, Wisc.
The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., Sheboygan, Wis.

ALASKA

- Fairbanks News-MinerKFAR
Licensee—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

HAWAII

- Honolulu Star-BulletinKGMB
Licensee—Honolulu Broadcasting Co., Honolulu, T. H.
Honolulu AdvertiserKCU
Licensee—Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.
Honolulu Star-BulletinKHBC
Hilo Tribune-Herald
Licensee—Honolulu Broadcasting Co., Hilo, T. H.
Garden City Publishing Co.....KTOH
Licensee—Garden City Publishing Co., Lihue, T. H.

EXPERIMENTAL BROADCAST STATIONS

The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast service along lines other than those prescribed by other broadcast rules. Licenses are issued to properly qualified applicants who are carrying on experimentation and research in one or more developments which have reasonable promise of substantial contribution to the development of broadcasting. No regular program service is maintained unless specifically authorized by the license and no commercial programs, other than those transmitted simultaneously with regular broadcast stations, are permitted; and in no case may a charge, direct or indirect, be made for such programs.

Licensee and Location	Call Letters	Frequency (kc)	Power	Emission
Bell Telephone Labs., Inc. Whippany, N. J.	W3XDD	560, 900, 1340	50 kw	A3
Central Broadcasting Co. Mitchellville, Iowa	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn.	W1XCS	100000, 110000, 200000, 300000	250 w	A3 & Special
Connecticut State College Storrs, Conn.	W1XEV	86000-400000, 401000 and above	500 w	A3
The Crosley Corp. Near Mason, Ohio	W8XO	700	500 kw	A3
William G. H. Finch New York, N. Y.	W2XBF	31600, 35600, 38600, 41000	1000 w	A2, A3 & Special
C. J. MacGregor, Mobile (North Polar Region vic. Ellesmere Island)	W10XAB	2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000	400 w 15 w	A3 A3, A4
Natl. Broadcasting Co., Inc. New York, N. Y.	W2XKI	175000-180000		
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.)	W10XF	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000- 400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable-Mobile	W10XR	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000- 400000, 401000 and above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn.	W4XFN	300000, 330000, 360000	15 w	A3
Travelers Br. Service Corp. Avon, Conn.	W1XEH	63500	150 w	A2, A3

HIGH FREQUENCY BROADCAST STATIONS

The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.

FREQUENCY GROUPS—Group C—31600, 35600, 38600 and 41000 kc.; Group E2 (selective)—41600, 86500, 111000 kc.; Group E3 (selective)—88000, 120000, 240000 and 500000 kc.

LOCATION Town and State	Call Letters	Licensee	Power Watts	Frequency (kc) or Groups
Albany, N. Y.	W2XOY	General Electric Co.	150	C
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	E2
Alpine, N. J.	W2XSN	Paul F. Godley	1000	41800
Baltimore, Md.	W3XES	Monumental Radio Co.	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show, Inc.	100	C
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	C
Bound Brook, N. J.	W2XDG	National Broadcasting Co.	150	C
				S.A.38650
Buffalo, N. Y.	W8XH	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co.	50	26100
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co.	50	C
			C.P.100	
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	Radio Air Service Corp.	50	C
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	C
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	C
Detroit, Mich.	W8XWJ	Evening News Asso.	500	C
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	C1
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	26550
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	40300
Harrisburg, Ill.	W9XTA	Schonert Radio Service	500	26500
Kansas City, Mo.	W9XA	Commercial Radio Equipm't Co.	1000	26450
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	50	C
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	C
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	E3
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	C
Meriden, Conn.	W1XPW	WDRC, Inc.	1000	40300
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	C
Minneapolis, Minn. (tr. Rose Township)	W9XTC	Minnesota Broadcasting Co.	150	26050
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	C
New York, N. Y.	W2XDV	Columbia Broadcasting System	50	C
New York, N. Y.	W2XHG	National Broadcasting Co.	150	C
New York, N. Y.	W2XJI	Bamberger Broadcasting Service	100	26300
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100
Norfolk, Va.	W3XEX	WTAR Radio Corp.	50	26050
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Omaha, Nebr.	W9XUY	Central States Broadcasting Co.	100	C
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	41200
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co.	150	C
Rochester, N. Y. (tr. Victor Township)	W8XAI	Stromberg Carlson Tel. Mfg. Co.	100	C
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	C
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	C
St. Paul, Minn.	W9XUP	Natl. Battery Broadcasting Co.	1000	26150
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Tallmadge, Ohio	W8XOY	Allen T. Simmons	100	C

CANADA

STATIONS — REGULATIONS — SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 160.



Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	C.P. 1050	50000	441
CBF	Montreal, Que.	910	50000	450
CBJ	Chicoutimi, Que.	1120	100	449
CBK	Saskatoon, Sask.	C.P. 540	50000	454
CBL	Toronto, Ont.	840	50000	447
CBM	Montreal, Que.	1050	5000	450
CBO	Ottawa, Ont.	880	1000	445
CBR	Vancouver, B. C.	1100	5000	437
CBV	Quebec, Que.	950	1000	451
CBY	Toronto, Ont.	C.P. 960	100	447
CFAC	Calgary, Alta.	930	1000	434
CFAR	Flin Flon, Man.	1370	100	439
CFCF	Montreal, Que.	600	500	450
CFCH	North Bay, Ont.	930	100	444
CFCN	Calgary, Alta.	1030	10000	434
CFCO	Chatham, Ont.	630	100	443
CFCT	Victoria, B. C.	1450	50	439
CFCY	Charlottetown, P. E. I.	630	1000	449
CFGF	Grand Prairie, Alta.	1200	100	435
CFJC	Kamloops, B. C.	880	1000	436
CFLC	Prescott, Ont.	930	100	445
CFNB	Fredericton, N. B.	550	1000	440
CFOS	Owen Sound, Ont.	C.P. 1370	100	445
CFPL	London, Ont.	730	100	444
CFPR	Prince Rupert, B. C.	580	50	437
CFQC	Saskatoon, Sask.	840	1000	454
CFRB	Toronto, Ont.	690	10000	447
CFRC	Kingston, Ont.	1510	100	444
CFRN	Edmonton, Alta.	960	100	435

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB . . .	Moose Jaw, Sask.	1200	250 d., 100 n.	453
CHCK . . .	Charlottetown, P. E. I.	C.P. 1310	50	449
CHGB . . .	St. Anne de la Pocatiere, Que.	C.P. 1200	100	452
CHGS . . .	Summerside, P. E. I.	1450	500	449
CHJC . . .	Halifax, N. S.	1420	1000	441
CHLN . . .	Three Rivers, Que.	1420	100	452
CHLP . . .	Montreal, Que.	1120	100	450
CHLT . . .	Sherbrooke, Que.	1210	100	452
CHML . . .	Hamilton, Ont.	1010	100	443
CHNB . . .	North Battlefield, Sask.	C.P. 1420	100	453
CHNC . . .	New Carlisle, Que.	960	1000	451
CHNS . . .	Halifax, N. S.	930	1000	441
CHRC . . .	Quebec, Que.	580	100	451
CHSJ . . .	Saint John, N. B.	1120	100	441
CHWK . . .	Chilliwack, B. C.	780	100	436
CJAT . . .	Trail, B. C.	910	1000	437
CJBR . . .	Rimouski, Que.	1030	1000	452
CJCA . . .	Edmonton, Alta.	730	1000	435
CJCB-CJCK	Sydney, N. S.	1240	1000	442
CJCI . . .	Calgary, Alta.	690	100	434
CJCS . . .	Stratford, Ont.	1210	100	446
CJGX . . .	Yorkton, Sask.	1390	100	454
CJIC . . .	Sault Ste. Marie, Ont.	1500	100	446
CJKL . . .	Kirkland Lake, Ont.	1310	100	444
CJLS . . .	Yarmouth, N. S.	1310	100	442
CJOC . . .	Lethbridge, Alta.	950	100	436
CJOR . . .	Vancouver, B. C.	600	500	437
CJRC . . .	Winnipeg, Man.	630	1000	439
CJRM . . .	Regina, Sask.	540	1000	453
CKAC . . .	Montreal, Que.	730	5000	451
CKBI . . .	Prince Albert, Sask.	1210	100	453
CKCA . . .	Kenora, Ont.	C.P. 1420	100	443
CKCD . . .	Vancouver, B. C.	1010	100	438
CKCH . . .	Hull, Que.	1210	100	450
CKCK . . .	Regina, Sask.	1010	1000	454
CKCL . . .	Toronto, Ont.	580	100	447
CKCO . . .	Ottawa, Ont.	1010	100	445
CKCR . . .	Kitchener, Ont.	1510	100	444
CKCV . . .	Quebec, Que.	1310	100	452
CKCW . . .	Moncton, N. B.	1370	100	441
CKFC . . .	Vancouver, B. C.	1410	50	438
CKGB . . .	Timmins, Ont.	1420	100	447
CKIC . . .	Wolfville, N. S.	1010	50	442
CKLW . . .	Windsor, Ont.	1030	5000	448
CKMC . . .	Cobalt, Ont.	C.P. 1210	100	443
CKMO . . .	Vancouver, B. C.	1410	100	438
CKNX . . .	Wingham, Ont.	1200	100	448
CKOC . . .	Hamilton, Ont.	1120	1000 d., 500 n.	443
CKOV . . .	Kelowna, B. C.	630	1000	437
CKPC . . .	Brantford, Ont.	930	100	442
CKPR . . .	Fort William, Ont.	580	1000	443
CKRN . . .	Rouyn, Que.	C.P. 1370	100	452
CKSO . . .	Sudbury, Ont.	780	1000	446
CKTB . . .	St. Catherines, Ont.	1200	100	445
CKUA . . .	Edmonton, Alta.	580	500	435
CKWX . . .	Vancouver, B. C.	1010	100	438
CKX . . .	Brandon, Man.	1120	1000	439
CKY . . .	Winnipeg, Man.	960	15000	440

CANADA--A SURVEY

This official, authoritative survey of Canada is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

General—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made during the last quarter and 32 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a difficult geographic problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The principal difference between the CBC and the Canadian Radio Broadcasting Commission which it replaced is that under the latter authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity under an administrative governmental organiza-

tion. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to \$500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed \$100,000 may be advanced by order-in-council.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private licenses, change of channel, location or power.

Programs—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadcasting systems.

Canadian broadcasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferences in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

Advertising—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the coverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stillé type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

According to law, an annual license (fee \$2.50) must be obtained each fiscal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use—1,104,207.

Stations—87.

CANADIAN STATIONS

ALBERTA

Population 778,000

Number of Families 199,500

Number of Radio Homes 115,933

Retail Sales \$176,537,000

Auto Registrations 97,470

CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN
RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. **POWER:** 1000 Watts.
OWNED BY: Calgary Herald. **OPERATED BY:**
Taylor Pearson & Carson. **BUSINESS AD-**
DRESS: 1006 Southam Bldg. **PHONE:** R 1036-7.
STUDIO ADDRESS: 1006 Southam Bldg.
TRANSMITTER LOCATION: Forest Lawn.
TIME ON THE AIR: 6:30 A.M. to 12:00 mid-
night. Sunday, 9:00 A.M. to 11:30 P.M. **NEWS-**
PAPER AFFILIATION: Calgary Daily Herald.
NEWS SERVICE: Canadian Press News. **TRAN-**
SCRIPTION SERVICE: NBC Thesaurus, World
Broadcasting System.

Personnel

President H. R. Carson
Manager Gordon S. Henry
Commercial Manager I. B. McDonald
Production Manager Pat Freeman
Publicity Director Frank E. Fleming
Continuity Director Madeline F. Austin
Chief Engineer Earl C. Connor

POLICIES

CBC regulations rule out all liquor adver-
tising.

Supplies a free merchandising service for
contracts of 26 programs or more; service
includes circular letters to retailers, news-
paper display, column publicity, window dis-
play, and pre-announcements and other tie-
ins by arrangement.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

FREQUENCY: 1030 Kc. **POWER:** 10,000
Watts. **OWNED BY:** The Voice of the Prairies.

Ltd. **OPERATED BY:** Same. **BUSINESS AD-**
DRESS: Toronto Gen. Trusts Bldg. **PHONE:**
M 1161. **STUDIO ADDRESS:** Same. **TRANS-**
MITTER LOCATION: Strathmore. **TIME ON**
THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday,
9:30 A.M. to 10:30 P.M. **NEWS SERVICES:**
Transradio Press, Radio News Assn. **TRAN-**
SCRIPTION SERVICES: Standard Radio and
Lang-Worth.

Personnel

President and Managing Director H. G. Love
Commercial Manager E. H. McGuire
Chief Engineer P. M. McCaffery

POLICIES

No spot announcements on Sunday or after
7:30 P.M., except service announcements.

All continuity subject to station approval
and must comply with rules and regulations
of Canadian Broadcasting Corp.

Merchandising department to assist and
work with advertiser on any campaign, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

CJ CJ

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. **POWER:** 100 Watts.
OWNED BY: Albertan Publishers, Ltd. **OP-**
ERATED BY: Same. **BUSINESS ADDRESS:**
Renfrew Bldg. **PHONE:** R 2001—M 5858.
STUDIO ADDRESS: Same. **TRANSMITTER**
LOCATION: Grandview Heights. **TIME ON**
THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday,
10:00 A.M. to 11:00 P.M. **NEWSPAPER AF-**
FILIATION: Albertan Publishers, Ltd. **NEWS**
SERVICE: Canadian Press. **TRANSCRIPTION**
SERVICES: Lang-Worth, Titan Productions.

Personnel

President Gordon Bell
Station Manager H. A. Webster
Sales Manager J. F. McDonald
Chief Engineer Robert Henderson

POLICIES

Liquor advertising not permitted by provincial law. CBC policies prevail. Spot announcements are limited to 100 words and not accepted at 7:30 P.M.

CFRN

"THE STATION OF THE SUNWAPTA BROADCASTING CO.—THE GATEWAY TO THE NORTH"

EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Place. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS BUREAU.

Personnel

Station ManagerG. R. A. Rice
Commercial ManagerH. F. Nielsen
Artists Bureau HeadR. Wright
Chief AnnouncerS. Lancaster
Sales ManagerA. J. Hoppes
Publicity Director.....W. Sutton
Musical DirectorR. Wright
Chief EngineerF. Makepeace

POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program. Specializes in broadcasting sports in all its phases.

Merchandising system of flash circulars which are mailed to all distributors of products advertised, in some cases supply window display cards.

REPRESENTATIVES

Joseph Hershey McGillvra (U.S.A.) (Toronto)
All Canada Broadcasting (Winnipeg-Toronto)
Jack Slatter, Dominion Broadcasting Co.
(Toronto)

CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: Northwestern Publishers Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 9:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 1:30 A.M. (Saturday). NEWSPAPER AFFIL-

ATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Frank H. Elphicke
Commercial Manager.....Wm. Cranston
Production Manager.....N. Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

POLICIES

Does not accept beer and liquor advertising. No sponsored news broadcasts.

All continuity subject to approval of station management and Canadian Broadcasting Corporation regulations.

Merchandising service—which includes spot announcements introducing programs—calls on wholesale houses. Direct mail to retailers. Billboard advertising. Arranging window displays. Sales surveys—and participation in station advertising in certain northern Alberta publications.

REPRESENTATIVES

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary,
Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 1:00 p.m. to 2:15 p.m.—6:00 p.m. to 8:30 p.m. (Monday to Friday).

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Chief Announcer.....H. P. Brown
Program Director.....Sheila Marryat
Chief Engineer.....W. E. Cornish

POLICIES

Educational programs only.

CFGP

"VOICE OF THE MIGHTY PEACE"

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 3:00 P.M. and 5:00 P.M. to 10:00 P.M. NEWS SERVICE:

Transradio Press. TRANSCRIPTION SERVICE:
Standard Radio.

Personnel

Manager.....C. L. Berry
Commercial Manager.....C. G. Elphicke

POLICIES

All continuities must conform with the re-
quirements of the management and the rules
and regulations of the Canadian Broadcasting
Corp.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Co.

CJOC

"THE SUNNY SOUTH STATION"

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK

CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts.

OWNED BY: Lethbridge Broadcasting Co. OP-
ERATED BY: H. R. Carson, Ltd. BUSINESS AD-
DRESS: Marquis Hotel. PHONE: 3871-2.
STUDIO ADDRESS: Marquis Hotel. TRANS-

MITTER LOCATION: Marquis Hotel. TIME ON
THE AIR: 7:00 A.M. to 12:00 midnight. NEWS
SERVICE: British United Press, local news.
TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. G. Hutchings
Station Manager.....G. Gaetz
Commercial Manager.....A. H. Nicholl
Program Director.....R. Buss
Publicity Director.....C. A. Perry
Traffic Manager.....A. Lewis
Chief Engineer.....R. A. Reagh

POLICIES

Does not allow liquor advertising. All con-
tinuities must conform to rules and regula-
tions of the Canadian Broadcasting Corpora-
tion.

Limited number of foreign language ac-
counts accepted.

Merchandising: Station maintains merchan-
dising service which includes window dis-
plays, billboard displays, letters to dealers
and merchants, publicity stunts, etc.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Company

BRITISH COLUMBIA

Population 751,000

Number of Families 192,565

Number of Radio Homes 147,165

Retail Sales \$248,597,000

Auto Registrations 106,080

CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts.

OWNED BY: Chilliwack Broadcasting Co.,
Ltd. OPERATED BY: Same. BUSINESS AD-
DRESS: 16 Wellington Ave. PHONE: 6106-
2906. STUDIO ADDRESS: Same. TRANSMIT-
TER LOCATION: Same. TIME ON THE AIR:
8:00 A.M. to 10:30 P.M. NEWS SERVICES:
CBC-Canadian Press and Local. TRANSCRIP-
TION SERVICE: Recorded Library.

Personnel

President and Station Manager.....C. Casey Wells
Chief Announcer.....R. G. Wells
Musical Director.....Bertram Turvey
Chief Engineer.....Jack Dilling

POLICIES

No contracts accepted for advertising of
mail order houses, chain stores, taverns, Sun-

day sports or amusements, or for advertising
liquor, beer or wines.

Merchandising: Full cooperation with mer-
chandising tie-ins. No charge for service.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CFJC

KAMLOOPS—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts.

OWNED BY: Review Pub. Co. OPERATED
BY: Kamloops Sentinel, Ltd. BUSINESS AD-
DRESS: 209 Victoria St. PHONE: 1018 and
1000. STUDIO ADDRESS: 322 Victoria St.
TRANSMITTER LOCATION: North Kamloops.
TIME ON THE AIR: 7:15 A.M. to 10:00 P.M.
NEWSPAPER AFFILIATIONS: Kamloops Sen-
tinel, Ltd. NEWS SERVICE: Canadian Pres-
s. TRANSCRIPTION SERVICES: Transco and Hol-
lywood Radio Attractions.

Personnel

President R. E. White
Station and Commercial Manager
D. Homersham
Sales Manager J. Harling
Publicity Director L. Irvine
Musical Director R. Desmond
Chief Engineer Geo. Henderson

POLICIES

As laid down under regulations for broadcasting stations made under the Canadian Broadcasting Act.

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: Okanagan Broadcasters, Ltd.
OPERATED BY: Okanagan Broadcasters, Ltd.
BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director J. W. B. Browne
Commercial Manager Rolly Ford
Merchandising and Promotion Director
Hume Lethbridge
Program Director Leo Trainor
Women's Program Director Mary E. Royle

POLICIES

CBC policies prevail.

Merchandising: Station publishes tabloid-size newspaper mailed monthly to all retail dealers in its coverage area and to national advertising executives, to promote manufacturer-dealer advertising appreciation. Services also include window display, direct-mail and other cooperation at actual cost.

REPRESENTATIVES

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)

CFPR

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 Watts.
OWNED AND OPERATED BY: F. E. Blatt.
BUSINESS AND STUDIO ADDRESS: Prince Rupert. TRANSMITTER LOCATION: Prince Rupert.

Personnel

Owner F. E. Blatt
General Manager C. H. Insulander
Program Director J. R. Stevens

REPRESENTATIVE

All-Canada Radio Facilities, Ltd.

CJAT

"THE VOICE OF THE KOOTENAYS"

TRAIL—EST. 1931

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts.
OWNED BY: Kootenay Broadcasting Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President B. A. Stimmel
Manager W. W. Baggs

POLICIES

Does not accept liquor or foreign language accounts.

REPRESENTATIVES

Weed & Company
All-Canada Radio Facilities

CBR

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1100 Kc. POWER: 5000 Watts.
OPERATED BY: Canadian Broadcasting Corp.
BUSINESS ADDRESS: Canadian National Hotel.
PHONE: Trinity 2511. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: Sunday, 9:00 A.M. to 11:00 P.M.; Week Days, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager Peter Aylen
Regional Representative I. Dilworth
Regional Engineer N. R. Olding

POLICIES

Alcoholic beverage advertising not accepted.
Governed by the policies of the Canadian Broadcasting Corp.

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts.
G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eburne. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....G. C. Chandler
 Commercial Manager.....Don Laws
 Publicity Director.....D. R. Baird
 Program Director.....R. A. Diespecker
 Accountant.....L. Watkis

POLICIES

Complete publicity cooperation offered.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCD

VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Vancouver Daily Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour 2750-5137K. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tie-up.

Personnel

President and Station Manager..W. G. Hassell
 Musical Director.....Mabel Brown
 Chief Engineer.....H. G. McCrady

CKFC-CKFX

VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts (CKFX: 10 Watts on 6080 Kc.) OWNED BY: Standard Broadcasting System, Ltd. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1504-5 Sun Bldg., 500 Beatty St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares time with CKMO (38 hours weekly). NEWSPAPER AFFILIATION: Vancouver Sun. NEWS SERVICE: Vancouver Sun.

Personnel

Manager.....F. E. Rutland
 Merchandising and Promotion Manager,
 Norman McSweyn
 Program Director.....I. G. Clark
 Chief Technician.....A. L. Porter
 Plant Operators, Earl Beresford, H. W. McInnes

POLICIES

Advertising of alcoholic beverages not accepted. Spot announcements not accepted on Sundays or between 7:30 and 11:00 P.M.

Station maintains a merchandising and promotion department as well as a public relations department for promoting programs and advertisers' sales.

Programs are broadcast simultaneously over long and short wave for which there is no extra charge.

CKMO

"THE PIONEER VOICE OF B.C."

VANCOUVER—EST. 1922

FREQUENCY: 1410 Kc. POWER: 100 watts.
 OWNED BY: British Columbia Broadcasting System, Ltd. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and 5:00 P.M. to 10:30 P.M.; Tuesday, to 8:30 P.M.; Sunday, 8:00 A.M. to 10:30 A.M., 5:30 P.M. to 7:30 P.M. and after 9:00 P.M. NEWSPAPER AFFILIATION: News Herald. NEWS SERVICE: Canadian Press & News-Herald (local). TRANSCRIPTION SERVICE: Grow & Pitcher.

Personnel

Station Manager.....H. M. Cooke
 Program Director.....R. Misener

POLICIES

All advertising copy must comply with regulations of the Canadian Broadcasting Corp. and station policies.

Merchandising cooperation available.

CKWX

VANCOUVER—EST. 1923

CBC

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average, 100½ hours weekly). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

General Manager.....A. Holmstead
 Commercial Manager.....Reg. M. Dagg
 Secretary.....Vera Rumble
 Chief Engineer.....E. Ross MacIntyre

POLICIES

No liquor or foreign language programmes accepted. Station reserves right to edit copy, particularly on patent medicine advertising, although this latter is also passed upon by Dominion Department of Health.

Merchandising: Nominal service available; includes window cards, etc.

REPRESENTATIVE

Weed & Company (U.S.)

All-Canada Radio Facilities, Ltd.

CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 50 Watts.
OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Same. TIME ON THE AIR: Unlimited.

Personnel

General and Commercial Mgr. G. W. Deaville
Station Manager Bernard Deaville

REPRESENTATIVES

All-Canada Broadcasting System
Joseph Hershey McGillvra

MANITOBA

Population 717,000

Number of Families 183,850

Number of Radio Homes 111,778

Retail Sales \$189,244,000

Auto Registrations 74,940

CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts.
OWNED BY: Manitoba Telephone System, OPERATED BY: Same. BUSINESS ADDRESS: City Hall Sq., 8th & Princess Ave. PHONE: 4532. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mental Hospital Grounds. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: All Canada Transcription Library.

Personnel

Station Manager W. F. Seller
Commercial Manager O. Craig
Chief Engineer C. E. R. Collins

POLICIES

Governed by regulations of Canadian Broadcasting Corporation.

REPRESENTATIVES

All Canada Radio Facilities
Weed & Company

CFAR

"SERVING NORTHERN MANITOBA"

FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Arctic Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:15 P.M. and 5:00 P.M. to 9:00 P.M.; Sunday, 2:00 P.M. to 7:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President G. W. Bridgman
Vice-President J. M. Bridgman
Treasurer J. R. Cousineau
Business Manager J. C. Penson
Chief Engineer Monty Bridgman

POLICIES

CBC policies apply; foreign language programs accepted.

Merchandising: Cooperation of merchandising department without charge. Sponsor bears any expense such as postage, printing, etc.

REPRESENTATIVE

All-Canada Radio Facilities
Weed & Company

CJRC

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

CBC

FREQUENCY: 630 Kc. POWER: 1000 Watts.
OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M.; Saturday, 7:30 A.M. to 2:00 A.M.; Sunday, 11:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press and own news service. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Work Features.

Personnel

Station Manager H. R. McLaughlin
Assistant Manager Jack Kemp
Promotion Manager Eugh "Rusty" Young
Chief Announcer J. Thompson
Publicity Director Norman Chamberlin
Program Director Eddie Houston
Chief Studio Engineer Ken Cameron

POLICIES

No liquor advertising accepted.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

CKY

"THE VOICE OF MANITOBA"

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.

CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts.

OWNED BY: Manitoba Telephone System. OP-

ERATED BY: Manitoba Telephone System.

BUSINESS ADDRESS: Telephone Bldg. PHONE:

92-191. STUDIO ADDRESS: Same. TRANS-

MITTER LOCATION: St. Francis Xavier. TIME
ON THE AIR: Sunday, 11:00 A.M. to 12:00
midnight. Week Days, 7:30 A.M. to 12:00
midnight. TRANSCRIPTION SERVICE: NBC
Thesaurus, C. P. MacGregor.

Personnel

Commissioner of Telephones.....J. E. Lowry
Station ManagerWilliam Backhouse
Commercial ManagerPercy Gaynor
Program Director.....R. H. Roberts
Public Relations Director.....D. R. P. Coats

POLICIES

Governed by the policies of the Canadian
Broadcasting Corp.

REPRESENTATIVES

All-Canada Radio Facilities
Weed & Co.

NEW BRUNSWICK

Population 440,000

Number of Families 112,820

Number of Radio Homes 46,605

Retail Sales \$84,371,000

Auto Registrations 33,400

HALIFAX,
NOVA SCOTIA,
CANADA

Where more radio sets are
located than any other
centre of the Maritimes.

Halifax is served by the key
station of the Maritimes

CHNS

WEED & CO.

New York, Chicago, Detroit,
San Francisco

Representatives

CFNB

"THE VOICE OF THE MARITIMES"

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts.

OWNED BY: Jos. S. Neill & Sons Ltd. OP-

ERATED BY: Same. BUSINESS ADDRESS:

Queen St. PHONE: 209. STUDIO ADDRESS:

Same. TRANSMITTER LOCATION: University

of New Brunswick. TIME ON THE AIR: 8:00

A.M. to midnight. NEWSPAPER AFFILIA-

TIONS: St. John Telegraph Journal, St. John

Citizen, Fredericton Mail. NEWS SERVICE:

Canadian Press. TRANSCRIPTION SERVICE:

NBC Thesaurus.

Personnel

General Manager.....J. Stewart Neill

Chief Announcer.....Cleve Stillwell

Chief Engineer.....Thomas B. Young

POLICIES

No liquor announcements and no foreign
language.

REPRESENTATIVE

Weed & Co.
All-Canada Radio Facilities

CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: Moncton Broadcasting Co., Ltd.
OPERATED BY: Moncton Broadcasting Co., Ltd.
BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg.
TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:45 A.M. to midnight. NEWS-PAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....F. A. Lynds
Program Director.....Earl McCarron
Chief Engineer.....A. J. White

POLICIES

All liquor advertising banned.
French language accounts accepted.
Complete merchandising department. Routine and novel tie-ins available.

REPRESENTATIVE

Joseph Hershey McGillvra

C B A *

SACKVILLE

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts.
OWNED BY: Canadian Broadcasting Corp.
OPERATED BY: Same. BUSINESS ADDRESS:

Sackville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
Chief Engineer.....J. Carlisle
*Construction permit has been granted for this station; no further information available at time of going to press.

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 100 Watts.
OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 11:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: Newspapers, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Chief Engineer.....J. G. Bishop

POLICIES

No liquor advertisements.
Merchandising: Keeps in contact with trade interested in programs over our station.

REPRESENTATIVE

Joseph Hershey McGillvra

NOVA SCOTIA

Population 542,000

Number of Families 138,975

Number of Radio Homes 65,501

Retail Sales \$99,520,000

Auto Registrations 46,180

CHJC *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts.
OWNED BY: Chronicle Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Halifax, N. S. NEWSPAPER AFFILIATION: Halifax Chronicle & Star.

Personnel

President.....F. B. McCurdy
*Construction permit has been granted; no further information available at time of going to press.

CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts.
OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald. NEWS SERVICE: Trans-

radio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

Personnel

President Andrew Robb
General Manager..... William C. Borrett
Advertising Manager..... John Clare
Artists Bureau Head..... L. L. Shatford
Chief Announcer..... Fletcher Coates
Musical Director..... R. L. Fry
Chief Engineer..... A. W. Greig

POLICIES

No liquor advertisements accepted. All continuities subject to CBC regulations.

CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts.
OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial-Advertising Manager,
N. Nathanson
Chief Announcer..... T. C. Robertson
Sales Manager..... C. H. McDougall
Publicity Director..... C. Nunn
Musical Director..... Mrs. A. F. McKinnon
Chief Engineer..... Chas. Atkinson

POLICIES

No liquor advertising.
Merchandising: Periodical contests by station involves all products being advertised

during period of contest. Advertisers receiving proof of program's effectiveness.

REPRESENTATIVE

All-Canada Radio Facilities
(N. Y. & Chicago)

CKIC

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts.
OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

POLICIES

Non-commercial outlet.

CJLS

"GATEWAY STATION OF THE MARITIMES"

YARMOUTH—EST. 1934

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Lang-Worth Programs, Hollywood Radio Attractions.

Personnel

Station Manager..... Laurie L. Smith
Studio Director..... O. W. Loeb
Chief Engineer Laurie L. Smith

POLICIES

All continuity must conform with the requirements of the management and government regulations.

ONTARIO

Population 3,711,000

Number of Families 951,538

Number of Radio Homes 678,602

Retail Sales \$1,099,990,000

Auto Registrations 590,225

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts.
OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS AD-

DRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press, Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

Personnel

Commercial Manager.....J. D. Buchanan
Chief Engineer.....W. H. Clark

POLICIES

CBC policies apply.

REPRESENTATIVES

Joseph Hershey McGillvra

CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts.
OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 9:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 1:30 P.M. and 4:45 P.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner-ManagerJohn Beardall
Sales & Commercial Director.....P. A. Kirkey
Program DirectorRoss Wright
Special Events Director.....Don Copeland
Chief EngineerGordon Brooks

POLICIES

CBC policies apply.

Station has a complete merchandising service which includes dealer letters, assistance in obtaining window displays and announcements of advertiser's program before it is scheduled.

REPRESENTATIVE

Joseph Hershey McGillvra
Associated Broadcasting Co.
Dominion Broadcasting Co.

CKMC *

COBALT

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

CKPR

FORT WILLIAM—PORT ARTHUR—
EST. 1930

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts.
OWNED BY: Dougall Motor Car Co., Ltd.
OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager...H. F. Dougall
Commercial Manager.....B. Hendon
Advertising and Publicity Manager...J. Hughes
Artists Bureau HeadI. Jones
Chief AnnouncerJohn Downes
Sales ManagerRalph Parker
Chief EngineerT. Ross

POLICIES

No liquor advertising accepted. Will accept foreign languages. No spot announcements after 7:30 P.M.

Will handle window display cards and direct mail campaigns.

REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal, Winnipeg
Weed & Co., New York and Chicago

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts.
OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

Manager.....Kenneth D. Soble
Assistant Manager.....F. P. Hardy
Program Director.....Perc LeSueur
Chief Engineer.....C. R. Snelgrove

POLICIES

Follows the rules and regulations of the Canadian Broadcasting Corporation.

CKOC

HAMILTON—EST. 1922

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: John St., North. PHONE: 4-4661. STUDIO ADDRESS: John St., North. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU; TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....James A. Midgley
Station Manager.....Gordon Anderson
Chief Engineer.....Leslie Horton

CKCA *

KENORA

FREQUENCY: 1420 Kc. POWER: 100 Watts.

OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Gerald F. Bourke
Commercial Manager.....Leo C. DeGagne
Program Director.....H. Smith
Chief Engineer.....Edmund Tompkins

*No further information available at time of going to press.

CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Business and Station Manager,

James Annand

Chief Announcer.....Tom Warner

Chief Engineer.....Prof. H. S. Steward, M.S.

POLICIES

No liquor advertisements or patent medicine accounts accepted.

REPRESENTATIVE

Weed & Co.

CJKL

KIRKLAND LAKE—EST. 1933

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President.....R. H. Thomson

Station Manager.....Brian Shellon

Chief Engineer.....Wm. Marks

POLICIES

No liquor advertising.

REPRESENTATIVES

Dominion Broadcasting Co.

Joseph Hershey McGillvra

CKCR

"THE FRIENDLY STATION"

KITCHENER-WATERLOO—EST. 1925

REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg. TRANSMITTER LOCATION: 24 King St., Waterloo. TIME ON THE AIR: 7:45 a.m. to 2:00 p.m. and 4:15 p.m. to 11:30 p.m. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial Manager,

W. C. Mitchell

Sales and Advertising Manager....G. Liddle

Chief Announcer.....Phil Clayton

Musical Director.....Phil Clayton

Chief Engineer.....Jon Hartman

POLICIES

No liquor or beer advertising by order of the Canadian Radio Commission.

All programs and announcements must comply with Canadian Radio Commission regulations.

REPRESENTATIVES

All-Canada Broadcasting System

Dominion Broadcasting Co.

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station and Sales Manager....Philip H. Morris

Chief Engineer.....Lloyd York

POLICIES

Adheres to the rules of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Dominion Broadcasting Co.

Joseph Hershey McGillvra

CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd.

OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President R. H. Thomson
 Station Manager Tom Darling
 Commercial Manager T. Darling
 Advertising Manager Don Bassett
 Chief Announcer Cliff Pickrem
 Sales Manager V. Brooks
 Publicity Director J. Cooke
 Musical Director Bruce McLeod
 Chief Engineer Allan Taylor

POLICIES

No liquor advertising accepted.
 Complete merchandising service is maintained, covering displays at point of sale and all forms of promotions for programs.

REPRESENTATIVES

All-Canada Radio Facilities
 Jack Cooke, Toronto

CBO

"SERVES THE OTTAWA VALLEY"
 OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.
 OTTAWA REGIONAL NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts.
 OWNED BY: Canadian Broadcasting Corp.
 OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 10:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Acting Station Manager.... W. C. Anderson

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

All advertising limited to 10 per cent of program time.

CKCO

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts.
 OWNED BY: Controller G. M. Geldert, M.D.
 OPERATED BY: Controller G. M. Geldert, M.D.
 STUDIO ADDRESS: 272 Somerset St., West.
 TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00

A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager G. M. Geldert

POLICIES

Beer and wine advertising accepted.

REPRESENTATIVE

Joseph Hershey McGillvra

CFOS*
OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts.
 OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

Personnel

Manager..... Howard Fleming

*Construction permit has been granted; no further information available at time of going to press.

CFLC

"THE VOICE OF THE MIGHTY
 ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts.
 OWNED BY: Radio Association of Prescott.
 OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. PHONE: 136-7. BUSINESS ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President..... A. C. Halliday
 Station and Sales Manager... Loren Knight
 Program Director..... A. M. Halliday

POLICIES

No liquor or beer accounts or price mention.

Merchandising: Station's newspaper merchandising and advertising department dovetails with radio affiliation.

REPRESENTATIVE

Joseph Hershey McGillvra

CKTB

"THE STATION WITH A MILLION
 FRIENDS"

ST. CATHARINES—EST. 1932
 CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: The Silver Spire Broadcasting

Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: 12 Yates St. PHONE: 3900. STUDIO ADDRESS: 12 Yates St. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight. (Sunday) 10:45 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President.....E. T. Sandell
 Station Manager.....F. Pauline Smyth
 Chief Announcer.....Paul Frost
 Publicity Director.....J. B. Mitchell
 Musical Director.....W. G. Adamson
 Chief Engineer.....W. H. Allen

POLICIES

Liquor, wine or beer advertising prohibited by Government; accept foreign language programs but not announcements. No spot announcements between 7:30 and 11:00 p.m. Offers full merchandising cooperation.

REPRESENTATIVES

Dominion Broadcasting Co., Toronto

CJIC

"YOUR RADIO STATION C J I C"

S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 360-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 10:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....J. G. Hyland
 Program Manager.....J. C. Whitby
 Chief Engineer.....S. C. Cusack

POLICIES

No beer or liquor accounts accepted. All programs must conform with CBC rules and regulations.

Merchandising: The Algoman, weekly newspaper turned out by Station CJIC, lists names of programs, sponsors, write-ups at beginning of program and occasional mention later.

REPRESENTATIVE

Joseph Hershey McGillvra,
 Toronto, N. Y. and Chicago

CJCS

"IT DOESN'T COST TO ADVERTISE OVER CJCS—IT PAYS"

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President Station.....F. M. Squires
 Commercial Manager.....S. E. Tapley
 Sales and Advertising Manager.....I. B. Netherby
 Musical Director and Artists' Bureau Head.....C. Tretheway
 Publicity Director.....M. R. Dunseith
 Chief Engineer.....W. J. Stauffer

POLICIES

Usual conditions governing Dominion stations.

Merchandising: Station maintains merchandising service which includes assistance in window displays, newspaper publicity, etc.

REPRESENTATIVE

All-Canada Radio Facilities

CKSO

"NORTHERN ONTARIO'S KEY STATION"
 SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight; Sunday, 12:00 noon to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....W. E. Mason
 General Manager.....W. J. Woodill
 Program Director and Chief Announcer.....J. R. Fuller
 Publicity Director.....C. H. Smith
 Musical Director.....Walter Snider
 Chief Engineer.....L. C. Parkes

POLICIES

CBC rules prevail.
 Foreign language programs subject to approval of station.
 Merchandising aids through newspaper listing, etc.

CKGB

"THE VOICE OF THE NORTH"

TIMMINS—EST. 1933

CBC

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Press Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President R. H. Thomson
Station and Sales Manager... William Wren
Commercial Manager W. Wren
Advertising Manager D. L. Bassett
Chief Announcer Fred Darling
Publicity Director J. Cooke
Musical Director G. Archibald
Chief Engineer Ed. Ryan

POLICIES

No liquor advertising. Accepts any foreign language.

Merchandising department is maintained at all times for complete merchandising service which includes window and counter display, etc.

REPRESENTATIVES

Jack Cooke, Toronto
All-Canada Radio Facilities

CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 840 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1 Hayter St. PHONE: Adelaide 7051—Lakeside 2817. STUDIO ADDRESS: 805 Davenport Rd. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

For further information, refer to Canadian Broadcasting Corporation, Commercial Department, 1 Hayter Street, Toronto, Canada.

POLICIES

All programs subject to the regulations of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Canadian Broadcasting Corp.

CBY *

TORONTO

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2871. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager..... Gladstone Murray
Station Manager..... J. R. Radford

*No further information available at time of going to press.

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: MI. 3515-6—MI. 4643-4-5. STUDIO ADDRESS: 87 Bloor St. and Telegram Bldg. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:30 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President..... E. S. Rogers
Managing Director..... Harry Sedgwick
Station Manager..... E. L. Moore
Chief Announcer..... Wes McKnight
Musical Director Roy Locksley
Chief Engineer Jack Sharpe

POLICIES

Usual Dominion policies in effect.

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. and Chicago)

CKCL

"CANADA'S GREATEST SPORTS STATION"

TORONTO—EST. 1924

CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:45 A.M. to 12:30 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President..... Henry S. Gooderham
Station and Commercial Manager... A. E. Leary
Artists Bureau Head..... M. Rapkin

Chief Announcer.....J. Edgar Guest
 Publicity and Musical Director: Maurice Rapkin
 Chief Engineer.....Ernest O. Swan

POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising. No foreign language programs. CBC rules cover all other policies of the station.

No special merchandising tie-ups; station offers full merchandising cooperation. Special transcription production service with artists and program ideas available. Transcriptions cut in either SOFT discs, or PRESSINGS, as desired.

CKLW

"AT YOUR SERVICE"

WINDSOR

MUTUAL

FREQUENCY: 1030 Kc. POWER: 5000 Watts.
 OWNED BY: Western Ontario Broadcasting Co.
 OPERATED BY: Same. BUSINESS ADDRESS: Union Guardian Bldg., Detroit. STUDIO ADDRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

CKLW gets ACTION



a "phoney" story

At 7:45 P. M. our Crossword Puzzle show took the air.

At 7:55 P. M. the first winner phoned.

By 8:15 P. M. phone service to 175,000 Detroit homes was tied up — whole exchanges were temporarily out of service — because CKLW has a responsive audience.

Since the first broadcast the Detroit sponsor has reported an increase in store traffic of 11,000 persons per week.

CKLW has a responsive audience IN DETROIT

[They DO Listen]
 [to 5,000 Watts]

MUTUAL BROADCASTING SYSTEM

Personnel

General Manager.....J. E. Campeau
 Station Manager.....William J. Carter
 Commercial Manager.....L. J. Dumahaut
 Chief Announcer.....Joe Gentile
 Publicity Director.....Val Clare
 Chief Engineer.....William J. Carter

POLICIES

Does not accept foreign language accounts; no liquor accounts as per CBC regulations.

Operates a research and merchandising department, also run advertising in local papers for commercial programs; also street car and bill board.

REPRESENTATIVE

J. Hershey McGillvra, New York
 George Roesler, Chicago

CKNX

"THE ONTARIO FARM STATION"

WINGHAM—EST. 1926

ALL-CANADA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts.
 OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:30 A.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor and own news editor and correspondents. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Hollywood Radio Attractions, and Grow & Pitcher Agencies.

Personnel

President.....W. T. Cruickshank
 Station Manager.....W. T. Cruickshank
 Commercial Manager.....B. H. Bedford
 Merchandising Director.....Harry J. Boyle
 Chief Announcer.....John Cruickshank
 Artists' Bureau Head and
 Musical Director.....C. N. Merkeley
 Chief Engineer.....Scott Reid

POLICIES

Canadian Broadcasting Corp. rules and regulations apply. Station has local policy against solicitation of mail to come to its address, except with special permission. Political broadcasting takes regular rates.

Merchandising: Weekly circular letter to all retail dealers handling CKNX products. Regular calls on retail dealers, setting up display material. Station build-up and newspaper publicity for all new features. No charge for service.

REPRESENTATIVE

Joseph Hershey McGillvra

PRINCE EDWARD ISLAND

Population 93,000

Number of Families 23,850

Number of Radio Homes 5,251

Retail Sales \$13,774,000

Auto Registrations 7,632

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President and Managing

Director.....K. S. Rogers
Sales and Studio Manager....L. A. McDonald
Assistant Studio Director.....S. R. Kennedy
Director of Women's

ProgramsMiss M. E. Rogers
Chief Engineer.....J. Q. Adams
Studio Engineer.....M. H. F. Young

POLICIES

Liquor advertising not accepted. Regulations of Canadian Broadcasting Corporation apply.

Merchandising: Contacts all wholesale and retail outlets in area; assists in all merchandising promotions; surveys different programs throughout primary area with radio-equipped cars.

REPRESENTATIVE

All-Canada Radio Facilities
Joseph Hershey McGillvra (U.S.A.)

CHCK*

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: J. A. Gesner. BUSINESS ADDRESS: Charlottetown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....M. H. F. Young

*No further information was available at time of going to press.

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER 500 Watts (license); 100 Watts (actual operation). OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Christian Science Monitor.

Personnel

PresidentH. T. Holman
Station ManagerR. L. Mollison
Chief AnnouncerJ. E. Mellman
Sales ManagerJ. L. Holman
Chief EngineerW. R. Cannon

POLICIES

Liquor advertising not accepted. Every merchandising assistance given in spotting window or counter displays in local stores.

QUEBEC

Population 3,135,000

Number of Families 803,846

Number of Radio Homes 384,168

Retail Sales \$651,138,000

Auto Registrations 181,630

CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Marconi Co. OPER-

ATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:15 P. M. to 11:15 P.M. NEWS SERVICE: Local news.

Personnel

Station Manager and Chief
Announcer Vilmond Fortin
Chief Engineer J. E. Roberts

POLICIES

No liquor advertising. Exclusively a French language station. CBC policies otherwise.

CKCH

"BILINGUAL STATION OF THE
OTTAWA VALLEY"

HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts.
OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea Road. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

President..... Josephat Pharand
Station Manager..... J. Alexander Dupont
Chief Engineer..... J. F. Champagne

POLICIES

Foreign language programs accepted. Beer and wine deals accepted. Other CBC rules apply.

CBF

MONTREAL—EST. 1937

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager..... Maurice Goudrault
Commercial Manager J. A. Dupont

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

CBM

MONTREAL—EST. 1933

NBC—(RED)

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMIT-

TER LOCATION: Laprairie. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager..... Maurice Goudrault
Commercial Manager J. A. Dupont
Chief Engineer..... G. E. Sarault

POLICIES

No liquor advertising accepted in accordance with CBC rules.

CFCF

(Short Wave CFCX)

MONTREAL—EST. 1918

NBC (Blue) and CBC

FREQUENCY: 600 Kc. POWER: 500 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 211 St. Sacrament St. PHONE: Marquette 7084-5-6. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President..... A. H. Ginman
Station and Commercial
Manager V. F. Nielsen
Chief Announcer..... J. A. Shaw
Sales and Publicity Director... Ernest H. Smith
Chief Engineer..... Kenneth R. Paul

POLICIES

No liquor advertising. Advertising for beer and wine only as per government regulations. No special restrictions otherwise.

No foreign language accounts.

No merchandising department maintained at present time.

REPRESENTATIVE

Weed & Company (in the U. S.)

CHLP

"THE SPORTS' STATION OF MONTREAL"
MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts. OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'Illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial
Manager..... Marcel Lefebvre
Publicity Director Armand Goulet
Musical Director..... M. daSylva
Chief Engineer..... F. F. Tambling

POLICIES

Accepts beer and wine accounts only.
French and English announcements only.

CKAC

"CANADA'S BUSIEST STATION"

MONTREAL—EST. 1922

FREQUENCY: 730 Kc. POWER: 5000 Watts.
OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Presse Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

Personnel

Managing Director.....Phil Lalonde
Promotion Manager.....Andre Daveluy
Traffic Manager.....Flavius Daniel
Artists' Bureau Head.....Ferdinand Biondi
Chief Announcer.....Roy Malouin
Local Sales Manager.....Paul Ouellet
Public Relations Director.....Louis Leprohon
Publicity Director.....Louis Morisset
Program Director.....Yves Bourassa
Musical Director.....Henri Letondal
Chief Engineer.....Leonard Spencer
Chief Engineer at Transmitter.....Percy Smith

POLICIES

Hard liquor not permitted. Price mentions not permitted. Commercial talks not accepted.

REPRESENTATIVE

Jos. H. McGillvra

CHNC

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 1,000 Watts.
OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to 12:15 A.M. NEWS SERVICE: Canadian Press, British United Press.

Personnel

President.....Dr. Charles Dumont
Station and Commercial
Manager.....Dr. Ches Houde
Advertising Manager.....V. Bernard
Chief Announcer.....C. S. Chapman

Musical Director.....Lionel Allard
Chief Engineer.....J. R. McGough

POLICIES

Accept beer and wine accounts; has no restrictions on foreign language programs. 100% bilingual (English and French).

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. & Chicago)

CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts.
OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 12:00 noon to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager.....A. H. Houde
Chief Engineer.....Charles Frenette

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

CHRC

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts.
OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 12,000 selections.

Personnel

Station Manager.....J. N. Thivierge
Sales Manager.....J. A. Hardy
Artists Bureau Head.....A. Pelletier
Chief Announcer.....T. H. Burham
Publicity Director.....J. D. Boudreau
Musical Director.....Gaston Voyer
Chief Engineer.....Oscar Marcoux

POLICIES

None other than governmental regulations. Spot announcements are limited to 100 words and not accepted between 7:30 and 1:00 P.M.

Merchandising: Merchandising department in operation at convenience of sponsors.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCV

"LA VOIX DU CANADA FRANCAIS"

QUEBEC—EST. 1925

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts.
OWNED BY: CKCV, Limited. OPERATED BY:
CKCV, Limited. BUSINESS ADDRESS: 142 St.
John St. PHONE: 2-1585. STUDIO ADDRESS:
142 St. John St. TRANSMITTER LOCATION:
254 Marguerite-Bourgeois Ave. TIME ON THE
AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE:
Canadian Press News. TRANSCRIPTION
SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....Paul Lepage
Chief Announcer.....Gilles Duhamel
Station Manager.....Paul Lepage
Sales Manager.....Paul Lepage
Publicity Director.....Jean Nel
Musical Director.....Edwin Belanger
Chief Engineer.....Charles Frenette

POLICIES

Rules and regulations of the Canadian
Broadcasting Corporation.

CJBR

"THE VOICE OF THE LOWER
ST. LAWRENCE"

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.
Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts.
OWNED AND OPERATED BY: Lower St. Law-
rence Power Co. BUSINESS AND STUDIO
ADDRESS: 1 St. John St. PHONE: 119. TRANS-
MITTER LOCATION: Notre-Dame du Sacre
Coeur. TIME ON THE AIR: Weekdays 8:00
A.M. to 11:30 P.M. Sundays, 12:00 noon to
11:30 P.M. NEWSPAPER AFFILIATION: Le
Progres du Golfe.

Personnel

President.....J. A. Brillant
Manager.....G. A. Lavoie
Program Director.....P. E. Corbeil
Office Manager.....Lucien Bertrand

POLICIES

All continuities are subject to the approval
of the station management and must comply
with the rules and regulations of the Cana-
dian Broadcasting Corp.

REPRESENTATIVE

Joseph Hershey McGillvra

CKRN *

ROUYN

FREQUENCY: 1370 Kc. POWER: 100 Watts.
OWNED BY: La Cie Radiodiffusion. OPER-
ATED BY: Same. Business Address: Rouyn.
STUDIO ADDRESS: Same. TRANSMITTER
LOCATION: Same.

*Construction permit has been granted for
this station; no further information available
at time of going to press.

CHGB *

SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1200 Kc. POWER: 100 Watts.
OWNED BY: G. T. Desjardins. OPERATED
BY: Same. BUSINESS ADDRESS: Sainte Anne
de la Pocatiere. STUDIO ADDRESS: Same.
TRANSMITTER LOCATION: Same.

Personnel

General Manager.....G. H. Bouchard

*Construction permit has been granted; no
further information was available at time of
going to press.

CHLT

"THE VOICE OF THE EASTERN
TOWNSHIPS"

SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts.
OWNED BY: La Tribune Ltd. OPERATED BY:
La Tribune Ltd. BUSINESS ADDRESS: La
Tribune Bldg. PHONE: 971. STUDIO AD-
DRESS: Same. TRANSMITTER LOCATION:
Sherbrooke. TIME ON THE AIR: 8:00 A.M. to
11:00 P.M.; Sunday, 12:00 noon to 10:00 P.M.
NEWSPAPER AFFILIATIONS: La Tribune.
NEWS SERVICE: Canadian Press. TRAN-
SCRIPTION SERVICE: World Broadcasting Sys-
tem.

Personnel

President.....Hon. Jacob Nicol
Manager.....A. Gauthier
Chief Engineer.....C. Charlebois

POLICIES

Beer and wine advertising contracts ac-
cepted subject to CBC regulations.

CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts.
OWNED AND OPERATED BY: Le Nouvelliste.
BUSINESS AND STUDIO ADDRESS: Chateau
de Blois. TRANSMITTER LOCATION: Three
Rivers. TIME ON THE AIR: Weekdays, 8:00
A.M. to 11:30 P.M. Sundays, 12:00 noon to
11:30 P.M. NEWSPAPER AFFILIATION: Le
Nouveliste. TRANSCRIPTION SERVICE: World
Broadcasting System.

Personnel

Director.....George Bourassa

POLICIES

Advertising of alcoholic beverages except-
ing beer and wine not accepted.

Service of program department and an-
nouncers, French and English, in arrang-
ing and presentation of programs is available.

SASKATCHEWAN

Population 939,000

Number of Families 240,770

Number of Radio Homes 109,109

Retail Sales \$189,181,000

Auto Registrations 102,080

CHAB

"THE BRIGHT SPOT ON THE DIAL"

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:15 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....H. C. Buchanan
Sales Manager.....L. A. Bourgeois
Publicity Director.....Gordon Walker
Program Director.....J. S. Boyling
Chief Engineer.....A. E. Jacobson

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising: All national accounts contracted for 26 programs or over are merchandised by the station. This includes personal contact, window display, press notices and spot announcements drawing attention to the series.

REPRESENTATIVE

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

CHNB *

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY: Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

* Construction permit has been granted; no further information available at time of going to press.

CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 27th St., West. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 9:00 A.M. to 10:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

ManagerR. E. Price
Technical Director.....L. E. Moffatt

POLICIES

Merchandising: Free pre-publicity announcements, daily program resume, usual newspaper and radio magazine program listing, cooperation checking dealer supplies and display material.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424-6282. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service, Lang-Worth and Standard Radio.

Personnel

PresidentJames Richardson
Station & Commercial Mgr.....F. V. Scanlan
Chief AnnouncerD. E. (Don) Wright

Mgr. Radio DivisionH. R. McLaughlin
 Sales ManagerB. Pirie
 Publicity DirectorN. Chamberlain
 Musical DirectorS. Hillier
 Chief EngineerA. W. (Bert) Hooper

POLICIES

No liquor advertising accepted. Foreign language programs accepted. Advertising content and policy subject to the rules and regulations of the Canadian Broadcasting Corporation. All advertising for food products and patent medicines subject to the approval of the Department of National Health and Pensions, Ottawa.

Station will co-operate with the agency or client in any merchandising tie-in or promotion.

REPRESENTATIVE

Joseph Hershey McGillvra

CKCK

"THEY LISTEN TO CKCK"

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts.
 OWNED BY: Leader-Post, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Leader Bldg. PHONE: 8525-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Boggy Creek. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor, Radio Producers, Inc., and Transco.

Personnel

Station Manager.....M. V. Chesnut
 Commercial Manager.....A. J. Balfour
 Artists Bureau Head.....W. A. Speers
 Publicity Director.....D. McMillan
 Musical Director.....A. R. Smith
 Chief Engineer.....E. A. Strong

POLICIES

No liquor advertising. Usual Canadian restrictions.

Full time merchandising department employed for program exploitation, and for arranging window displays and theatre lobby displays.

REPRESENTATIVES

All-Canada Radio Facilities, Ltd. (Canada)
 Weed & Co. (U.S.A.)

C B K *

SASKATOON

CANADIAN BROADCASTING CORP.
 FREQUENCY: 540 Kc. POWER: 50,000 Watts.
 OWNED BY: Canadian Broadcasting Corp.

OPERATED BY: Same. BUSINESS ADDRESS: Saskatoon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
 * Construction permit has been granted for this station; no further information available at time of going to press.

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 840 Kc. POWER: 1000 watts.
 OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 216 First Ave., N. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 11:00 P.M. NEWS SERVICES: Canadian Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President and Station Manager...A. A. Murphy
 Commercial ManagerVernon Dallin
 Chief Announcer.....C. Cairns
 Chief Engineer.....S. Clifton

POLICIES

Liquor restrictions as per Canadian Broadcasting Corporation.

REPRESENTATIVE

Joseph Hershey McGillvra (USA only)
 Jack Slater, Toronto & Montreal

CJGX

YORKTON—EST. 1927

FREQUENCY: 1390 Kc. POWER: 100 Watts.
 OWNED BY: James Richardson & Sons, Ltd.
 OPERATED BY: James Richardson & Sons, Ltd.
 BUSINESS ADDRESS: Royal Alexandra Hotel.
 PHONE: Winnipeg 9-2266. STUDIO ADDRESS: Royal Alexandra Hotel. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., EST.

Personnel

Station Manager.....H. R. McLaughlin
 SupervisorN. B. LeRoy

POLICIES

CBC policies apply.

REPRESENTATIVE

Joseph Hershey McGillvra

CANADIAN STATIONS ★ WITH NEWSPAPER ★ AFFILIATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager... CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. H. A. Webster, manager... CALGARY ALBERTAN
CJCA—Edmonton. 1000 Watts; 730 Kc. Frank H. Elphicke, manager... EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager... KAMLOOPS SENTINEL
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager... KELOWNA COURIER
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager... VANCOUVER DAILY PROVINCE
CKFC—Vancouver. 50 Watts; 1410 Kc. F. E. Rutland, manager... VANCOUVER SUN
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager... VANCOUVER NEWS HERALD

NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager... MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager... SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CHJC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager... HALIFAX CHRONICLE & STAR
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager... HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager... KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager... TIMMINS PRESS
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager... LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager... TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager... OWEN SOUND SUN-TIMES
CJIC—S. S. Marie. 100 Watts; 1500 Kc. J. G. Hyland, manager... THE ALGOMAN WEEKLY
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager... SUDBURY SUN
CKGB—Timmins. 100 Watts; 1420 Kc. William Wren, manager... TIMMINS DAILY PRESS

QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager... MONTREAL LA PATRIE
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager... MONTREAL LA PRESSE
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager... SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager... THREE RIVERS LE NOUVELLISTE

SASKATCHEWAN

CHNB—North Battlefield. 100 Watts; 1420 Kc... NORTH BATTLEFIELD NEWS
CKCK—Regina. 1000 Watts; 1010 Kc. M. V. Chesnut, manager... REGINA LEADER-POST

STATIONS OF CUBA

Reallocation as of November 1, 1938 under a decree of October 24 greatly revises the frequencies on which Cuban Stations are operating. The power designation is not explained as to whether stations are to be assigned a specific power rating at a later date or are to broadcast at reduced power at night.

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
CMAB	Pinar del Rio	1240	100-200
CMBC	Habana	1140	100-200
CMBD	Habana	550	100-200
CMBF	Habana	1560	5000
CMBG	Habana	690	100-200
CMBH	Guanabacoa	1600	5000
CMBQ	Habana	1320	5000
CMBS	Habana	1170	100-200
CMBX	Habana	1080	100-200
CMBY	Habana	1440	100-200
CMBZ	Habana	940	100-200
CMC	Habana	1530	100-200
CMCA	Habana	1350	100-200
CMCB	Habana	1230	100-200
CMCD	Regla	630	15000
CMCF	Guanabacoa	810	5000
CMCG	Habana	1290	100-200
CMCJ	Habana	1110	100-200
CMCK	Habana	970	5000
CMCM	Habana	850	100-200
CMCO	Habana	1200	100-200
CMCP	Habana	1050	100-200
CMCQ	Habana	1410	100-200
CMCR	Habana	1380	100-200
CMCU	Habana	780-1010	100-200
CMCW	Habana	1380	100-200
CMCX	Guanabacoa	1470	100-200
CMCY	Marianao	590	15000
CMGC	Matanzas	1400	200
CMGE	Cardenas	1370	100-200
CMGF	Matanzas	1120	100-200
CMGH	Matanzas	710-790	100-200
CMHA	Sagua la Grande	1090	100-200
CMHB	Sancti Spiritus	1240	100-200
CMHD	Caibarien	1270	100-200
CMHI	Santa Clara	1060	100-200
CMHJ	Cienfuegos	1160	100-200
CMHK	Cruces	1210	100-200

<i>Call Letters</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
CMHM	Cienfuegos	1450	100-200
CMHO	Sagua la Grande	870	100-200
CMHP	Placetás	1100	200
CMHT	Trinidad	920	200
CMHW	Santa Clara	680	100-200
CMHX	Cienfuegos	1480	100-200
CMJA	Camaguey	860	100-200
CMJC	Camaguey	1390	100-200
CMJE	Camaguey	1230	100-200
CMJF	Camaguey	930	100-200
CMJH	Ciego de Avila	1360	100-200
CMJI	Ciego de Avila	1130	100-200
CMJK	Camaguey	1290	100-200
CMJO	Ciego de Avila	1260	100-200
CMJP	Moron	1420	100-200
CMJW	Camaguey	1070	100-200
CMJX	Camaguey	660-740	100-200
CMK	Habana	780	100-200
CMKC	Santiago de Cuba	1250	100-200
CMKD	Santiago de Cuba	910	1000
CMKF	Holguin	1460	100-200
CMKG	Santiago de Cuba	1150	100-200
CMKL	Bayamo	950	100-200
CMKM	Manzanillo	1080	100-200
CMKO	Holguin	1280	100-200
CMKQ	Santiago de Cuba	1490	100-200
CMKR	Santiago de Cuba	1400	100-200
CMKS	Guatanamo	710	100-200
CMKW	Santiago de Cuba	770-830	100-200
CMKX	Santiago de Cuba	1190	100-200
CMKZ	Palma Soriano	1430	100-200
CMOA	Habana	910	100-200
CMOX	Habana	1500	100-200
CMQ	Habana	780-1010	25000
CMW	Habana	880	100-200
CMX	Habana	1260	100-200
CM9RT	Guines	1580	100-200
COFDA	Habana	6130	250
COCH	Habana	9437	1000
COCM	Habana	9833	1000
COCO	Habana	6010	1000
COCQ	Habana	9670-9740	1000
COCX	Habana	11650	1000
COGF	Matanzas	11800	1000
COJK	Camaguey	8664	1000
COKG	Santiago de Cuba	6200	1200

STATIONS OF MEXICO

Since January 1, 1938 five new stations have been licensed to operate in Mexico and one super-power (150,000 watts) station located in Nuevo Laredo has suspended operations. It is noticeable that the authorized power of several, including two of the super-power transmitters, has been reduced considerably during 1938.

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEA	Guadalajara, Jalisco	1060	125
XEAA	Mexicali, Baja California	750	200
XEAB	Taluca, Mexico	1060	250
XEAC	Tijuana, Baja California	980	1000
XEAF	Nogales, Sonora	990	750
XEAG	Cordoba, Vera Cruz	1310	10
XEAI	Mexico, Distrito Federal	1250	500
XEAL	Mexico, Distrito Federal	660	1000
XEAM	Matamoros, Tamaulipas	750	50
XEAO	Mexicala, Baja California	660	250
XEAP	Ciudad Obregon, Sonora	1340	50
XEAQ	Tijuana, Baja California	1090	1000
XEAS	Saltillo, Coahuila	1160	100
XEAT	Hidalgo del Parral, Chihuahua	1210	250
XEAW	Reynosa, Tamaulipas	960	100000
XEAZ	T. Calderon, Zacatecas	1230	200
XEB	Mexico, Distrito Federal	1030	10000
XEBA	Ciudad Guzman, Jalisco	1080	20
XEBC	Agua Caliente, Baja California	730	5000
XEBF	Jalapa, Vera Cruz	6090	100
XEBG	Tijuana, Baja California	820	1000
XEBH	Hermosillo, Sonora	930	500
XEBI	Aguascalientes, Aguascalientes	1000	50
XEBJ	Merida, Yucatan	1160	20
XEBK	Nuevo Laredo, Tamaulipas	1080	100
XEBL	Mazatlan, Sinaloa	1220	50
XEBM	Mazatlan, Sinaloa	15300	50
XEBO	Irapuato, Guanajuato	1310	25
XEBP	Durango, Durango	1150	250
XEBQ	Mazatlan, Sinaloa	6030	15
XEBR	Hermosillo, Sonora	11820	150
XEBS	Mexico, Distrito Federal	1340	200
XEBT	Mexico, Distrito Federal	6000	500
XEBU	Chihuahua, Chihuahua	1200	50
XEBX	Sabinas Coahuila	640	250
XEBZ	Mexico, Distrito Federal	810	100
XEC	Tijuana, Baja California	1150	100
XECL	Mexicali, Baja California	960	1000
XECR	Mexico, Distrito Federal	7380	20000
XECU	Guadalajara, Jalisco	6075	45
XECW	Mexico, Distrito Federal	1310	10
XECZ	San Luis Potosi, San Luis Potosi	1370	100
XED	Guadalajara, Jalisco	1160	500
XEDA	General Anaya, Distrito Federal	1220	200
XEDF	Nuevo Laredo, Tamaulipas	810	100
XEDH	Villa Acuna, Coahuila	1340	200
XEDP	Mexico, Distrito Federal	1080	—
XEDQ	Guadalajara, Jalisco	9520	100
XEDW	Minatitlan, Vera Cruz	1150	20
XEE	Durango, Durango	1210	50
XEF	Ciudad Juarez, Chihuahua	1450	100
XEFA	Tacuba, Distrito Federal	—	500
XEFB	Monterrey, Nuevo Leon	870	200
XEFC	Merida, Yucatan	550	100

<i>Call Letters</i>	<i>Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
XEFE . . .	Nuevo Laredo, Tamaulipas	980	250
XEFI . . .	Chihuahua, Chihuahua	1440	250
XEFJ . . .	Monterrey, Nuevo Leon	1230	100
XEFL . . .	Tijuana, Baja California	1150	250
XEFM . . .	Leon, Guanajuato	1160	20
XEFO . . .	Mexico, Distrito Federal	940	5000
XEFQ . . .	Cananeh, Sonora	1010	50
XEFT . . .	Vera Cruz, Vera Cruz	9550	12
XEFV . . .	Ciudad Juarez, Chihuahua	1210	100
XEFW . . .	Tampico, Tamaulipas	1310	300
XEFZ . . .	Mexico, Distrito Federal	1370	100
XEG . . .	Monterrey, Nuevo Leon	1230	250
XEGW . . .	Mexico, Distrito Federal	6110	250
XEH . . .	Monterrey, Nuevo Leon	720	100
XEI . . .	Morelia, Michoacan	1370	125
XEJ . . .	Ciudad Juarez, Chihuahua	1020	1000
XEJP . . .	Mexico, Distrito Federal	1130	100
XEJW . . .	Mexico, Distrito Federal	870	500
XEK . . .	Mexico, Distrito Federal	990	100
XEKL . . .	Leon, Guanajuato	1240	500
XEL . . .	Mexico, Distrito Federal	1100	250
XELA . . .	Saltillo, Coahuila	1240	50
XELO . . .	Tijuana, Baja California	580	10000
XELZ . . .	Mexico, Distrito Federal	1370	100
XEME . . .	Merida, Yucatan	1240	50
XEMO . . .	Tijuana, Baja California	860	5000
XEMU . . .	Piedras Negras, Coahuila	580	250
XEMX . . .	Mexico, Distrito Federal	1280	100
XEN . . .	Mexico, Distrito Federal	780	1000
XENC . . .	Mexico, Distrito Federal	860	50
XEOK . . .	Tijuana, Baja California	760	200
XEOO . . .	Mexico, Distrito Federal	1150	100
XEP . . .	Ciudad Juarez, Chihuahua	1160	500
XEPN . . .	Piedras Negras, Coahuila	580730	50000
XERA . . .	Villa Acuna, Coahuila	840	180000
XES . . .	Tampico, Tamaulipas	990	250
XET . . .	Monterrey, Nuevo Leon	690	5000
XETB . . .	Torreón, Coahuila	1310	125
XETF . . .	Vera Cruz, Vera Cruz	1220	12
XETH . . .	Puebla, Puebla	1210	100
XETM . . .	Villahermosa, Tab	11730	50
XETW . . .	Tampico, Tamaulipas	6045	100
XEU . . .	Vera Cruz, Vera Cruz	1010	250
XEUW . . .	Vera Cruz, Vera Cruz	6020	20
XEUZ . . .	Mexico, Distrito Federal	11880	100
XEW . . .	Mexico, Distrito Federal	890	50000
XEWI . . .	Mexico, Distrito Federal	11900, 6015	400
XEWB . . .	Guadalajara, Jalisco	11710	15
XEWV . . .	Mexico, Distrito Federal	9500, 15160	10000
XEX . . .	Monterrey, Nuevo Leon	1310	125
XEXA . . .	Mexico, Distrito Federal	11880, 6133	100
XEXB . . .	Jalapa, Vera Cruz	1270	250
XEXC . . .	Aguascalientes, Aguascalientes	810	350
XEXD . . .	Jalapa, Vera Cruz	1340	350
XEXE . . .	Texcoco, Mexico	1270	17
XEXH . . .	San Luis Potosi, San Luis Potosi	1250	250
XEXM . . .	Mexico, Distrito Federal	610	500
XEXP . . .	Monterrey, Nuevo Leon	2500	30
XEXR . . .	Mexico, Distrito Federal	11895, 6065	100
XEXS . . .	Mexico, Distrito Federal	1310, 6200	100
		7380	20000
XEXX . . .	Mexico, Distrito Federal	1170	1000
XEYO . . .	Mexico, Distrito Federal	610	500
XEYP . . .	Mexico, Distrito Federal	610	500
XEZ . . .	Merida, Yucatan	630	500

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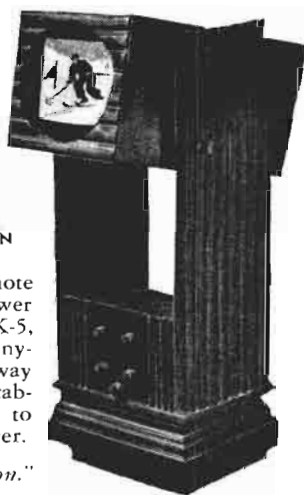


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TELEVISION



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Research

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History

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Facsimile Standards

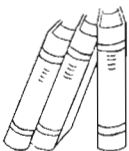
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Television Progress in

England Germany

France Italy

Japan Russia



TELEVISION BROADCASTING STATIONS

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Group A—2000 to 2100 kc.; Group B—42000 to 56000 kc.; Group C—60000 to 86000 kc.;
Group D—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	Call Letters	Frequency (kc) or Group	POWER	
			Visual	Aural
Columbia Broadcasting System New York, N. Y.	W2XAX	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	B, C	1000 w	150 w
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	B	50 w	50 w
Farnsworth Television, Inc., of Pa. Springfield, Pa.	W3XPF	B, C	250 w	1 kw
First National Television, Inc. Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.	W2XB	C	100 w	3000 w
General Electric Co. Bridgeport, Conn.	W1XA	C	100 w	3000 w
General Electric Co. Schenectady, N. Y.	W2XD	B	40 w
General Electric Co. Schenectady, N. Y.	W2XH	B	40 w
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc. New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. Portable—Camden, N. J.	W2XBT	D (92000, 175000-180000)	400 w	100 w
New York, N. Y.				
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	D (204000-210000)	15 w
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile	W10XX	B, C	50 w	
University of Iowa Iowa City, Iowa	W9XK	A	100 w	
University of Iowa Iowa City, Iowa	W9XUI	B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV	B, C	1000 w	1000 w

(For additional information on television stations see page 477)

F. C. C. REGULATIONS

Applicable to Television and Facsimile Broadcasting Stations As of January 1st, 1939

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the trans-

mission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade-mark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station,

except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Frequencies Allotted

(a) The following groups of frequencies are allocated by bands for assignment to television broadcast stations on an experimental basis:

<i>Group A</i>	<i>Group B</i>
2000 to 2100 kc	42,000 to 56,000 kc
<i>Group C</i>	<i>Group D</i>
60,000 to 86,000 kc	Any 6,000 kc frequency band above 110,000 kc excluding 400,000 to 401,000 kc.

(b) A licensee of a television station for Group A shall carry forward a comprehensive program of experimentation to determine the secondary or rural coverage of the station, and shall suitably locate receiving equipment and other apparatus, and shall make the necessary measurements to determine the quality and characteristics of the secondary or sky-wave service area. Television transmission only will be authorized in this band, and each license will authorize the entire band. No aural broadcast will be authorized therein.

(c) A license for a television broadcast station in groups B, C or D will specify a frequency band wherein two adjacent carrier frequencies shall be selected, one for the visual and one for the aural broadcast. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(d) A licensee will be granted only one station in each frequency group for operation in the same service area.

(e) An application may be made for one frequency band (to include the visual and the aural carriers) in groups B, C and D. However, if it is desired to operate in more than one group, it will be necessary to make separate applications for a station in each group.

(f) Applicants shall specify the band width of the emissions required for the proposed transmission.

(g) Carrier frequencies shall be so selected and emissions controlled that

no emission from any cause will result outside the frequency band authorized by the license.

(h) An applicant shall select a frequency band in the group which is believed best suited for the experiments to be conducted and will cause the least or no interference to established stations.

Power Limitations

The power output rating of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of another broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

(a) The following frequencies are allocated for assignment to facsimile broadcast stations on an experimental basis provided no interference is caused to the television stations operating in the band 2000-2100 kilocycles:

2012 kc 2016 kc 2096 kc

(b) If the facsimile program of research and experimentation cannot be properly carried forward on the frequencies in subsection (a) of this rule due to the characteristics of these frequencies, applicants may request and be assigned any frequency specified in Rule 1973 on an experimental basis.

(c) Other frequencies under the jurisdiction of the Commission may be assigned for experimental operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(d) Each facsimile broadcast station will be licensed for only one frequency except in subsection (b) of this rule more than one frequency may be licensed to one station if need therefor is shown.

(e) Each applicant shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(f) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(g) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or serv-

ices shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1039 to 1039, inclusive, excluding Rule 1035.

Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

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TELEVISION, 1938-39

By

E. W. ENGSTROM

RCA Research Engineer

WHILE considerable progress was made in the television field during 1938 in all phases of television research and development, it is hoped that even greater strides will be made during the current year. Work will be continued along the same comprehensive lines in 1939 as in the past year. It is desirable to not only improve the efficiency of the present television system but also increase the knowledge of the propagation characteristics of ultra-short waves.

Advanced work in television research and development has been, and will continue to be, directed toward a more complete understanding of the higher radio frequencies. The procedure is to study the propagation of ultra-short waves so that, as more knowledge of their characteristics becomes available, their usefulness may be determined. At the same time, research in the field of electronics is conducted for the purpose of finding principles which can be applied in devices that will put to work the newly discovered frequencies.

One of the more important objectives in 1939 will be the further development of a system of radio relay utilizing centimeter waves, which might eventually be used in the establishment of networks of television stations. The RCA has made progress in this field of development, and believes that further advances will be made this year.

In the following review of television activities during 1938 will be found the complete workings of engineers and concerns who may this year see the many years' work culminated in success.

Television in 1938

The past year was marked by refinement of all parts of the system in a steady advance toward commercial television. Late in the year it was announced that a limited program service would be inaugurated in New York City with the opening of the 1939 World's Fair in that city, and that receivers would be offered for sale to the public at that time. Apparatus is available for sale to broadcasters for studio and transmitter service. Splendid progress was made through industry cooperation in establishing operat-

ing standards for a television system. Emphasis was placed on comprehensive field tests.

Studio Pickup Equipment

Steady progress has been made in the electrical and mechanical design of pickup equipment for studio use. The frequency bandwidth passed by the entire system has been widened and the circuit operation made more stable. The camera pre-amplifier and Iconoscope coupling circuits have been improved so that the signal to noise ratio has been increased.

Operating technique has constantly improved so that more consistent performance is obtained. Much attention was given to the problems of program production.

Mobile Pickup Equipment

Mobile pickup equipment mounted in trucks has been put in experimental operation and has given satisfactory performance for preliminary tests. The equipment includes an ultra high frequency transmitter for relaying the picture signal to the television transmitter for broadcasting. Location pickups have been successfully accomplished over moderate distances and in one instance up to 27 miles.

Transmitters

Considerable improvement has been made in television transmitters. The modulating frequency characteristic has been widened. Circuits for inserting the direct current component in the transmitted signal have developed which, in addition to that function improve the overall stability of the transmitter. Experimental advances have been made in higher powers at the higher frequency television channels. A transmitter of nominal power output has been developed suitable for broadcast service.

In order to fully utilize a television frequency channel, it is desirable to attenuate most of one picture side band at the transmitter. A method for doing this was evolved and tested in laboratory and field with satisfactory results. This was suitable for carrier frequency operation at high power and included constant resistance circuits and phase correcting networks. Experimental work was also done on obtaining the same characteristic at a low level in combination with low level modulation.

Improvements were made in the mechanical designs and electrical characteristics of transmitting antennas. Antennas suitable for installation on the small space available on top of tall buildings have been designed. The directivity pattern has been improved for horizontally polarized antennas so that they have a circular pattern in the horizontal plane

and directivity toward the horizon in the vertical plane, resulting in a substantial power gain. The selectivity of these structures has been improved so that they have uniform impedance over more than one 6 megacycle television channel.

Signal Propagation

Study was given to propagation characteristics of ultra short waves in the region of 40 megacycles to several hundred megacycles. Comparisons of polarization of the radiated wave have been made indicating that a better signal to ignition interference ratio and less multipath interference is obtained with horizontal than vertical polarization.

Receivers

Advances were made in television receiver design resulting in improved performance and simplification of operation. Circuits permitting pre-set station selection have been developed, and the number of operating controls has been reduced. The frequency band width passed by the receivers has been increased to correspond with the increased effective frequency band made available by suppressing one side band at the transmitter. This results in more picture detail. Amplifier tubes of higher transconductance have been made available so that more gain and improved signal to noise ratios can be had, even with the increased band width. Screen material for Kinescopes has been developed so that pictures are bright and black and white.

Large Screen Pictures

Progress has been made in circuits and cathode ray tubes for producing large pictures by projection. Experimental apparatus of this type has been demonstrated to large groups with success.

Conclusion

Thus television entered in 1939, with hopes high. The entire world is anxiously awaiting the new phenomenon that is television. Will they be satisfied during 1939? We can only guess, but the fact remains that the work in research and development of television will continue until the correct answer is found.

TELEVISION

a brief history

(Compiled by the National Broadcasting Company)

TELEVISION, like radio, began in the nineteenth century. Not only were its scientific foundations laid, but numerous attempts were actually made to transmit pictures by electrical means.

Television demanded, first of all, some means of translating light values into corresponding electrical values. Selenium was isolated by Berzelius, a Swedish chemist, in 1817, but the photo-electric property of this element was not discovered until fifty-six years later, and then quite by accident. A telegraph operator at the Valentia Cable Station in southwestern Ireland observed that some selenium resistances he was using became better conductors of electricity when exposed to bright sunlight. His observations were given scientific confirmation a short time later.

First Tele

To scientists this discovery revealed the possibility of converting light waves into electrical impulses. A picture—that is, a pattern of lights and shadows—might be converted into an electrical pattern. The electrical impulses might thereupon be transmitted over considerable distances and then reconverted to light values which would be assembled into a reproduction of the original image. Ayrton and Perry made one of the earliest proposals (1880) for transmitting pictures by electricity. G. R. Carey advanced another scheme the same year. Shelford Bidwell actually demonstrated the sending of outlines by wire in 1881 before the Physical Society in England.

The possibility of translating light values into their electrical counterparts, however, did not constitute a complete foundation for television. Maurice Leblanc, a Frenchman, in 1880 laid down the art's fundamental necessities. To send a moving picture, he held, it would be necessary to break it into elements and transmit these one at a time in a definite

order. These would be joined together at the receiver in the same order.

Scanning Disk

Four years later, in 1884, Paul Nipkow patented the famous scanning disc which bears his name. The German physicist's invention was simply a circular sheet of metal near the edge of which was a series of small holes in the form of a spiral. The arrangement was such that if the disc revolved, the outermost hole would afford a view of a strip across the top of the subject. The second hole would give a view of the strip immediately under the first, and so on until the entire subject had been scanned in a series of lines.

Leblanc advanced the idea of using two mirrors for scanning, one to vibrate at a comparatively low speed for vertical scanning, the other to vibrate at a high-frequency for the horizontal scanning of each line. Weiller proposed the use of a mirror drum in still another method of scanning. These were the fundamentals of a few of the many schemes for "seeing by telegraphy" publicized in the 1880's. In each case the light from the televised subject was to be registered by a selenium cell.

About the turn of the century Karl Braun introduced the oscilloscope, a vacuum tube showing visually the variations of an alternating current. It was demonstrated that a magnetic field from a coil placed around the tube improved the sharpness of the fluorescent spot. Obviously, the cathode ray which produced the spot of light at the end of the tube could also be deflected by the same means, since the ray itself was an electric current. This led to the next important advance in television.

Braun Tube

In 1907 Boris Rosing, a Russian, patented a system in which the Braun tube was to be the instrument for reconstructing the image at the receiver. The tube's cathode-ray beam, composed of electrons, was to be modulated by the impulses sent

from the transmitter. The modulated beam was to be made to scan the fluorescent surface placed at the end of the tube and thereby create a reproduction of the original image. Speaking before the Roentgen Society in 1911, A. A. Campbell Swinton outlined a method, publicized in a very rough form three years earlier, for television without the aid of a single moving mechanical part. Cathode ray tubes of suitable design were to be used at both transmitter and receiver.

Today all the most important television systems employ cathode ray tubes, in one form or another, at both receiver and transmitter and every moving mechanical part has been eliminated. In these respects, Campbell Swinton's scheme may be said to have been essentially the same as today's all-electronic television systems. With him, however, the method was purely theoretical. At the time neither he nor any of his contemporaries could realize their ambitions. The Braun tube was very imperfect. Besides, no means were available for strengthening the very weak impulses generated in the instrument used for registering and scanning the televised subject. A few more years and the World War put a temporary halt to experiment in television.

Mechanical Scanning

When scientists again took up the task of perfecting television in the early 1920's, radio contributed comparatively efficient amplifiers based on the three-electrode vacuum tube invented by Lee de Forest. Improvements had been made in the photo-electric cell and the scientific world was in the process of discovering photo-electric materials far more sensitive than selenium. This period—in which C. F. Jenkins, an American, John Logie Baird, an Englishman, and Denes von Mihaly, a Hungarian, played leading parts—was characterized by attempts to solve the problems of television by mechanical scanning. Jenkins gave a demonstration of his method in Washington in 1925. Baird showed his apparatus publicly in London the same year. On January 27, 1926, Baird transmitted better images in the presence of forty members of the Royal Institution in London. His television images were in 30 lines at the rate of $12\frac{1}{2}$ complete pictures a second. There was, therefore, a decided flicker in the crude image. A year later the engineers of the Bell Telephone Laboratories gave a demonstration in which both sound and sight were transmitted synchronously by wire from Washington to New York. They also transmitted images by radio over a much shorter distance. Early in 1928 Baird successfully

transmitted a low-definition picture across the Atlantic.

The time was one of intense activity in television experiment and confident predictions were made that the problems of the new art would soon be solved so that all might shortly see the events they were hearing about over radio. Picture definition gradually increased from 30 lines to 240 lines. Although steady advances were made in image clarity, observers still felt that none contained sufficient detail. Greater detail, of course, meant higher speeds in scanning. Reduction of the annoying flicker meant increasing the number of complete pictures per second.

In the laboratories, however, work was progressing on a new scanning method. In 1933 Dr. Vladimir K. Zworykin, of the Radio Corporation of America, announced his Iconoscope, a vacuum tube for translating a light image into electrical charges which were to be scanned by a suitably deflected cathode ray beam. About the same time Philo T. Farnsworth brought forward another scanning tube which he called the "image dissector." One or the other of these two tubes, both American in origin, is the basis of every all-electronic television system in use at the present time.

Tele Now

At the time of writing, television has reached a relatively high state of technical development and improvements are being made at a very rapid rate. Tentative standards proposed for American television stipulate an image of 441 lines at the rate of 30 complete pictures a second. Images are gaining in brilliance and, although they are still comparatively small as viewed in the home model receiver, experimenters in the field have hopes of increasing their dimensions. Dr. Zworykin and his associate, Dr. R. R. Law, last year demonstrated a tube which projected a television image approximately eight feet by ten in size.

Television broadcasting is still, in 1938, in its infancy. In the United States eighteen stations are licensed to broadcast on an experimental basis. The most important of these stations is operated in New York by the National Broadcasting Company, which maintains a small but complete staff to work on all phases of the new art. In Great Britain television has been established as a daily service to several thousand viewers in the London area by the British Broadcasting Corporation. Germany has announced a government service to begin before the end of 1938. The P. T. T. in France has newly completed a powerful transmitter in the Eiffel Tower.

—*Courtesy of the World Almanac,*

Proposed Television Transmission Standards Submitted to the FCC for Approval by the Radio Manufacturers' Association

THE long-heralded proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association on September 12, 1938. They were submitted to the FCC with the approval of the RMA Board of Directors and also of the special RMA Television Committee of which A. F. Murray of Philadelphia (Philco) is chairman and were approved also by the RMA membership.

The proposed standards were presented to the FCC for approval in the present experimental development of television and the RMA is prepared to demonstrate that they are practical and in the public interest. Besides RMA engineering and executive facilities, a few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

The immediate action of the FCC engineering department before presenting the proposals to the Commission in session was to ask the RMA to answer three questions concerning them:

1. The names of all the members of the RMA who are actively engaged in the development of television and the extent of their activity, including, in addition, the names of any other interests, not members of the RMA, who have participated in the formulation of the standards.

2. Why it would be in the public interest to adopt the standards proposed by the RMA at this particular time, including a statement as to whether television stations, even though licensed on an experimental basis, should be required to abide by such standards.

3. Whether or not the RMA believed that the development of television has reached the stage where the Commission might call formal hearings with respect to the adoption of standards, in which event the RMA would be expected to present evidence showing that such standards are required at this particular time.

There have been many reasons put

forth from various sources concerning the need for adoption of set standards of television transmission. Such adoption would assure the industry of two results: (1) a certain amount of stability on which not only the industry but also the potential owners of television receiving sets could rely; (2) a more definite yardstick for the future activities of those engaged in television experimentation and research.

The proposed television transmission standards as presented to the FCC are as follows:

T-101 Television Channel Width

The standard television channel shall not be less than 6 megacycles in width.

T-102 Television and Sound Carrier Spacing

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

T-103 Sound Carrier and Television Carrier Relation

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

T-104 Position of Sound Carrier

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

T-105 Polarity of Transmission

It shall be standard for a decrease in

initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

T-106 Frame Frequency

It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

T-107 Number of Lines per Frame

It shall be standard to use 441 lines per frame.

T-108 Aspect Ratio

The standard picture aspect ratio shall be 4:3.

T-109 Percentage of Television Signal Devoted to Synchronization

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

T-110 Method of Transmission

It shall be standard in television transmission that black shall be represented

by a definite carrier level independent of light and shade in the picture.

T-111 Synchronizing

The standard synchronizing signals shall be as shown on Drawing T-111.

T-112 Transmitter Modulation Capability

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

T-113 Transmitter Output Rating

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

T-114 Relative Radiated Power for Picture and for Sound

It shall be standard to have the radiated power for the picture approximately the same as for sound.

**FOR LATEST
TELEVISION DEVELOPMENTS
READ
RADIO DAILY
REGULARLY**

CBS ENTERS TELEVISION

By

PETER C. GOLDMARK

Chief Television Engineer

NINETEEN THIRTY-NINE will find the Columbia Broadcasting System engaged in television on a major scale! That statement has been held in abeyance almost two years while CBS has been engaged in the construction and installation of a new 15-kilowatt television transmitter on the top floors of the Chrysler Building in New York City. Television studios are now nearing completion in the Grand Central Terminal, and according to the plans of the network, CBS will be presenting televised programs by early Summer.

While a great deal of supposition has been voiced by everyone as to what CBS plans to do in the television field, and how it will accomplish the same, the following account, the first authentic one, will explain the CBS set-up in its entirety.

The transmitter equipment weighs about 100,000 pounds and is to be located on the 73rd, 74th and 75th floors of the Chrysler Tower. This transmitter consumes about 300 kw. of electric power and represents the latest design in television and sound transmitters. The sound transmitter operates with a carrier of 7½ kw. on 55.75 Mgs., while the picture carrier will be between 50-55.25 Mgs.

The antenna is divided into two identical sections located one above the other just below the steel spire of the building.

The site was chosen in 1937 after careful study of the whole New York skyline had shown it to be the ideal location and capable of providing primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles.

A space 280x60 feet square and 45 feet high on the third floor of the Grand Central Terminal is being reconstructed for the television studios. It is divided into a large Master Control Room, where all the equipment as well as the operators will be located, and into studio space.

There are several studio pickup and film channels available. A coaxial cable carries the picture signal from the studio to the Chrysler Building transmitter while special high fidelity lines will handle the audio signals.

The entire sound equipment, from the

studio to the antenna, is capable of handling frequencies up to 10,000 cycles and more. Since high class television receivers will be equipped to reproduce such frequencies, it is hoped that not only the visual broadcasting but a much-improved sound broadcasting service will be inaugurated by the new station, which is licensed to operate under the call letters W2XAX.

When the new station goes on the air it will climax almost a decade of experimentation by CBS which, in 1931, broadcast the first regular schedule of television programs undertaken in this country, using a mechanical system with 60 lines.

CBS has been actively engaged in research and development work in the field of high definition television since the beginning of 1936. At first experiments were carried out on 343 lines, but they soon were continued on today's standard of 441 lines, 30 frames.

The new laboratories located in the CBS building at 485 Madison Avenue, have, in the last two years, developed a complete low power television transmitter suitable for the transmission of motion picture film, either 16 or 35 mm. Certain parts of this equipment will be used in connection with high power transmissions from the Chrysler Building.

Gilbert Seldes will direct the programs to be heard over the television transmitter, and it is believed that before the end of 1939, CBS will be one of the leaders in the television field.

HISTORICAL RESUME OF THE DON LEE BROADCASTING SYSTEM TELEVISION STATION W6XAO

By

HARRY R. LUBCKE

Director of Television

THE television research activities of the Don Lee Broadcasting System started in 1930. On December 23, 1931, television station W6XAO went on the air on the ultra-high frequency of 44,500 kc. on a one-hour-per-day schedule. Transmissions have been made daily, except Sundays, since that time, thereby establishing W6XAO as the oldest television broadcasting station in the United States operating on the now universally utilized ultra-high frequencies. At this early date 80-line images from motion picture film were broadcast. Scheduled transmissions were also made on 49,400 and 66,750 kc. during 1932 and 1933.

In April, 1932, a self-synchronized cathode-ray television receiver was demonstrated under home receiving conditions. In order to give this equipment an unusual test and prove that a power line connection was not required for synchronization, on May 21, 1932, the receiver was taken aloft in a tri-motored transport airplane, and images were received from W6XAO while flying above the city of Los Angeles.

In 1933 motion picture scenes of the damage caused by the Long Beach-Los Angeles earthquake were broadcast, as were scenes of the Stanford - University of Southern California football game, within a few hours after its conclusion. Altogether a total of over eleven million

feet of motion picture film have been telecast by W6XAO.

Research on high-definition television was started in 1934, and in 1935 W6XAO was broadcasting 300-line images.

Starting with an initial power of 150 watts, an increase to one kilowatt was made in the early part of 1938. With this power, image reception was possible at 20 to 30 miles from the transmitter in the cities of Long Beach and Pomona.

Throughout the period of operations, incidental to the telecasts, numerous inventions have been made and patented. Because of the early entry of W6XAO into the electronic television field, some of these are of fundamental importance.

Early in 1938, live subject pick-up equipment was placed in operation. Since then program activities have gone forward until there is now one twice-a-week 15-minute comedy serial, now in its 27th episode, entitled, "Vine Street," one weekly dramatic serial entitled, "The Gibbons Family," and one weekly fantasy currently depicting, "Alice in Wonderland." In addition, educational features sponsored by the University of Southern California, vocal, instrumental, and orchestral musical numbers, excerpts from circus life, fashion and home economic demonstrations, and Hollywood news commentators are telecast.

TELEVISION FOR THE HOME

By

SAMUEL M. SALTZMAN

President of the American Television Corporation

130 West 56th Street, N. Y. C.

A CHECKUP on the reams of published reports on television reveals that.

“Television Is Ready”

“Television Has a Long Way to Go”

“Video Art Just Around the Corner”

“Someone Has Moved the Corner!”

“Experts Concede Big Future for Television”

“Experts Minimize Television Progress”

and so on.

If the reader is confused he can't be blamed. But let us examine the facts. Nearly five years ago the same type of receiving set that works today was tested in Philadelphia and New York and found capable of picking up transmission from the Empire State Building.

1939 Picture

There have been few if any changes in those television receivers since 1934. At that time the best transmitted image was a 240-line picture. The present 441-line standard makes the 1939 version a clearly defined, detailed image of the televised subject. Otherwise, the only appreciable change in receiving sets for the home has been the elimination of two or three tuning knobs and the improvement of cabinet design. These two alterations have had little to do with the enjoyment of picture reception. In short, receiving sets for home use have been ready for many months.

Tele Programs

During those months broadcasters experimented with the transmission of mo-

tion pictures, live talent programs, newsreels and “spot” news events. Their show originated from studio and portable-mobile, or outdoor truck transmitters and were intended chiefly to test improvements in the process of sensitizing and synchronizing the broadcast. The size of the audience was negligible in the matter of the number of receiving sets in use. But great significance is attached to the fact that a great number of such broadcasts have been witnessed by thousands of visitors to the showrooms and laboratories of the American Television Corporation, pioneers in the job of preparing television for the average American home.

The manufacturers of Videor believes that a great audience can be built in the United States by merchandising television sets on a “Model T” basis, a plan that puts the new art within easy reach of the home instead of establishing it as a luxury.

Cathode Ray Tube

On this point, the size of the televised pictures has an important bearing. The

image is seen on the broad end of the cone-shaped cathode ray tube, or kinescope. A tube five inches in diameter gets its power and tuning support from about fifteen other smaller tubes in the receiver chassis. The larger the kinescope, the more intricate and costly the supporting circuit. The proportionate difference in the cost of a set providing a 10 or 12-inch picture is so considerable that its ultimate retail price would be prohibitive for several years to come. But the audiences attending ATC television shows have seen remarkable achievements of video engineering in the use of a 5-inch kinescope, whose image is more than two newspaper columns in width.

Imagine a better-than-two-column picture in your morning newspaper printed on good stock and covered by the finest of "dotted" screens—imagine the characters in such a picture lighting up, becoming active, moving about, talking, expressing themselves in movement and gesture equivalent in clarity to that depicted on the motion picture screen. The entire pictorial basis of your education, in school books, magazines, newspapers and periodicals is in pictures no smaller and no larger than those featured on the ATC Videor screen. By way of emphasis, it is important to repeat that such a screen size permits the virtues of clear definition, vivid detail and reasonable cost.

Picture Tuning

Next to picture size, inquiries often concern picture tuning. Videor is equipped for simple tuning to which radio users have become accustomed. One knob tunes in stations. For some time to come, this tuner will be used infrequently because two or more broadcasters will probably alternate in the use of the same wave length. A second knob achieves precision tuning, and a third functions to bring more light or shade into the subject and serves as the switch that turns the picture on and off.

Nothing will ever completely replace the theatre for amusement and entertainment away from the home, the newspaper for its reportorial account of the news of the world, or the stadium for its sports thrills. But America takes its miracles in stride. It knows television has passed the conversational stage. It is becoming better acquainted with the actual or pro-

jected contributions of RCA, General Electric, Farnsworth, Philco, Zenith and others in the preparation for living picture transmissions. It knows that over 50,000 daily marvel at television reception in London that boasts growing quality as well as frequency. It knows that millions have been spent in successful experimentation. It knows the World's Fair will signal the beginning of permanent public telecasting. It knows that the natural and wholesome competitive spirit that motivates existing radio networks and industrial sponsors will spur television progress.

Tele Sponsors

It is obvious that broadcasters need sponsors; sponsors need audiences; and audiences want programs. But which comes first? The American Television Corporation believes the audience is the first requisite. The audience can be built with reliable equipment. Videor has demonstrated its reliability to thousands of observers in the past year. Regular programs announced in advance would allow dealers to demonstrate the products of ATC and other manufacturers. The same industry-building programs would make the sets useful in the home as sight-and-sound units and in the consequent creation of an audience. With a pioneer audience thus established, sponsors would be offered the most powerful direct selling medium ever devised, and their sponsorship would provide television with its vital bloodstream. No medium better than television will place an advertiser face to face with his customer.

By the same token, public education will be served. Satisfactory tests have been already made of blackboard lectures by a university professor, fashion display by leading designers, defense tactics by the War Department, scientific instruction by filmed demonstration, etc. Experimental audience reactions have been watched closely for some time to determine the kind of program that will be demanded. Radio broadcasters throughout the country have conducted market research to determine the extent of local interest in television and the requirements for becoming a part of the eventual network of public transmitters.

Pioneer Audience

The pioneer audience in television will be participants in one of the most far-reaching and fascinating of all scientific advances. They will witness thrilling progress in the months to come and see history in the making. They will be in at the birth of an art that someone once said had to be born full-grown.

FACSIMILE and THE WORLD'S FAIR 1939

By

DR. JOHN S. YOUNG

Radio and Television Director

New York World's Fair

THE New York World's Fair will emphasize the growing importance of a new type of transmission which has gained wide popularity within the past few months. This new transmission, known as Facsimile, is now in use in the major markets of the United States on an experimental basis but leading authorities of the broadcasting industry prophesy that facsimile will thoroughly be made available to the general public. Therefore, leading manufacturers of facsimile have provided for special displays available to the millions of visitors expected at the Fair.

Facsimile broadcasting, the new medium which flashes pictures, drawings and text directly into the home by radio, will be demonstrated to the public by the Radio Corporation of America in its exhibit building at the New York World's Fair. Two types of this new radio system, which was developed by Charles J. Young, RCA research engineer, after many years of experiment with various types of facsimile systems including the ones now in use for transmission of weather maps to ships at sea and for sending photographs and text across the seas, will be shown.

Facsimile scanning apparatus of the type now being tested by broadcasters will be set up in the main front hall of the RCA building. This will include high-speed facsimile which transmits and reproduces material at the rate of one 8½ x 12 inch sheet every minute, and the type which transmits and reproduces graphic material at the rate of one 8½ x 12 inch sheet every eighteen minutes. The equipment to be used in the slower type facsimile demonstration is the same as that now being used by the St. Louis Post-Dispatch in transmitting a daily facsimile newspaper on an experimental basis.

WOR and the Mutual Broadcasting System have extensive plans for facsimile broadcasting during the operation of the Fair, according to word received from Mr. Alfred J McCosker, Chairman of the Board of MBS. They will operate two of the leading facsimile systems—the RCA equipment on WOR, and the Finch development on W2XUP. Transmissions will be sent out on 710 kilocycles after 1:30 a.m. by WOR, and during the day between 2 and 4 p.m. on 25.7 megacycles by W2XUP. WOR'S "Radio Print" is attracting wide attention.

Many other stations throughout the country are using facsimile. It is because of the interest shown in this new medium that officials of the New York World's Fair in cooperation with the above mentioned firm will emphasize facsimile this Summer.

TELEVISION STATIONS

— IN THE UNITED STATES —

— LOCATION — PERSONNEL — FACILITIES —

W2XAX NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: Wick-ersham 2-2000. STUDIO ADDRESS: Under construction in the Grand Central Palace Bldg. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg. (Construction to be completed by Spring of 1939).

Personnel

Chief Engineer.....Dr. Peter C. Goldmark
Assistant Chief Engineer.....John N. Dyer
Director of Television Programs..Gilbert Seldes

FACILITIES

At present W2XAX is operated with a video power of 50 watts, at 485 Madison Avenue. Later in the Spring transmissions will be continued from the Chrysler Building on high power.

The television transmitter will be installed on the 73rd, 74th and 75th floors of the Chrysler Building. The equipment is designed to handle a video signal with a band width from 30 cycles to approximately 4.25 megacycles. Signals of either positive or negative polarity, as desired, will be radiated. The so-called DC type of picture transmission will be utilized which means that black components in the picture are referred to an absolute and constant value corresponding to a certain degree of modulation of the final carrier. The transmitter is capable of radiating about 12 kw. of power corresponding to the maximum white in the picture, or about 15 kw. corresponding to the peak of the synchronizing pulses. The total input power is about 300 kw. including auxiliary equipment.

The audio transmitter is capable of handling a frequency range from 30 to 15,000 cycles.

The video and audio input and monitoring equipment will be located in a shielded room on the 74th floor where the transmitters are also situated. On the 73rd floor transformers, reactors, motor generators and water cooling equipment will be placed, while the air conditioning equipment will be on the 75th floor.

The antenna consists of two pairs of dipoles horizontally oriented parallel to the building surface, the dipoles being located above each other and about $\frac{1}{2}$ wavelength apart. The structure is repeated on all four sides of the building. The audio antenna is of similar construction yet will possibly consist of only one set of dipoles in order to keep the power of the audio transmitter the same as that of the video and audio carriers to their respective radiators. All antennas will be electrically heated from inside and thermostatically controlled so that detuning due to ice formation will be prevented.

A coaxial cable will carry the video signals from the studio in Grand Central Terminal Building to the transmitter at the Chrysler Building.

The Grand Central Studio, which is 270 feet long and 60 feet wide, has a main control room on the east side of the studio running across practically the full width of the studio. There will be an adequate number of cameras and telecine channels for both film and studio programs.

W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,000 Kc. Sound, 54,000 Kc. POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), Monday, 7:00 to 8:00 P.M.; Tuesday, 7:00 to 8:00 P.M.; Wednesday, 11:00 to 12:00 A.M. and 6:45 to 8:00 P.M.; Thursday, 7:00 to 8:00 P.M.; Friday, 6:45 to 8:00 P.M., and Saturday, 7:00 to 8:00 P.M. Other times experimentally, which are announced on regular schedules.

Personnel

Director of Television.....Harry R. Lubcke
Assistant Director of Television Wilbur E. Thorp
Television Engineer.....William S. Klein
Television Engineer.....Harold W. Jury
Television Producer.....Jaime del Valle
Assistant Producer.....Elbert Walker
Lighting Supervisor.....Lee M. Cannon
Sound Monitor Man.....Richard Brace
Makeup.....A. M. Haberman

FACILITIES

SYSTEM IN USE: High-definition cathode-ray. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup.

PATENTS: United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though of the present high-definition cathode-ray type, are considerably different from those of other television organizations. Within the past year the sale of several of the above patents has been made to another major television organization in the United States. License thereunder has been retained by the Don Lee Broadcasting System.

DEVELOPMENTS OF 1937-1938: "Vine Street" believed to be the first television serial, is televised twice weekly on Tuesdays and Fridays; since November 1, 1938.

"The Tramp," "Swell," "Fire Sale," fifteen-minute plays written and produced especially for television have been given.

"Sports Bullseyes," a regular Mutual-Don Lee Broadcasting System program, has been televised twice weekly since June 3, 1938.

"Happy Homes" by Norma Young, with household demonstrations has been televised since July 6, 1938 on Wednesdays.

"The Television Trio," a swing ensemble, and numerous feminine vocal soloists have been consistently televised.

"U.S.C. on Parade," a University of Southern California program, written and produced by the members of the University especially for television is staged weekly on Thursdays, employs an average of twelve performers, and was started on November 10, 1938.

A clown act by "Jo-Jo" and his troupe is a weekly feature on Wednesday nights.

Hollywood commentators, including George Fisher of Mutual Broadcasting System, and others have been televised weekly.

News and strange fact commentators have been seen and heard nightly since June, 1938.

RECEIVERS: A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach, and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills. Three separately owned receivers are in operation in this city.

PUBLIC DEMONSTRATIONS: Public demonstrations of the Don Lee television transmissions are held weekly by an independent, non-profit organization known as the Hollywood Television Society. The Don Lee public demonstrations, inaugurated in 1936, are currently held at intervals for small groups.

W 2 X V T

PASSAIC, N. J.—EST. 1938

FREQUENCY: 42,000 to 56,000 Mcs. **POWER:** 50 Watts (Sight and Sound). **OWNED AND OPERATED BY:** Allen B. DuMont Laboratories, Inc. **BUSINESS ADDRESS:** 2 Main Ave. **STUDIO ADDRESS:** Same. **TRANSMITTER AND ANTENNA LOCATION:** Same.

FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. The features of this system are the transmission of the actual scanning voltages and their amplification at the receiver.

W 3 X P F

SPRINGFIELD, PA.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. **POWER:** Sight, 250 Watts; Sound, 1000 Watts. **OWNED AND OPERATED BY:** Farnsworth Television, Inc. **BUSINESS AND STUDIO ADDRESS:** Springfield, Pa. **TRANSMITTER AND ANTENNA LOCATION:** Same.

FACILITIES

A new type of television film projector was demonstrated in Philadelphia in March before a group which found pictures possessing contrast and definition. The Farnsworth innovation is a film projector of the continuous type rather than intermittent, which is in general use. Harry S. Bamford of the Farnsworth laboratory developed the projector.

Film travels at a constant speed through the new projector and the picture itself is focused on the cathode area of a dissector tube. Company executives link the projector with the high fidelity dissector tube and describe them as contributions "making it possible to reproduce film with a higher degree of excellence than is usually obtained."

The projector employs two lens disks to secure continuous projection. Each disk carries a total of 24 lenses and rotate in opposite directions. At any instant, however, two lenses are "active in conjunction with each other" due to overlapping.

W 9 X A L

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. **POWER:** Sight, 300 Watts; Sound, 150 Watts. **OWNED AND OPERATED BY:** First National Television

Inc. **BUSINESS ADDRESS:** 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. **STUDIO LOCATION:** Same. **TRANSMITTER LOCATION:** 34th floor, Fidelity Bldg.

W 2 X B

ALBANY—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. **POWER:** Sight, 10,000 Watts; Sound, 3000 Watts. **OWNED AND OPERATED BY:** General Electric Co. **BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS:** Albany. **TIME ON THE AIR:** No stated schedule.

FACILITIES

G.E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This will include positive modulation so-called "waves-shaped" separation and synchronizing signals as contracted to amplitude separation. It is an all-electric system designed to produce a 411 line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric hopes to develop high power transmission at television frequencies and proper modulation of the television carrier signal. It also expects to improve vacuum tubes which will exhibit more favorable characteristics, develop wide band output coupling circuits without sacrificing plate efficiency and increase transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Albany and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

This transmitter is expected upon completion to provide a high signal level to Albany, Troy and Schenectady.

Receivers: Two types of television receivers which have been developed by General Electric will be placed throughout the Schenectady-Albany-Troy area for experimental use. The G.E. receivers represent typical home units in the upper and lower price brackets. One, which is the more simple, is a table-model receiver with a cathode ray picture tube of five-inch diameter and includes the sound accompaniment. The second is of a more deluxe nature and employs a cathode-ray picture tube of twelve-inch diameter. It also includes the sound accompaniment.

Pictures are viewed in a mirror on the under surface of the lid, which is raised at an angle when viewing.

W 1 X A

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. **POWER:** Sight, 10,000 Watts; Sound, 3000 Watts. **OWNED AND OPERATED BY:** General Electric Co. **BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS:** Bridgeport. **TIME ON THE AIR:** No stated schedule.

FACILITIES

This station will, on completion, serve as a locally controlled source of signal for the development of a satisfactory television receiving set. For further information concerning system used, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

W 2 X D - W 2 X H

SCHENECTADY—EST. 1939

FREQUENCY: 42,000 to 56,000 Kc. **POWER:** 40 Watts (Sight, only). **OWNED AND OPERATED BY:** General Electric Co. **BUSINESS AND STUDIO ADDRESS:** Schenectady. **TRANSMITTER AND ANTENNA LOCATION:** Indian Ladder, Heidelberg Hills, N. Y. **TIME ON THE AIR:** No stated schedule.

FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Albany and Bridgeport transmitters. One of the Schenectady transmitters will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

W 1 X G

BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. **POWER:** 500 Watts (visual). **OWNED AND OPERATED BY:** General Television Corp. **BUSINESS ADDRESS:** 70 Brookline Ave.

W 9 X A K

MANHATTAN, KANS.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. **POWER:** 125 Watts, Sound and Sight. **OWNED AND OPERATED BY:** Kansas State College of Agriculture and Applied Science. **BUSINESS ADDRESS:** Department of Electrical Engineering, Kansas State College. **PHONE:** 3-7182. **STUDIO AND TRANSMITTER LOCATION:** Same.

Personnel

Head of the Dept. of Electrical Engineering
R. G. Koeffler
Chief Operator M. W. Horrell

W 2 X B S

NEW YORK CITY—EST. 1928

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Limited service after April 30, 1939.

Personnel

Chief Engineer O. B. Hanson

FACILITIES

This station uses the RCA television system. Broadcasts were experimental up to the present, having been made to a number of experimental receivers at the homes of NBC and RCA officials and technical personnel. With the introduction of limited service, it is believed that general interest will be spurred and that television cannot be considered entirely experimental; nevertheless NBC will continue further experimentation not only in its scheduled television broadcasts but also in connection with its research program.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. has been granted a Construction Permit for W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Telephone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

- a. Political
- b. Motion Picture
- c. Foreign (political and commercial)
- d. Press
- e. Advertisers (manufacturers)
- f. Advertising agencies
- g. Artists (talent and musicians)
- h. Naval and Military
- i. Educational
- j. Financiers, Bankers
- k. Retailers
- l. Radio Station men
- m. Trade associations
- n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

W 3 X E

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule.

Personnel

Engineer in Charge Albert F. Murray

FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

W 3 X P

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

Personnel

Engineer in Charge Albert F. Murray

FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

W9XG

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

Personnel

Head of School of Electrical Engineering
C. Francis Harding
R. H. George
H. J. Heim

FACILITIES

This station uses a television system that has been developed at Purdue University.

W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

W3XAD

CAMDEN, N. J.—EST. 1931

FREQUENCY: 124000 to 130000 Kc. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter is 2.5 mc. on each side of the carrier. This band width is determined by measuring the overall frequency characteristics of the system.

W3XEP

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter is 2.5 mc. on each side of the carrier.

W10XX

PORTABLE—MOBILE

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: Sight, 50 Watts; Sound, 50 Watts. OWNED AND OPERATED BY: RCA Mfg. Co. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is a portable unit used in conjunction with other television transmitter operated by the RCA Mfg. Co.

W9XK

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

W9XUI

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

W9XZV

CHICAGO, ILL.—EST. 1938

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: Berkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Experimental, no stated schedule.

EXPERIMENTAL FACSIMILE BROADCAST STATIONS

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public. Licenses are authorized on an experimental basis and no charge may be made for the transmission of programs.

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Frequency Kilocycles</i>	<i>Power Watts</i>	<i>Emission</i>
Bamberger Broadcasting Service New York, N. Y.....	W2XUP	31600, 35600 38600, 41000	100	A2
The Evening News Association Detroit, Mich.	W8XTY	31600, 35600 38600, 41000	150	A2 & Special (C.P. only)
The Pulitzer Publishing Co. St. Louis, Mo.....	W9XZY	31600, 35600 38600, 41000	100	A2
Radio Air Service Corp. Cleveland, Ohio	W8XE	31600, 35600 38600, 41000	50	A2
Radio Pictures, Inc. Long Island City, N. Y.	W2XR	1614, 2012, 2398, 23100, 41000 86000-400000	1000	A3 & A4
Sparks-Withington Co. Jackson, Mich.	W8XUF	31600, 35600 38600, 41000	100	A2
Star Times Publishing Co. St. Louis, Mo.....	W9XSP	31600, 35600 38600, 41000	100	A2
The Yankee Network, Inc. Sargents Purchase, N. H.....	W1XMX	41000	500	A2
W. G. H. Finch Laboratories, Inc.* New York, N. Y.....	W2XBF	31600, 35600 38600, 41000	1000	A2, A3 & Special

* Licensee is primarily a facsimile experimenter but, due to the fact that both voice and facsimile programs will be transmitted, the FCC classifies station as an Experimental Broadcast Station.

RADIO BROADCAST STATIONS GRANTED SPECIAL TEMPORARY EXPERIMENTAL AUTHORIZATIONS FOR TRANSMISSION OF FACSIMILE SIGNALS

<i>Call Letters</i>	<i>Licensee and Location</i>	<i>Frequency Kilocycles</i>	<i>Power Authorized Watts</i>
KFBK . .	McClatchy Broadcasting Co..... Sacramento, Calif.	1490	10000
KMJ . .	McClatchy Broadcasting Co..... Fresno, Calif.	580	1000
WBEN . .	WBEN, Inc. Buffalo, N. Y.	900	1000
WGN . .	WGN, Inc. Chicago, Ill.	720	50000
WHK . .	Radio Air Service Corp..... Cleveland, Ohio	1390	1000
WHO . .	Central Broadcasting Co..... Des Moines, Iowa	1000	50000
WLW . .	Crosley Radio Corp..... Cincinnati, Ohio	700	50000
WOR . .	Bamberger Broadcasting Service..... Newark, N. J.	710	50000
WSM . .	National Life & Accident Insurance Co..... Nashville, Tenn.	650	50000

TELEVISION ★ ABROAD ★

Foreign television in 1938 emerged from the laboratory and entered the studio with regular transmissions for public reception service. The result has been to bring closer to a listening and seeing public a new and potential force in educational and social life as well as the entertainment world.

ENGLAND

The year of 1938 marked the completion of one year of public television service in Great Britain. Discounting a large percentage of the published reports as extravagant or prejudiced, still it cannot be doubted that, as far as the public service television is concerned, England has made the most notable progress and led the world with the beginning of 1939. The official first anniversary of British public television service was celebrated on November 2, 1937. A more important date, however, was February 5, 1938, which marked one year's operation of telecasting under the accepted Marconi-E. M. I. system of television.

The British have made much progress in the television art during 1938. Upwards of 250 people were and are now engaged at Alexandra Palace (BBC television headquarters) in telecasting a minimum of two hours daily for general public reception and one additional hour for trade demonstration purposes. Beginning on April 3, Sunday programs lasting one hour were also introduced. The daily transmissions are regularly scheduled to last one hour: from 3 to 4 p.m. and from 9 to 10 p.m. These regular programs have extended more times than not, so that complete programs could be presented. The extension of the hourly schedules, although not official, has been due in part to pressure from manufacturers of receiving sets who have claimed that restricted hours of transmission have lessened the demand for sets.

Program Production

The British supremacy in television is admittedly on the program production side. Successful transmissions of both indoor and outdoor (special events) sub-

jects have been made during 1938. Mention may be made of the televising of the whole first act of a performance of "The Melody That Got Lost" which was playing at the time at the Phoenix Theater in London. In connection with this transmission all the stage property used at the theater for the play was transported to the studios at Alexandra Palace. Following this transmission, the BBC televised a Rugby football match for the first time (in March). Viewers were able to see the entire match. Three cameras were used for the television transmission; views of the whole field and also sections in close-up were shown on the screens of the receiving sets tuned to this program. Other successful telecasts during 1938 included the start of a river boat race by the BBC mobile unit, the Trooping of the Colour, tennis matches at Wimbledon, the world swimming championship, a cricket match, etc. These transmissions have been reported favorably not only by the British press but also foreign observers who are mostly of the opinion that great strides have been made by the BBC in television program technique (especially outdoors) despite the curtailed amount of money available for this experimentation. In addition to the above mentioned programs, the regular television schedule during 1938 has included talks, opera, dances, orchestral music, variety, etc.

Expansion of Studios

In connection with the activities of English television it was announced early in 1938 that the studios at Alexandra Palace were to be enlarged and provided with better furnishings. This work was started in June and when finished will afford the BBC with two studios with completely modern equipment and cameras. (The new studio is to be equipped with cameras of the new Emitron type which give sharper and clearer definition and more depth to the picture.)

The fact that British television experimentation is carried on with the use of public funds has caused demands from other parts of England (other than London) to be included in the benefits of television. At the present time studies are being made to make this possible by either the use of cabled service or by the establishing of individual stations in other centers of population.

At least 17 British companies are manufacturing television receivers. No official statistics are available regarding the number of sets in use but in view of the limited area which can be effectively supplied with programs from Alexandra Palace and the relatively high cost of receiving sets it is thought that comparatively few are owned privately, the majority being in the hands of retailers for advertising purposes and hotels, bars, cafes and dance halls for the amusement of their patrons. Nevertheless it might be stated that of the reported figures of from 2,000 to over 10,000 sets, the larger figures is very likely the more reliable. The government has tried to give impetus to the sales of receiving sets by guaranteeing satisfactory reception from existing models for the next three years. Manufacturers are also assisting in attempting to increase the number of sets in use by their reductions of the prices for receivers. Prices have been reduced during the past year and sets are now selling for from 65 to 80 guineas as compared with prices of 120 to 195 guineas formerly. The General Electric, Ltd., has a set to be attached to a short wave receiver that retails for 35 guineas. The average size of the screen used in these receivers is approximately 8 by 12 inches depending on the price.

FRANCE

The most significant progress in French television during the past year has been the inauguration of daily service, two and one-half hours daily, from the world's most powerful television transmitter located atop the Eiffel Tower in Paris. This transmitter is operating with a power of 25,000 watts, which is more powerful than English, German or American television stations. The results, if reports are to be believed, justify the high wattage; signals of the Eiffel transmitter have been viewed at Brighton, England, 180 miles distant.

Television Companies

Little knowledge of actual progress in France has been forthcoming. It is

known, however, that three companies are actively engaged in television experimentation: (1) Compagnie des Compoteurs (2) Gramont Compagnie (3) La Radio-Industrie. Practically all television in France at present employs mechanical scanning at the transmitter although some electronic scanning is being done in connection with laboratory work. Besides the Eiffel transmitter, the French Ministry of Posts, Telephones and Telegraphs completed during 1938 the construction of a special television studio in Paris which feeds its daily schedule through the use of a coaxial cable to the transmitter.

French television transmission for the general public is accomplished entirely by mechanical scanning, using a 180-line disc scanner and a transmission speed of 25 pictures per second, the direction of the scanning being from left to right, top to bottom. Nevertheless, various receiving sets in use are equipped with a cathode ray tube of the conventional type used in the electronic system and giving a picture approximately 5 by 7 inches on the fluorescent screen. Observers have reported that although flickers result because of the comparatively low scanning speed, the pictures are surprisingly clear considering that only 180 lines are used. Experiments use both direct pickup and film as television subjects. French technical workers are continuing to concentrate on increasing the technical limits of perfection in pictures, using a relatively small number of lines rather than attempting to increase the number of lines used for scanning. The one possible exception is the Gramont Co., which operates a 240-line scanning disc at its transmitter, using an interlaced system which transmits 25 pictures per second. Advertised prices for television receiving sets in France range from 995 francs to 1,825 francs, the latter price being for a deluxe model. Console sets run as high as 7,500 francs.

GERMANY

German experimental transmissions are being conducted from a transmitter on the Amerika-Haus in Berlin. Power used is between 15,000 and 20,000 watts, or approximately the same as the wattage used in London, which is rated at 17,000 watts. The definition in German experiments is very similar to that used in the United States, 441 lines and a frame frequency of 25 per second. Besides the Berlin transmitter, two other transmit-

ters are planned: one on the Brocken in central Germany and one in the Taunus Mountains in the west, all to be connected with co-axial cables. Studios are designed for six-camera operation.

Two companies are carrying on the television research: (1) Telefunken Co. (2) Fernseh Co. Laboratory experiments are being conducted with cathode ray tubes at both the transmitter and receiver. However, all public demonstrations are still based on mechanical scanning at the transmitter and a standard cathode receiving tube at the receiver. German experiments are highly developed as to refining the equipment at the transmission end by means of carefully ground disc scanners of the lens type. Great attention is placed on mechanical precision in the construction equipment.

Large Screen Reception

Experimentation in Germany during the past year has included a demonstration of enlarged television pictures. Fernseh A. G., which has a cross-licensing agreement with Farnsworth in U. S., demonstrated television reception on a screen 12 foot by 10 foot. German researchers have also attempted 700-line definition with the use of 26-inch cathode ray tubes in their efforts to gain television supremacy for their country. As far as general public reception is concerned, the cost of receivers have limited the public acceptance of television. The cost of receivers range between \$175 and \$1,000, with \$320 as an average. Some manufacturers claim to produce television receivers at less than 500 marks but purchase of such receivers is difficult.

The Post Office is in charge of television developments and is making constant experiments. Although extensive progress has been claimed, little of this has been reflected in either private receivers or transmissions, indicating that the reported progress is probably more in the field of military developments.

At the recent Radio Show table television sets were exhibited with a frame size of 17x20 cm., which are intended as supplementary apparatus to regular radio receivers. Small television sets have been developed which incorporate both television and sound or sound only. The frames in these are very small. There are also receivers projecting pictures on a screen by means of the "Braun'sche tube giving 40x50 cm. views. So far regular production of television sets has not been undertaken.

Public television service in Berlin was announced for October, 1938, but has been postponed indefinitely because of labor shortage and other considerations.

The transmitter in these demonstrations is designed to operate on a frequency of 44 megacycles for pictures and 44.7 megacycles for sound. The "observing" studios are furnished with receiving sets that accommodate 8 to 10 people each; one room is fitted out with a larger screen which allows approximately 100 people to view television images simultaneously from any point in the room.

JAPAN

According to articles appearing in Tokyo newspapers in September, the Japan Broadcasting Association expects to begin public television broadcasts early this year, following the removal of JOAK to its new "Radio City" quarters. A television studio is being provided on the third floor of the new building and permission has been secured to erect a 328-foot experimental antenna, which will be second only to the 1,017-foot tower used for radio broadcasting at Kawaguchi. The new antenna will be erected adjacent to JOAK's transmitter and aerial for sound broadcasting. In addition to this activity, a site for another antenna has been acquired next to the Association's television research laboratory and a large television studio is nearing completion at that point.

Preparations for preliminary experimental telecasts are already under way. A committee of experts has approved the use of the iconoscope, employing a cathode tube, instead of the mechanical scanning disc and has settled upon a standard of 441 scanning lines per unit, the same as used in experiments in the United States. Actual research is being carried on by a staff of men under Dr. Kenjiro Takayanagi, former professor at Hamamatsu Higher Technical School. Experimenters have made a concession in their demands for the use of a 20,000 watt transmitter and the first television broadcasts, according to latest plans, will employ 1,000 watts at the transmitter. Laboratory research workers of the Japan Broadcasting Association have already completed testing television street vans and the use of a mobile unit will undoubtedly play a large part in future experimentation. Possibility for chain broadcasting is also being considered through the use of coaxial cable especially designed for television transmission.

Use of Mobile Unit

Professor Takayanagi, whose work is being financed by the semi-official Japan

Broadcasting Association, places special emphasis on mobile telecasting and as early as 1937 has had equipped four automobiles for experimentation; one carries the iconoscope; another, the image transmitter; the third, a sound transmitter; and fourth, receiving apparatus. The first three cars can be rushed to the scene of the action to be transmitted, while the fourth car is free to travel to any location which is convenient for receiving. The mobile unit, according to Takayanagi, is useful for news reporting and also for purposes of entertainment. Success of public television in Japan as in other countries, is dependent on reducing the price of receiving sets to popular levels; the present television receivers retail at 1,000 yen.

ITALY

With only a passing reference to those owning present-day receiving sets, the press in large headlines has proclaimed the early initiation of television transmission in Italy, asserting that the studio of E.I.A.R. is so complete that it is only necessary to give the finishing touches. The press also unhesitatingly stated that the equipment for the regular transmission of motion picture films is complete to the last detail: . . . "The entire transmission plant which consists of all equipment that is most up-to-date in the field of television" is actually being tested.

Continuing, the press reports that conservative estimates place the number of Italians who regularly follow the program (radio) of E.I.A.R. at 5,000,000. This figure, it is claimed, will be greatly increased when during the coming year the 50 television transmitting stations are installed.

The press is silent as to the use which the 50 television transmitting stations will be put and no indication is given as to how the service offered by such stations is to be utilized. Unless the present Italian receiving sets can be so adapted as to bring the new services into the homes of owners of such sets, the proposed 50 transmission stations will operate for a very favored few.

Inquiry at the leading dealers indicates that unless the unforeseen takes place, television, as the practical result of the present experiments, will not be available to the masses for another 18 months. Transmission will be on a 5 meter band, and it is reported that enthusiasts will have to make an outlay of between 2,500 and 3,000 lire for a set

which will enable them to enjoy television, it being claimed that no addition or alteration to ordinary receiving sets can be made so that they may be used for televisions. Dealers are neither enthusiastic nor optimistic.

RUSSIA

Little news concerning television has been forthcoming from Russia. However, it is known that there is some television experimentation in the Soviet. Early in 1938 a successful test was made of a new television station in Moscow by showing, on a screen 14x19 centimeters, a band marching along a street; the sound of the band-music accompanied the picture.

The Moscow television center, begun in October, 1936, is equipped with transmitters and equipment of American manufacture; the studio has an area of 280 square meters and is brilliantly decorated. At present there are only 10 receiving sets in operation. Plans for placing receivers in clubs and homes have been made but stress at the present time is being placed on choice and types of transmitters. Evidence of this fact is found in a newspaper item which reported an experimental program in which images and sounds received on special recorders were sent out by 4 television transmitters, one of them of Soviet manufacture. Reception was reported as reasonably satisfactory.

NETHERLANDS

There is only one company engaged in Television experimentation in the Netherlands. That firm is known as the Philips Co. (Full name: N. V. Philips, Gloeilampenfabrieken, Eindhoven).

Dutch experiments in television are largely based on the American system known as the RCA or Zworykin system, which is available to Philips through their patent agreements. Scanning ranges from 180, 240, 360, 375 or 405 scanning lines. Present development allows the scanning of 25 pictures per second as well as the inter-laced system of scanning. Experiments are being carried on in the transmission of live talent as well as the use of film projection. Dr. Van der Pol is directing the research in the Netherlands.

IMPROVEMENTS IN LIGHTING

By

J. G. SALTZMAN

EXPERIMENTS in television lighting are being conducted by J. G. Saltzman, Inc., lighting equipment firm which has pioneered in many other improvements in the broad field of photographic lighting equipment. With the increased demand for better photographs, as evidenced by the large number of photographic magazines as well as the increased use of photos in general magazines, photographers have devoted increasing care to the selection of their lighting equipment.

The Saltzman firm has aided them considerably through its development of improved lighting equipment. A special type of enlarging machine as well as overhead vertical, counterbalanced and mobile lighting equipment have been notable advances in the field.

Special portable high power lamps for color work as well as portable counter-balanced camera stands have been other improvements that have marked the consistent advances of this firm. Experiments resulted in the Trans-Lux system of background lights. The firm has also made special equipment for the U. S. government as well as CBS and NBC's photographic studios and outstanding commercial photographers.

After marked success in these various phases of developing lighting equipment—usually built to individual orders—the lighting company is conducting extensive experiments in developing suitable television lighting apparatus. Lighting will be one of the vital factors in successful television. The firm is cooperating with General Electric and American Television Corp. engineers in developing this equipment.

Television's special lighting requirements, such as apparatus for shooting sport scenes, including boxing and wrestling, as well as other television material, will require utmost flexibility of equipment. It must be easy to handle and easy to operate in order that the television "eye" will catch all the important details necessary in furnishing good television programs. Slow-moving, cumbersome lighting equipment would be of little use. The Saltzman company's success in developing modern, easy-to-handle and accurate equipment for photographers is now being applied to television to aid this newest of industries to furnish outstanding entertainment.

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my daughter & i—whn—mon. wed. & fri.—12:30

what type are you—wmca—wed.—3:15

the beauty shop—recordings

my boss—recordings



radio producers—artists representatives—publicity



BACKSTAGE



RADIO PRODUCTION DURING 1938

By

NORMAN S. WEISER

NINETEEN THIRTY-EIGHT, from a production viewpoint, was truly "radio's greatest year," surpassing anything in the history of broadcasting to date, and setting a high mark for the industry to shoot at during 1939. For the first time, the three major networks, CBS, MBS and NBC, exceeded the \$70,000,000 mark in combined gross billings for a 12-month period. NBC, with its Red and Blue networks, also chalked up the highest single network billings of any one year by surpassing the \$40,000,000 mark. Television lived up to advance notices, creating the greatest stir in the industry, and promising to become an actuality before 1939 has run its course.

Program production in Hollywood continued to flourish, with the wealth of "name" material available growing day by day. The Screen Actors Guild brought the closest alignment of motion pictures and radio into being when it entered the radio picture late in 1938 under the sponsorship of Gulf Oil, thereby making every actor, producer, writer and technician available for air appearances. CBS and NBC both completed construction of new radio centers in Los Angeles and held gala openings for all to view the new facilities that proved to be the acme in radio production and operation.

Networks continued their expansion programs insofar as the addition of affiliates was concerned. NBC added 25 outlets, bringing their total network to 168 stations; CBS, with 10 additions, brought its total number of affiliates to 117, and MBS, youngest of the three coast-to-coast chains, added 35 stations, including the entire Texas State Network, to bring its total number of affiliates to 110.

Unions became a recognized part of radio during the past year, affecting production from numerous different angles. The AFM concluded negotiations with

radio stations, American Federation of Radio Artists concluded negotiations with the networks regarding the work of sustaining artists, then opened negotiations with the AAAA regarding artists appearances on commercial broadcasts, ACA held its annual convention in New York City, and announced that by the summer of 1939 more than 100 stations would be signed up. AGRAP continued to operate quietly and efficiently in behalf of the announcers and producers comprising its membership.

Perhaps the most noticeable cycle to come to radio during 1939 was the classical music series. Toscanini and the NBC Symphony proved to be a definite success, while CBS made plans to sell its New York Philharmonic series as a \$1,000,000 cooperatively sponsored show. Audience participation series also flourished, with "Information Please" and Kay Kyser's College pacing the field. Orson Welles made radio history with his realistic production of the "Men From Mars" broadcast over CBS, and the entire radio industry took a bow on its coverage of the European Crisis, the greatest mass production job in the history of broadcasting. Script shows maintained their huge listening audiences, and the usual demands to cut "blood and thunder" from the children's programs were heard throughout the year.

While the old adage, "there is always room for improvement" still holds true, as proven during the course of 1938, the broadcasting industry has already reached a high plane of perfection. Just what major developments will occur during 1939 no one can determine at this date, but one thing is certain, television will be on exhibition, to either rise or fall, by its actions during the ensuing year.

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MUTUAL—4:30 P. M. E.S.T.
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RULES AND REGULATIONS OF FEDERAL COMMUNICATIONS COMMISSION REGARDING OPERATION OF RADIO BROADCAST STATIONS

GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

Share-Time Stations

If the license of a sharing time station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

If the licenses of sharing time stations do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this order the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate

time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of sharing time stations are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a limited time station that is authorized to resume operation at the time the unlimited time station on the same frequency ceases operation, shall, with each application for renewal of license, file in triplicate a copy of his regular operating schedule, signed and approved by the licensee of the unlimited time station. Upon receipt of such operating schedule, properly executed, the Commission will affix its file mark, retain 1 copy, forward 1 copy to the inspector in charge, and return 1 copy to the licensee of the limited time station, who shall post it with the station license, and it shall be considered as a part thereof.

If the licensees of the limited time and

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A listener says . . .

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A station manager says . . .

"Anything Can Happen is one of the most interesting programs we have on the air. That is not only my personal feeling, but it is also the reaction as shown by our listeners and sponsor."

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unlimited time stations are unable to agree upon a definite time for resumption of operation by the limited time station, the Commission shall be so notified by the licensee of the limited time station. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Any broadcast station, other than a day or limited time station, that is licensed for operation part time on a channel on which the entire available broadcast time (i.e., the broadcast day) has not been designated for use in the same geographical area, may operate only during the hours specified in the license.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

In all cases where specific hours of operation are fixed in the license any deviation or departure therefrom, except as authorized by the Commission, shall be considered as a violation of the material terms of the license.

Completion of Construction

Upon completion of construction of a broadcast station in exact accord with the terms of the construction permit, and prior to the filing of application for license, the permittee is authorized to test the equipment between the hours of 1 a.m. and 6 a.m., local standard time, for a period not to exceed 10 days: *Provided*, That the Commission and the inspector in charge are notified two days in advance of the beginning of such equipment tests: *And provided further*, That the Commission may cancel or change the period and, or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

When construction is completed in exact accord with the terms of the construction permit, and after an application for station license has been filed with the Commission, showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accord with the equipment, power, frequency, and hours of operation specified in the construction permit, for a period not to exceed 30 days: *Provided*, That the Commission

and the inspector in charge of the proper district are notified two days in advance of the beginning of such program tests: *And provided further*, That the Commission may cancel or change the period and, or date, of the beginning of such authority as may appear to be in the public interest, convenience and necessity.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however*, That when the license specifies average time of sunset, local standard time shall be used.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation on this frequency shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

Station License

The station license shall be posted in a conspicuous place in the room in which the transmitter is located, and the license of the station operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

The licensee of each station shall keep a licensed operator or operators of the grade specified by the secretary of the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

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charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's license which he holds.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. Program

a. An entry of the time each station and call announcement is made, with an indication of the type of announcement.

b. An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., with the time of the beginning and ending. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

B. Operating

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

- (1) Operating constants of last radio stage (total plate current and plate voltage).
- (2) Antenna current.
- (3) Frequency check.
- (4) Temperature of crystal control chamber.

Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Government representatives.

The exact form of logs is not prescribed, but they shall be kept in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

Call Letter Announcements

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

Mechanical Reproduction

Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;
2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a



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record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Rebroadcast Programs

The licensee of any broadcast station, may, without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided*, That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Commission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station. (A licensee of an experimental relay broadcast station may authorize the rebroadcast of the programs of such station by any station outside the limits of the North American Continent without permission from the Commission. No licensee shall authorize any station within the limits of the North American Continent to rebroadcast the programs of an experimental relay broadcast station without express authority of the Commission, which authority will be granted only after a satisfactory showing that no wire or other facilities exist for reaching the area served by such proposed rebroadcast.)

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office

which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Distress Signals

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

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Actual Case History

The Spot" . . .
in Miami. Wants
agency find only
to complete job on
executives' desk in
the speed of this survey
Within easy reach of every
trained bonded representa
notice ▶ That explains why
Federal studies for accurate
wait until the last minute to find
touch with a Ross Federal repre
many ways you can profitably

Thanksgiving Eve, 1938 . . . Major Network "On
Client with new program needs listeners' coincidental check
tabulated information Saturday morning. Network and
Ross Federal has resident trained representatives enough
time. Saturday morning finds completed survey on
New York ▶ Astonishing to the network executives,
was and is just every day work to Ross Federal.
community, town, village and city, there are
tives ready to go into action at a moment's
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