

NEBRASKA

(284,100 radio homes, or 81% ownership among the State's total of 352,000 families. Urban ownership is 120,100, or 93% of urban families; rural ownership is 164,000, or 74% of rural families.)

Radio Homes by Counties

Adams	5,480	Frontier	1,510	Nance	1,600
Antelope	2,770	Furnas	2,470	Nemaha	2,640
Arthur	210	Gage	6,370	Nuckolls	2,560
Banner	280	Garden	930	Otoe	4,210
Blaine	280	Garfield	630	Pawnee	1,860
Boone	2,640	Gosper	760	Perkins	1,020
Box Butte	2,560	Grant	290	Phelps	2,060
Boyd	1,280	Greeley	1,410	Pierce	1,970
Brown	1,110	Hall	6,120	Platte	3,880
Buffalo	5,240	Hamilton	2,470	Polk	1,960
Burt	2,500	Harlan	1,720	Redwillow	2,890
Butler	2,780	Hayes	610	Richardson	4,080
Cass	3,750	Hitchcock	1,350	Rock	590
Cedar	2,830	Holt	2,910	Saline	3,630
Chase	980	Hooker	230	Sarpy	1,900
Cherry	1,920	Howard	1,890	Saunders	4,090
Cheyenne	1,970	Jefferson	3,540	Scotts Bluff	5,400
Clay	2,810	Johnson	1,850	Seward	3,150
Colfax	2,350	Kearney	1,590	Sheridan	2,010
Cuming	2,510	Keith	1,290	Sherman	1,620
Custer	4,850	Keyapaha	550	Sioux	790
Dakota	1,850	Kimball	870	Stanton	1,380
Dawes	2,350	Knox	3,380	Thayer	2,680
Dawson	3,540	Lancaster	23,500	Thomas	290
Deuel	730	Lincoln	5,040	Thurston	1,720
Dixon	2,090	Logan	340	Valley	1,820
Dodge	5,660	Loup	300	Washington	2,420
Douglas	55,840	McPherson	250	Wayne	1,960
Dundy	1,000	Madison	5,350	Webster	2,040
Fillmore	2,640	Merrick	2,120	Wheeler	370
Franklin	1,830	Morrill	1,680	York	3,560

KMMJ, GRAND ISLAND

Operator: KMMJ Inc., Radio Bldg. **Phones** 703 (4). **Power:** 1,000 watts on 740 kc (daytime). **Affiliation:** None. **Opened:** September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

President: Don Searle.* **Station manager, publicity director:** Randall Ryan. **Program and musical director:** Mott Johnson. **Chief engineer:** Marvin Price. **Artists bureau head:** Verne Wilson.

Rep: Howard H. Wilson Co. **Seating facilities:** Auditorium, capacity 400. **Merchandising:** Send letters to dealers and salesmen, charging advertiser only for postage or special printing. **Foreign language**

programs: Accepted. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Don, Helen, and Harry Searle, and Herb Hollister.* **Base rate:** \$100.

Copy restrictions: Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 12:45 P.M., 3:30 P.M., 4:45 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday; noon-12:15 P.M., Sunday.

* General manager of KANS, Wichita, Kans.

KGFV, KEARNEY

Operator: Central Nebraska Broadcasting Corp., Box 14. **Phone:** 31551. **Power:**

* Also general manager of KFAB-KFOR, Lincoln, and KOIL, Omaha, Neb.

NEBRASKA STATIONS—Continued

250 and 100 watts on 1310 kc. **Affiliation:** None.

Station manager, chief engineer: Walter M. Ely. **Commercial manager:** Warren J. Binkley. **Program director:** Fred Christensen.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Direct mail, poster distribution, dealer tie-ins, dealer contacts, market information and other "reasonable services" rendered gratis except for postage and printing costs. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: All contracts subject to approval of the management, and State and Federal regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45 A.M., 12:45 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday.

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha.) **Phones:** B-3214 (Lincoln); Jackson 7626 (Omaha). **Power:** 10,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL, and KFOR, and is affiliated with the Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Lincoln manager:** Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jiggs Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300 persons; Hotel Lincoln ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted. **E. T. library:** World. **News:** INS. **News periods:** 6-6:15 A.M., 7-7:15 A.M., noon-12:15 P.M., 5:30-5:45 P.M., all Monday through Saturday.

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., Hotel Lincoln. **Phone:** B 3214. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927. (Note: KFOR is affiliated with the Nebraska State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

General manager: Don Searle. **Lincoln**

manager: Jud Woods. **Commercial manager:** Frank Pellegrin. **Program director:** Jack Hanssen. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 8 A.M., 11 A.M., 1 P.M., 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday; 1 P.M., 8 P.M., both 15 minutes, both Sunday.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. **Phone:** 20. **Power:** 1,000 watts on 1060 kc (daytime). **Affiliation:** None. **Opened:** July 15, 1922. (Note: This station is owned by the Norfolk Daily News.)

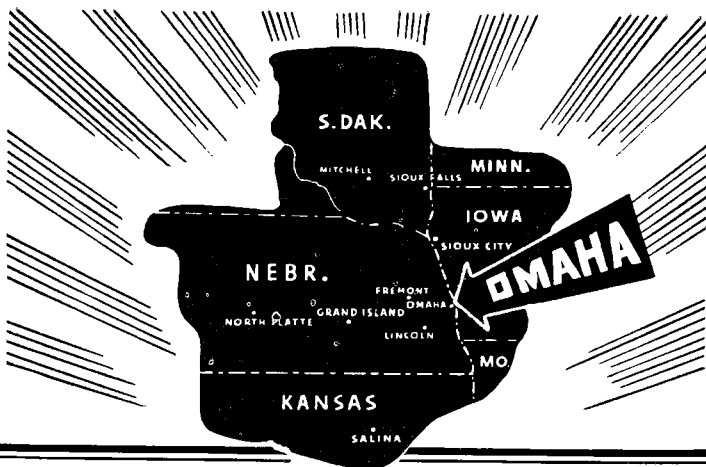
President: Gene Huse. **Chief engineer:** Frank Weidenbach. **Musical director:** Russell Jensen. **Manager:** Art Thomas.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noon or near children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 P.M. **E. T. library:** Lang-Worth. **News:** AP. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 4:15-4:30 P.M., all Monday through Saturday; 12:45-12:50 P.M., Sunday only.

KGNF, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. **Phone:** 132. **Power:** 1,000



NEBRIOWA*

In the Exact Center of the Nation

Alert time-buyers look to the rich middle-west for the "plus" business made possible by grain and livestock incomes aggregating billions of dollars annually.

WOW blankets an important part of the farm belt—serves portions of six states—is the preferred station of Nebriowa. WOW covers the "market basket of the nation," takes advertisers into the homes of millions of responsive, able-to-buy middlewesterners.

* *NEBRIOWA*—as Shown Above, *WOW's Territory.*

A "Must" Station on Every Spot Schedule

590 Kilocycles
John J. Gillin, Jr.
Manager
On the NBC Red Net

WOW
OMAHA, NEBRASKA

Owned and Operated
by the Woodmen of
the World Life In-
surance Society.

NEBRASKA STATIONS—Continued

watts on 1430 kc (operates to sunset). **Affiliation:** None. **Opened:** July 5, 1930.

President, station manager: W. I. Le Barron. **Commercial manager:** Joe di Natale. **Program director:** Dorothy Roberts. **Chief engineer:** J. B. Eaves.

Rep: None. **Seating facilities:** Small auditorium seats 50. **Merchandising:** Yes; partial service. **Foreign language programs:** Will accept on same basis as English programs. **Artists bureau:** None. **Stock:** Principal holders are W. I. Le Barron and V. J. Le Barron. **Base rate:** \$55.

Copy restrictions: "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7:15 A.M., 8:15 A.M., 10 A.M., noon (local news), 12:30 P.M., 3 P.M., 4:30 P.M., 6:15 P.M., 6:30 P.M. (duration of newscasts not listed), all Monday through Saturday.

KOIL, OMAHA

Operator: Central States Broadcasting Co., 17th and Farnam. **Phone:** Jackson 7626. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliated with Lincoln Star and Nebraska State Journal.)

General manager: Don Searle. **Commercial manager:** Frank Pellegrin. **Program director:** Harold Hughes. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** No set policy; depends on program, time of day, etc., for acceptance. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer accepted; no wines and liquors; patent medicine commercials carefully checked. **E. T. library:** World. **News:** INS. **News periods:** 7:30 A.M., 10 A.M., 12:30 P.M., 6:45 P.M., all 15 minutes, all Monday through Saturday; 10-10:15 P.M., Monday through Friday; 10:30-10:45 P.M., Saturday only; 12:30 P.M., 6 P.M., 9:45 P.M., all 15 minutes, all Sunday only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-owned by the World Herald; call letters previously were WAAW.)

Manager: Vernon H. ("Bing") Smith. **Assistant manager:** Frank E. Shopen. **Program director:** Orville E. Weimer. **Chief engineer:** Walter F. Myers.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Newspaper publicity; window displays; dealer tie-ups; all services rendered on a cooperative basis. **Foreign language programs:** Music directed at foreign-speaking audiences accepted, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and light wines; no hard liquor advertising; medical accounts subject to station approval. **E. T. library:** Standard. **News:** UP; also from World Herald. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 6:30-6:45 P.M., all Monday through Saturday; 9:30-9:45 A.M., 1-1:15 P.M., 3:45-4 P.M., Sunday only.

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society. **Phone:** Webster 3400. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Basic Red. **Opened:** April 2, 1923.

Personnel director: William Ruess. **General manager:** John J. Gillin, Jr. **Promotion manager:** Howard O. Peterson. **Program manager:** Harry Burke. **Chief engineer:** Wm. J. Kotera. **Production manager:** Lyle DeMoss. **Musical director:** Freddie Ebener. **Publicity director:** Bill Wiseman.

Rep: John Blair & Co. **Seating facilities:** Studio, 50 persons; auditoriums and theatres with larger capacities available. **Merchandising:** Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; can, however, supply talent, latter receiving actual price charged by station. **Base rate:** \$320.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations. **E. T. library:** Thesaurus; N.A.B. **News:** UP. **News periods:** 6 A.M., 7 A.M., 11:30 A.M., 12:30 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 12:15-12:30 P.M., 10:30-10:45 P.M., Sunday only.

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., Inc., 1517½ Broadway. **Phone:** 856. **Power:** 250 and

NEBRASKA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 15, 1930.

General and station manager: L. L. Hilliard. **Commercial manager:** R. M. Stewart. **Program and musical director:** Bill Walter. **Chief engineer:** Harland Morrison.

Rep: None. **Seating facilities:** Can accommodate 35 persons. **Merchandising:** Full cooperation rendered gratis. **Foreign**

language programs: Accepted. **Artists bureau:** None. **Stock:** Entirely held by L. L. and Ruth K. Hilliard. **Base rate:** \$30.

Copy restrictions: No formal rules listed. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 6:45 A.M., 10 A.M., 12:15 P.M., 2:15 P.M., 6:15 P.M., 7 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

NEVADA

(28,500 radio homes, or 95% ownership among the State's total of 30,000 families. Urban ownership is 11,000, or 91% of urban families; rural ownership is 17,500, or 97% of rural families.)

Radio Homes by Counties

Churchill	1,600	Humboldt	1,270	Ormsby	680
Clark	2,880	Lander	710	Pershing	810
Douglas	500	Lincoln	980	Storey	280
Elko	2,880	Lyon	1,180	Washoe	8,050
Esmeralda	520	Mineral	720	White Pine.....	3,300
Eureka	430	Nye	1,710		

KOH, RENO

Operator: The Bee, Inc., 440 N. Virginia Street. **Power:** 500 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1928. (Note: KOH is owned by the McClatchy Newspapers.)

Manager: Wallie D. Warren.

Rep: Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Full service available. **Foreign language programs:**

No information given. **Artists bureau:** None listed. **Base rate:** \$78.

Copy restrictions: Accept beer and wine, but no hard liquor advertising; all copy subject to station approval. **E. T. library:** World; NAB. **News:** UP. **News periods:** 8:15-8:30 A.M., Monday through Friday; noon-12:15 P.M., Monday through Saturday; 5:30-5:45 P.M., Monday through Friday; 9:30-9:45 P.M., every day.

NEW HAMPSHIRE

(124,400 radio homes, or 92% ownership among the State's total of 136,000 families. Urban ownership is 69,700, or 91% of urban families; rural ownership is 54,700, or 93% of rural families.)

Radio Homes by Counties

Belknap	6,290	Grafton	11,890	Stafford	10,170
Carroll	4,340	Hillsborough	36,360	Sullivan	6,510
Cheshire	9,200	Merrimack	15,070		
Coos	9,320	Rockingham	15,250		

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.

Station manager and musical director: Edward J. Lord. **Program director:** (Miss) D. G. Morley. **Sales manager:** Al Tyler. **Production director:** Sherwin Greenlaw. **Chief engineer:** George Brooks.

Rep: Weed & Co. **Seating facilities:**

NEW HAMPSHIRE STATIONS—Continued

About 100 persons. **Merchandising:** Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. **Foreign language programs:** French accepted. **Artists bureau:** Yankee Artists Bureau available for talent. **Base rate:** \$60.

Copy restrictions: Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws and copy is subject to station approval. **E. T. library:** None. **News:** UP; Yankee Network News Service. **News periods:** 7:15-7:20 A.M., 4:55-5 P.M., 7:30-7:45 P.M. plus a minimum of 10 spot flashes daily, (Yankee news at 8 A.M., 1 P.M., 6 P.M., and 11 P.M., all 15 minutes, all weekdays, with other periods available.)

WFEA, MANCHESTER

Operator: New Hampshire Broadcasting Co., Carpenter Hotel. **Power:** 1,000 and 500 watts on 1340 kc. **Affiliation:** NBC Supplementary Basic Service; Yankee Network; Colonial Network; Mutual. **Opened:** 1932. (Note: This station is under the same ownership as WCSH, Portland, Maine.)

Manager: Charles Evans.

Rep: Weed & Co. **Seating facilities:** Largest studio has a capacity of about 35. **Merchandising:** Send letters to the trade and make personal calls on wholesalers. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept wine and beer

advertising; no hard liquors. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP; Yankee Network News Service. **UP news periods:** 7:45-7:50 A.M., 9-9:05 A.M., 12:30-12:45 P.M., 7:30-7:45 P.M., all Monday through Saturday; 8:45-9 A.M., noon-12:05 P.M., 6-6:15 P.M., Sunday only. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 1:30-1:45 P.M., 11-11:15 P.M., Sunday.

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., 39 Congress St., P. O. Box 746. **Phone:** 2670-1. **Power:** 250 watts on 740 kc (7 A.M. to sunset at Atlanta, Georgia; no Sunday schedule). **Affiliation:** None. **Opened:** Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

President, station manger, commercial manager: H. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** G. E. Knightly. **Musical director:** D. R. Stevens.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though setup is nominally maintained by station.

Base rate: \$60.

Copy restrictions: No alcoholic beverages of any kind accepted. **News:** AP; also local.

NEW JERSEY

(1,022,500 radio homes, or 93% ownership among the State's total of 1,098,000 families. Urban ownership is 845,400, or 94% of urban families; rural ownership is 177,100 or 91% of rural families.)

Radio Homes by Counties

Atlantic	33,120	Gloucester	18,140	Ocean	9,450
Bergen	96,620	Hudson	170,920	Passaic	77,660
Burlington	23,350	Hunterdon	9,410	Salem	9,320
Camden	63,410	Mercer	43,710	Somerset	15,580
Cape May	8,500	Middlesex	49,230	Sussex	7,270
Cumberland	18,340	Monmouth	40,070	Union	75,800
Essex	212,560	Morris	27,020	Warren	13,020

WCAP, ASBURY PARK

Operator: Radio Industries Broadcast Co., Convention Hall. **Phone:** 1911. **Power:**

500 watts on 1280 kc (divides time with WCAM and WTNJ). **Affiliation:** None. **Opened:** 1927.

NEW JERSEY STATIONS—Continued

Technical advisor: Thomas F. Burley, Jr. **Station manager:** V. N. Scholes.* **Chief engineer:** Ernest Ruckle. **Artists bureau head:** D. Johanson.

Rep: None. **Seating facilities:** Convention Hall, seats 4,500 persons; Berkeley Carteret Hotel Crystal Room, 500. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations. **E. T. library:** None. **News:** Local; Christian Science Monitor. **News periods:** 1 P.M. (local news; duration not listed), Monday through Saturday; 11:15-11:30 A.M. (Christian Science Monitor News) Tuesday, Thursday, Saturday; 12:45 P.M. (Monitor news; duration not listed), Sunday only; 8:15-8:30 P.M. Tuesday through Saturday.

* Also manager of WBRB, Red Bank, N. J.

WBAB, ATLANTIC CITY

Operator: Press Union Publishing Co. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

WPG, ATLANTIC CITY*

Operator: City of Atlantic City, Convention Hall. **Phone:** 4-6538. **Power:** 5,000 watts on 1100 kc (divides time with WBIL). **Affiliation:** CBS. **Opened:** January, 1925.

Station head: Mayor Charles D. White. **Station manager:** Norman Reed. **Commercial manager:** Wm. H. Appleby. **Program director:** Margaret Keever. **Chief engineer:** Earle Godfrey.

Copy restrictions: Copy must be free of objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 11:45 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all daily.

*Note: At press time this station was sold to the owners of WBIL, New York City (q.v.). WPG and WBIL will be consolidated into one full-time New York station. Meantime WOV, New York, will give up its wave-length and become the third party in the amalgamation.

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1600. **Power:**

250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

President: Howard S. Frazier. **Station manager:** Paul Alger. **Commercial manager:** Burt McKinnie. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** Jack B. Plumley.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** Have arrangements with local stores for introduction of new products; complete merchandising service gratis. **Foreign language programs:** Italian program currently running. **Artists bureau:** None. **Stock:** Principally held by Howard S. Frazier. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** MacGregor; Lang-Worth. **News:** INS; Western Union sports. **News periods:** 7:55 A.M., 10:55 A.M., 1:55 P.M., 3:55 P.M., 4:55 P.M., 5:55 P.M., all five minutes, all Monday through Saturday.

WCAM, CAMDEN

Operator: City of Camden, City Hall. **Phone:** 9000. **Power:** 500 watts on 1280 kc (divides time with WTNJ and WCAP). **Affiliation:** None. **Opened:** October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

Station manager: Frederick S. Caperoon. **Program and publicity director:** Robert Horn. **Chief operator:** Marvin Seimes. **Musical director:** Horace Hustler.

Rep: Mack Radio Sales Co. **Seating facilities:** Studio, 35. **Merchandising:** Co-operative city and county newspaper advertising; billboards; trailers. **Foreign language programs:** Time for these broadcasts is limited to 2 hours weekly. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer, wines, and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser. **E. T. library:** Standard. **News:** Transradio. **News periods:** 3:15 P.M. and 4:15 P.M., both five minutes, Monday through Friday; 11:15-11:20 A.M., Monday, Wednesday, Friday; 10-10:05 P.M., 11:30-11:45 P.M., Monday and Friday.

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 2-0716; Rector 2-5878; Market 3-0383; Circle

NEW JERSEY STATIONS—Continued

5-5780 (New York City). **Power:** 500 watts on 940 kc (operates to 6 P.M. EST; to 7 P.M. EDST). **Affiliation:** None. **Opened:** November, 1926.

President, station manager: Paul H. La Stayo. **Vice-president, commercial manager:** A. B. Schillin. **Program director:** Walter P. Kelly. **Artists bureau head:** Gabrielle C. Haas. **Chief engineer:** Anthony Castellani. **Musical director:** Fabian Nicholson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Use hotel ballroom for audience programs; capacity about 700. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 35 artists. **Stock:** Principally held by A. H. Pollack and Paul H. La Stayo. **Base rate:** \$210.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** Every hour on the hour, every day.

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 250 watts on 1450 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

President, station manager: Paul F. Harmon. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Frank Krueger.

Rep: None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian, Spanish and Irish programs; translation must be submitted in advance. **Artists bureau:** Yes; artists not listed. **Base rate:** \$125.

Copy restrictions: Accept beer and wine; all copy must be approved by management and conform to state and federal laws. **E. T. library:** None. **News:** Service not listed. **News periods:** 8:15-8:30 A.M., Monday through Saturday; 10:05-10:10 A.M. (Jewish), daily; 6-6:15 P.M. (Polish), daily; 7-7:15 P.M. (Jewish), Monday through Friday; 9-9:15 P.M. (Italian), daily.

WHBL, NEWARK

Operator: May Radio Broadcast Corp. **Power:** 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). **Affiliation:** None.

Base rate: \$350.

No other data available after repeated requests.

WOR, NEWARK

See listing under New York City, N. Y., where this station has been placed for logical reasons.

WBRB, RED BANK

Operator: Monmouth Broadcasting Company, 63-65 Broad Street. **Phone:** 980. **Power:** 100 watts on 1210 kc (divides time with WGGB and WFAS). **Affiliation:** None. **Opened:** October, 1925.

Station manager: V. N. Scholes*. **Commercial manager:** A. W. Mayhew. **Program director:** Lillian Mayhew. **Chief engineer:** Robert Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Supply some publicity gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** None. **News:** Christian Science Monitor. **News periods:** 6:15-6:30 P.M., Tuesday and Saturday; 7-7:15 P.M., Monday.

* Also manager of WCAP, Asbury Park, N. J.

WTNJ, TRENTON

Operator: WOAX, Inc., Commonwealth Bldg. **Phones:** 8140-8149. **Power:** 500 watts on 1280 kc (divides time with WCAM and WCAP). **Affiliation:** None. **Opened:** 1923.

Rep: None. **Seating facilities:** War Memorial Auditorium available, seating 2,000. **Merchandising:** Advance spot announcements, display publicity, etc. **Foreign language programs:** Accepted; Polish, German and Hungarian programs current. **Artists bureau:** None. **Base rate:** \$72.50.

Copy restrictions: All copy subject to station standards and government regulations. **News:** UP.

WAWZ, ZAREPHATH

Operator: Pillar of Fire. **Phone:** Bound Brook 223. **Power:** 1,000 watts on 1350 kc (divides time with WBNX).

This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College and Zarephath Bible Seminary.

NEW MEXICO

(62,300 radio homes, or 61% ownership among the State's total of 102,000 families. Urban ownership is 23,700, or 88% of urban families; rural ownership is 38,600, or 51% of rural families.)

Radio Homes by Counties

Bernalillo	8,780	Hidalgo	670	San Juan	1,660
Catron	440	Lea	850	San Miguel	3,520
Chaves	3,560	Lincoln	880	Santa Fe	3,390
Colfax	2,980	Luna	1,160	Sierra	710
Curry	2,700	McKinley	3,030	Socorro	1,260
De Baca	380	Mora	1,120	Taos	1,740
Dona Ana	3,730	Otero	1,500	Torrance	1,200
Eddy	2,280	Quay	1,680	Union	1,510
Grant	2,880	Rio Arriba	2,520	Valencia	2,020
Guadalupe	870	Roosevelt	1,450		
Harding	520	Sandoval	1,310		

KGGM, ALBUQUERQUE

Operator: New Mexico Broadcasting Co., Inc., Kimo Bldg. **Phone:** 929. **Power:** 1,000 watts on 1230 kc. **Affiliation:** CBS. **Opened:** 1927.

Station and commercial manager: Mike Hollander. **Production manager, program director:** Elmer L. Fondren. **Chief engineer:** Leonard Dodds.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Have complete department; details of service not listed. **Foreign language programs:** Accepted at regular rates; bi-lingual announcer available at no extra cost; Spanish-English program current. **Artists bureau:** None. **Stock:** Principally held by A. R. Hebenstreit and S. P. Vidal. **Base rate:** \$120.

Copy restrictions: Accept beer and wine, but no liquor advertising; patent medicines subject to Federal Trade Commission regulations. **E. T. library:** World. **News:** From CBS; Christian Science Monitor. **News periods:** 7:25 A.M., 3 P.M., 3:30 P.M., 9:30 P.M. (duration not listed), all Monday through Saturday.

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 10,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920. (Note: This station is newspaper-affiliated with the Albuquerque Journal).

General manager: Frank Quinn. **Chief engineer:** George S. Johnson.

Rep: The Katz Agency. **Seating facilities:** None in studios, but outside facilities available. **Merchandising:** Have such a

service; details on request. **Foreign language programs:** Announcements and programs accepted in Spanish; additional charge made for announcer. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; only restrictions on copy are that it must be within the law, and "in good taste." **E. T. library:** NBC Thesaurus; MacGregor. **News:** INS; UP; Transradio. **News periods:** 7:45-8 A.M., 9:25-9:30 A.M., 12:30-12:40 P.M., 3:25-3:30 P.M., 10-10:10 P.M., all Monday through Saturday; 6-6:15 P.M., Monday, Wednesday, Thursday, Friday, Saturday; 6:30-6:45 P.M., Tuesday; 7:30-7:40 P.M., Sunday.

KLAH, CARLSBAD

Operator: Carlsbad Broadcasting Co., Crawford Hotel. **Phone:** 244. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Program director:** Bill Sharpe. **Chief engineer:** Harry Boehnemann.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Furnish window displays, publicity; contact dealers and retailers. **Foreign language programs:** Accept Spanish programs; script subject to station approval. **Artists bureau:** None. **Stock:** Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. **Base rate:** \$35.

Copy restrictions: Accept beer, wine and

NEW MEXICO STATIONS—Continued

patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9-9:15 A.M., 11:50-noon, 3:30-3:40 P.M., 6:20-6:30 P.M., all Monday through Saturday.

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 419 Pile St. **Phone:** 3. **Power:** 100 watts on 1370 kc (operates unlimited daytime; 7:30 to 9 P.M. night time). **Affiliation:** None. **Opened:** 1929.

General manager: Charles C. Alsop. **Commercial manager:** William Goodrich. **Program director:** Ernest Mobley, Jr. **Chief engineer:** Elmo Darrah. **Musical director:** Mrs. J. E. Alsop. **Continuity director:** Lyman Brown.

Rep: William Stewart. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 350 persons. **Merchandising:** Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 11:45 A.M., 4:45 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 4:45 P.M., both 15 minutes, both Sunday.

KAWM, GALLUP

Operator: A. W. Mills, 1100 E. Aztec Ave. **Phone:** 19. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** April 10, 1937.

Owner, station manager: A. W. Mills. **Commercial manager:** Don Mills. **Chief engineer:** R. T. Sampson. **Musical director:** Don S. Bowles.

Rep: Cox and Tanz. **Seating facilities:** Studio auditorium, 70 persons. **Merchandising:** Window cards and banners used on occasion; distribution of novelties etc., un-

dertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. **Foreign language programs:** Accepted; 29 nationalities live in the area. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wines okay; no hard liquor; patent medicine copy must bear approval of local medical society; copy subject to station approval. **E. T. library:** None. **News:** No service listed. **News periods:** 8-8:15 A.M., noon-12:15 P.M., each six days per week.

KWEW, HOBBS

Operator: W. E. Whitmore. **Power:** 100 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: \$35.

No other information available.

KGFL, ROSWELL

Operator: KGFL, Inc. **Power:** 100 watts on 1370 kc (specified hours with KICA).

Base rate: \$35.

No other data available.

KVSF, SANTA FE

Operator: New Mexico Broadcasting Co., 759 Cerrillos Road. **Phone:** 1456. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1934.

General, station and commercial manager, chief engineer, publicity director: J. Laurence Martin. **Spanish program director:** T. R. Rivera.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None. **Merchandising:** Dealer cooperation and promotion supplied. **Foreign language programs:** Spanish programs daily except Sunday. **Artists bureau:** Yes. **Base rate:** \$35.

Copy restrictions: All copy subject to station standards and government regulations. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:30-7:40 A.M., 12:30-12:45 P.M., 1-1:15 P.M., 4:45-5 P.M. (Spanish), 6:30-6:45 P.M., 7-7:15 P.M., all daily except Sunday.

NEW YORK

(3,132,300 radio homes, or 93% ownership among the State's total of 3,372,000 families. Urban ownership is 2,623,300, or 93% of urban families; rural ownership is 509,000, or 90% of rural families.)

Radio Homes by Counties

Albany	55,630	Herkimer	16,020	Richmond	35,970
Allegany	10,190	Jefferson	21,680	Rockland	13,556
Bronx	326,360	Kings	620,000	St. Lawrence	21,220
Broome	35,550	Lewis	5,610	Saratoga	16,110
Cattaraugus	18,270	Livingston	8,890	Schenectady	31,630
Cayuga	16,620	Madison	10,720	Schoharie	5,460
Chautauqua	32,920	Monroe	106,720	Schuyler	3,500
Chemung	19,210	Montgomery	14,810	Seneca	5,880
Chenango	9,350	Nassau	75,450	Steuben	21,800
Clinton	9,780	New York	461,300	Suffolk	37,740
Columbia	10,650	Niagara	35,030	Sullivan	9,290
Cortland	8,460	Oneida	47,740	Tioga	6,930
Delaware	10,660	Onondaga	72,790	Tompkins	11,140
Dutchess	24,790	Ontario	13,810	Ulster	21,150
Erie	182,850	Orange	32,120	Warren	9,150
Essex	7,790	Orleans	7,550	Washington	11,510
Franklin	10,170	Oswego	17,610	Wayne	13,440
Fulton	12,900	Otsego	12,930	Westchester	124,110
Genesee	10,740	Putnam	3,350	Wyoming	7,430
Greene	7,230	Queens	284,480	Yates	4,640
Hamilton	970	Rensselaer	30,950		

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Mutual Broadcasting System. **Opened:** 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

President and general manager: Harold E. Smith.

Rep: None. **Seating facilities:** Studio seats 250 persons; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Accept beer, wines and patent medicines subject to investigation of product and strict supervision of copy; no hard liquor accounts accepted; exaggerated claims or mis-statements not tolerated. **E. T. library:** World; Associated.

WOKO, ALBANY

Operator: WOKO, Inc., Radio Centre

(also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4193. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: WOKO is affiliated with, but not controlled by, The Albany Knickerbocker News.)

General manager: Harold E. Smith.

Rep: None. **Seating facilities:** Studio seats 250 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. **Merchandising:** Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation. **E. T. library:** World; Associated. **News:** UP. **News periods:** 7:25-7:30 A.M., noon-12:05 P.M., 6-6:15 P.M., 11-11:05 P.M., all Monday through Saturday.

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genesee Street. **Phone:** 433. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1926.

NEW YORK STATIONS—Continued

President: William O. Dapping. **Station and commercial manager, program director:** Frederick L. Keesee. **Chief engineer:** Herbert House. **Publicity director:** Dorothy Bolin.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Supply publicity gratis; rates upon request for special services. **Foreign language programs:** Accepted; translation must be furnished two days prior to broadcast. **Artists bureau:** Yes. **Base rate:** \$70.

Copy restrictions: Accept beer and wine accounts, but no hard liquor; patent medicines accepted if complying with Food & Drug Act; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** Local. **News periods:** 10:15 A.M., 12:25 P.M., 6:10 P.M., all five minutes, all Monday through Saturday.

WNBF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Feb. 7, 1927.

President: John C. Clark. **Station manager:** Cecil D. Mastin. **Commercial manager:** Harry Trenner. **Program director:** Elizabeth Lamb. **Chief engineer:** Lester H. Gilbert.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. **Foreign language programs:** Accept Slavic programs; for eight months of the year carry three such commercial programs. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations. **E. T. library:** None. **News:** Transradio. **News periods:** 8 A.M., 12:15 P.M., 5:15 P.M., all 10 minutes, all Monday through Saturday.

WBEN, BUFFALO

Operator: WBEN, Inc., Hotel Statler. **Phone:** Cleveland 6400. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** NBC Basic Red. **Opened:** Sept. 8, 1930. (Note: This station is owned by the same stock-

holders owning the Buffalo Evening News, as is WEBR, Buffalo.)

President: Edward H. Butler. **Vice-president:** A. H. Kirchhofer. **Station manager, program director:** Edgar H. Twamley. **Commercial manager:** Clifford M. Taylor. **Chief engineer:** Ralph J. Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Joe Haeffner.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. **Merchandising:** At cost. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180 (½hr.).

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. **E. T. library:** Thesaurus; Lang-Worth. **News:** UP; also from Buffalo Evening News. **News periods:** 7:30 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 9 A.M. 12:07 P.M., 6:30 P.M., 11 P.M., all five minutes, all Sunday only.

WBNY, BUFFALO

Operator: Roy L. Albertson, 485 Main Street. **Phone:** Cleveland 3365. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 4, 1936.

General, station and commercial manager: Roy L. Albertson. **Program director:** John A. McLean. **Chief engineer:** Thomas L. Vines. **Musical director:** Art Crossen.

Rep: None. **Seating facilities:** 25 persons. **Merchandising:** None listed. **Foreign language programs:** Accepted; daily Polish and German programs current. **Artists bureau:** None. **Base rate:** \$155.

Copy restrictions: Accept beer and wine; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **News periods:** 7:15 A.M., 8:25 A.M., 10 A.M., 11 A.M., noon, 1 P.M., 1:55 P.M., 4:30 P.M., 6:30 P.M., 7:15 P.M., 8:30 P.M., 10 P.M., 11:30 P.M. (duration not listed), all daily.

WEBR, BUFFALO

Operator: WEBR, Inc. 23 North St. **Phone:** Lincoln 7133. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue. **Opened:** Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

President: Edward H. Butler. **Station manager:** C. Robert Thompson. **Commer-**

NEW YORK STATIONS—Continued

cial manager: William Doerr, Jr. **Chief engineer:** Ralph Kingsley. **Musical director:** Robert Armstrong. **Publicity director:** Albert Zink.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Available at actual cost. **Foreign language programs:** Polish and Italian programs current. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations, and be in good taste. **E. T. library:** NBC Thesaurus. **News:** Supplied by Buffalo Evening News. **News periods:** 7:30 A.M., noon, 4 P.M., 6:30 P.M., 10:30 P.M., 11:30 P.M., all five minutes, all Monday through Saturday; 10 A.M., noon, 3:30 P.M., 6 P.M., 8 P.M., 10:15 P.M., 11:30 P.M., all five minutes, all Sunday only.

WGR, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS; Mutual. **Opened:** 1922. (Note: Same owners operate WKBW, also of Buffalo.)

President: H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery.

Program director: H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WKBW). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$300.

Copy restrictions: All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 9 A.M., 11 A.M., 2 P.M., 5 P.M., 5:55 P.M., 6:45 P.M., 9 P.M., 10 P.M., all five minutes, all Monday through Friday; 10 A.M., 3:15 P.M., 6:45 P.M., 11 P.M., all 15 minutes, all Sunday only.

WKBW, BUFFALO

Operator: Buffalo Broadcasting Corp., Rand Bldg. **Phone:** WA 3100. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS; Mutual. **Opened:** 1925. (Note: Same owners operate WGR, also of Buffalo.)

President: H. W. Deyo. **Executive vice-president, station manager:** I. R. Lounsberry. **Commercial manager:** L. H. Avery. **Program director:** H. C. Rice. **Technical director:** K. B. Hoffman. **Publicity director:** A. F. Busch.

NBC RED NETWORK

WHEN YOU

tell

The WBEN

Audience, You

sell

ALL BUFFALO

900 KILOCYCLES

- **WSYR** -

A DOUBLE-BARRELED
STATION!

The Leading Programs
of Two Networks
(NBC Red and Blue)

Are Heard by
A Double Audience

*Not Only the Syracuse
Listeners, but Also the
Farm Residents in One
of the Country's Rich-
est Agricultural Areas*



NEW YORK STATIONS—Continued

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 250 persons (shared with WGR). **Merchandising:** Complete service available at actual cost. **Foreign language programs:** No information given. **Artists bureau:** No information given. **Base rate:** \$300.

Copy restrictions: All copy subject to station approval. **E. T. library:** World; Associated. **News:** UP; local. **News periods:** 10 A.M., 11:55 A.M., 1 P.M., 3 P.M., 4 P.M., 5:40 P.M., 7 P.M., 8 P.M., 11 P.M., midnight, all five minutes, all Monday through Friday.

WSVS, BUFFALO

Operator: Seneca Vocational High School (Elmer S. Pierce, principal). **Power:** 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial.

WCAD, CANTON

Operator: St. Lawrence University. **Phone:** Canton 276. **Power:** 500 watts on 1220 kc (specified hours; daytime). **Opened:** Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

This station is non-commercial; university-owned.

WENY, ELMIRA

Operator: Elmira Star-Gazette, Inc. **Power:** 250 and 100 watts on 1200 kc. (Note: Owners of this station also operate WESG, Elmira.)

At press time this station had a construction permit only.

WESG, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. **Phone:** 5181. **Power:** 1,000 watts on 850 kc (operates to sunset in New Orleans). **Affiliation:** CBS. **Opened:** 1921; present operation since Oct. 2, 1932. (Note: This station is operated commercially under lease by the Elmira Star-Gazette, Inc. (Gannett); it is owned by Cornell University, and there are additional studios in Ithaca on the University campus; the Elmira Star-Gazette also operates WENY, Elmira.)

Station manager: Dale L. Taylor. **Program director:** Harold M. Wagner. **Local sales manager:** Ernest Oliver. **Musical director:** Harry Springer. **Publicity director:** Glenn Williams.

Rep: J. P. McKinney & Son. **Seating facilities:** Studio, 80 persons; Mark Twain Hotel ballroom, 200. **Merchandising:** Make personal calls; direct mail; newspaper cooperation. **Foreign language programs:** None currently carried; accepted with limitations. **Artists bureau:** Yes; have several bands, string groups, vocalists and other musicians. **Base rate:** \$100.

Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs. **E. T. library:** World. **News:** UP. **News periods:** 8:15-8:25 A.M. and 11:50-noon, Monday through Saturday; 6:30-6:40 P.M., every day.

WGGB, FREEPORT

Operator: Harry H. Carman. **Power:** 100 watts on 1210 kc (shares time with WBRB and WFAS). **Affiliation:** None. **Opened:** 1924.

Base rate: \$60.

No other data available after several requests.

WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Hotel Jamestown Bldg. **Phones:** 7-151; 7-152. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** 1924. (Note: This station is owned by H. C. Wilder of WSyr, Syracuse.)

President: H. C. Wilder. **Station manager:** Charles Denny. **Program director:** George Callison. **Chief engineer:** H. J. Kratzert.

Rep: Paul H. Raymer Co. **Seating facilities:** 1,600 in an auditorium by remote. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** Yes; has complete list of talent on hand. **Base rate:** \$90.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure. **E. T. library:** Associated. **News:** UP. **News periods:** 8 A.M., 9 A.M., 10 A.M., noon, 4 P.M., 6 P.M., 7:30 P.M., all five minutes, all Monday through Saturday; 2:30-2:35 P.M., Monday through Friday; 10:30-10:35 P.M., Tuesday, Thursday, Friday; 11-11:05 A.M. (from NBC), 1-1:05 P.M., 11-11:05 P.M. (from NBC), Sunday only.

WGNY, NEWBURGH

Operator: Peter Goelet. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None.

Base rate: \$50.



**5000
WATTS**
(Day)

Granted by the FCC June 21, 1939. 5000 Watts are a lot of Watts in any man's language. WBNX has 5000 Watts in Everyman's language!

FOB
Washington

WBNX

NEW YORK

5000 WATTS DAY
1000 WATTS NIGHT

"The Station That Speaks Your Language"

NEW YORK STATIONS—Continued

No other information available after repeated requests.

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wickersham 2-2000. **Power:** 50,000 watts on 860 kc. **Affiliation:** Key Station, CBS. **Opened:** October, 1924.

President: William S. Paley. **Station manager:** Mefford R. Runyon. **Commercial manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Louis Ruppel.

Rep: Radio Sales. **Seating facilities:** Facilities of the CBS available. **Merchandising:** Sales promotion department will assist clients in any promotion or merchandising of programs; all materials billed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Services of Columbia Artists, Inc., available. **Base rate:** \$1,250.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45-8 A. M., 8-8:05 A. M., 8:10-8:15 A. M., 6:30-6:45 P. M., 11-11:15 P. M., all Monday through Saturday.

WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St., Brooklyn. **Phone:** Triangle 5-3300. **Power:** 500 watts on 1400 kc (divides time with WBBC, WVFW, WLTH). **Affiliation:** None. **Opened:** 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Franklin H. Small. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohn. **Musical director:** Sam Medoff.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Services of sales promotion department available; mailing list of 25,000; keep close contact with grocery organizations. **Foreign language programs:** WARD specializes in this type of program; has Yiddish, Spanish, Irish, Greek, Hungarian, Scandinavian, Polish, Scotch and Ukrainian programs; translation of programs must be furnished in advance. **Artists bureau:** Yes; has talent available. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverages. **E. T. library:** None. **News:** None.

WBBC, NEW YORK CITY

Operator: Brooklyn Broadcasting Corp., 554 Atlantic Ave., Brooklyn. **Phone:** Triangle 5-6690. **Power:** 500 watts on 1400 kc (shares time with WARD, WLTH, WVFW). **Affiliation:** None. **Opened:** 1926.

Managing director: Peter Testan. **Commercial manager, artists bureau head:** Arnold J. Jaffe. **Program and publicity director:** Bert Child. **Musical director:** Dave Tarras.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Maintain publicity service department; sales department will advise and cooperate in dealer promotion campaigns and any other form of merchandising desired. **Foreign language programs:** Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. **Artists bureau:** Yes. **Base rate:** \$190.

Copy restrictions: Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations. **E. T. library:** Lang-Worth. **News:** Scandinavian and Jewish news periods are current; news service and broadcast periods not listed.

WBRR, NEW YORK CITY

Operator: Watchtower Bible and Tract Society, Inc., **Power:** 1,000 watts on 1300 kc (shares time with WHAZ and WEVD).

This station is non-commercial; church-owned.

WBIL, NEW YORK CITY*

Operator: Arde Bulova, 132 W. 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc (shares certain hours with WPG). **Affiliation:** None.

General manager: Hyla Kiczales (also general manager of WOV, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Publicity director:** Charles Berry.

Copy restrictions: Beer and wine adver-

**For complete details on this station, consult the station. At press time it was being amalgamated with WPG, Atlantic City, into a full-time New York station. WOV, New York, similarly entered into the consolidation in that its wave-length was given up.*



TYPICAL

*of the grace and ease with which America's greatest
time-buyers scale sales obstacles by using*

WOR

NEW YORK STATIONS—Continued

tising accepted, but no hard liquors; only supportable copy claims may be used; criticism of competitive products not allowed. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 6-6:15 P.M. (Italian) and 6:45-7 P.M. (Italian), both Monday through Saturday; 7:45-7:50 P.M., Tuesday, Thursday, Saturday.

WBNX, NEW YORK CITY

Operator: WBNX Broadcasting Corp., 260 E. 161st St. **Phone:** Melrose 5-0333. **Power:** 5,000 and 1,000 watts on 1350 kc (divides time with WAWZ). **Affiliation:** None. **Opened:** 1927.

Vice-president, general manager: W. C. Alcorn. **Commercial manager:** S. W. Caulfield. **Assistant commercial manager:** William I. Moore. **Program director:** Ned Ervin. **Studio and publicity director:** Frank Johnson. **Musical director:** Fred Mendelsohn.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** No regular service; helps with production of foreign language programs; offers information on buying habits, statistics, etc. **Foreign language programs:** Specializes in these. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: No set rules. **E. T. library:** None. **News:** INS. **News periods:** 9:25-9:30 A.M., Monday through Friday (sustaining); 5:55-6 P.M., Monday through Thursday (sustaining).

WCNW, NEW YORK CITY

Operator: Arthur Faske, 846 Flatbush Ave., Brooklyn, N. Y.; 101 Park Ave., New York City. **Phones:** Ingersoll 2-1500 and 2-6000 (Brooklyn); Caledonia 5-3750 (New York City). **Power:** 250 and 100 watts on 1500 kc (shares certain hours with WWRL). **Affiliation:** None. **Opened:** Nov. 26, 1926.

Owner, chief engineer: Arthur Faske. **General and station manager:** A. R. Steinberg. **Program director, artists bureau head:** R. Wayne. **Publicity director:** Wellington Wright.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** Complete service offered gratis. **Foreign language programs:** Accepted; copy must be accompanied by an English translation; all languages are taken, and the station is currently running Jewish, Italian, German, Russian, Spanish and Lithuanian programs. **Artists bureau:** No artists under contract, but can supply all necessary talent. **Base rate:** \$150.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** None listed. **News:** None listed.

WEAF, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** C1rcle 7-8300. **Power:** 50,000 watts on 660 kc. **Affiliation:** NBC Red key station. **Opened:** 1922.

Vice-president in charge: William S. Hedges. **Commercial manager:** M. M. Boyd. **Program directors:** John Royal; Phillips Carlin. **Chief engineers:** O. B. Hanson; George McElrath. **Artists bureau heads:** George Engles; Daniel Tuthill. **Musical director:** Frank Black. **Publicity director:** Frank Mason.

Rep: National Broadcasting Co. **Seating facilities:** All Radio City studios available, if not previously scheduled for other programs; seating facilities range up to a capacity of 1,300. **Merchandising:** Two pre-announcements per day seven days prior to start of any new series; publicity department cooperates in promoting the campaign; letters mailed out at sponsor's expense. **Foreign language programs:** Not accepted. **Artists bureau:** Complete NBC Artists Service Department available. **Base rate:** \$1,200.

Copy restrictions: Beer advertising accepted; time signals sold only to watch and clock companies; all products, copy and continuity subject to approval of NBC. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:30-7:45 A.M., 9-9:05 A.M. 1-1:05 P.M., 6:20-6:30 P.M., 11:30-11:35 P.M., all Monday through Saturday. (Note: News periods are sold only as complete periods; individual announcements are not sold during the news).

WEVD, NEW YORK CITY

Operator: Debs Memorial Radio Fund, Inc., 117-119 W. 46th St. **Phone:** Bryant 9-2360. **Power:** 1,000 watts on 1300 kc (shares time with WBBR, WHAZ). **Affiliation:** None. **Opened:** July, 1931 (reorganized).

Managing director: Henry Greenfield. **Director of programs and publicity:** George Field. **Musical director:** Nicholas L. Saslawsky.

Rep: None. **Seating facilities:** About 100 persons. **Merchandising:** None. **Foreign language programs:** Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste." **E. T. library:** None. **News:** None.

NEW YORK STATIONS—Continued

WHN, NEW YORK CITY

Operator: Marcus Loew Booking Agency, 1540 Broadway. **Phone:** Bryant 9-7800. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** None. **Opened:** March 18, 1922.

Director: Herbert L. Pettey. **Sales director:** Bertram H. Lebharr, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Gordon Windham. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Publicity director:** A. L. Simon.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. **Stock:** WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. **Base rate:** \$450.

Copy restrictions: Commercials restricted to three minutes per quarter-hour of broadcast. **E. T. library:** Associated. News:

UP. News periods: 7:15 A.M., 8:30 A.M., 9:45 A.M., noon, 2:15 P.M., all 15 minutes, all Monday through Saturday; 5:45-6 P.M., Monday, Tuesday, Wednesday, Thursday and Saturday; 10:45-11 P.M., Monday, Tuesday, Thursday, Friday and Saturday; 11-11:15 P.M., Wednesday only; 9:45-10 A.M., 10:30-10:45 P.M., Sunday.

WINS, NEW YORK CITY

Operator: Hearst Radio, Inc., 110 East 58th Street. **Phone:** Eldorado 5-6100. **Power:** 1,000 watts on 1180 kc (operates to two hours after sunset). **Affiliation:** None. **Opened:** 1924.

General manager: Carl Calman. **Sales manager:** E. S. Lennon. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Publicity and continuity director:** Albert A. Grobe.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:** Complete service available at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Accept beer and wine,

HOOPER-HOLMES SHOWS

WNEW first as local station!
WABC first as chain station!

WNEW NEW YORK
ON THE AIR 24 HRS. A DAY

Serving New York City and its environs...the entire Metropolitan Trading Area

1250 KILOCYCLES • 5000 WATTS BY DAY • 1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVENUE, NEW YORK CITY

NEW YORK STATIONS—Continued

but no hard liquors; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:05-7:10 A.M., 7:25-7:30 A.M., noon-12:10 P.M., 4-4:05 P.M., all Monday through Saturday.

WJZ, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 7-8300. **Power:** 50,000 watts on 760 kc. **Affiliation:** NBC Blue key station. **Opened:** 1921.

Personnel, services, and copy restrictions: See WEAF, New York City.

Base rate: \$1,200. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **News periods:** 7:55 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: News periods are sold only as complete units; no individual announcements sold during, or before or after, the news).

WLTH, NEW YORK CITY

Operator: Voice of Brooklyn, Inc., 105 Second Ave., New York City. **Phone:** Orchard 4-1203. **Power:** 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW). **Affiliation:** None. **Opened:** September, 1925.

President, commercial manager: Samuel Gellard. **Program director:** Norman H. Warembud. **Chief engineer:** John Temple. **Musical director:** Doris Webb. **Merchandising manager:** Nathan Horowitz.

Rep: None. **Seating facilities:** WLTH Radio Theatre seats 100. **Merchandising:** Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. **Foreign language programs:** Specialize in Jewish programs; Italian and Scandinavian available. **Artists bureau:** None. **Base rate:** \$210.

Copy restrictions: Beer, wines, liquor, patent medicines accepted if copy does not violate NAB Code of Ethics; patent medicine copy and hour of broadcast also supervised by station. **E. T. library:** Langworth. **News:** None.

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Vice-president, counsel:** William Weisman. **Secretary,**

assistant to the president: Sidney Flamm. **General manager:** Donald S. Shaw. **National sales director:** Charles Stark. **Director of programs and artists service:** Ed Scheuing. **Program coordinator:** Alfred A. Hall. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Ward & McDermott (Chicago). **Seating facilities:** Theatre studio seats 300 persons. **Merchandising:** Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster with about 65 artists available for booking. **Base rate:** \$650.

Copy restrictions: Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **News periods:** 7:30-7:45 A.M., 9:45-10 A.M., 2:45-3 P.M., 5-5:15 P.M., 6:20-6:25 P.M., all Monday through Saturday; 8:45-9 A.M., 12:15-12:30 P.M., 10:30-10:45 P.M., midnight-12:15 A.M., all daily including Sunday; 1-1:15 A. M., Monday through Friday.

WNEW, NEW YORK CITY

Operator: WODAAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 125C kc (shares time with WHBI on Sunday and Monday). **Affiliation:** None. **Opened:** Feb. 13, 1934.

Station manager: Bernice Judis. **Commercial managers:** Herman Bess, Walter Duncan. **Sales promotion director:** Marvin DeWitt Rae. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Doris Smith. **Publicity director:** Richard K. Bard.

Rep: William G. Rambeau Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:** Yes; about 45 artists listed. **Base rate:** \$350.

Copy restrictions: Accept beer, wine and patent medicines; no reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others. **E. T. library:** Associated. **News:** INS; also tie-up with N. Y. Journal-American. **News periods:** 7:30-7:45 A.M., 8:55-9 A.M., 9:55-10:00 A.M., 11:55-noon, 1:55-2 P.M., 5:15-5:30 P.M., 8:55-9 P.M., 9:55-10 P.M., 2:55-3 A.M., 5:55-6 A.M., all Monday through Sat-

NEW YORK STATIONS—Continued

urday; 2:55-3 P.M., 3:55-4 P.M., Tuesday through Saturday; 7:45-8 P.M. (comment), Monday through Friday.

WNYC, NEW YORK CITY

Operator: City of New York, Municipal Broadcasting System, 2500 Municipal Bldg. **Phone:** Worth 2-4740. **Power:** 1,000 watts on 810 kc (operates to sunset in Minneapolis). **Opened:** July 2, 1924.

This station is non-commercial.

WOR, NEW YORK CITY

Operator: Bamberger Broadcasting Service, Inc., 1440 Broadway. **Phone:** Pennsylvania 6-8383. **Power:** 50,000 watts on 710 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** February 22, 1922. (Note: This station is licensed for Newark, N. J., but maintains studios and general offices in New York City.)

President: Alfred J. McCosker. **Vice-president, general manager:** Theodore C. Streibert. **Vice-president in charge of sales:** Frank Braucher. **Sales manager:** Eugene S. Thomas. **Director of program operations:** Julius F. Seebach, Jr. **Chief engineer:** Jack R. Poppele. **Artists bureau head:** Nat Abramson. **Musical director:** Alfred Wallenstein. **Director of public relations and special features:** G. W. Johnstone. **Director of sales promotion:** Joe Creamer.

Rep: Own offices in Chicago and Boston; Edward S. Townsend in San Francisco. **Seating facilities:** Two studios, seating 75 persons; WOR-Mutual Playhouse, with capacity of 700, also available to clients. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** WOR Artists Service. **Base rate:** \$1,100.

Copy restrictions: Accept beer and wine providing programs do not run less than 5 minutes; announcements accepted daytime only, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent. **E. T. library:** World. **News:** Transradio. **News period:** 6:25-6:55 A.M. (farm news), 6:55-7 A.M., 8-8:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., all Monday through Saturday; 11-11:15 P.M., 2-2:05 A.M., every day; 10-10:15 A.M., 12:45-1 P.M., 7:15-7:30 P.M., Sunday only.

WOV, NEW YORK CITY

Operator: International Broadcasting Corp., 132 W. 43d St. **Phone:** Bryant 9-6080. **Power:** 1,000 watts on 1130 kc (to 6 P.M.). **Affiliation:** None; has had oc-

casional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WIBX, WSAY, WSYR, WEBR. **Opened:** December, 1926.

General manager: Hyla Kiczales (also general manager of WBIL, New York City, and WPEN, Philadelphia). **Commercial manager:** Ralph Nardella. **Program director:** John Schramm. **Chief engineer:** Robert E. Study. **Musical director:** Julio Ochiboi. **Publicity director:** Charles Berry.

Copy restrictions: Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors. **E. T. library:** Lang-Worth. **News:** INS. **News periods:** 8:15-8:25 A.M., 10-10:15 A.M., 12:15-12:20 P.M., 4-4:15 P.M., 5-5:15 P.M. (Italian), all Monday through Saturday.

Note: For complete details on this station, consult WBIL, New York. As a result of WBIL's purchase and consolidation with WPG, Atlantic City, as one New York full-time station, the wave-length and separate entity of WOV is being dropped.

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. **Phone:** Columbus 5-6366. **Power:** 1,000 watts on 1550 kc. **Affiliation:** None. **Opened:** 1934.

President: John V. L. Hogan. **Station manager:** Elliott M. Sanger. **Commercial manager:** Robert M. Scholle. **Chief engineer:** Russell Valentine. **Musical director:** Eddy Brown. **Publicity director:** Dorothea Beckman.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors. **E. T. library:** World. **News:** A P. **News periods:** 8:55-9 A.M., 6:25-6:30 P.M., Monday through Saturday; 10:55-11 A.M., 5:45-6 P.M., 10:55-11 P.M., Sunday only. (Note: Spots accepted before and after, but not during, the news.)

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. **Phones:** Triangle

NEW YORK STATIONS—Continued

5-0313; Triangle 5-2628. **Power:** 500 watts on 1400 kc (shares time with WARD, WBBC and WLTH). **Affiliation:** None.

Managing director: Salvatore D'Angelo. **Rep:** None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Available if requested; cooperative agreement on charges. **Foreign language programs:** Accept any foreign language except Oriental; program and translation must be submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Principally held by Salvatore D'Angelo. **Base rate:** \$175.

Copy restrictions: No hard liquors or patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. library:** None. **News:** None.

WWRL, NEW YORK CITY

Operator: Long Island Broadcasting Corp., 41-30 58th St., Woodside, L. I. **Phone:** Newtown 9-3300. **Power:** 250 and 100 watts on 1500 kc (divides time with WCNW). **Affiliation:** None. **Opened:** August, 1926.

President, general and station manager, chief engineer: W. H. Reuman. **Commercial manager:** Frank R. Clarke. **Program director:** Lou Cole. **Musical director:** Adolph Soebel. **Publicity director:** Emil Dorer. **Production manager:** Edith Dick.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Cooperate in any service requested, free of charge. **Foreign language programs:** Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current; translation must be furnished in advance for station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management. **E. T. library:** Lang-Worth; NAB. **News:** Local. **News periods:** Not listed.

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1400 kc (daytime). **Affiliation:** None. **Opened:** Nov. 4, 1934. (Note: Station also has studios in Bradford, Pa., and St. Bonaventure College; WHDL is owned by the Olean Times-Herald, a Ganett newspaper).

Station manager: Thomas L. Brown. **Program director:** Joseph M. Cleary. **Chief engineer:** Warren McDowell.

Rep: J. P. McKinney & Son. **Seating facilities:** Have studios in both Olean,

N. Y., and Bradford, Pa.; capacity about 150. **Merchandising:** Maintenance merchandising department available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Do not accept beer, wine, hard liquors, or laxatives. **E. T. library:** NBC Thesaurus; Associated. **News:** UP from Olean Times-Herald. **News periods:** 9:30-9:45 A.M., 4-4:15 P.M., both Monday through Friday; 12:30-12:45 P.M., Saturday only.

WMFF, PLATTSBURG

Operator: Plattsburg Broadcasting Corp., Hotel Cumberland. **Phone:** 1600. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary. **Opened:** Feb. 3, 1935.

Treasurer, station manager: George F. Bissell. **Chief of production:** Carl Matfison. **Commercial manager:** Martin Traynor, Jr. **Chief engineer:** Jack Nazak. **Artists bureau head:** Roy Cameron. **Musical director:** Kenneth Bell. **News and publicity director:** Lyle Bosley.

Rep: None. **Seating facilities:** None. **Merchandising:** Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. **Foreign language programs:** Will accept. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. **E. T. library:** None. **News:** UP. **News periods:** 7:55-8 A.M., 9-9:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:45 P.M., 11-11:05 P.M., all Monday through Saturday; 11-11:05 A.M., 5:30-5:45 P.M., 11-11:05 P.M., Sunday only.

WHAM, ROCHESTER

Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. **Phone:** Stone 1862. **Power:** 50,000 watts on 1150 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1922.

General manager: William Fay. **Studio manager:** John Lee. **Commercial manager:** J. W. Kennedy, Jr. **Program director:** Charles Siverson. **Chief engineer:** John J. Long. **Musical director:** Charles Siverson. **Publicity director:** Art Kelly.

Rep: George P. Hollingsbery Co. **Seating facilities:** Auditorium studio seats 300. **Merchandising:** Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. **Foreign language programs:** No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. **Artists bureau:** None. **Base rate:** \$360.

WHAM

IS THE

“ONLY STATION”

WHICH SERVES

ROCHESTER

AND

Western New York

There is only *one* way to reach the wealthy
area of ROCHESTER AND WESTERN NEW
YORK . . . USE WHAM.

•

YOU CAN COVER THIS AREA WITH
WHAM ALONE;
YOU CANNOT COVER IT WITHOUT *WHAM*

•

50,000 WATTS—CLEAR CHANNEL

National Representative: GEORGE P. HOLLINGBERRY CO.

NEW YORK STATIONS—Continued

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M. (9 A.M. on Sunday), 12:05 P.M., 6 P.M., 11 P.M., all 10 minutes, all every day.

WHEC, ROCHESTER

Operator: WHEC, Inc., 40 Franklin St. **Phone:** Stone 1320. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1922. (Note: WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

Vice-president: Clarence Wheeler. **Station manager:** Gunnar O. Wiig. **Commercial manager:** LeMoine C. Wheeler. **Chief engineer:** Maurice H. Clarke. **Musical director:** Kenneth Sparnon. **Dramatics director:** Kenneth French. **Continuity director:** Charlotte Edwards. **Publicity director:** Ross Woodbridge.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio A, 150; Studio B, 50. **Merchandising:** Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements anent new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. **Foreign language programs:** Accepted, though few features of this type are carried; English translation must be submitted in advance. **Artists bureau:** Yes; score of artists under contract. **Base rate:** \$175.

Copy restrictions: Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements must not exceed 35 words; all programs must be in keeping with ethical standards. **E. T. library:** Associated. **News:** INS. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 4-4:15 P.M., Monday through Friday.

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 26, 1936.

General manager, chief engineer: Gordon

P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Levere Fuller.

Rep: None. **Seating facilities:** Studio seats about 100 persons. **Merchandising:** Service, as desired by the sponsor, is rendered at cost. **Foreign language programs:** Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and monitoring charge. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30 A.M., 12:30 P.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WNBZ, SARANAC LAKE

Operator: Upstate Broadcasting Corp., 70 Broadway. **Phone:** 824. **Power:** 100 watts on 1290 kc (daytime). **Affiliation:** None. **Opened:** 1927.

General, station and commercial manager: W. H. Carpenter. **Program director:** Edward Burgeni. **Chief engineer:** John McGoldrick.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** No formal department, but suitable cooperation is rendered. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: NAB Code of Ethics fully observed; liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** Christian Science Monitor.

WGY, SCHENECTADY

Operator: Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. **Phone:** 3-2121. **Power:** 50,000 watts on 790 kc. **Affiliation:** NBC Basic Red. **Opened:** Feb. 20, 1922.

Station manager: Kolin Hager. **Program director:** A. O. Coggeshall. **Chief engineer:** W. J. Purcell. **Artists bureau head:** Kolin Hager. **Musical director:** Gordon Randall. **Publicity director:** W. T. Meenam.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A, 200; Albany studio, 40. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; complete roster of artists available. **Base rate:** \$400.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M.

NEW YORK STATIONS—Continued

and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer or other alcoholic beverages not accepted; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC The-saurus. **News:** UP. **News periods:** 7:30 A.M., 12:10 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. **Phone:** 2-1147.

Power: 5,000 and 1,000 watts on 1360 kc. **Affiliation:** CBS. **Opened:** January, 1922.

President: Samuel H. Cook. **Station manager:** Samuel Woodworth. **Commercial manager:** Charles F. Phillips. **Program director, artists bureau head:** George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Bob Kenefick, Jr.

Rep: Free & Peters, Inc. **Seating facilities:** Roof garden, 350 persons; ballroom, 1,500; two theatres also available for certain hours. **Merchandising:** Maintain centrally located display window for use of advertisers for one week periods; use standard store counter display for pictures and sales messages; invitation previews and broadcasts for retailers; monthly cards to retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. **Base rate:** \$175.

Copy restrictions: All copy for beer,

Full Basic COLUMBIA Network Schedule...

Plus ...

1. Complete, actual coverage of Syracuse and Central New York.
2. Carries more network programs, more short wave broadcasts, more national and local special features.
3. Finest and most modern equipment including new 403 foot vertical radiator and mobile transmitter (the only one in Syracuse).
4. Active and cooperative merchandising and publicity.

... and that means that WFBL has a greater, continuous active listening audience ... the thing of greatest importance to ALL radio time buyers.

WFBL SYRACUSE, N. Y.

5000 Watts Daytime
1000 Watts Nighttime

National Representatives—Free & Peters, Inc.

NEW YORK STATIONS—Continued

wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 8-8:05 A.M., 10:45-10:50 A.M., 6-6:15 P.M., all Monday through Saturday; 11:30-11:35 P.M., Wednesday, Thursday, Saturday; 10:30-10:35 P.M., Monday, Tuesday, Friday; 6-6:15 P.M., 10:30-10:35 P.M., Sunday only.

WSYR, SYRACUSE

Operator: Central New York Broadcasting Corp., Starret Syracuse Bldg., 204 Harrison St. **Phone:** 3-7111. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Basic Blue and Red. **Opened:** 1923.

President: H. C. Wilder.* **Vice-president:** Fred R. Ripley. **National sales manager:** Phil Hoffman. **Program director:** L. B. Lindquist. **Chief engineer:** Armand Belle Isle. **Artists bureau head:** Fred Jeske. **Musical director:** Victor Miller.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio seats 100 persons; also have use of two auditoriums, one seating 900, the other 500. **Merchandising:** Sponsors are, on request, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements; also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, one-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodic calls on all retailers in his market, and repeating announcements anent his program in other spots. **Foreign language programs:** Will accept, with restrictions. **Artists bureau:** Yes, lists about 25 artists. **Base rate:** \$220.

Copy restrictions: Accept beer and wine programs; no hard liquor; abide by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association. **E. T. library:** Associated. **News:** UP. **News periods:** 6:55 A.M., 8 A.M., 9 A.M., 12:30 P.M., 6 P.M., 11 P.M., all five minutes. all Monday through Saturday

* Also president of WJTN, Jamestown, N. Y. and WNBX, Springfield, Vt.

WSYU, SYRACUSE

This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.

WHAZ, TROY

Operator: Rensselaer Polytechnic Institute, 110 Eighth St. **Phone:** 6810. **Power:** 1,000 watts on 1300 kc (divides time with WBBR and WEVD). **Affiliation:** None. **Opened:** August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute).

Professor of Communication Engineering, station manager: W. J. Williams. **Program and musical director:** A. O. Niles. **Chief engineer:** H. D. Harris. **Publicity director:** F. Tift.

Rep: None. **News:** None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$85.

Copy restrictions: Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards. **E. T. library:** None. **News:** UP. **News periods:** 7:15-7:30 P. M., Monday (news not subject to sponsorship).

WTRY, TROY

Operator: Troy Broadcasting Co., Inc. **Power:** 1,000 watts on 950 kc (daytime).

At press time this station had a construction permit only.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genesee Street. **Phone:** 2-2101. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Bowen. **Chief engineer:** H. M. Hathaway. **Musical director:** Walter Griswold. **Merchandising director:** N. W. Cook. **Director of public relations:** M. R. Hanna.

Rep: John Blair & Co. **Seating facilities:** Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. **Merchandising:** Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. **Foreign language programs:** Will accept; subject to station standards. **Artists bureau:** None. **Base rate:** \$105.

Copy restrictions: All copy subject to station approval. **E. T. library:** Associated. **News:** UP. **News periods:** 7-7:05 A.M., 8-

NEW YORK STATIONS—Continued

8:05 A.M., 9:25-9:30 A.M., 12:30-12:45 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 6:15-6:30 P.M., 10:30-10:45 P.M., Sunday only.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. **Phone:** White Plains 8352. **Power:** 100 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

President, program director, artists bureau head, publicity: Frank A. Seitz. **Station manager:** Selma Seitz. **Commercial manager:** Fred W. Ayer. **Chief engineer:** H. C. Laubenstein. **Musical director:** Randall Kaler.

Rep: Associated Broadcasting Adv. Co.

in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). **Seating facilities:** Can accommodate about 300 persons; studio audiences not encouraged for general run of programs. **Merchandising:** Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. **Foreign language programs:** Limited acceptance. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Beer, wines and hard liquors accepted; copy must be in "good usage and truthful." **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 4:45-5 P.M., Monday, Wednesday, Thursday, Friday, Saturday.

NORTH CAROLINA

(408,600 radio homes, or 55% ownership among the State's total of 736,000 families. Urban ownership is 161,900, or 79% of urban families; rural ownership is 246,700, or 47% of rural families.)

Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

NORTH CAROLINA STATIONS—Continued

WISE, ASHEVILLE

Operator: Asheville Daily News (Harold H. Thoms, owner). **Power:** 100 watts on 1370 kc.

At press time this station had a construction permit only.

WWNC, ASHEVILLE

Operator: Asheville Citizen-Times Company, Inc., 14 O'Henry Ave. **Phone:** 5507. **Power:** 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** Feb. 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

Vice-president and station director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and musical director:** Bob Bingham. **Chief engineer:** Cecil B. Hoskins. **Production managers:** Steve Douglas; Norman Duncan.

Rep: The Branham Co. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual cost. **Foreign language programs:** No set rules; requests have never been received, as foreign population is very small. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations. **E. T. library:** Associated. **News:** UP; AP. **News periods:** 7:40 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-7107. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

General manager: Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

Rep: Radio Sales. **Seating facilities:** Studio seats 200; can secure Charlotte City Auditorium, capacity 5,000. **Merchandising:** Follow policies of Columbia Broadcasting System, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None; however, agreements have been made with 60 artists and musicians for service to the sponsor. **Stock:** Station is wholly owned by CBS, Inc. **Base rate:** \$300.

Copy restrictions: Policies of Columbia Broadcasting System. **E. T. library:** None. **News:** UP. **News periods:** 8-8:05 A.M., 12:55-1 P.M., 5:25-5:30 P.M., 11-11:05 P.M., all Monday through Saturday; 6:30-6:45

P.M. (comment), Monday, Wednesday, Friday; 12:30-12:35 P.M., 10:30-10:45 P.M. (comment), Sunday only.

WSOC, CHARLOTTE

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

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

Rep: Sears & Ayer, Inc. **Seating facilities:** 100 persons. **Merchandising:** Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at 5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 75 artists. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 3 P.M., 4:55 P.M., 5:45 P.M., 11 P.M. (duration not listed), Monday through Saturday; 12:15 P.M., 5 P.M., 11 P.M. (duration not listed), Sunday only.

WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. **Phone:** R-155. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** CBS. **Opened:** April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

President: C. C. Council. **Station manager:** J. Frank Jarman, Jr. **Commercial manager:** Woody Woodhouse. **Program director:** Olin Tice. **Chief engineer:** R. A. Dalton. **Musical director:** R. J. Stratton.

Rep: The Katz Agency. **Seating facilities:** Auditorium studio seats 75; two small studios, one seating 15. **Merchandising:** Weekly publicity and program releases;

NORTH CAROLINA STATIONS—Continued

annual remote studios at local exhibitions; daily columns in newspapers; one sheet displays; other services through The Katz Agency. **Foreign language programs:** Not accepted. **Artists bureau:** Yes, lists about 40 artists. **Base rate:** \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy. **E. T. library:** Standard. **News:** UP; AP. **News periods:** 7:55-8 A.M., Monday through Saturday; noon-12:05 P.M., 6-6:05 P.M., 10:05-10:15 P.M., every day.

WFNC, FAYETTEVILLE

Operator: W. C. Ewing and Harry Layman, doing business as Cumberland Broadcasting Co. **Power:** 250 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WGNC, GASTONIA

Operator: F. C. Todd, National Bank of Commerce Bldg. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** 1939. **Base rate:** \$50.

No other information available.

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co. **Power:** 100 watts on 1370 kc.

At press time this station had a construction permit only.

WBIG, GREENSBORO

Operator: North Carolina Broadcasting Co., Inc., O. Henry Hotel. **Phones:** 6125-6. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** May 26, 1926.

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

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

Copy restrictions: No alcoholic beverages accepted; no products presenting question of "good taste"; after 6 P.M.

commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods. **E. T. library:** World; Lang-Worth; NAB. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 5 P.M., 7:15 P.M., 11 P.M. (cavalcade), all 15 minutes, all apparently daily.

WMFR, HIGH POINT

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

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

Rep: None. **Seating facilities:** Guest room seats 40 persons. **Merchandising:** Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. **Foreign language programs:** No request for such to date; foreign population less than 1%. **Artists bureau:** Setup nominal only. **Stock:** Principally held by Wayne M. Nelson and E. Z. Jones. **Base rate:** \$35.

Copy restrictions: Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time. **E. T. library:** NAB; Lang-Worth. **News:** UP. **News periods:** 8:30-8:45 A.M., 11-11:05 A.M., 12:15-12:30 P.M., 5:45-6 P.M., 6:15-6:30 P.M. (sports news), 7-7:05 P.M., 9:45-10 P.M., all Monday through Saturday.

WFTC, KINSTON

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

Owner and station manager: Jonas Weiland. **Commercial manager:** Rodney Prescott. **Program and publicity director:** Robert Brenner. **Chief engineer:** Jack Seigal.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 60 persons. **Merchandising:** Services rendered; window card displays handled at cost. **Foreign language programs:** Will accept, though such programs are not advised; foreign population very small. **Artists bureau:** None. **Stock:**

NORTH CAROLINA STATIONS—Continued

Entirely held by Jonas Weiland. **Base rate:** \$65.

Copy restrictions: Accept beer and wine, but no hard liquor; station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth. **News:** Local.

WPTF, RALEIGH

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

President: J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** Jack Fields. **Program director:** Graham B. Poyner. **Assistant program director:** Wesley Wallace. **Chief engineer:** Henry Hulick. **Musical director:** Gordon Kapsar. **Publicity director:** B. Walter Huffington.

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

Copy restrictions: Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director. **E. T. library:** NBC Thesaurus; Lang-Worth; NAB. **News:** UP. **News periods:** 7:40-7:45 A.M., 12:30-12:35 P.M., 6:30-6:35 P.M., all apparently daily.

WRAL, RALEIGH

Operator: Capitol Broadcasting Co., 130 So. Salisbury St. **Phone:** 5700. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** March 20, 1939.

President: E. Johnston Neal. **Assistant manager, program and musical director:** George T. Case. **Chief engineer:** L. B. Terry. **Publicity director:** Howard Hamrick.

Rep: None. **Seating facilities:** One studio seats 30, another 20; Barn Dance is staged in the city auditorium, seating 1,000, with a 25c. admission. **Merchandising:** None. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** No card sent.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **News periods:** Five minutes

every hour on the hour, 6 A.M. to 12:10 A.M., except sports news from 7-7:15 P.M. and news-in-review from 10-10:15 P.M., all apparently daily.

WEED, ROCKY MOUNT

Operator: William Avera Wynne, Box 221. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head: W. Avera Wynne. **General and commercial manager:** B. W. Frank. **Program director:** Jack M. Braxton. **Chief engineer:** Isaac Murphrey. **Musical director:** Wally Williams. **Production manager:** Thomas Snowden.

Rep: None. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$45.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicine copy subject to station censorship. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 8:15-8:30 A.M., 11:45-noon, 3:30-3:45 P.M., 7:45-8 P.M., Monday through Saturday.

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939. (Note: This station is affiliated with, but not predominantly owned by, the Salisbury Post).

Vice-president: James F. Hurley. **Station and commercial manager, publicity director:** John W. Schultz. **Program director:** James McClendon. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Studio observation room seats 25; Barn Dance program staged in hall with seating capacity of 1,000 (admission 20c). **Merchandising:** Distribution of window cards, publicity, etc. rendered gratis in "reasonable amounts." **Foreign language programs:** No rules listed. **Artists bureau:** None. **Stock:** Held by B. P. Beard (118 shares), J. F. Hurley (94), Stahle Linn (23), W. S. Overton (10), J. P. Mattox (10), C. F. Raney (10), Gregory Peeler (5), Walter Carter (5), J. Carson Brantley (20), M. M. Murphy (5). **Base rate:** \$40.

Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** World; NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 5 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; noon, 5 P.M., 11 P. M., all 15 minutes, all Sunday.

NORTH CAROLINA STATIONS—Continued

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Commercial manager:** Arthur G. Montaigne. **Program director:** H. W. Lee. **Chief engineer:** R. A. Plank.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted; population is 98% native-born. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9:30-9:35 A.M., 12:10-12:15 P.M., 1:35-1:40 P.M., 4:55-5 P.M., 6:30-6:40 P.M., all Monday through Saturday; 11-11:15 A.M., 2:45-3 P.M., both Monday through Saturday.

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** July 18, 1937.

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

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

Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** UP.

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Robert E. Lee Hotel.

Phone: 2-1133. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** Mutual. **Opened:** March 24, 1937.

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

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Complete service; mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$70.

Copy restrictions: No alcoholic beverages; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NBC Thesaurus; NAB. **News:** Transradio. **News periods:** 6-6:05 A.M., 7-7:05 A.M., 8-8:05 A.M., 11-11:05 A.M., 2-2:05 P.M., 4-4:05 P.M., 6-6:15 P.M., daily.

WSJS, WINSTON-SALEM

Operator: Piedmont Publishing Co., 416-420 N. Marshall St. **Phone:** 4141. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** April 17, 1930. (Note: This station is newspaper-owned by Winston-Salem Journal and Twin City Sentinel).

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

Rep: Kelly-Smith Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete free service including publicity through affiliated newspapers; regular sales surveys. **Foreign language programs:** No demand for same in this area. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer and wine; no hard liquor advertising permissible under state laws. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:40-7:45 A.M., 1-1:15 P.M., 6-6:15 P.M., 9-9:15 P.M., Monday through Saturday.

NORTH DAKOTA

(119,600 radio homes, or 77% ownership among the State's total of 156,000 families. Urban ownership is 26,200, or 94% of urban families; rural ownership is 93,400, or 73% of rural families.)

Radio Homes by Counties

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

KFYR, BISMARCK

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

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

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

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:10-8:15 A.M., 10:15-10:20 A.M., 12:10-12:15 P.M., 2:15-2:20 P.M., 4:25-4:30 P.M., 5:45-6 P.M., 10-10:15 P.M., all Monday through Saturday; 9-9:05 A.M., 1-1:05 P.M., 9-9:05 P.M., all Sunday.

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. **Phone:** 1090. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Jan. 25, 1925.

Director, station manager: Bert Wick. **Program director:** Hildur Marie Wick. **Chief engineer:** Richard Moritz.

Rep: Cox and Tanz (Philadelphia and Chicago). **Seating facilities:** Theatre seats 990 persons (25c. admission). **Merchandising:** Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. **Foreign language programs:** Accepted; copy in English must be submitted, and programs must conform to standards of good taste. **Artists bureau:** None. **Stock:** Held by Bert and Hildur Marie Wick. **Base rate:** \$20 (½ hr.).

Copy restrictions: Accept beer; no wine or liquor advertising; no "cure-alls"; copy must be in good taste and conform to station standards. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05 A.M., 10:30 A.M., 12:25 P.M., 1:45 P.M., 7:05 P.M., all 10 minutes, all Monday through Saturday; 12:45-1 P.M., Sunday.

WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. **Phone:** 6800. **Power:** 5,000 and 1,000 watts

NORTH DAKOTA STATIONS—Continued

on 940 kc. **Affiliation:** NBC Northwestern Group. **Opened:** May 22, 1922. (Note: This station is affiliated with the Fargo Forum.)

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

Rep: Free & Peters, Inc. **Seating facilities:** Studio, 150 persons. **Merchandising:** Pre-announce new programs, insert ads in Fargo Forum and give an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. **Foreign language programs:** Will accept one-minute transcribed announcements in Scandinavian languages. **Artists bureau:** Yes. **Stock:** Principal holders are E. C. Reineke, C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. **Base rate:** \$160.

Copy restrictions: Take wine, beer, liquor. **E. T. library:** NBC Thesaurus. **News:** UP; Transradio. **News periods:** 6-6:10 A.M., 8-8:10 A.M., 10:06-10:14 A.M., 12:30-12:35 P.M., 2:15-2:30 P.M., 5:50-6 P.M., 9-9:15 P.M., all apparently daily.

KFJM, GRAND FORKS

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

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

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

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medi-

* Also general manager of KOVC, Valley City, N. D., and KDAL, Duluth, Minn.

KEYR

The Regional Station with the Largest Primary
Area of any radio station in the United States

SERVING A GREATER
NORTHWEST

MEYER BROADCASTING COMPANY
BISMARCK, N. D.
GENE FURGASON & Co., National Representatives

NORTH DAKOTA STATIONS—Continued

cine advertising; only restriction on copy is that it be in good taste. **E. T. library:** Lang-Worth. **News:** Transradio. **News Periods:** 7:15 A.M., 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., all 10 minutes, all Monday through Saturday; 12:15 P.M., 8:15 P.M., both 10 minutes, both Sunday only.

KRMC, JAMESTOWN

Operator: Roberts-MacNab Co., Gladstone Hotel. **Phone:** 100. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 14, 1937.

General manager: R. B. MacNab. **Station and commercial manager:** Harry ("Ike") Evans. **Chief engineer:** Lloyd Amoo. **Program director:** Claudia Evans.

Rep: Cox and Tanz. **Seating facilities:** Two studios in Gladstone Hotel (capacity not listed); Jamestown Armory, 1,200. **Merchandising:** Place window displays, cards, etc.; have portable public address system for meetings, etc.; space in county papers; station will spend 10% of national rate in merchandising, if the account is on a 52-week basis. **Foreign language programs:** Accepted; German and Scandinavian preferable. **Artists bureau:** Under the direction of Claudia and Harry Evans; book station talent, and route dance bands and stage shows. **Base rate:** \$40.

Copy restrictions: Beer, wine and patent medicine copy accepted; no hard liquors; all copy subject to editing by station. **E. T. library:** World. **News:** Transradio. **News periods:** 9:30-9:40 A.M., 11-11:15 A.M., 12:05-12:15 P.M., 4-? P.M., 6:05-6:12 P.M., 8:30-8:40 P.M., all apparently daily.

KGCU, MANDAN

Operator: Mandan Radio Association, 111 First Ave., N. W. **Phone:** 631. **Power:** 250 watts on 1240 kc. **Affiliation:** None. **Opened:** 1925. (Note: KGCU also maintains studios in Prince Hotel, Bismarck).

General manager: J. K. Kennelly. **Program director:** Arne Anzjon. **Chief engineer:** James E. Gilfoy.

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

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

News: Transradio; AP. **News periods:** 9:45 A.M., 11:45 A.M., 12:42 P.M. (AP news), 2:23 P.M., 5:25 P.M., 6:20 P.M., 8 P.M., all 10 minutes, all Monday through Saturday; 4-4:10 P.M., Sunday only.

KLPM, MINOT

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

General and commercial manager: E. H. Cooley. **Station manager, program and publicity director:** R. J. Schmidt. **Chief engineer:** C. W. Baker. **Artists bureau head:** Leslie E. Maupin. **Musical director:** Kay McGrath.

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

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials are restricted to a maximum of 3 minutes. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8:30-8:35 A.M., 9:30-9:35 A.M., 10:30-10:35 A.M., 11:30-11:35 A.M., 12:35-12:40 P.M., 1:30-1:35 P.M., 6:30-6:35 P.M., 7:30-7:35 P.M., 8-8:15 P.M., 9:30-9:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

KOVC, VALLEY CITY

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

General manager: Dalton Le Masurier*. **Station director, commercial manager:** William L. Wallace. **Program director:** Robert E. Ingstad. **Chief engineer:** Bey Greene.

Rep: None. **Seating facilities:** 1,000 persons. **Merchandising:** Partial service; two display windows for sponsor use. **Foreign language programs:** No restrictions on this type of business. **Artists bureau:** Nominally maintained. **Base rate:** \$20.

Copy restrictions: Will accept beer; no wines or other alcoholic beverages. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon, 12:35-12:45 P.M. (local news), 6:15-6:30 P.M., all daily.

* Also general manager of KFJM, Grand Forks, N. D., and KDAL, Duluth, Minn.

We sell 5000 watts

— and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not. Crossley, Inc., conducting the largest coincidental study ever made in Cincinnati, demonstrated again that WKRC was an unquestioned first in popularity—day and night—among all of the local network stations.

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things...*plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the liveliest outfits in radio. So listeners tune to WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC all of the time—on behalf of our sponsors. WKRC advertising rings the bell all down the line... wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Cincinnati, Charlotte, N. C., Los Angeles, San Francisco

OHIO

(1,641,500 radio homes, or 92% ownership among the State's total of 1,777,000 families. Urban ownership is 1,130,200, or 93% of urban families; rural ownership is 511,300, or 91% of rural families.)

Radio Homes by Counties

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

WADC, AKRON

Operator: Allen T. Simmons, Beacon Journal Bldg. **Phones:** Hemlock 5151-2-3. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS. **Opened:** April 8, 1925.

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

Rep: George P. Hollingberry. **Seating facilities:** O'Neil's Auditorium, 1,000. **Merchandising:** Complete service available. **Foreign language programs:** Accepted. **Artists bureau:** No talent listed, though nominally there is an artists setup. **Base rate:** \$175.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted. **E. T. library:** Associated. **News:** Transradio. **News periods:**

8:30-8:45 A.M., 12:30-12:45 P.M., 5:45-5:55 P.M., 11-11:05 P.M., Monday through Friday; 8:30-8:45 A.M., 11-11:05 P.M., Saturday only; 12:30-12:35 P.M., Sunday only.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. **Phones:** Jefferson 6111; Franklin 1111; Hemlock 1000. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** October 1932.

President: John F. Weimer. **General manager:** Edythe Fern Melrose.

Rep: Kelly-Smith Co. **Seating facilities:** Akron Armory, 3,500 persons; Rudick's Auditorium, 250. **Merchandising:** Complete service available; devote space in local paper to new clients. **Foreign language programs:** Announcements accepted; extra charge of \$1 per announcement if station announcer is used. **Artists bureau:** No talent listed, although a setup is nominally maintained. **Base rate:** \$100.

OHIO STATIONS—Continued

Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. **News:** None listed.

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. **Phones:** 1211; 1311. **Power:** 500 watts on 940 kc (daytime). **Affiliation:** None. **Opened:** Nov. 22, 1937. (Note: This station is affiliated with the Ashtabula Star-Beacon, the Geneva Free Press, the Painesville Telegraph, and the Conneaut News & Herald).

Manager: Robert B. Rowley. **Commercial manager:** Robert C. Marvin. **Program director:** Walter C. Walrath. **Chief engineer:** George E. Gautney. **Artists bureau head:** Gerald C. O'Brien. **Musical director:** Richard Joachim. **Publicity:** Handled by Thurse F. Sigman Advertising.

Rep: None. **Seating facilities:** Two studios, seating 40 and 70. **Merchandising:** None listed. **Foreign language programs:** Accepted and encouraged; copy must be accompanied by translation. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: No wine or alcoholic beverage advertising accepted. **E. T. library:** Associated; Standard; MacGregor. **News:** UP. **News periods:** 10-10:15 A.M., noon—12:10 P.M., 2-2:15 P.M., 4:30-4:45 P.M., Monday through Saturday; 9:15-9:30 A.M., noon—12:15 P.M., 4:30-4:45 P.M., Sunday only.

WHBC, CANTON*

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

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

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service rendered at actual cost. **Foreign language programs:** Accepted; translation must be submitted for approval. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. **News:** None.

* At press time this station was changing to new ownership, building new studios and transmitter, and otherwise changing policies, rate structure, etc.; the above data is therefore tentative.

WKCY, CINCINNATI

Operator: L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; executive offices and studios, Hotel Gibson, Cincinnati. **Phone:** Hemlock 7655. **Power:** 50,000 watts on 1490 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** Sept. 16, 1929. (Note: WKCY is scheduled to shift network affiliation to CBS).

President, general manager: L. B. Wilson. **Sales manager:** Lloyd Venard. **Public relations director:** Elmer Dressman. **Sales promotion manager:** E. C. Jimmy Krauters. **Program director:** Mendel Jones. **Merchandising manager:** Thomas Mitchell. **Sales service manager:** George Moore. **Station promotion manager:** Bev Dean.

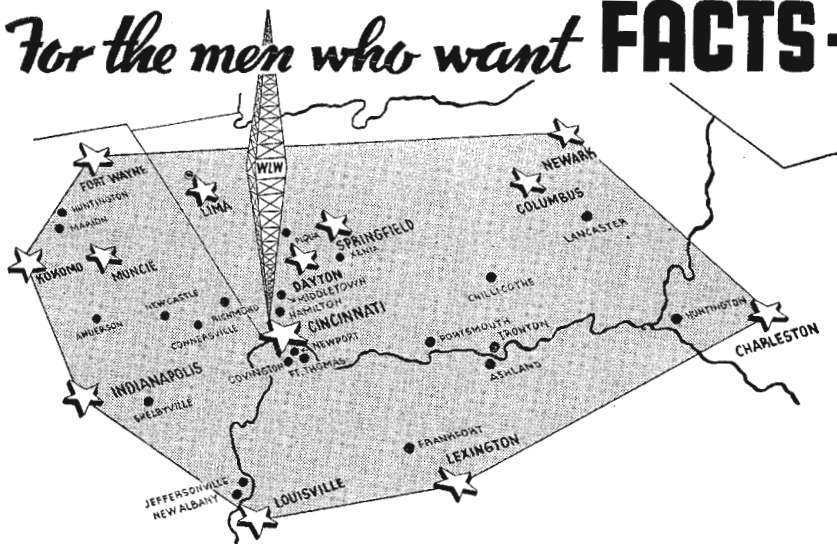
Rep: Free & Peters, Inc. **Seating facilities:** Studio, 75 persons; Gibson ballroom 500. **Merchandising:** Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WKCY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, and maintains active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place displays and report on stock and competitive stock, copy of which report is forwarded to company and agency; also taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make comparative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$440.

Copy restrictions: All commercial copy must be approved by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department. **E. T. library:** NBC Thesaurus; World. **News:** Transradio. **News periods:** 8-8:10 A.M., 8:30-8:35 A.M., 9:45-9:50 A.M., 12:20-12:25 P.M., 2:30-2:40 P.M., 5:35-5:45 P.M., all Monday through Saturday; 10-10:15 P.M., every day; 10-10:05 A.M., 2:30-2:40 P.M., Sunday only.

WCPO, CINCINNATI

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

For the men who want **FACTS-**



140,803 CALLS MADE IN THE 13 STARRED MARKETS REVEALED:

★ From March 22 through March 28, 1939, Ross Federal Research Corporation made 118,920 calls in 12 of the cities starred. In the 13th market, Cincinnati, Alberta Burke Marketing and Research Co. made 21,883 calls.

● The cities circled above were not included in this Survey, but it seems reasonable to assume that WLW does generally as well in these towns, many of which are not served by any local station.

The average audience tuned to WLW is more than twice that of the ten dominant local stations (8:30 A.M. to 10:30 P.M., Monday through Friday). The combined cost of these stations is \$1,830 per hour, or 69.4% greater than WLW's rate of \$1,080.

Since these stations have an average of 22.8% of the listening audience and WLW has 48.3%, on an identical cost per listener basis WLW's rate would be \$3,876.

Write WLW or Transamerican Broadcasting & Television Corporation for **MORE FACTS AND FIGURES ON WHY I SHOULD BUY**

THE NATION'S STATION



WSAI
covers
a
#17
size

A #17 SIZE shoe is not the largest in the world. But it's astoundingly big! So with cities . . . WSAI covers Cincinnati—#17 in size of U. S. cities. There are plenty of people here—more than a million in the trading area. Plenty money, too! Income is 37% higher than the national average.

WSAI covers Cincinnati—and then some! WSAI's popularity is very high—because of NBC, Mutual, and the finest local programs—coming from the greatest array of talent of any regional station in the world. Rates are LOWEST of all local network stations. All of which means BULK AUDIENCE — AT LOW COST PER LISTENER.

WSAI will boost your sales. Shall we send proof?

WSAI *Cincinnati's Own Station*
REPRESENTED BY INTERNATIONAL RADIO SALES

OHIO STATIONS—Continued

General manager: M. C. Watters.

Rep: Weed & Co. **Seating facilities:** Three studios, capacity about 150. **Merchandising:** Maintains complete department; large street studio with display windows; tie-ins with merchandising facilities of The Cincinnati Post. **Foreign language programs:** Accepted at restricted hours. **Artists bureau:** Yes. **Base rate:** \$60 (WCPO is also sold in combination with WNOX and WMPS).

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post. **News periods:** Ten minutes every hour on the hour, except 5 P.M., from 7 A.M. to midnight, all apparently daily.

WKRC, CINCINNATI

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

General manager: Wm. A. Schudt, Jr. **Commercial manager:** Wm. J. Williamson. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Publicity director:** Margaret Maloney. **Special events director:** James M. Patt.

Rep: Radio Sales. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display in the Hotel Alms (sponsor to furnish the trim); furnish distribution information, etc.; all foregoing services gratis. Special services include sending out of special mailings for sponsor at 4c per letter (WKRC furnishing everything except dealer helps or printed matter); will make intensive surveys of all types, cost depending on nature and extent of the work; trailers in 20 theatres available soon. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: CBS program policies. **E. T. library:** Standard. **News:** UP. **News periods:** 6:45-6:50 A.M., 7:15-7:20 A.M., 8:30-8:35 A.M. 2-2:10 P.M., 6-6:05 P.M. 10:15-10:20 P.M., 12:30-12:35 A.M., 1:55-2 A.M., all Monday through Saturday; 12-12:10; P.M., Saturday only; 11:45-noon, 11-11:05 P.M., 12:30-12:35 A.M., 1:55-2 A.M., Sunday only.

WLW, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:**

50,000 watts on 700 kc; 500,000 watts on 700 kc after midnight. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Mutual. **Opened:** 1921. (Note: WSAI, Cincinnati, is under same ownership.)

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General sales manager:** Robert E. Dunville. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Program director:** Owen Vinson. **Chief engineer:** R. J. Rockwell. **Service Manager:** Walter Callahan. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House. **Sales promotion manager:** Beulah Strawway.

Rep: Transamerican Broadcasting & Television Corp. **Seating facilities:** Auditorium studio seats 400 (shared with WSAI); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Conduct market research and field surveys of products advertised on station; issue organ publicizing sponsor's promotional activities; publicity sent to 2,910 newspapers, daily and weekly, radio publications, national and local fan magazines, plus trade journals. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$1,080.

Copy restrictions: Beer accepted; no other alcoholic beverages; proprietary medicines subject to specific approval of management; length of commercial copy subject to time of day, length of program, and station restrictions. **E. T. library:** Associated; Davis & Schwieger. **News:** INS; UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 11:30-11:35 A.M., Monday through Saturday; 7:40-7:45 A.M., Tuesday, Thursday, Saturday; 12:30-12:35 P.M., 5:45-6 P.M., Monday through Friday; 1:15-1:30 P.M., Monday, Wednesday, Friday; 10:30-10:45 A.M., 7:30-7:45 P.M., Sunday only; 11-11:15 P.M., 1-1:15 A.M., every day.

WSAI, CINCINNATI

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

President: Powel Crosley, Jr. **Vice-president in charge of broadcasting:** James D. Shouse. **General manager:** Dewey H. Long. **Assistant to vice-president in charge of broadcasting:** Cecil Carmichael. **Sales promotion manager:** Richard A. Rupert. **Program director:** Clair Shadwell.

OHIO STATIONS—Continued

Chief engineer: R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Joseph Cherniavsky. **Research director:** Meredith Runck. **Continuity director:** Lee House.

Rep: International Radio Sales. **Seating facilities:** Auditorium studio seats 400 (shared with WLW); second auditorium seats 6,000 (available via special arrangement). **Merchandising:** Dealer tie-ins, car and bus cards, film trailers, changeable neon signs; monthly house organ; publicity sent to national and local fan magazines, trade journals, and 45 papers in WSAI area. **Foreign language programs:** No policy listed. **Artists bureau:** Yes. **Base rate:** \$240.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products; commercials must conform to standards of good taste. **E. T. library:** Associated; Davis & Schwegler. **News:** INS; UP. **News periods:** 8:30-8:33 A.M., 12:25-12:30 P.M., 5:30-5:35 P.M., Monday through Saturday; 9:30-9:45 P.M., Sunday through Friday; 10:30-10:35 P.M., Monday through Friday.

WCLE, CLEVELAND

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

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

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** See description of WHK, Cleveland. **Foreign language programs:** Not accepted. **Artists bureau:** See WHK, Cleveland. **Stock:** See WHK, Cleveland. **Base rate:** \$112.50.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words;

WCKY
POWERFUL AS ANY RADIO STATION
IN THE ENTIRE UNITED STATES . . .

OHIO STATIONS--Continued

daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising; beer and wines accepted if copy does not intend to spread further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 6:55 A.M., 9 A.M., 11 A.M., 1 P.M., 2:15 P.M., 5:30 P.M., all five minutes, all Monday through Saturday; 9:30-9:45 A.M., Sunday only.

WGAR, CLEVELAND

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

President: G. A. Richards.* **General manager:** John F. Patt. **Assistant manager:** Eugene Carr. **Local sales manager:** Harry Camp. **Editorial and promotion di-**

**Also president of WJR, Detroit, Mich., and KMPC, Beverly Hills, Calif.*

rector: Ellis C. Vander Pyl. **Program director:** Worth Kramer. **Production manager:** Carl George. **Chief engineer:** R. Morris Pierce. **Musical director:** Walberg Brown. **Publicity director:** Maurice Condon.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium, 400; Public Auditorium, 15,000; Music Hall, 2,500. **Merchandising:** Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street car cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; lobby display. **Foreign language programs:** Will accept without restrictions as to day or evening hours; also announcements. **Artists bureau:** Yes; has complete talent roster. **Stock:** Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. **Base rate:** \$350.

Copy restrictions: Beer accepted at any

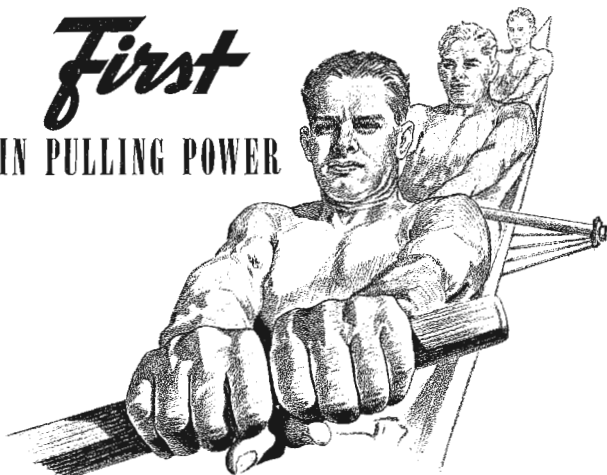
**BLASTING FIFTY THOUSAND WATTS,
DAY AND NIGHT, WITH THE FINEST
QUALITY SIGNAL ANYWHERE IN
THE WHOLE WIDE WORLD.**

**58% OF THE POPULATION OF THE
UNITED STATES WITHIN THE ONE-
HALF MILLIVOLT NIGHT-TIME
COVERAGE—McNARY & CHAMBERS,
ENGINEERS—WASHINGTON, D. C.**

NBC
RED & BLUE

L. B. Wilson

First
IN PULLING POWER



It takes "pulling power" to make radio programs pay out. It takes "low cost per inquiry" to produce profits. Will WHK-WCLE deliver these?

A nationally-known oil corporation offered as a test, a compass ring for children. To get it, five gallons of gasoline had to be purchased. The receipt plus a dime had to be sent in. Inside of 3 weeks, 13,000 rings were mailed out. From the advertising manager, this message: "We have enjoyed new, all time records in the Cleveland area."

A national advertiser offered a health magazine with a product sample requiring the sending in of money—from dimes to dollar bills. This pro-

duced 3,000 quick inquiries—and a grateful note from the agency in charge: "Your station is now producing the lowest cost per inquiry of any station of the 12 we are now using."

Another national advertiser made a test offer by four announcements only. A dime and a box top were required. 17,000 replies were received. The agency wrote: "Our offer on your station exceeded two other major markets and we are very much pleased."

Double PULLING POWER!

W H K

Now **5000** WATTS, daytime

When you buy WHK-WCLE for your radio program, you are harnessing top potential pulling power to your sales message. Result: PAY DIRT!

WHK & WCLE *Cleveland*
THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

OHIO STATIONS—Continued

time; liquor and wine taken only after 10 P.M., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., 2-2:05 P.M., 5:55-6 P.M., 6:15-6:30 P.M., 11-11:15 P.M., Monday through Saturday.

WHK, CLEVELAND

Operator: Radio Air Service Corp., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 5,000 and 1,000 watts on 1390 kc. **Affiliation:** NBC Basic Blue; Mutual Broadcasting System. **Opened:** July 26, 1921, as 8ACS; March 5, 1922, as WHK. (Note: WHK is newspaper-owned by the Cleveland Plain Dealer.)

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

Rep: Radio Advertising Corp. **Seating facilities:** Two largest studios seat 350-400 apiece. **Merchandising:** Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; all station artists under its control for outside appearances. **Stock:** All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. **Base rate:** \$340.

Copy restrictions: Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1,350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (station cooperates with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis,

poisonous, or body odor," or any violation of good taste; no fortune telling, etc.; beer and wines accepted if copy does not encourage further use of these beverages; no hard liquors. **E. T. library:** World; NAB; Lang-Worth. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:10 P.M., 1-1:15 P.M., 4:55-5 P.M., 6-6:05 P.M., 11-11:05 P.M., midnight-12:02 A.M. 1-1:01 A.M., Monday through Saturday; 8-8:15 A.M., 1:30-1:45 P.M., 11-11:05 P.M., Sunday only.

WTAM, CLEVELAND

Operator: Owned and operated by the National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. **Phone:** Cherry 0942. **Power:** 50,000 watts on 1070 kc. **Affiliation:** NBC Basic Red. **Opened:** September, 1923.

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

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

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicines subject to NBC rules. **E. T. library:** NBC Theatrus. **News:** UP. **News periods:** 6:55-7 A.M., 7:30-7:45 A.M., Monday through Saturday.

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. **Phone:** Adams 9625. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1921. (Note: This station is affiliated with the Columbus Dispatch and Ohio State Journal.)

General manager, station manager: Richard A. Borel. **Commercial manager:** W. I.

OHIO STATIONS—Continued

Orr. Program director: Jack Price. Chief engineer: Lester Nafzger. Musical director: Lowell Riley. Promotion director: Jim Yerian.

Rep: John Blair & Co. **Seating facilities:** 50 persons. **Merchandising:** Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; informative letters issued on new programs, contests, etc., to distributors; tear-sheet service; complete exploitation files maintained; personal contacts; special efforts suggested by clients will be made. **Foreign language programs:** Accepted; none current. **Artists bureau:** None. **Base rate:** \$175.

Copy restrictions: Beer copy not accepted; no wines or alcoholic beverages; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated. **News:** Transradio. **News periods:** 7:30 A.M., 3 P.M., 6 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 5-5:15 P.M., Sunday only.

WCOL, COLUMBUS

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

President: Kenneth B. Johnston. **Station manager:** Neal A. Smith. **National sales manager:** Jack Kelly. **Program director:** Ed Bronson. **Production director:** William W. Beavers. **Chief engineer:** James E. Lowe.

Rep: Weed & Co. **Seating facilities:** Can accommodate 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. **Merchandising:** Merchandising assistance rendered to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. **Foreign language programs:** None. **Artists bureau:** None; talent available through program department. **Base rate:** \$125.

Copy restrictions: Better Business Bureau of Columbus consulted on copy claims. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:15 A.M., 11:45 A.M., 6:30 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Sunday only.

WHKC, COLUMBUS

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

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

Rep: Radio Advertising Corp. **Seating facilities:** None. **Merchandising:** Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. **Foreign language programs:** Accepted, but foreign element is very small; translation must accompany copy. **Artists bureau:** None. **Stock:** Owned entirely by Radio Air Service Corp., Cleveland. **Base rate:** \$97.50.

Copy restrictions: Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval. **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M., 12:30 P.M., 6 P.M., 9:30 P.M., all Monday through Saturday; 11:45-noon, Sunday.

WOSU, COLUMBUS

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

This station is non-commercial; university-owned.

WHIO, DAYTON

Operator: Miami Valley Broadcasting Corp., 45 S. Ludlow. **Phone:** Adams 2261. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1935. (Note: This station is newspaper owned by the Dayton Daily News, which also owns the Springfield News and Sun.)

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

Rep: George P. Hollingsbery Co. **Seating facilities:** Can accommodate audiences up to 500. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's pro-

OHIO STATIONS—Continued

gram on broadcast summaries; deliver display material; issue a dealer house organ, and send out publicity; window posters; use of display window offered each sponsor for two weeks. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: No wines or alcoholic beverages accepted, but will take beer advertising; all copy must be in "good taste." **E. T. library:** None. **News:** AP; UP. **News periods:** 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 9:45-9:50 A.M., 11:45-noon, 2:55-3:00 P.M., 5:35-5:40 P.M., 10:45-11:00 P.M., Monday through Friday; 6:00-6:05 A.M., 7:00-7:05 A.M., 8:00-8:15 A.M., 10:15-10:20 A.M., 11:45-noon, 12:45-12:50 P.M., 2:10-2:15 P.M., 5:00-5:05 P.M., 10:45-11:00 P.M., Saturday; 12-12:15 P.M., 1:30-1:45 P.M., 10:45-11:00 P.M., Sunday.

WING, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** None. **Opened:** 1922. (Formerly WSMK).

General manager: Ronald B. Woodyard.*

Rep: None. **Seating facilities:** Can accommodate about 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$90.

Copy restrictions: Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **News periods:** 8-8:15 A.M., 10-10:05 A.M., 11-11:05 A.M., thereafter five minutes every hour on the hour to 8 P.M., 10-10:15 P.M., 11-11:05 P.M., midnight-12:05 A.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., and five minutes every hour on the hour from 8 P.M. until midnight, all Sunday only.

* Changes in personnel at press time did not permit a fuller staff listing.

WLOK, LIMA

Operator: The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

President: George B. Storer*. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** How-

* Also president of WSPD, Toledo, and WWVA, Wheeling, W. Va.

ard Donahoe. **Chief engineer:** S. E. Gladfelter.

Rep: None. **Seating facilities:** Can accommodate a small number of persons. **Merchandising:** Distribute window cards (if furnished by sponsor), and assist in promotion of all types; no charge for service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8:55-9 A.M., 2:30-2:35 P.M., 5-5:15 P.M., Monday through Friday; 12:15-12:30 P.M., Monday through Saturday.

WPAY, PORTSMOUTH

Operator: Vee Bee Corp., 1009 Gallia St. **Phone:** 1010. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 15, 1935.

Station and commercial manager: Ralph H. Patt. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers.

Rep: Cox and Tanz (East only). **Seating facilities:** Studio can accommodate 100 persons. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** Nominal setup for obtaining talent. **Base rate:** \$75.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., noon, 6 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9 P.M., both 15 minutes, both Monday through Friday; 9:45 A.M., 12:30 P.M., 3 P.M., 5:30 P.M., all 15 minutes, all Sunday; additionally five minutes of news on the hour.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC Optional Red and Blue. **Opened:** April 15, 1921. (Note: The Fort Industry Co. also operates WLOK, Lima.)

President: George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director, artists bureau head:** Russell A. Gohring. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

Rep: John Blair & Co. **Seating facilities:** Studio seats 75 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists**

OHIO STATIONS—Continued

bureau: Setup nominal only. **Stock:** Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. **Base rate:** \$220.

Copy restrictions: Beer and light wines accepted; hard liquor copy is not accepted; patent medicines carefully checked. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 8-8:15 A.M., Monday through Saturday; 8:45-9 A.M. (women's news), 12:45-1 P.M., 6-6:15 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Sunday only.

WTOL, TOLEDO

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

President: Frazier Reams. **Station manager:** Sterling B. Beeson, Jr. **Chief engineer:** Frank B. Ridgeway. **Program director:** Harry H. Burge.

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

Copy restrictions: Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:30 A.M., noon, 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; also five minutes every hour on the hour 7 A.M. to 7 P.M., excepting when quarter-hour news is broadcast; 5:45-6 P.M., Sunday.

WFMJ, YOUNGSTOWN

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

At press time this station had a construction permit only.

WKBN, YOUNGSTOWN

Operator: WKBN Broadcasting Corp., 17

N. Champion St. **Power:** 1,000 and 500 watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

President: W. P. Williamson, Jr.

Rep: None. **Seating facilities:** Can accommodate 300 persons. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service available. **Base rate:** \$160.

Copy restrictions: Alcoholic beverage advertising accepted, if not broadcast earlier than 10 P.M., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names. **E. T. library:** World; NAB; Lang-Worth; Standard. **News:** Transradio. **News periods:** 8-8:15 A.M., Monday through Saturday; 11:15-11:30 A.M., Monday, Wednesday, Friday; 4-4:05 P.M. and 6:15-6:20 P.M., Monday through Friday; 10:15-10:30 P.M., Monday, Tuesday, Thursday.

WALR, ZANESVILLE

Operator: WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** CBS (special line). **Opened:** April, 1924.

Managing director: Stanton P. Kettler. **Program and production director:** Allen Haid. **Chief engineer:** William Hunt. **Musical director:** James Minium.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Offer complete service, including publicity, window displays, etc.; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

Copy restrictions: Beer, wine and patent medicines accepted; liquor not accepted. **E. T. library:** Standard. **News:** INS. **News periods:** 8-8:15 A.M., noon-12:15 P.M., 6-6:15 P.M., 10-10:15 P.M., Monday through Saturday; 8-8:15 A.M., 6-6:15 P.M., 9:45-10 P.M., Sunday.

OKLAHOMA

(454,300 radio homes, or 73% ownership among the State's total of 619,000 families. Urban ownership is 202,500, or 87% of urban families; rural ownership is 251,800, or 65% of rural families.)

Radio Homes by Counties

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

KADA, ADA

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

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

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

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. **E. T. library:** World. **News:** Transradio. **News periods:** 7:05-7:10 A.M., 8:15-8:30 A.M., 10:55-11 A.M., 1-1:05 P.M., 3:30-3:45 P.M., 5:45-6 P.M., all Monday through Saturday.

KVSO, ARDMORE

Operator: Ardmoreite Publishing Company, Inc., Chickasaw & Northwest Blvd.

Phone: 3030. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

General Manager: Albert Riesen. **Station manager:** James Griffith. **Program director:** Dolly Dutton. **Chief Engineer:** Paul Ross.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 100 persons. **Merchandising:** Publicity in Sunday radio page in Daily Ardmoreite; features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. **Foreign language programs:** No rules; such programs have never been requested. **Artists bureau:** Setup nominal only. **Base rate:** \$32.50.

Copy Restrictions: Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:30 A.M., 11 A.M., 3 P.M., 6 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 P.M., Saturday; 10:15-10:30 A.M., Sunday.

OKLAHOMA STATIONS—Continued

KASA, ELK CITY

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

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

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

Copy restrictions: No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated. **E. T. library:** Davis & Schwegler. **News:** Transradio. **News periods:** 7:15 A.M., 11:15 A.M., 4:45 P.M., all 15 minutes, all Monday through Saturday.

KCRC, ENID

Operators: Enid Radiophone Co., Tower Studios. **Phone:** 447. **Power:** 250 watts on 1360 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** April 1, 1928. (Note: Station is interlocked in ownership with Enid News and Eagle.)

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

Rep: Joseph Hershey McGillvra. **Seating facilities:** Two studios, capacity 250. **Merchandising:** Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. **Foreign language programs:** No rules; German programs would best fit foreign audience and would be accepted. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; only approved patent medicines accepted. **E. T. library:** World. **News:** A.P.; Christian Science Monitor. **News periods:** 8:30 A.M., 1 P.M., 7:45 P.M., all 15 minutes, all Monday through Saturday.

KBIX, MUSKOGEE

Operator: Oklahoma Press Publishing Co., Barnes Bldg. **Phone:** 303. **Power:** 100

watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** May 1, 1936. (Note: This station is newspaper-owned by the Muskogee Daily Phoenix and Times-Democrat.)

Vice-president: Tams Bixby, Jr. **Station manager, program director:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow.

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

Copy restrictions: Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, Federal and state regulations. **E. T. library:** World. **News:** A.P. **News periods:** 10-10:05 A.M., noon-12:15 P.M., 7:45-8 P.M., all Monday through Saturday.

WNAD, NORMAN

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

This station is non-commercial; university-owned.

KOCY, OKLAHOMA CITY

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

Rep: None. **Seating facilities:** No specific information given, although station notes that it has several hundred visitors daily. **Merchandising:** Complete service available. **Foreign language programs:** Accepted when accompanied by full English translation. **Artists bureau:** Yes; lists several orchestras and singers. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally. **News:** No service listed.

KOMA, OKLAHOMA CITY

Operator: KOMA, Inc., Biltmore Hotel. **Phone:** 2-3291. **Power:** 5,000 watts on 1480 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is owned by the same stockholders owning KTUL, Tulsa.)

Manager: Neal Barrett. **Commercial manager:** Jack Howell. **Program director:**

OKLAHOMA STATIONS—Continued

W. S. Lukenbill. **Director of promotion and publicity:** Bill Anderson. **Musical director:** Herman C. Chaney. **Chief engineer:** M. W. Thomas.

Rep: International Radio Sales. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy subject to approval of the commercial editing department. **E. T. library:** None. **News:** UP. **News periods:** 6-6:05 A.M., 7:30-7:45 A.M., 3-3:15 P.M., 4:05-4:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day.

KTKO, OKLAHOMA CITY

Operator: Oklahoma Broadcasting Co., Inc., 1800 W. Main St. **Phones:** 3-8352-3. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** NBC Blue Southwestern Group; Mutual; Oklahoma Network. **Opened:** March 15, 1937 (as KTKO; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth Star-Telegram.)

President: Harold V. Hough. **Station manager:** Kenyon M. Douglass. **Commercial manager:** Tom Johnson. **Program director:** Waymond Ramsey. **Merchandising and promotion director:** Paul H. Buening. **Chief engineer:** Bernard Tullius.

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

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **News periods:** 6:45 A.M., 8:30 A.M., 10:15 A.M., 1 P.M., 3:45 P.M., 10:30 P.M., all 15 minutes, all Monday through Saturday.

WKY, OKLAHOMA CITY

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

Secretary-treasurer: Edgar T. Bell. **Sta-**

tion manager: Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Production manager, musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hammacher.

Rep: The Katz Agency. **Seating facilities:** Main studio, 275; Studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. **Merchandising:** Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mailing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times, and Farmer-Stockman (weekly); display space in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. **Foreign language programs:** No demand for these in this section. **Artists bureau:** Arrange for club, theatre or private bookings of WKY artists. **Base rate:** \$240.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted." **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:15-7:30 A.M., 11:15-11:30 A.M., 12:50-1 P.M. (farm news), 4:45-5 P.M., 10:30-10:45 P.M., all daily except Sunday.

KHBC, OKMULGEE

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

Base rate: \$50.

No other information available.

WBBZ, PONCA CITY

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

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

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

Copy restrictions: Accept beer and light wine advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval. **News:** None listed.

OKLAHOMA STATIONS—Continued

KGFF, SHAWNEE

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

President: Oscar Stauffer. **Secretary-treasurer, general manager:** Joseph W. Lee. **Advertising manager:** Weldon Stamps. **Chief announcer:** Frank Jackson. **Publicity, traffic:** Maxine Eddy. **Chief engineer:** John Molloy.

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

Copy restrictions: All copy subject to approval of the management. **E. T. library:** None. **News:** AP; UP. **News periods:** 8:30 A.M., 1 P.M., 4 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KOME, TULSA

Operator: Harry Schwartz, 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938. (Note: Harry Schwartz is president of the Tulsa Federation of Labor and business manager of the union's monthly paper.)

General manager: Jack Neil. **Commercial manager:** Harold Grimes. **Program director:** R. H. Latting. **Chief engineer:** James Manship. **Musical director:** Dorothy Doan. **Publicity director:** Jay Crum.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** UP. **News periods:** Five minutes every hour on the hour, 6 A.M. to local sunset, all daily.

KTUL, TULSA

Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 4-8188. **Power:** 5,000 and 1,000 watts on

1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and plan a two-station network of their holdings.)

Vice-president: William C. Gillespie. **Sales manager:** Lawson Taylor. **Program director:** Bill Gillespie. **Merchandising and publicity director:** John Esau. **Production manager:** Jack Hoffman. **Musical director:** Lillian Smithline. **Chief engineer:** Nathan Wilcox. **Continuity chief:** Ray Scollars.

Rep: Free & Peters, Inc. **Seating facilities:** Radio theatre available; capacity not listed. **Merchandising:** Sales and promotion department offers merchandising service; assist in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." **Foreign language programs:** None; no population warranting same. **Artists bureau:** Supply talent through station. **Stock:** Principal holders are J. T. Griffin, Bryan Matthes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. **Base rate:** \$120.

Copy restrictions: Allow three minutes of commercial per quarter-hour, and five minutes per half-hour; beer accepted; no other alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:45-7 A.M., 7:45-8 A.M., 11:45-noon, 12:45-1 P.M., 6:05-6:10 P.M., all Monday through Saturday; 10:15-10:30 P.M., every day.

KVOO, TULSA

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

Vice-president, general and station manager: Wm. B. Way. **Commercial manager:** Willard D. Egolf. **Program director, production manager, artists bureau head:** Norvell Slater. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

Rep: Edward Pety & Co., Inc. **Seating facilities:** Three studios seating, respectively, 15, 30 and 100 persons; also two remote studios seating 1,100 and 2,800 persons. **Merchandising:** Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. **Foreign language programs:** None; population does not warrant same. **Artists bureau:** Yes; lists about 45 artists, musicians, orchestra leaders, writers, producers and announcers. **Stock:** Principally held by W. G. Skelly. **Base rate:** \$260.

OKLAHOMA STATIONS—Continued

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy must comply with station policy; no false or misleading claims; no lotteries; no advertising matter "in bad taste." **E. T. library:**

World: NAB; Davis & Schwegler. **News:** INS. **News periods:** 6:45 A.M., 7:45 A.M., 11:15 A.M., 5:45 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

OREGON

(285,400 radio homes, or 95% ownership among the State's total of 299,000 families. Urban ownership is 147,000, or 94% of urban families; rural ownership is 138,400, or 97% of rural families.)

Radio Homes by Counties

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

KAST, ASTORIA

Operator: Astoria Broadcasting Co., 1006 Taylor Ave. **Phone:** 95. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** July 1, 1935. (Note: This station is affiliated with the Astorian-Budget and Pendleton East Oregonian.)

Manager: James C. Wallace. **Commercial manager,** Frank E. Marrion. **Chief engineer:** Lawrence King.

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

Copy restrictions: No beer, wine or whiskey advertising except after 10 P.M.; patent medicines accepted if copy, product and advertising claims meet station approval. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 8:30-8:35 A.M., noon-12:15 P.M., 3:45-4 P.M., 5:55-6 P.M., all daily.

KBKR, BAKER

Operator: Louis J. Thornton. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. **Phone:** 848. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938. (Note: This station is newspaper-owned by the Bend Bulletin.)

General manager: Robert W. Sawyer. **Station manager, publicity director:** Frank H. Loggan. **Commercial manager:** Chet Wheeler. **Program and musical director:** William Murphy. **Chief engineer:** August Hiebert.

Rep: Cox and Tanz; John Keeting. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Complete department maintained; any "reasonable" amount of service rendered gratis, except for postage. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted; "objectionable medical advertising" rejected. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:30-8:35 A.-M., 10:30-10:35 A.M., 12:30-12:45 P.M., 5:30-5:45 P.M., all Monday through Saturday.

OREGON STATIONS—Continued

KOAC, CORVALLIS

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

This station is non-commercial.

KORE, EUGENE

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

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

Rep: John Blair & Co. **Seating facilities:** Glass-encased reception room, 200 persons. **Merchandising:** Maintain such a service; details do not conform to any set policy. **Foreign language programs:** No demand for

such in station area. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: Accept wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9-9:05 A.M., 10-10:05 A.M. noon-12:15 P.M., 3:45-4 P.M., 6:45-7 P.M., all Monday through Saturday.

KFJL, KLAMATH FALLS

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

Base rate: \$25.

No further information available after repeated requests.

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay, Sacajawea Inn. **Phone:** 220. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher

Sell the prosperous Oregon Market with

KGW
620 KC 5000 WATTS DAYTIME
1000 WATTS NIGHTS
NBC RED

KEX
1180 KC 5000 WATTS CONTINUOUS
NBC BLUE

RADIO STATIONS
OF
THE OREGONIAN
PORTLAND, OREGON

REPRESENTATIVES
EDWARD PETRY & CO. INC.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, SAN FRANCISCO, LOS ANGELES

OREGON STATIONS—Continued

of the La Grande Morning Observer.)

Manager: Harold M. Finlay. **Program director:** Floyd Bryant. **Chief engineer:** Paul Walden.

Rep: Cox and Tanz. **Base rate:** \$15 (½ hr.).

Copy restrictions: Station reserves the right to refuse any copy not on a level with the character of the station or the advertiser. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8:15 A.M., 10:15 A.M., 12:15 P.M., 3:30 P.M., 6:30 P.M., all 15 minutes, all Sunday through Friday.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: KOOS also maintains studios in North Bend; affiliated with Coos Bay Times, Eugene News and Salem Statesman.)

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

Rep: Walter Biddick Co. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service rendered through commercial department. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted. **E. T. library:** Transco. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 9-9:15 P.M. (last named from Don Lee), all apparently daily.

KMED, MEDFORD

Operator: Mrs. W. J. Virgin, Sparta Bldg. **Phone:** 305. **Power:** 1,000 and 250 watts on 1410 kc. **Affiliation:** NBC Red and Blue Pacific Coast Supplementary Group. **Opened:** September, 1932.

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

Rep: None. **Seating facilities:** Main studio seats 50 persons. **Merchandising:** Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. **Foreign language programs:** Not accepted; population less than 2% foreign. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely

edited; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **News periods:** 8:30 A.M., 12:30 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Sundays only.

KALE, PORTLAND

Operator: KALE, Inc., New Heathman Hotel. **Phone:** Atwater 7209. **Power:** 5,000 and 1,000 watts on 1300 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. (Note: KALE is affiliated with the Oregon Journal, as is KOIN of the same city.)

President: C. Roy Hunt; **Station manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Production manager:** Ted Cooke. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis S. Bookwalter. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Publicity in the "Radio Advertiser," which is circulated to retail stores; also advertise new programs in the Oregon Journal. **Foreign language programs:** Subject to restrictions which practically prohibit; controversial subjects not allowed. **Artists bureau:** None. **Stock:** Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. **Base rate:** \$60 (½ hr.).

Copy restrictions: Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Lang-Worth. **News:** INS; UP. **News periods:** 8:45-9 A.M., 1:30-1:40 P.M., 4:30-4:40 P.M., 9-9:15 P.M., all Monday through Saturday.

KBPS, PORTLAND

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

This station is non-commercial.

KEX, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 watts on 1180 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1931. (Note: This station is NBC owned, but operated by the Portland Oregonian, also owners of KGW, Portland.)

General and station manager: W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul Connet. **Traffic manager:** Ralph Greer.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Mer-**

OREGON STATIONS—Continued

chandising: Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$93.75.

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 10:30 A.M., 11 P.M., both 15 minutes, both Monday through Saturday; 12:30 P.M., 8:15 P.M., both 15 minutes, both every day.

KGW, PORTLAND

Operator: Oregonian Publishing Co., Oregonian Bldg. **Phone:** Atwater 2121. **Power:** 5,000 and 1,000 on 620 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also operates KEX).

General and station manager: W. Carey Jennings. **Production manager:** H. Q. Cox. **Chief engineer:** Harold Singleton. **Musical director:** Abe Bercovitz. **Sales manager:** Paul H. Connet. **Traffic manager:** Ralph H. Greer.

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

Copy restrictions: Beer and light wines accepted weekdays after 10 P.M. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program. **E. T. library:** NBC Thesaurus. **News:** INS; Transradio. **News periods:** 7:45 A.M., 3:30 P.M., both 15 minutes, both Monday through Saturday; 12:45-1 P.M., Sunday.

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 and 1,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Oregon Journal as is KALE of the same city.)

President: Charles W. Myers. **General manager and treasurer:** C. Roy Hunt. **Sales manager:** Charles E. Couche. **Production manager, artists bureau head:** Johnnie Walker. **Program director:** Henry B. Swartwood, Jr. **Technical director:** Louis

S. Bookwalter. **Musical director:** Joseph Sampietro. **Publicity director:** Lester Halpin.

Rep: Free & Peters, Inc. **Seating facilities:** About 100 persons. **Merchandising:** Publishes "Radio Advertiser" and circulates the publication to retail stores; Oregon Journal lists programs with sponsor names. **Foreign language programs:** Acceptance rules are strict to the point of prohibition; none currently on station; English translation must be submitted in advance. **Artists bureau:** Yes; lists about 20 artists. **Stock:** Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. **Base rate:** \$100 (½ hr.).

Copy restrictions: Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic beverages. **E. T. library:** World; Associated; Lang-worth. **News:** INS; UP. **News periods:** 7:45-8 A.M., 11:45-noon, 3-4 P.M. (participating program with news and music), 10-10:15 P.M., every day.

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:**

When You Think
OREGON
Think

KOIN

Portland's
CBS Outlet

FREE & PETERS
National Representatives

OREGON STATIONS—Continued

500 watts on 1040 kc (unlimited except between local sunset and 9 P.M.; station resumes broadcasting at 9 P.M. and operates to 3 A.M.). **Affiliation:** None. **Opened:** 1927.

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

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 500 persons. **Merchandising:** Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. **Foreign language programs:** Accepted if "of good character." **Stock:** Held by John C. Egan and Wilbur J. Jerman. **Base rate:** \$30 (½ hr.).

Copy restrictions: No patent medicines nor hard liquors; beer and wines accepted between 10 P.M. and 1 A.M., except Sundays; spot announcements limited to 100 words. **E. T. library:** None. **News:** INS. **News periods:** 7-7:15 A.M., 9:45-10 A.M., 11:15-11:30 A.M., 3:45-4 P.M. (local news), 12:30-12:35 A.M., 1:15-1:20 A.M. (Hollywood gossip via INS), 2-2:05 A.M., all daily except Sunday.

KXL, PORTLAND

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

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

Rep: Gene Furgason & Co. **Seating facilities:** Capacity not listed. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by T. W. Symons, Jr., and E. B. Craney. **Base rate:** 30 (½ hr.).

Copy restrictions: Commercial copy can't consume more than 15% of program time. **E. T. library:** Standard; MacGregor; NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** Every hour on the hour, daily, all five minutes, except 15 minute periods at 7 A.M., 9 A.M., noon and 7 P.M.

*Also president of KFPY, Spokane, Wash.

KRRR, ROSEBURG

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

Manager: Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr.

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

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy. **E. T. library:** None. **News:** AP. **News periods:** 7:30-7:40 A.M., 7:40-7:45 A.M. (local news), 12:45-12:50 P.M., 12:50-1 P.M. (local news), 6:05-6:10 P.M., 6:10-6:15 P.M. (local news), all Monday through Saturday.

KSLM, SALEM

Operator: Oregon Radio, Inc., 343 Court St. **Phone:** 6131. **Power:** 500 watts on 1360 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1934.

President, commercial and production manager: H. B. Read. **Program director:** Herb Johnston. **Chief engineer:** Clyde Wiegand.

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

Copy restrictions: Beer and wines not accepted before 10 P.M. nor on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use; copy subject to approval of management. **E. T. library:** None. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., 10:15 A.M., 12:15 P.M., 6:45 P.M., 8 P.M., 9 P.M. (last-named from Don Lee), all 15 minutes, all Monday through Saturday; 9-9:15 P.M. (UP news), Sunday only.

PENNSYLVANIA

(2,206,400 radio homes, or 90% ownership among the State's total of 2,452,000 families. Urban ownership is 1,553,900, or 92% of urban families; rural ownership is 652,500, or 85% of rural families.)

Radio Homes by Counties

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

WCBA, ALLENTOWN

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

WSAN, ALLENTOWN

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

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

Rep: Gene Furgason & Co. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Place window displays and mail circular letters; mimeograph, multi-graph and addressograph service available. **Foreign language programs:** Accepted; complete English translation must be furnished. **Artists bureau:** Yes; lists about 25 artists. **Base rate:** \$120.

Copy restrictions: Patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World. **News:** UP. **News periods:** 8-8:05 A.M., 9-9:05 A.M., 10-10:05 A.M., 11-11:05 A.M., 11:55-noon, 4:55-5 P.M., 6:15-6:30 P.M., 7-7:05 P.M., 9-9:05 P.M., 10:45-11 P.M., all Monday through Saturday.

WFBG, ALTOONA

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

Base rate: \$86.

No further information available after repeated requests.

WEST, EASTON

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

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle.

PENNSYLVANIA STATIONS—Continued

Chief engineer: J. E. Mathiot. **Artists bureau head:** Beula Edinger. **Musical director:** Eugene Bethman. **Publicity director:** Richard West.

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

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-8 A.M., 10:30-10:35 A.M., 12:30-12:45 P.M., 6-6:15 P.M., 7:30-7:35 P.M., 10:15-11 P.M., all daily.

* Also president of WAZL, Hazelton, Pa., WORK, York, WDEL-WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service. **Opened:** April 21, 1935.

Station and commercial manager: V. Hamilton-Weir. **Program director:** James Hamilton. **Chief engineer:** Harold Roess. **Musical director:** Anthony Conti.

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

Copy restrictions: Beer, wine and patent medicines accepted; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **News periods:** 7:30 A.M., 8:45 A.M., 12:15 P.M., 2:30 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:15 A.M., 6 P.M., 11 P.M., all 15 minutes, all Sunday.

WIBG, GLENSIDE

Operator: Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. **Phones:** Majestic 2675; Ogontz 3100. **Power:** 100 watts on 970 kc (daytime). **Affiliation:** None. **Opened:** 1924.

General manager: Paul F. Harron. **Commercial manager:** Edward D. Clery. **Program and musical director:** Douglas Arthur. **Chief engineer:** John H. Henninger. **Publicity director:** Rupe Werling.

Rep: None. **Seating facilities:** Capacity not listed. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **News periods:** 8-8:15 A.M., noon-12:15 P. M. (comment), 1-1:15 P.M., 4:30-4:45 P.M., 5:25-5:30 P.M., all daily.

WHJB, GREENSBURG

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

Station manager: Roy H. Verret. **Program director:** Carolyn Castracane. **Chief engineer:** W. W. McCoy. **Publicity director:** Howard Lewis.

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

Copy restrictions: None listed. **E. T. library:** None. **News:** None.

WSAJ, GROVE CITY

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

This station is non-commercial; college-owned.

WHP, HARRISBURG

Operator: WHP, Inc., Telegraph Bldg. **Phone:** 43211. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

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

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

PENNSYLVANIA STATIONS—Continued

but can contact talent for the sponsor.
Base rate: \$125.

Copy restrictions: Beer accepted, providing commercials are in "good taste"; liquors only after 11 P.M.; station reserves the right to censor misrepresentations, or products not conforming to federal laws. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 10:10-10:15 A.M., 12:30-12:45 P.M., 6:30-6:45 P.M., 11-11:05 P.M., Monday through Saturday; 1-1:30 P.M. (news in review), Sunday only.

WKBO, HARRISBURG

Operator: Keystone Broadcasting Corp., 31 North 2nd St. **Phone:** 4-0191. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Harrisburg Telegraph.)

Station Manager: C. G. Moss. **Commercial manager:** George C. Smith.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Lists about 45 artists, directors, orchestras and announcers. **Base rate:** \$125.

Copy restrictions: None listed. **E. T. library:** World. News: UP. **News periods:** No information available.

WAZL, HAZELTON

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

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

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

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 7 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

* Also president of WEST, Easton, Pa., WORK, York, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster.

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. **Phone:** 24-361. **Power:** 250 and 100 watts on 1310 kc (specified hours with WFBG). **Affiliation:** None. **Opened:** March, 1925. (Note: This station is owned by the Johnstown Tribune.)

President: Walter W. Krebs. **Station and commercial manager:** J. C. Tully. **Program director:** J. P. Foster. **Chief engineer:** A. J. Reid.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; copy must be submitted in English as well as the foreign language one week prior to broadcast. **Artists bureau:** None. **Base rate:** \$85.

Copy restrictions: None listed. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 10:25-10:30 A.M., 6:15-6:15 P.M., daily except Sunday.

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. **Phone:** 5252. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Service; Inter-City Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922. (Note: This station is affiliated with the Lancaster New Era and Intelligence Journal).

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

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

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **News periods:** 9 A.M., 12:15 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday.

* See footnote to WAZL, Hazelton, Pa.

WKST, NEW CASTLE

Operator: Keystone Broadcasting Co., Cathedral Bldg. **Phone:** 5050. **Power:** 250 watts on 1250 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 23, 1938.

President, general manager: S. W. Townsend. **Station manager, program and musical director, artists bureau head:** Arthur W. Graham. **Commercial manager:** Her-

PENNSYLVANIA STATIONS—Continued

bert S. Kirk. **Chief engineer:** Howard Con-della. **Publicity director:** Len Taylor.

Rep: Cox and Tanz. **Seating facilities:** Auditorium adjoining studios, 3,200 persons. **Merchandising:** Courtesy announcements, window displays, and distribution of window cards at no extra cost; estimate submitted on all additional services. **Foreign language programs:** Programs and announcements accepted in Hungarian, Italian, German, Slovak and Polish. **Artists bureau:** Setup nominal only. **Stock:** Held by S. W. Townsend, Fred W. Danner, Herbert S. Kirk, and Arthur W. Graham. **Base rate:** \$75.

Copy restrictions: No beer, wine, or liquor copy accepted; station reserves right to eliminate all parts of programs or announcements not complying with NAB Code of Ethics or station standards; continuity must be submitted at least three days in advance; announcements exceeding word limit in any class will be broadcast as submitted, but billed at next higher rate. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** Two-minute bulletins every hour on the hour daily, except 8 A.M., noon, and 6 P.M. when 10-minute periods are broadcast.

KYW, PHILADELPHIA

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

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

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

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

ing broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15 A.M., 12:45 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday.

WCAU, PHILADELPHIA

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

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

Rep: Reiter-Spadea Co. (Chicago only); Bertha Bannan (Boston only). **Seating facilities:** Auditorium-studio, 260 (has stage and modern kitchen). **Merchandising:** Sales promotion and research departments conduct surveys at various times; radio habits checked. **Foreign language programs:** Not accepted. **Artists bureau:** None, but talent can be furnished for sponsors. **Base rate:** \$500.

Copy restrictions: Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight-reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods may not have more than a 100-word commercial before and after program; before 6 P.M., quarter-hours may not have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 P.M., quarter-hours may not have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines accepted; no hard liquors. **E. T. library:** World. **News:** Transradio. **News periods:** 7:45-8 A.M. (comment), 10-10:05 A.M., 6-6:05 P.M., Monday through Saturday 10:30-10:45 P.M., Monday through Friday.

WDAS, PHILADELPHIA

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

President: Alexander W. Dannenbaum.

PENNSYLVANIA STATIONS—Continued

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

Rep: None. **Seating facilities:** Studios can accommodate 125 persons. **Merchandising:** Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleisher; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. **Artists bureau:** None (program department, however, places artists elsewhere). **Stock:** Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. **Base rate:** \$75.

Copy restrictions: Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted, providing they meet with station policy and are subject to analysis. **E. T. library:** Lang-Worth; NAB. **News:** INS. **News periods:** Every hour on the hour, three minutes per period, 8 A.M. to 8 P.M., daily except Sunday.

WFIL, PHILADELPHIA

Operator: WFIL Broadcasting Co., Widener Bldg. **Phone:** Rittenhouse 6900. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Basic Blue; Mutual; Quaker Network. **Opened:** 1934.

President: Samuel R. Rosenbaum. **General manager:** Roger W. Clipp. **Local sales manager:** George W. Jaspert. **Chief engineer:** Frank V. Becker. **Production manager:** Fred Dodge. **Publicity and promotion manager:** Joseph T. Connolly.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Use Manufacturers Club, 1,200. **Merchandising:** Procure free advertisement for program via time-trading arrangement with the Record, Daily News and Evening Ledger Shopping Guide; displays and other tie-in media; exploitation; help devise program; push institutional angle. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$330.

Copy restrictions: Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times. **E. T. library:** Associated. **News:** INS. **News periods:** 8-8:15 A.M., 8:45-9 A.M., 12:30-12:35 P.M., 3:45-4 P.M., 6:30-6:40 P.M., 10:30-10:45 P.M., all Monday through Saturday.

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. **Phones:**

Lombard 2390 (Bell System); Main 2,000, extension 359 (Keystone system). **Power:** 100 watts on 1310 kc (divides time with WTEL). **Affiliation:** None. **Opened:** March 30, 1930.

President, general and station manager: W. Porter Ogelsby, Jr. **Assistant manager:** Milton Laughlin. **Publicity:** Sam Servta.

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

Copy restrictions: Station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety." **E. T. Library:** NAB News; None.

WIP, PHILADELPHIA

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

President: Benedict Gimbel, Jr. **Sales director:** Edward A. Davies. **Program director:** James Allan. **Chief engineer:** Clifford Harris. **Musical director:** Clarence Fuhrman. **Publicity director:** Murray Arnold.

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

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **News periods:** 6:45-7 A.M., 8:15-8:30 A.M., 10:30-10:45 A.M., 11:15-11:30 A.M. (women's news), 12:30-12:45 P.M., 2:45-3 P.M., 6:40-6:45 P.M., 10:45-11 P.M., 12:55-1 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday through Friday; noon-12:15 P.M., 11-11:15 P.M., Sunday only.

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** International Broadcasting Corp. on direct wire to WOV, New York City. **Opened:** 1929.

PENNSYLVANIA STATIONS—Continued

General manager: Hyla Kiczales*. **Station and commercial manager:** Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: WOV, New York City. **Seating facilities:** Auditorium accommodating 550 persons. **Merchandising:** Mail letters regarding radio campaigns to local trade outlets; publicity department maintains contact with all newspapers in coverage area; merchandising bureau available; station has a space-time tradeout with the Philadelphia Daily News. **Foreign language programs:** Italian, Polish and Jewish programs current; programs must be introduced and signed off in English, and comply with state and Federal laws. **Artists bureau:** Yes; licensed under the State of Pennsylvania. **Base rate:** \$180.

Copy restrictions: Liquor advertising not accepted; all copy must conform to state and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **English news periods:** 10:50-11 A.M., 12:15-12:30 P.M., 3:50-4 P.M., 11:55-midnight, all Monday through Saturday; 7:45-8 P.M., Sunday only. **Italian news periods:** 5 P.M., 6:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday. **Jewish news periods:** 7:45-8 P.M., Monday; 8:30-9 P.M. (dramatized news), Friday; 8:45-9 P.M., Saturday. **Polish news periods:** 9:15-9:25 A.M., Monday through Saturday.

* Also general manager of WOV and WBIL, New York City.

WTEL, PHILADELPHIA

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

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

Rep: None. **Seating facilities:** Studio C, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Polish, German and Lithuanian programs current. **Artists bureau:** None. **Base rate:** On request.

Copy restrictions: Accept beer and wine, and patent medicines; copy must conform to FCC and FTC rules and regulations. **E. T. library:** Lang-Worth. **News:** Christian Science Monitor. **News periods:** 8:45-9 A.M., Monday through Saturday; noon-12:10 P.M., Monday through Friday.

KDKA, PITTSBURGH

Operator: Owned by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: Sherman D. Gregory. **Commercial manager:** W. E. Jackson. **Program manager:** Derby Sproul. **Chief Engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Musical director:** Maurice Spitalny. **Publicity director:** Kay Barr.

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

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; closing date for copy is one week in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well-known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1:30-1:45 P.M. (women's news), Monday through Friday; 6:15-6:30 P.M., Sunday only.

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** Quaker Network. **Opened:** 1919.

President: H. J. Brennen*. **Station manager:** John J. Laux. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** Joe Villella. **Musical director:** Nelson Maples. **Chief engineer:** Walter McCoy. **Publicity director:** Howard McCartney.

Rep: Wm. G. Rambeau Co. **Seating facilities:** Playhouse, capacity 1,200. **Merchandising:** Publicity and key distributor contacts. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be

* Also president of WJAS, Pittsburgh.

Audience!

WJAS does such a good radio job that more than 99½ percent of the people who listen to Columbia programs in the rich Pittsburgh trading area tune in this station.

More than 6 million people all reached by WJAS. No duplication of service from outside stations.



**COLUMBIA
BASIC NETWORK**

Wm. G. Rambeau Co.
Representatives

PENNSYLVANIA STATIONS—Continued

approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 7:45 A.M., 10:45 A.M., 1:45 P.M., 5:45 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10:45 A.M., 5:45 P.M., 7:30 P.M., 10 P.M., all 15 minutes, all Sunday.

WCAE, PITTSBURGH

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

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

Rep: International Radio Sales. **Seating facilities:** Observation room seats 25 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$475.

Copy restrictions: Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 seconds; all copy subject to station approval with revision. **E. T. library:** World. **News:** or 1. **News periods:** 8-8:10 A.M., noon-12:10 P.M., 1:15-6:25 P.M., 11-11:10 P.M., Monday P.M. 6:30 Saturday; 1:45-2 P.M., Sunday only.

WJAS, PITTSBURGH

Operator: Pittsburgh Radio Supply House, 411 Seventh Ave. **Phone:** Grant 4860. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** CBS. **Opened:** Aug. 4, 1922. (Note: Same operators also control WHJB, Greensburg, Pa.)

President and general manager: H. J. Brennen*. **Commercial manager:** Robert M. Thompson, Sr. **Program director:** James Hughes. **Chief engineer:** Walter McCoy. **Musical director:** Baron Elliott. **Publicity director:** Marian Caughey.

Rep: William G. Rambeau Co. **Seating facilities:** Playhouse seats 1,200. **Merchandising:** Station publicity; key dealer contacts. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. li-**

brary: None. **News:** Transradio. **News periods:** 8 A.M., 12:30 P.M., 6:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 10:30-10:45 P.M., Sunday only.

WWSW, PITTSBURGH

Operator: Walter and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Quaker Network. **Opened:** May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

Station manager: Frank R. Smith, Jr. **Program and musical director, artists bureau head:** Walter E. Sickles. **Publicity director:** H. B. Trautman.

Rep: Cox and Tanz. **Seating facilities:** 100 persons. **Merchandising:** Complete service available; details and estimates upon request. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; MacGregor. **News:** INS; also from parent paper. **News periods:** 8:30-8:45 A.M., Monday through Saturday; 12:05-12:15 P.M., 6-6:15 P.M., Sunday through Friday; 10:30-10:45 P.M., every day. (Note: Also broadcast numerous bulletins; all sponsored and subject to sponsorship.)

WEEU, READING

Operator: Berks Broadcasting Co. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Supplementary Service. **Base rate:** \$150.

No further information available.

WRWA, READING

Operator: Reading Broadcasting Co. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary Service.

Base rate: \$120.

No further information available after repeated requests

WGBI, SCRANTON

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

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

Rep: John Blair & Co. **Seating facilities:**

* Also president of KQV, Pittsburgh.

PENNSYLVANIA STATIONS—Continued

None. **Merchandising:** Letters to dealers; pre-program announcements; newspaper publicity. **Foreign language programs:** Accepted; must give audition and review of the script; all copy must comply with the NAB Code of Ethics. **Artists bureau:** None. **Base rate:** \$118.75.

Copy restrictions: Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** NBC Thesaurus; Standard. **News:** Trans-radio. **News periods:** 7:30-7:40 A.M., 3-3:10 P.M., 6:45-6:55 P.M., all Monday through Saturday; 6:15-6:25 P.M., Sunday only; 11-11:10 A.M., 11-11:15 P.M., every day.

WQAN, SCRANTON

Operator: The Scranton Times. **Power:** 1,000 and 500 watts on 880 kc (divides time with WGBI).

This station is non-commercial.

WPIC, SHARON

Operator: Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 154. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

President, station manager: John Fahnline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Swerlingen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Client's programs get full publicity in the Sharon Herald; any other merchandising rendered at actual cost. **Foreign language programs:** Accepted. **Artists bureau:** About 50 artists available, though not under direct contract to the station. **Base rate:** \$75.

Copy restrictions: Beer copy accepted; no other alcoholic beverages; patent medicines accepted if complying with Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** Every hour on the hour, five minutes, 8 A.M. to 5 P.M., all scheduled Monday through Saturday.

WKOK, SUNBURY

Operator: Sunbury Broadcasting Corp., 1150 N. Front St. **Phone:** 1326. **Power:** 100 watts on 1210 kc. **Affiliation:** Quaker Network. **Opened:** Sept. 1, 1933. (Note: This

station is owned by individuals also owning the Sunbury Item.)

President: H. H. Haddon. **General manager:** B. A. Beck. **Station manager, commercial manager:** Melvin Lahr. **Program director:** Paul L. Miller. **Chief engineer:** Clifford Kerstetter.

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

Copy restrictions: Copy is acceptable if it conforms to FCC regulations. **E. T. library:** Associated; Davis & Schwegler. **News:** UP. **News periods:** 8 A.M., 10 A.M., noon, 3 P.M., 5:55 P.M., 8:55 P.M., all five minutes, all daily; 3-3:05 P.M., Monday through Friday.

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** M. E. Slagel. **Program and musical director:** S. Sages. **Chief engineer:** K. L. Meredith. **Artists bureau head:** Mary Lucius.

Rep: None. **Seating facilities:** Studio seats 35 persons. **Merchandising:** Complete service available gratis. **Foreign language programs:** Accept programs and announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages; commercial continuity must be submitted to station one week prior to broadcast. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 9-9:05 A.M., noon-12:10 P.M., 4-4:10 P.M., 8-8:15 P.M., all Monday through Saturday.

WBAX, WILKES-BARRE

Operator: John H. Stenger, Jr., 141 S. Main St. **Phone:** 3-0196. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 10, 1922.

General manager: Dale Robertson. **Commercial manager:** Harry Thomas. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** None listed. **Merchandising:** Complete department maintained. **Foreign language programs:** Accepted. **Artists bureau:** Yes. **Base rate:** \$75.25.

Copy restrictions: Hard liquor advertis-

PENNSYLVANIA STATIONS—Continued

ing not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30-7:45 A.M., 8:45-8:55 A.M., 11:50-noon, 5:45-6 P.M., all Monday through Saturday; 3:30-3:45 P.M., 10:30-10:45 P.M., Monday through Friday; 10-10:15 P.M., Saturday only; 10 A.M., 2 P.M., 5 P.M., 10 P.M., all 15 minutes, all Sunday.

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service. **Opened:** 1924.

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

Rep: None. **Seating facilities:** Four studios, seating 100 persons; outside auditorium, seating 500. **Merchandising:** Render "all possible cooperation." **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about 55 artists. **Base rate:** \$120.

Copy restrictions: Accept beer, wine, liquor and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy. **E. T. library:** Standard. **News:** Transradio; local news. **News periods:** 9:30-9:45 A.M., 12:30-12:35 P.M. (local news), 1:30-1:35 P.M. (local news), 2:30-2:45 P.M., 5:45-5:30 P.M. (local news), 6:15-6:30 P.M., 7:25-7:30 P.M., 11-11:15 P.M., all Monday through Saturday.

WRAK, WILLIAMSPORT

Operator: WRAK, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun.)

President: Ernest M. Case. **Station manager:** George E. Joy. **Commercial man-**

ager: T. M. Metzger. **Program director:** O. M. Linn. **Chief engineer:** Louis N. Persio. **Artists bureau head:** P. M. Breining. **Musical director:** I. R. Berndt. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal only. **Stock:** Principally held by the Sun-Gazette Co. **Base rate:** \$75.

Copy restrictions: No wine, beer or hard liquor advertising accepted. **News:** Transradio.

WORK, YORK

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

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

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings through newspaper affiliates. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy must conform to station standards. **E. T. library:** None. **News:** Transradio. **News periods:** 7:55 A. M., 12:15 P.M., 6:30 P.M., 11 P.M., duration not listed, all Monday through Saturday.

* Also president of WEST, Easton, Pa., WAZL, Hazleton, Pa., WDEL and WILM, Wilmington, Del., and vice-president of WGAL, Lancaster, Pa.

RHODE ISLAND

(155,500 radio homes, or 92% ownership among the State's total of 169,000 families. Urban ownership is 142,500, or 92% of urban families; rural ownership is 13,000, or 93% of rural families.)

Radio Homes by Counties

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

WEAN, PROVIDENCE

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

President: John Shepard III. **Commercial manager:** Richard F. Voynow. **Chief engineer:** Harry H. Tilley. **Merchandising director:** Carlton McVarish.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 40; can supply outside facilities with capacity up to 2,000, at cost. **Merchandising:** Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. **Foreign language programs:** Accept certain types, depending on merit as "public entertainment." **Artists bureau:** Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. **Base rate:** \$200.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Ass'n. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Yankee news periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 8:45 A.M., 1:30 P.M., 6:30 P.M., 11 P.M., all 15 minutes, all Sunday only. **Local news:** 9-9:05 A.M., noon-12:05 P.M., 5:45-5:50 P.M., 11:30-11:35 P.M., Monday through Saturday.

WJAR, PROVIDENCE

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

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

Rep: Weed & Co. **Seating facilities:** Studio, 250 persons. **Merchandising:** Mail

letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of service rendered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$200.

Copy restrictions: Accept beer and wine; no hard liquor. **E. T. library:** World. **News:** From the Providence Journal and Evening Bulletin. **News periods:** 8 A.M., 1 P.M., 6 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 11-11:15 P.M., Sunday.

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 and 1,000 watts on 630 kc. **Affiliation:** CBS. **Opened:** As WLSI in 1919; as WPAW in 1924.

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

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

Copy restrictions: No hard liquor; otherwise the station has adopted copy restrictions of CBS. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:05 A.M., 7:30-7:35 A.M., 8-8:15 A.M., 8:55-9 A.M., 5:45-6:05 P.M., 11-11:15 P.M., all Monday through Saturday; 11-11:15 A.M., 1-1:15 P.M., 4:55-5 P.M., all Monday through Friday; 10-10:15 A.M., 12:45-1 P.M., 5:30-5:35 P.M., Saturday only; 9:30-9:35 A.M., 1:45-1:50 P.M., 11-11:15 P.M., Sunday.

SOUTH CAROLINA

(207,300 radio homes, or 51% ownership among the State's total of 407,000 families. Urban ownership is 69,500, or 70% of urban families; rural ownership is 137,800, or 45% of rural families.)

Radio Homes by Counties

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

WAIM, ANDERSON

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

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

Rep: Sears and Ayer. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission. **E. T. library:** World; Lang-Worth. **News:** Press-Radio. **News periods:** 7:55-8 A.M., 9-9:10 A.M., 11:55-noon, 4:30-4:40 P.M., 8:55-9 P.M., 10:05-10:15 P.M., all Monday through Saturday.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1930.

President, station manager: John M. Rivers. **Vice-president:** G. Richard Shafto.* **Commercial manager:** Roland Weeks. **Program director:** Charles McMahon. **Chief engineer:** John B. Fuqua. **Publicity director:** Philip Sutterfield.

Rep: Free & Peters, Inc. **Seating facilities:** Studios accommodate 50 persons. **Merchandising:** "General services" offered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 8 A.M., noon, 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 2-2:05 P.M., Sunday.

*Also manager of WIS, Columbia, S. C.

WTMA, CHARLESTON

Operator: Y. W. Scarborough and J. W. Orvin doing business as the Atlantic Coast Broadcasting Co. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

WCOS, COLUMBIA

Operator: Carolina Advertising Corp. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had a construction permit only.

SOUTH CAROLINA STATIONS—Continued

WIS, COLUMBIA

Operator: Station WIS, Inc., 1811 Main St. **Phones:** 2-2135; TWX Clba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June, 1930.

Station manager: G. Richard Shafto.* **Commercial manager:** J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Allyn Corris. **Publicity director:** Frank Burger.

Rep: Free & Peters, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge pre-announcements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State; program mat service sent to 15 weekly papers throughout the state. **Foreign language programs:** None; population less than 1% foreign born. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$130.

Copy restrictions: Adheres strictly to NAB Code of Ethics; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste and merchandise is of reliable manufacture." **E. T. library:** Standard. **News:** UP. **News periods:** 7:30 A.M., 8:45 A.M., noon, 1:15 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday; 1 P.M., 11 P.M., both five minutes, both Sunday.

*Also vice-president of WCSC, Charleston, S. C.

WOLS, FLORENCE

Operator: O. Lee Stone. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None.

Base rate: \$60.

No other information available.

WFBC, GREENVILLE

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

owned by the News and Piedmont.)

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

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

Copy restrictions: Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **News periods:** 8 A.M., 12:15 P.M., 6 P.M., 11 P.M., all five minutes, all Monday through Saturday. (Note: These periods are currently sponsored by Esso; no announcements taken around them, except after final station break.)

WRKL, ROCK HILL

All particulars stricken from the FCC records.

WSPA, SPARTANBURG

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

Station head and manager: Virgil V. Evans. **Commercial manager:** Bill Hix. **Program director:** James D. Mugford. **Chief engineer:** Ed. Long. **Publicity director:** Law Epps.

Rep: Kelly-Smith Co. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all services rendered free. **Foreign language programs:** Would accept, but foreign population is practically non-existent. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy. **E.T. library:** Lang-Worth. **News:** Transradio. **News periods:** 9-9-15 A.M., every day.

SOUTH DAKOTA

(132,900 radio homes, or 80% ownership among the State's total of 167,000 families. Urban ownership is 31,700, or 93% of urban families; rural ownership is 101,200, or 76% of rural families.)

Radio Homes by Counties

Armstrong	10	Fall River.....	1,760	Meade	2,190
Aurora	1,310	Faulk	1,290	Mellette	890
Beadle	4,720	Grant	1,950	Miner	1,530
Bennett	800	Gregory	2,070	Minnehaha	11,050
Bon Homme	2,200	Haakon	940	Moody	1,770
Brookings	3,260	Hamlin	1,480	Pennington	4,500
Brown	6,610	Hand	1,660	Perkins	1,570
Brule	1,400	Hanson	1,100	Potter	1,080
Buffalo	340	Harding	700	Roberts	2,760
Butte	1,670	Hughes	1,560	Sanborn	1,390
Campbell	910	Hutchinson	2,450	Shannon	730
Charles Mix.....	2,840	Hyde	680	Spink	2,900
Clark	2,010	Jackson	510	Stanley	490
Clay	2,000	Jerauld	1,110	Sully	680
Codington	3,610	Jones	610	Todd	960
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

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

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** E. L. Weeks. **Chief engineer:** Delbert Hunt. **Merchandising director:** F. E. Painter.

Rep: Weed & Co.; North Central Broadcasting System. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Worked out with sponsor, according to individual circumstances. **Foreign language programs:** Not generally accepted. **Artists bureau:** Can supply local talent or work through North Central Broadcasting Co. **Base rate:** \$30.

Copy restrictions: No liquor advertising accepted; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30-7:40 A.M., 9:30-9:35 A.M., 10-10:10 A.M. (women's news), 11:45-noon, 6:30-6:45 P.M., 9:45-10 P.M., all Monday through Saturday.

KFDY, BROOKINGS

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

This station is non-commercial.

KGFX, PIERRE

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

No further information available.

KOBH, RAPID CITY

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

Director, station manager: Robert J. Dean. **Program director:** G. E. Bruntlett. **Chief engineer:** M. J. Jones. **Manager, Deadwood studios:** Abner H. George.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer dis-

SOUTH DAKOTA STATIONS—Continued

plays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: lists about 45 artists. **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. Library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 9-9:05 A.M., 9:45-9:50 A.M., 10 A.M. (livestock market), 11-11:05 A.M., 11:55 A.M. (livestock market), 12:15-12:25 P.M., 12:30 (grain bulletins), 1:45 P.M. (Dow Jones stock averages), 2-2:05 P.M. (local news only), 4-4:15 P.M., 7-7:15 P.M., 8:45-9 P.M., 9:45-10 P.M., all Monday through Saturday; 10:45-11 A.M., 3:45-4 P.M., Sunday and holidays only.

WCAT, RAPID CITY

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

This station is non-commercial.

KELO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 250 and 100 watts on 1200 kc. **Af-**

iliation: NBC Red and Blue Supplementary Service. **Opened:** Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by Joseph Henkin, Sam C. Fantle, Jr., and Morton Henkin. **Base rate:** \$50.

Copy restrictions: Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations. **E. T. Library:** NBC Thesaurus. **News:** UP. **News periods:** Every hour on the hour from noon to 6 P.M., 6:30-6:40 P.M., 9:30-9:45 P.M., all seven days per week; 12:30-12:45 P.M., 6:30-6:40 P.M., 9:15-9:30 P.M., Sunday only.

Families at $3\frac{1}{3}\text{¢}$ Per M. ! yours on WNAX, of course !

At WNAX, 5,000 watts power does the job of 50,000—and at 5,000 watt rates. In the 275 county WNAX Daytime Primary Area live 3,917,000 people—719,500 radio homes—who last year spent \$891,466,000 for the things you're trying to sell. Rates in line with the 5,000 watts power (570 K. C. is the secret) make it possible for you to buy WNAX for as little as $3\frac{1}{3}\text{¢}$ per radio family. Drop us a line and ask for a copy of the map showing the job WNAX did for Wayne feeds.

And, of course, you can buy WNAX in combination with the Iowa Network at an exceptionally low rate.

WNAX YANKTON, S.D. • 570 Kilocycles • CBS
5000 WATTS L.S. • 1000 WATTS NIGHT
Represented by THE KATZ AGENCY

Key to a 5-STATE, \$900,000,000 MARKET in the MIDWEST

SOUTH DAKOTA STATIONS—Continued

KSOO, SIOUX FALLS

Operator: Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. **Phone:** 757. **Power:** 5,000 watts on 1110 kc (to local sunset) **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Dec. 1, 1926. (Note: This company also owns KELO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** Sam C. Fantle, Jr. **Commercial manager:** George R. Hahn. **Vice-president and program manager:** Morton Henkin. **Merchandising manager:** George (Bill) Rohn. **Chief engineer:** Max Staley.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio A, 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). **Merchandising:** Maintains separate department; services rendered on per unit basis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:45 A.M., 7:30-7:45 A.M., 8:55-9 A.M., 9:28-9:33 A.M., 10:05-10:15 A.M., 11:23-11:28 A.M., 12:45-1 P.M., 4-4:05 P.M., 5:25-5:30 P.M., 6:15-6:20 P.M., all Monday through Saturday; 2:20-2:30 P.M., Monday through Friday only; 8:30-8:40 A.M., 10-10:05 A.M., 2-2:15 P.M., 4:30-4:45 P.M., 5:30-5:45 P.M., Sunday only.

KUSD, VERMILLION

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

This station is non-commercial; university-owned.

KWTN, WATERTOWN

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

President: Dr. F. Koren. **Station and commercial manager:** M. W. Plowman. **Program director:** Dale Russell. **Chief engineer:** E. A. Blackburn. **Musical director:**

Aileen Johnson. **Sales manager:** Morris Wisott. **Assistant program director, studio technician:** W. Lowell Pitt.

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

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** No service listed. **News periods:** 9-9:15 A.M., 10:55-11 A.M. (market news), 11:15-11:20 A.M. (hospital news), 12:15-12:30 P.M., 4:15-4:20 P.M. (hospital news), 5:30-5:45 P.M. (market news).

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts. **Phone:** 443. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** April 4, 1927. (Note: WNAX is owned by the Des Moines Register & Tribune, and affiliated with KSO-KRNT, Des Moines, and WMT, Cedar Rapids.)

Vice-president, general manager: Luther L. Hill. **Vice-president, station manager:** Robert R. Tincher. **Commercial manager:** Haydn R. Evans. **Regional sales and merchandising director:** C. E. LaGrave. **Program director:** Arthur J. Smith. **Farm service director:** Charles Worcester. **Musical director:** Rex Hayes. **Chief engineer:** Clifton Todd. **Publicity director:** James Gies.

Rep: The Katz Agency. **Seating facilities:** Studio auditorium, 275 persons. **Merchandising:** Auditorium displays, dealer cooperation; contact work through jobbers, distributors and wholesale men. **Foreign language programs:** Not accepted. **Artists bureau:** Information on request. **Base rate:** \$150.

Copy restrictions: Beer accepted; no wines or hard liquor; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated. **News:** UP. **News periods:** 5:45 A.M. (farm news and market review), 7:15 A.M., 12:15 P.M., 6 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 9:30 P.M., both 15 minutes, both Sunday only.

TENNESSEE

(459,900 radio homes, or 67% ownership among the State's total of 689,000 families. Urban ownership is 211,200, or 82% of urban families; rural ownership is 248,700, or 58% of rural families.)

Radio Homes by Counties

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

WOPI, BRISTOL

Operator: Radiophone Broadcasting Station WOPI, Inc., 410 State St. **Phone:** WOPI. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 15, 1929.

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

Rep: Burn-Smith Co., Inc. **Seating facilities:** Large reception room; also Auditorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. **Merchandising:** Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$36.

Copy restrictions: No wine, beer or hard liquor copy accepted. **E. T. library:** NBC Thesaurus; World; Standard. **News:** UP. **News periods:** 7 A.M., 8 A.M., 9 A.M., 9:55 A.M., 11:45 A.M., 1:15 P.M., 3 P.M., 4 P.M., 5 P.M., 6:15 P.M., 8 P.M., 9:15 P.M., 10 P.M., 10:45 P.M. (duration not listed), all Monday through Saturday; 8 A.M., noon, 2:30 P.M., 6:15 P.M., 9:15 P.M., 10 P.M. (duration not listed), all Sunday. (Note: Spots preceding, following, or during newscasts carry higher rates.)

WAO, CHATTANOOGA

Operator: W. A. Patterson, Read House. **Phone:** 6-6141. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** NBC additional to the Red Southcentral and Blue Southern Group. **Opened:** Nov. 9, 1936.

TENNESSEE STATIONS—Continued

General and station manager: R. G. Patterson. **Commercial manager, publicity director:** R. N. Krepps. **Program director, artists bureau head:** T. K. Nobles. **Chief engineer:** Jimmy Johnston.

Rep: None. **Seating facilities:** Reception room with view of studios seats 200. **Merchandising:** Form or individual letters for special promotions sent out at no charge to client, providing his time purchases are on a contract run. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Stock:** WAPO is entirely owned by W. A. Patterson. **Base rate:** \$120.

Copy restrictions: No hard liquor advertising accepted; all commercial copy left to discretion of station salesmen; all political copy must be approved by station manager. **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7 A.M., 8 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., 7 P.M., 9 P.M., 11 P.M. (duration not listed), all apparently daily.

WDOD, CHATTANOOGA

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

Station manager: Frank S. Lane. **Commercial manager:** Carter Parham. **Program director:** Dorothy W. McCurdy. **Chief engineer:** J. C. Vessels. **Musical director:** Bob Barrett.

Rep: Paul H. Raymer Co. **Seating facilities:** WDOD Radio Playhouse seats 650; admission to shows noonway and evenings is 20c. **Merchandising:** Policy varies in accordance with sponsor request; station renders all required services. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept beer and patent medicines. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45 A.M., 12:25 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday (Esso).

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. **Phone:** 3340. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun.)

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

Rep: The Branham Co. **Seating facilities:**

Can accommodate 100 persons. **Merchandising:** Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. **Foreign language programs:** None indicated. **Artists bureau:** Entertainment bureau has musical units and other talent available. **Base rate:** \$50.

Copy restrictions: Beer accepted; patent medicine copy must have station scrutiny and approval before acceptance. **E. T. library:** NBC Thesaurus. **News:** UP; station operates its own weather bureau. **News periods:** 7:30 A.M., 8:30 A.M., 10:30 A.M., 12:30 P.M., 2:30 P.M., 4:30 P.M., 7 P.M., 9:45 P.M. (all five and 10-minute periods, duration not individually specified), all apparently daily.

WJHL, JOHNSON CITY

Operator: Johnson City Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

No further information available; at press time this station had only recently been put into operation.

WNOX, KNOXVILLE

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

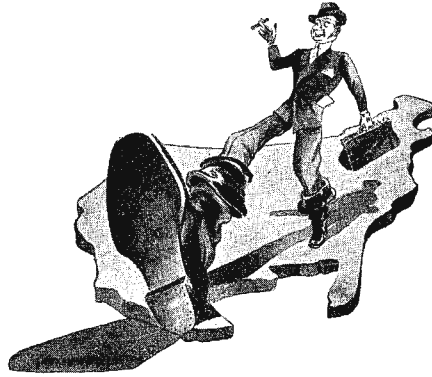
General and commercial manager: R. B. Westergaard. **Program director, artists bureau head:** Lowell Blanchard. **Chief engineer:** J. B. Epperson. **Musical director:** Harry Nides. **Publicity director:** C. B. Davis.

Rep: The Branham Co. **Seating facilities:** Auditorium seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 12 paid shows weekly. **Merchandising:** Complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window displays in street-front studios, displays on auditorium stage, and announcement plugs on the air; taxicab tire covers; specified amount of money must be spent with station to receive all this cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** Yes, lists a roster of 50. **Base rate:** \$140.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines accepted. **E. T. library:** Associated; Standard. **News:** UP. **News periods:** 7:15 A.M., noon, 5:40 P.M., 10 P.M., all five minutes, all Monday

NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

A Salesman with
SEVEN LEAGUE
BOOTS
For Thirty Bucks
a week!



Just because WSM is big don't get the idea that it costs a mint of money to buy.

It doesn't. WSM has one of the lowest clear channel rates in America. For instance, you can buy a fifteen minute early morning program on WSM once a week for the unbelievably small sum of *thirty dollars*. And this, mind you, on one of America's most effective sale mediums. The station that stands on the threshold of the New South and its gigantic program of expansion—the station that sends, and sells, north, west and east, as well.

Check your maps. You'll find WSM near the American population center. Check your business expansion charts. WSM dominates America's most active region. Check the places that show the biggest increases in electrical consumption. You'll find the best of the South and almost all the TVA region within WSM's primary listening area. Then listen to the economists. They will tell you that the economic future of America lies in this same land where WSM can do a really effective selling job. May we show you how little it will cost to put the WSM seven league salesman to work for your product in America's most promising market?

WSM
NASHVILLE, TENNESSEE

National Representatives,
EDWARD PETRY & CO., INC.

TENNESSEE STATIONS—Continued

through Saturday (Esso); 6:45-7 P.M., Monday through Saturday.

WROL, KNOXVILLE

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

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

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

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** None. **News:** INS. **News periods:** 7:15-7:30 A.M., Monday through Saturday; 7-7:15 P.M., 9-9:15 P.M., every day; 9-9:15 A.M., Sunday only.

WHBQ, MEMPHIS

Operator: Broadcasting station WHBQ, Inc., Hotel Claridge. **Phone:** 8-6868. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March, 1925.

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

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

Copy restrictions: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquor; proprietary accounts subject to rigid investigation. **E. T. library:** Lang-Worth. **News:** No service listed. **News periods:** Midweek news summary, Wednesday 8-8:15 A.M.; weekend news summary, Saturday, 8-8:15 A.M.

WMC, MEMPHIS

Operator: Memphis Commercial Appeal Co., Hotel Gayoso. **Phone:** 87464. **Power:**

5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** Jan. 23, 1923. (Note: This station is newspaper-owned by the Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

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

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

Copy restrictions: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements. **E. T. library:** NBC Thesaurus; NAB. **News:** INS. **News periods:** 7:45 A.M., 9:55 A.M., 12:15 P.M., 3:30 P.M., 4:30 P.M., 6:30 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 10 A.M., 11 P.M. (duration not listed), Sunday only.

WMPS, MEMPHIS

Operator: Memphis Broadcasting Co., Columbian Tower. **Phone:** 5-2721. **Power:** 1,000 and 500 watts on 1430 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** 1925. (Note: This station is newspaper-owned by the Scripps-Howard Memphis Press-Scimitar Co.; WMC, same city, is likewise a Scripps-Howard station.)

General manager, program director: J. C. Hanrahan. **Commercial manager:** Mallory Chamberlin. **Chief engineer:** Joe Epperson.

Rep: Weed & Co. **Seating facilities:** 350 persons. **Merchandising:** Window displays; letters to dealers; newspaper publicity; calls on key dealers. **Foreign language programs:** No demand for same in station area. **Artists bureau:** None. **Stock:** Entirely owned by the Memphis Press-Scimitar Co. **Base rate:** \$120.

Copy restrictions: "Rules of reason" govern commercial copy; beer accepted; no hard liquors; patent medicines subject to Food and Drug and FTC approval. **E. T. library:** Associated; Standard. **News:** None.

TENNESSEE STATIONS—Continued

WREC, MEMPHIS

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

Owner: Hoyt B. Wooten. **Station manager:** Hollis Wooten. **Program director:** Roy Wooten. **Chief engineer:** S. D. Wooten, Jr., **Publicity director:** Charlie Maughan.

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

Copy Restrictions: Beer and patent medicine advertising accepted. **News:** UP.

WLAC, NASHVILLE

Operator: WLAC Broadcasting Service, Third National Bank Bldg. **Phone:** 6-0161. **Power:** 5,000 watts on 1470 kc. **Affiliation:** CBS. **Opened:** November, 1926.

Owner, operator: J. Truman Ward. **General manager:** F. C. Sowell, Jr. **Production manager:** Tim Sanders. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Maddux. **Publicity director:** Paul Oliphant.

Rep: Paul H. Raymer Co. **Seating facilities:** Two observation rooms accommodate 50 persons each. **Merchandising:** Pre-program announcements calling attention to a forthcoming series; issue letters to the trade advising of the series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **News periods:** 7:30 A.M., 11:25 A.M., 2 P.M., 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** 1927.

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

Rep: Kelly-Smith Co. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Transradio. **News periods:** 6:30 A.M., 8 A.M., 10:30 A.M., 1 P.M., 4 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 9 A.M., 1:30 P.M., 6 P.M., all 15 minutes, all Sunday only; 9:30-9:45 P.M., 11:45-11:50 P.M., both every day.

WSM, NASHVILLE

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

Vice-president: E. W. Craig. **Station manager:** Harry Stone. **Commercial manager:** Harben Daniel. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical director:** Peter Brescia. **Audience relations:** George D. Hay. **Publicity director:** Jack Harris.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Auditorium studio seats 500; lease on outside auditorium seating 2,200 persons. **Merchandising:** Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. **Foreign language programs:** Never requested to date; foreign population small. **Artists bureau:** Yes; lists about 125 artists. **Base rate:** \$360.

Copy restrictions: Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to station's established standards of good taste. **E. T. library:** None. **News:** INS; UP local news bureau. **News periods:** 7:30-7:45 A.M., 9-9:15 A.M., 12:30-12:45 P.M., Monday through Saturday; 3-3:15 P.M. (women's news), 10:15-10:30 (comment), Monday through Friday.

TEXAS

(1,033,500 radio homes, or 68% ownership among the State's total of 1,516,000 families. Urban ownership is 556,200, or 84% of urban families; rural ownership is 477,300, or 56% of rural families.)

Radio Homes by Counties

Anderson	5,520	Dawson	2,010	Hudspeth	550
Andrews	130	Deaf Smith	930	Hunt	8,250
Angelina	4,380	Delta	1,810	Hutchinson	2,960
Aransas	360	Denton	5,480	Irion	340
Archer	1,550	De Witt	4,390	Jack	1,370
Armstrong	490	Dickens	1,190	Jackson	1,470
Atascosa	2,040	Dimmit	1,200	Jasper	2,530
Austin	2,860	Donley	1,630	Jeff Davis	290
Bailey	670	Duval	1,560	Jefferson	29,450
Bandera	580	Eastland	6,410	Jim Hogg	670
Bastrop	3,560	Ector	690	Jim Wells	1,970
Baylor	1,180	Edwards	440	Johnson	5,850
Bee	2,420	Ellis	9,180	Jones	3,790
Bell	8,560	El Paso	25,430	Karnes	2,970
Bexar	61,820	Erath	3,370	Kaufman	5,820
Blanco	530	Falls	5,490	Kendall	820
Borden	180	Fannin	6,320	Kenedy	100
Bosque	2,330	Fayette	4,360	Kent	500
Bowie	8,130	Fisher	1,830	Kerr	1,880
Brazoria	3,520	Floyd	1,930	Kimble	650
Brazos	3,780	Foard	950	King	150
Brewster	1,190	Fort Bend	4,060	Kinney	570
Briscoe	760	Franklin	1,150	Kleberg	2,090
Brooks	780	Freestone	3,340	Knox	1,550
Brown	5,000	Frio	1,380	Lamar	7,910
Burleson	2,870	Gaines	370	Lamb	2,420
Burnet	1,560	Galveston	15,280	Lampasas	1,580
Caldwell	4,890	Garza	790	La Salle	1,170
Calhoun	750	Gillespie	1,670	Lavaca	4,130
Callahan	1,950	Glasscock	180	Lee	1,760
Cameron	13,120	Goliad	1,330	Leon	2,830
Camp	1,500	Gonzales	3,930	Liberty	3,040
Carson	1,290	Gray	4,550	Limestone	6,000
Cass	3,890	Grayson	12,340	Lipscomb	690
Castro	640	Gregg	2,660	Live Oak	1,150
Chambers	850	Grimes	3,450	Llano	870
Cherokee	6,100	Guadalupe	4,130	Loving	40
Childress	2,780	Hale	3,600	Lubbock	7,470
Clay	2,100	Hall	2,660	Lynn	1,630
Cochran	260	Hamilton	2,000	McCulloch	2,110
Coke	740	Hansford	560	McLennan	18,910
Coleman	3,750	Hardeman	2,400	McMullen	190
Collin	7,150	Hardin	2,400	Madison	1,620
Collingsworth	2,220	Harris	85,110	Marion	1,500
Colorado	3,040	Harrison	7,760	Martin	760
Comal	2,380	Hartley	340	Mason	840
Comanche	2,810	Haskell	2,480	Matagorda	2,960
Concho	1,060	Hays	2,380	Maverick	1,040
Cooke	4,070	Hemphill	700	Medina	1,980
Coryell	2,790	Henderson	4,240	Menard	730
Cottle	1,420	Hidalgo	12,410	Midland	1,600
Crane	570	Hill	6,640	Milam	5,440
Crockett	490	Hockley	1,220	Mills	1,190
Crosby	1,540	Hood	890	Mitchell	2,250
Culberson	230	Hopkins	4,300	Montague	3,160
Dallam	1,590	Houston	4,110	Montgomery	2,330
Dallas	76,570	Howard	4,590	Moore	230

TEXAS STATIONS—Continued

Morris	1,350	Runnels	3,440	Trinity	1,970
Motley	940	Rusk	4,260	Tyler	1,730
Nacogdoches	4,400	Sabine	1,730	Upshur	2,930
Navarro	9,630	San Augustine	1,650	Upton	1,280
Newton	1,830	San Jacinto	1,360	Uvalde	2,160
Nolan	3,840	San Patricio	3,330	Val Verde	2,700
Nueces	9,380	San Saba	1,480	Van Zandt	4,300
Ochiltree	1,010	Schleicher	480	Victoria	3,370
Oldham	220	Scurry	1,780	Walker	2,680
Orange	2,770	Shackelford	1,130	Waller	1,620
Palo Pinto	3,150	Shelby	3,960	Ward	810
Panola	3,100	Sherman	380	Washington	4,010
Parker	3,110	Smith	8,460	Webb	6,990
Parmer	800	Somervell	470	Wharton	4,430
Pecos	1,370	Starr	1,440	Wheeler	2,430
Polk	2,510	Stephens	3,050	Wichita	16,030
Potter	11,050	Sterling	240	Wilbarger	4,210
Presidio	1,490	Stonewall	750	Willacy	1,490
Rains	900	Sutton	440	Williamson	7,090
Randall	1,390	Swisher	1,080	Wilson	2,240
Reagan	610	Tarrant	46,660	Winkler	1,580
Real	340	Taylor	8,120	Wise	2,950
Red River	4,290	Terrell	460	Wood	3,490
Reeves	1,190	Terry	1,160	Yoakum	150
Refugio	1,140	Throckmorton	770	Young	3,490
Roberts	240	Titus	2,360	Zapata	380
Robertson	3,920	Tom Green	7,620	Zavala	1,410
Rockwall	1,210	Travis	14,840		

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Texas State Network; Mutual. **Opened:** October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers).

President: M. Bernard Hanks. **Station manager:** Howard Barrett. **Commercial manager:** Poole Robertson. **Program and musical director:** Mary Vance Keneaster. **Chief engineer:** W. W. Robertson, Jr. **Publicity director:** Bro Mingus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room seats 120. **Merchandising:** Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. **Foreign language programs:** Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. **Artists bureau:** Newly established; artists furnished on commercial programs at set rate. **Base rate:** \$50.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** MacGregor. **News:** AP; UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

KFDA, AMARILLO

Operator: Amarillo Broadcasting Corp. **Power:** 100 watts on 1500 kc. **At press time this station had a construction permit only.**

KGNC, AMARILLO

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

President: O. L. (Ted) Taylor. **General manager:** John Ballard. **Chief engineer:** W. S. Bledsoe. **Merchandising manager:** Raymond Hollingsworth. **Musical director:** Eddie Baumel.

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

TEXAS STATIONS—Continued

Copy restrictions: Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:45-7:50 A.M., 9:30-9:45 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., 10-10:15 P.M., Monday through Saturday; 12:30-12:45 P.M., 7:15-7:30 P.M., Sunday.

O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., 1312 Norwood Bldg. **Phone:** 2-6213. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

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

Rep: International Radio Sales. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** No set rules; do not encourage such programs. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:** None listed. **News:** INS. **News periods:** 7:30 A.M., 11 A.M., noon, 3 P.M., 8 P.M., 10 P.M., all 15 minutes, all Monday through Saturday.

KTBC, AUSTIN

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

At press time this station had a construction permit only.

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 and 500 watts on 560 kc. **Affiliation:** NBC additional to Red and Blue Southern Groups. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program director:** Faye McCarthy. **Production manager:** Leon Taylor. **Chief engineer:** Leon Saye.

Rep: John Blair & Co. **Seating facilities:** 100. **Merchandising:** Help in sales work; render any other cooperative service that clients and their wholesalers, representatives, and salesmen might desire; (posters, handbills, etc. furnished at actual cost; other services gratis. **Foreign language**

programs: None listed. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 6:30-6:35 A.M., 10-10:15 A.M., 1-1:15 P.M., 2:55-3 P.M., 6:25-6:30 P.M., (sportcast), 9-9:05 P.M., 11-11:15 P.M., all Monday through Saturday; NBC news, 7-7:05 A.M., and 4:30-4:35 P.M.

KRIC, BEAUMONT

Operator: Beaumont Broadcasting Assn., 130 Wall St. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1938.

Base rate: \$55.

No further information available.

KBST, BIG SPRING

Operator: Big Spring Herald Broadcasting Co., Crawford Hotel. **Phone:** 1500. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 21, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

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

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel will accommodate 200. **Merchandising:** Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. **Foreign language programs:** Accept only transcribed foreign language programs, which must be accompanied by an English script. **Artists bureau:** Yes. **Stock:** Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. **Base rate:** \$45.

Copy restrictions: No beer, wines or hard liquor accounts accepted; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes. **E. T. library:** None. **News:** UP through Texas State Network. **News periods:** 7-7:15 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 2:30-2:35

TEXAS STATIONS—Continued

P.M. (market news), 4-4:05 P.M., 5-5:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., 8-8:05 P.M., midnight-12:15 A.M., all apparently daily.

KNEL, BRADY

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

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

Rep: Cox and Tanz. **Seating facilities:** Small reception room. **Merchandising:** Contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc.; newspaper cooperation on programs. **Foreign language programs:** Spanish programs currently on station; all announcements subject to strict supervision. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: No announcements may be over 100 words in length. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From San Angelo Times & Standard; also local news. **News periods:** 8-8:15 A.M., 6:15-6:30 P.M., both every day.

KGFI, BROWNSVILLE

Operator: Eagle Broadcasting Co., Inc., P. O. Box 329, Brownsville; Stonewall Jackson Hotel, San Benito; Madison Hotel, Harlingen. **Phones:** Brownsville 1044; San Benito 666; Harlingen 1474. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Aug. 20, 1937.

General manager: Lawrence D. Yates. **Station and commercial managers:** Lawrence D. Yates, Brownsville; Grover A. Godfrey, Harlingen; ??? Ransom, San Benito. **Program directors:** Bob Thornton, Brownsville; M. Gallagher, San Benito; B. Simpson, Harlingen. **Chief engineer:** Willis Wilson.

Rep: Cox and Tanz. **Seating facilities:** None listed. **Merchandising:** None listed. **Foreign language programs:** Accept Spanish programs only. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

Copy restrictions: All copy subject to approval of station management. **E. T. library:** MacGregor. **News:** AP. **News periods:** 7:15-7:30 A.M., 7-7:15 P.M., Monday through Saturday; noon-12:15 P.M., every day.

WTAW, COLLEGE STATION

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

This station is non-commercial; college-owned.

KRIS, CORPUS CHRISTI

Operator: Gulf Coast Broadcasting Co. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC Southwestern Additional to Red or Blue; Mutual; Texas State Network. **Opened:** 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

Base rate: \$120.

No further information available.

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phone:** 30. **Power:** 100 watts on 1310 kc (to local sun-set). **Affiliation:** Mutual; Texas State Network. **Opened:** May 17, 1937.

Personnel: Station policy does not permit such listing.

Rep: None. **Seating facilities:** Main studio accommodates 100; theatre available seating 800. **Merchandising:** Issue direct mail to dealers; distribute window cards. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$32.90.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7 A.M., noon, 3 P.M., 6 P.M. (duration not listed), all apparently weekdays.

KRLD, DALLAS

Operator: KRLD Radio Corp., Adolphus Hotel. **Phone:** 2-6811. **Power:** 50,000 watts on 1040 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

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

Rep: The Branham Co. **Seating facilities:** Observation room seats 100 persons; studio seats 20; Palm Garden, 500; Adolphus ballroom, 1,500. **Merchandising:** Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. **Foreign language programs:** Accepted with reservations. **Artists bureau:** None. **Base rate:** \$400.

Copy restrictions: Accept beer and wine, but no hard liquors; reserve right to censor all copy not meeting station standards. **E. T. library:** Standard. **News:** INS. **News**

TEXAS STATIONS—Continued

periods: 6:40-6:45 A.M., 11:45-11:50 A.M., Monday through Friday; 7:55-8 A.M., 10-10-15 P.M. (latter news and sports), Monday through Saturday; 12:30-12:45 P.M., 5:05-5:10 P.M. (latter comprised of sports news following a prior CBS news interval), days of broadcast not listed.

WFAA, DALLAS

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

Station manager: Martin B. Campbell. **Regional sales manager:** Alexander Keese. **Program director:** Ralph W. Nimmons. **Chief engineer:** Raymond Collins. **Merchandising manager:** Irvin Gross. **Musical director:** Karl Lambertz. **Publicity director:** Dick Jordan.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Ballrooms of Baker Hotel and Adolphus Hotel. **Merchandising:** Maintain close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. **Foreign language programs:** Station has had no requests for same. **Artists bureau:** None. **Base rate:** \$420.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:45-8 A.M., 11:55-noon, 4:25-4:30 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday through Friday; 10:00-10:15 P.M., Saturday; 9:30-9:35 A.M., Sunday.

WRR, DALLAS

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

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. **Foreign language programs:** Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. **Artists bureau:**

Inactive at present time. **Base rate:** \$65 (½ hr.).

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

KDNT, DENTON

Operator: Harwell V. Shepard, 300 W. Ross St. **Phone:** 276. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex., whence about half its programs originate.)

Owner, station and commercial manager: Harwell V. Shepard. **Program director:** Tom Herron. **Chief engineer:** Bob Douglas.

Rep: None. **Seating facilities:** Three large auditoriums available; capacities not listed. **Merchandising:** Pre-announcements, window cards, and personal letters issued, with a small fee for the cards and the letters. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** No card sent.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. **E. T. library:** None. **News:** UP. **News periods:** Four 15-minute programs daily, time not listed.

KFPL, DUBLIN

Operator: C. C. Baxter, 205 Grafton St. **Phone:** 183. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** June 26, 1924.

General manager: C. C. Baxter.

Rep: None. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$7.50.

Copy restrictions: None listed. **E. T. library:** None. **News:** None.

KROD, EL PASO

Operator: Dorrance D. Roderick. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

KTSM, EL PASO

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

**WFAA - WBAP NOW HAS THE
LARGEST 50,000 WATT PRIMARY
COVERAGE IN THE UNITED STATES**



50,000 WATTS . . . NATIONALLY CLEARED CHANNEL . . . 800 KILOCYCLES

WFAA—WBAP

DALLAS

FORT WORTH

Martin Campbell, General Manager WFAA, General Sales Manager WFAA-WBAP

National Representatives: Edward Petry & Co.

TEXAS STATIONS—Continued

Vice-president and general manager: Karl O. Wyler. **Program director:** Roy T. Chapman. **Chief engineer:** E. L. Gemoets. **Artists bureau head:** Conrey Bryson. **Musical director:** John R. Lewis. **Commercial director:** W. L. Kline.

Rep: George P. Hollingsbery Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** All services offered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$120.

Copy restrictions: Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15-7:20 A.M., 9-9:15 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., 9-9:15 P.M., 11-11:15 P.M., all Monday through Saturday; 7-7:15 P.M., 9:25-9:30 P.M., both Sunday only.

WDAH, EL PASO

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

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Fort Worth Broadcasters, Inc., 1201 W. Lancaster. **Phone:** 3-3474. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927.

President: Elliott Roosevelt. **Manager:** Gene L. Cagle. **Program director:** Roy Duffy. **Chief engineer:** Ed. L. Starnes.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Owned 99¼% by Ruth G. and Elliott Roosevelt. **Base rate:** \$48.

Copy restrictions: Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announcements; no more than one-quarter of the contracted time on programs may be used for commercials. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 7-7:05 P.M., all Monday through Saturday; 11-11:05 A.M., 8-8:05 P.M., both Monday through Friday; noon-12:15 P.M., 10-10:15 P.M., 11-11:05 P.M., every day.

KGKO, FORT WORTH

Operator: KGKO Broadcasting Co., Medical Arts Bldg. **Phone:** 3-1234. **Power:** 5,000

and 1,000 watts on 570 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** 1928. (Note: This station is owned by the Fort Worth Star-Telegram as is WBAP, also of Fort Worth.)

General manager: Harold V. Hough. **Assistant general manager:** George Cranston. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Merchandising manager:** Jack Keasler. **Publicity director:** Elbert Halting.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 60 persons in the main studio, and a similar number just outside this studio. **Merchandising:** Issue letters to dealers; house organ; personal calls; public relations assistance. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$248.

Copy restrictions: Beer advertising accepted; no hard liquor; "good taste" and FTC regulations observed at all times. **E. T. library:** World. **News:** INS. **News periods:** 6:15-6:30 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., Monday through Saturday; 6:45-7 P.M., Monday through Friday; 1-1:15 P.M., 9-9:15 P.M., Sundays only.

KTAT, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., Hotel Texas. **Phone:** 3-1381. **Power:** 1,000 watts on 1240 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1922.

President: Raymond E. Buck. **Station manager:** Sam H. Bennett. **Commercial manager:** Howard Foley. **Program and publicity director, artists bureau head:** Len Finger. **Chief engineer:** Hum Sutton. **Musical director:** Billy Muth.

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

Copy restrictions: Accept wine and beer; no other alcoholic beverages; counsel investigates patent medicines before copy is accepted; abide by NAB Code of Ethics. **E. T. library:** Standard. **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 7-7:05 P.M., all Monday through Saturday.

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:**

TEXAS STATIONS—Continued

50,000 watts on 800 kc. (Note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation.) **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May 2, 1922. (Note: This station is newspaper-owned by the Fort Worth Star-Telegram as is KGKO, also Fort Worth.)

President: Amon G. Carter. **General manager:** Harold V. Hough. **Assistant general manager:** H. C. Southard. **Chief engineer:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** William Jolesch. **Technical supervisor:** R. C. Stinson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audience hall seats 200; also Blackstone Hotel ballroom. **Merchandising:** Maintain such a service. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$420.

Copy restrictions: Governed by NAB Code of Ethics; beer advertising accepted, but no hard liquors. **E. T. library:** World; NAB; Davis & Schwegler. **News:** From parent newspaper. **News periods:** 6-6:15 A.M., Monday through Saturday; 6-6:15 P.M., Monday through Friday; 3:15-3:30 P.M., Sunday only. (Note: See also WFAA, Dallas.)

KLUF, GALVESTON

Operator: KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1937.

President, general manager: George Roy Clough.

Rep: None. **Base rate:** \$55.

Copy restrictions: All copy subject to station approval. **E. T. library:** Standard. **News:** Transradio; UP through Texas State Network. **News periods:** Not listed.

KGVL, GREENVILLE

All particulars stricken from FCC records.

KPRC, HOUSTON

Operator: Houston Printing Corporation, Lamar Hotel. **Phone:** Fairfax 7101. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Red Southwestern Group; Texas Quality Network. **Opened:** May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

Station manager: Kern Tips. **Program director:** Jack McGrew. **Chief engineer:** Harvey Wheeler. **Musical director:** Bert Sloan. **Publicity director:** Lois Cain.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 250 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no hard liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** From parent paper. **News periods:** 7:55-8 A.M., Monday through Saturday; 6-6:15 P.M., 10:15-10:30 P.M., both Monday through Friday; 10:30-10:45 P.M., Sunday only.

KTRH, HOUSTON

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

Station manager: B. F. Orr. **Commercial manager:** Ray E. Bright. **Program and publicity director:** Harry Grier. **Chief engineer:** King Robinson. **Plant supervisor:** Tom Hiner.

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

Copy restrictions: Beer and wine accounts accepted; no liquor advertising; station observes same standards as CBS relative to amount of copy and patent medicines. **E. T. library:** World; Standard. **News:** From parent newspaper. **News periods:** 5:05-5:15 P.M. (CST), Monday through Saturday.

KXYZ, HOUSTON

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

Base rate: \$200.

No other information available after repeated requests.

KSAM, HUNTSVILLE

Operator: Sam Houston Broadcasting Assn., 1021 Twelfth St. **Phone:** 666. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** None. **Opened:** Sept. 26, 1938.

President: H. G. Webster. **Station manager:** Harold C. Scott. **Program director:** Frank L. Dent. **Chief engineer:** Paul Wolf.

TEXAS STATIONS—Continued

Rep: None. **Seating facilities:** None. **Merchandising:** Distribution of window cards rendered gratis; services requiring mailing and printing billed at cost. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer, wine or alcoholic beverage copy of any kind not accepted. **E. T. library:** Standard. **News:** UP. **News periods:** 12:30-12:45 P.M., 3:30-3:35 P.M., 6-6:15 P.M., all Monday through Saturday.

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936. (Note: This station is affiliated with the Kilgore Daily News.)

President and general manager: Roy G. Terry. **Program and musical director:** Orvin Franklin. **Chief engineer:** Eugene A. Norris. **Artists bureau head:** Margaret Campbell.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency". **E. T. library:** Standard. **News:** UP. **News periods:** Every hour on the hour, five minutes, all Monday through Saturday.

KPAB, LAREDO

Operator: Mervel M. Valentine, Hamilton Hotel. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** R. W. Bennett. **Chief engineer:** Fred C. Hammond. **Musical director:** Wm. O. Vela.

Rep: Forjoe & Co. (New York); William R. Stewart (Chicago). **Seating facilities:** None. **Merchandising:** Distribute display materials; call on wholesalers; distribute samples. **Foreign language programs:** Accept Spanish only. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Proprietary medicines, beer and light wine accounts accepted, subject to standard copy regulations; no high proof alcoholic beverages. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 6 P.M., 9 P.M., all 15 minutes all Monday through Saturday.

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 250 and 100 watts on 1370 kc (licensed for day time only, but operates by special monthly FCC authorization at night; operates weekdays 6:30 A.M. to 11:05 P.M.; Sundays, 7 A.M. to 11:05 P.M.) (Station has construction permit for 1,000 watts full time on 1340 kc.) **Affiliation:** Mutual; Texas State Network. **Opened:** January, 1935.

President: James R. Curtis.

Rep: Radio Time Agency (Chicago); Forjoe & Company (New York); Radio Advertising Associates (Atlanta); Walter Bid-dick Co. (Coast). **Seating facilities:** Studio, seats 50 persons; high school auditorium available, seating 1,000 persons, for a rental fee of \$30. **Merchandising:** Supply route sheets and dealer lists; mail letters; newspaper publicity; price markers; contact key dealers and jobbers; other helps. **Foreign language programs:** None; market is 99% English speaking. **Artists Bureau:** Yes; several orchestras and other musical talent available. **Base rate:** \$87.50.

Copy restrictions: Beer and wines accepted; no hard liquor; no lotteries, gift enterprises, or gambles allowed; no mention of competitors, directly or indirectly by company name, individual name or brand name; reserve right to cut off any program failing to conform to rules of management, FCC or FTC; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per-inquiry or contingent accounts. **E. T. library:** NAB. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 8:55-9 A.M., 10-10:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:15 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., 11-11:05 P.M., all Monday through Saturday; 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all Sunday.

KFYO, LUBBOCK

Operator: Plains Radio Broadcasting Co., 914 Avenue J. **Phone:** 1700. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1927. (Note: Station is newspaper-owned by the Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Aitchison (Kans.) Globe and Falls City (Neb.) Journal).

President: O. L. Taylor*. **Station and commercial manager:** De Witt Landis. **Sales and promotion:** Bruce Collier. **Program director:** R. B. McAlister. **Chief engi-**

* Also president of KRGV, Weslaco, and KGNC, Amarillo.

TEXAS STATIONS—Continued

neer: William Torrey. **Artists bureau head:** Wesley Youngblood. **Musical director:** Burnie Howell. **Publicity director:** Bruce Collier.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Furnish personal contacts, mail, newspaper publicity displays. **Foreign language programs:** Accepted. **Artists bureau:** Has supply of local talent which is put directly under contract to advertiser on commercial programs. **Base rate:** \$60.

Copy restrictions: Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; N.A.B. **News:** UP. **News periods:** 8 A.M., 10 A.M., 12:45 P.M., 6:15 P.M., all 15 minutes, all Monday through Saturday.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Assn. **Power:** 100 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** 1938.

Base rate: \$55.

No further information available.

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Dec. 20, 1935.

Owner: Clarence Scharbauer. **General manager:** Pete Gates. **Chief engineer:** Robert Harmon.

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

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

KNET, PALESTINE

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

Base rate: \$55.

No further information available after repeated requests.

KPDN, PAMPA

Operator: R. C. Hoiles, 212½ N. Ballard St. **Phone:** 1100. **Power:** 100 watts on 1310

kc (to local sunset). **Affiliation:** None. **Opened:** April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

General and station manager: Sidney L. Patterson. **Program and publicity director, artists bureau head:** Gene Moser. **Chief engineer:** Herman Kreiger. **Musical director:** Ken Bennett. **Continuity editor:** Betty Dunbar.

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

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

KPLT, PARIS

Operator: North Texas Broadcast Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc (daytime). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936. (Note: This station is newspaper-owned by the Paris News.)

General and commercial manager: Fred E. Humphrey. **Program director, office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Mezzanine foyer seats 100 persons. **Merchandising:** Standard type of service offered gratis; extra services billed at net cost. **Foreign language programs:** Accepted if wanted by client, but not deemed feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Beer and light wine advertising accepted; patent medicine copy subject to revisions making it "suitable for presentation in the home"; station adheres to N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP (from Texas State Network). **News periods:** 7-7:15 A.M., 8-8:05 A.M., noon-12:15 P.M., every day; 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 6:30-6:35 P.M., all Monday through Saturday.

KIUN, PECOS

Operator: Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. **Phone:** 21. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Sept. 22, 1935. (Note: This station is newspaper-affiliated with the Pecos Enterprise.)

General and station manager: Jack

TEXAS STATIONS—Continued

Hawkins. **Commercial manager:** Carl Watts. **Chief engineer:** Grady Cotten. **Program and musical director:** Wray Guye. **Publicity director:** Barney Hubbs.

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

Copy restrictions: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:30 A.M., 10:45 A.M., 1 P.M., 3 P.M., 5:45 P.M., 7:45 P.M. (duration not listed), all Monday through Saturday.

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street. **Phone:** 3320. **Power:** 500 watts on 1260 kc (daytime; construction permit granted for 500 watts on 1220 kc unlimited). **Affiliation:** None. **Opened:** August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

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

Rep: Cox and Tanz. **Seating facilities:** Studio in Hotel Sabine seats 700 persons; also studio in Port Arthur College, seating 1,200. **Merchandising:** Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. **Foreign language programs:** Accepted if English script is supplied. **Artists bureau:** Setup nominal only. **Base rate:** \$55 (½ hr.).

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

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene.)

President: H. C. Ragsdale. **Station manager:** Howard Barrett. **Commercial manager:** Lonnie Preston. **Program director:**

Lynn Bigler. **Chief engineer:** Frank M. Jones.

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

Copy restrictions: Beer and wine copy accepted; no hard liquor; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 12:45-1 P.M., Monday through Friday.

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Cliff Tatom. **Chief engineer:** Kenny Hyman.

Rep: None. **Seating facilities:** Studio seats 80 persons. **Merchandising:** Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks; surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. **Foreign language programs:** Accepted; commercials must be limited and an English translation supplied in advance. **Artists bureau:** Set-up nominal only. **Base rate:** \$50.

Copy restrictions: Beer and wines accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 11-11:05 A.M., noon-12:15 P.M., 1-1:05 P.M., 4-4:05 P.M., 6:30-6:35 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; noon-12:15 P.M., 6:30-6:35 P.M., 10-10:15 P.M., Sunday.

KMAC, SAN ANTONIO

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

President: W. W. McAllister. **Station**

TEXAS STATIONS—Continued

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

Rep: None. Seating facilities: Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. Merchandising: Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all services gratis. Foreign language programs: Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." Artists bureau: None. Stock: Station is a partnership of W. W. McAllister and Howard W. Davis. Base rate: \$60.

Copy restrictions: Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with its policy, and to refuse or discontinue any copy for reasons satisfactory to itself. News: None listed.

KONO, SAN ANTONIO

Operator: Mission Broadcasting Co., 317 Arden Grove. Phone: F 5171. Power: 250 and 100 watts on 1370 kc (divides time with KMAC). Affiliation: None. Opened: Jan. 28, 1927.

Owner and general manager: Eugene J. Roth. Commercial manager: James M. Brown. Program director: Bill Laurie. Chief engineer: George Ing. Musical director: Ted Brown.

Rep: None. Seating facilities: Studio seats 150 persons. Merchandising: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. Foreign language programs: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." Artists bureau: Yes; lists a complete roster. Base rate: \$36 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; all products and copy must conform to "public welfare" and not be in violation of any laws. E. T. library: None. News: La Prensa (Spanish). News periods: 6:45-7 P.M., Monday through Saturday; 5:50-6 P.M., Sunday only. (Note: All news is in Spanish.)

53.4%* OF THE
COMBINED SAN ANTONIO,
AUSTIN & CORPUS CHRISTI
AUDIENCE ARE TUNED
to
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*According to a week's study made by
ROSS-FEDERAL RESEARCH
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50,000 WATTS
SAN ANTONIO
CLEARED CHANNEL
1190 KILOCYCLES
MEMBER TON AFFILIATE NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TEXAS STATIONS—Continued

KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. **Phone:** Garfield 1251. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** CBS. **Opened:** 1928.

Station manager: George W. Johnson. **Program director:** Wm. C. Bryan. **Chief engineer:** W. G. Egerton.

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

Copy restrictions: Beer and wine accepted any time; liquor advertising after 10 P.M.; all copy subject to station approval or revision. **E. T. library:** World. **News:** UP. **News periods:** 7:30-7:45 A.M., 12:45-1 P.M., 2:30-2:45 P.M., 5:45-6 P.M., 10-10:15 P.M., 11:55-midnight, all Monday through Saturday; 8:30-8:45 P.M., Sunday only.

WOAI, SAN ANTONIO

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

President and general manager: Hugh A. L. Half. **Sales promotion and merchandising manager:** Walter S. Zahrt. **Program director:** Dwight Bourn. **Chief engineer:** Fred Sterling. **News editor:** Corwin Riddell. **Women's news editor:** Leona Bender.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Three studios; auditorium seating 150. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, if accompanied by an English translation and if copy conforms to station policy. **Artists bureau:** None. **Base rate:** \$275.

Copy restrictions: Beer and wine copy accepted; no hard liquors; strict censorship on patent medicines with very few accepted; all programs and announcements subject to approval of station management, government and FCC regulations, and NAB code of ethics; all contracts subject to conditions of standard AAAA form. **E. T. library:** Standard; Lang-Worth. **News:** U.P. **News periods:** 7:45-8 A.M., noon-12:15 P.M., 3-3:15 P.M., 6-6:15 P.M., all Monday through Saturday; 10-10:15 P.M., every day, 10-10:05 A.M., Sunday only.

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. **Phone:** 201. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** Mutual; Texas State Network.

Opened: Oct. 15, 1936. (Note: This station also maintains studios in Denison, Tex.)

President: G. H. Wilcox. **Station manager:** L. L. Hendrick. **Commercial manager:** Jack Scott. **Program director:** Gordon Rainey. **Chief engineer:** T. E. Spellman.

Rep: None. **Seating facilities:** Sherman studio seats 60; Denison studio seats 100. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: All copy subject to approval of the station management. **E. T. library:** None. **News:** UP. **News periods:** 7-7:05 A.M., 8-8:05 A.M., 8:55-9 A.M., 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday; noon-12:15 P.M., Sunday only.

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc (operates to local sunset). **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 1, 1936. (Note: This station is affiliated with the Temple Telegram.)

General manager: Frank W. Mayborn. **Station manager:** Burton Bishop. **Program director, musical director:** Edwin Callaway. **Chief engineer:** Paul Shaw. **Artists bureau head:** Kirby Gunn.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign language programs:** German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base Rate:** \$45.

Copy restrictions: Dry county, but will accept beer and wines; patent medicines accepted; price quoting permitted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., noon-12:15 P.M., both every day; 8-8:05 A.M., 8:55-9 A.M., 1-1:05 P.M., 3-3:15 P.M., 4-4:05 P.M., 5-5:05 P.M., all Monday through Saturday; 11-11:05 A.M., Monday through Friday.

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. **Phone:** 958. **Power:** 250 and 100 watts on

TEXAS STATIONS—Continued

1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

General, station and commercial manager, publicity director: Foster W. Fort. **Program director, artists bureau head:** Thomas Dillahunt. **Chief engineer:** Harvey Robertson. **Musical director:** Edward Dill. **Traffic manager:** Pauline Sorsby.

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

Copy restrictions: Beer and wine accepted; liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of the family, regardless of race, creed or age. **E. T. library:** MacGregor. **News:** UP; AP. **News periods:** 11-11:05 A.M., 1-1:05 P.M., 3-3:15 P.M., 6-6:15 P.M., 6:25-6:30 P.M., all Monday through Saturday; 7-7:45 A.M., 8-8:05 A.M., noon-12:15 P.M., 10-10:15 P.M., all every day.

KGKB, TYLER

Operator: East Texas Broadcasting Co., Tyler Commercial College Bldg. **Phone:** 1106. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** April, 1931.

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

Rep: None. **Seating facilities:** Reception room seats about 100. **Merchandising:** Help secure distribution; set up window and counter displays; letters to dealers, promotional plugs, etc. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer advertising accepted; no hard liquors; some patent medicines accepted. **E. T. library:** MacGregor. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10-10:15 A.M., noon-12:15 P.M., 1-1:05 P.M., 3-3:15 P.M., 5-5:15 P.M., 10-10:15 P.M., all Monday through Saturday.

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 12, 1939. (Note: R. H. Nichols, one of the three equal partners in this station, is publisher of the Vernon Daily Record.)

President: R. H. Nichols. **Station manager:** Herman Cecil. **Commercial manager:** W. D. Dixon. **Program and publicity director, artists bureau head:** Jack D. Ralston. **Chief engineer:** W. M. Fowler, Jr. **Musical director:** Inez Black.

Rep: None. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Offer general cooperation at no additional charges. **Foreign language programs:** Accepted; full translations must accompany originals. **Artists bureau:** Setup nominal only. **Base rate:** \$45.

Copy restrictions: Beer and wine copy accepted; no hard liquors; patent medicines accepted if complying completely with Federal regulations; talks, programs, and continuities must be submitted one week in advance; announcements will be broadcast as submitted, if approved, but charges will be made at next higher rate if the number of words exceeds the limit of its class. **E. T. library:** NBC Thesaurus; MacGregor. **News:** AP. **News periods:** 10 A.M., 1 P.M., 5:30 P.M., all 15 minutes, Monday through Saturday.

WACO, WACO

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager, J. W. Pate. Commercial manager: R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

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

Copy restrictions: Beer copy accepted, but no liquor advertising. **E. T. library:** None. **News:** INS. **News periods:** 7:45 A.M., 12:15-12:30 P.M., 3-3:15 P.M., 6:30-6:35 P.M., all Monday through Saturday.

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts

TEXAS STATIONS—Continued

on 1260 kc. **Affiliation:** NBC, Additional to Red and Blue Southwestern Group; Mutual; Texas State Network. **Opened:** Sept. 6, 1926.

President: O. L. Taylor*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** I. S. Roberts. **Program and musical director:** Dick Watkins. **Chief engineer:** Neal McNaughton. **Publicity director:** Tom Brown.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Special department handles display and poster distribution, trade mailings, air build-ups and sales reports; all services free except where special services are requested by the advertiser. **Foreign language programs:** Have daily Spanish program via which the services of announcers and program directors are ten-

* Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.

dered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations. **E. T. library:** Standard. **News:** Transradio. **News periods:** 7:45-8 A.M., Monday through Friday; 1-1:15 P.M., Monday through Thursday; 4:50-5 P.M., Monday through Saturday (Spanish); 6:45-7 P.M., every day; 10-10:15 P.M., Monday through Friday; 2-2:15 P.M., Friday only; 8-8:15 A.M., 9:45-10 A.M., Saturday only; 10:50-11 A.M. (Spanish), 12:45-1 P.M., Sunday only.

KWFT, WICHITA FALLS

Operator: Wichita Broadcasting Co. **Power:** 1,000 and 250 watts on 620 kc.

At press time this station had a construction permit only.

UTAH

(111,000 radio homes, or 90% ownership among the State's total of 123,000 families. Urban ownership is 61,800, or 91% of urban families; rural ownership is 49,200, or 89% of rural families.)

Radio Homes by Counties

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

KSUB, CEDAR CITY

Operator: Leland Perry, doing business as Southern Utah Broadcasters, El Escalante Hotel. **Phone:** 398. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** July 3, 1937.

Station manager, publicity director, chief engineer: Sherman T. Wright. **Program and musical director, artists bureau head:** Inez Corry.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

Copy restrictions: None listed. **E. T. li-**

brary: NBC Thesaurus; MacGregor. **News:** Transradio. **News periods:** 9-9:05 A.M., 10-10:05 A.M., 12:45-1 P.M., 4:30-4:35 P.M., 6:30-6:45 P.M., all Monday through Saturday; 5:45-6 P.M., Sunday only.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 30, 1938.

Station manager, publicity director: Reed Bullen. **Commercial manager:** Jack Luther. **Program director:** Don Wark. **Chief engineer:** J. M. Reeder.

UTAH STATIONS—Continued

Rep: None. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** From the Salt Lake Tribune; Christian Science Monitor. **News periods:** 7:30-7:45 A.M. (Tribune news), 9:45-10 A.M. (Monitor news), 12:15-12:30 P.M. (Tribune news), 6:30-6:45 P.M. (local news), all Monday through Saturday; 1:15-1:30 P. M. (Tribune news), Sunday only.

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Lomond. **Phone:** 84. **Power:** 5,000 and 1,000 watts on 1400 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** December, 1926. (Note: This station is affiliated with the Ogden Standard-Examiner.)

General manager: Paul R. Heitmeyer. **Commercial manager:** Merrill J. Bunnell. **Program director:** Ethel G. Clark. **Chief engineer:** W. D'Orr Cozzens. **Production manager:** Jack Riaska. **Musical director:** Ed Berry.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Two auditoriums, one seating 650 persons, the other 400. **Merchandising:** Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will mail promotional material supplied by advertisers for cost of postage. **Foreign language programs:** Would not be useful in this region. **Artists bureau:** None. **Stock:** Principally held by A. L. Glasmann and Paul R. Heitmeyer. **Base rate:** \$125.

Copy restrictions: Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations. **E. T. library:** MacGregor. **News:** AP. **News periods:** 8:30 A.M., 12:30 P.M., 6:30 P.M., all 15 minutes, all Monday through Saturday.

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** Oct. 30, 1936.

Manager, publicity: Sam G. Weiss. **Commercial manager, program director:** John Richards. **Chief engineer:** Carl E. Busart.

Rep: None. **Seating facilities:** Can accommodate about 25 persons. **Merchandising:** None. **Foreign language programs:**

No restrictions against this type of program. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to government regulations. **News:** Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe tr. as Citizens Voice and Air Show. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had a construction permit only.

KDYL, SALT LAKE CITY

Operator: Intermountain Broadcasting Corp., Tribune-Telegram Bldg. **Phone:** Wasatch 7180. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** 1922.

President, general manager: S. S. Fox. **Commercial manager:** W. E. Wagstaff. **Program director:** George Snell. **Production manager:** George Provol. **Musical director:** B. Woodbury. **Chief engineer:** J.

In
SALT LAKE CITY
—the first station in popularity—the first station in getting results for advertisers, is KDYL. This has been amply proved over many years.

5,000 WATTS anytime 1,000 WATTS night

KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK

Representative John Blair & Co.

UTAH STATIONS—Continued

M. Baldwin. **Publicity director:** D. N. Simmons.

Rep: John Blair & Co. **Seating facilities:** Studio A, 50 persons; KDYL Radio Playhouse, 450; KDYL Open Air Theatre in summer (Liberty Park) has capacity of 2,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus. **News:** Transradio. **News periods:** 7:30 A.M., 10:15 A.M., 3:30 P.M., 10 P.M., all 15 minutes, all Monday through Saturday; 6:15-6:30 P.M., Monday, Tuesday, Saturday; 6:30-6:45 P.M., Wednesday and Friday; 4:15-4:30 P.M., 11-11:15 P.M., Sunday only.

KSL, SALT LAKE CITY

Operator: Radio Service Corporation of Utah, Union Pacific Bldg. **Phone:** Was.

3900. **Power:** 50,000 watts on 1130 kc. **Affiliation:** CBS. **Opened:** April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune).

President: J. Reuben Clark, Jr. **Executive vice-president:** Earl J. Glade. **Director of station operations:** Ivor Sharp. **Commercial manager:** D. H. Vincent. **Sales manager:** Lennox Murdoch. **Program supervisor:** Glenn Shaw. **Acting chief engineer:** Willice Graves. **Artists bureau head:** Irma Felt Bitner. **Musical director:** Albert J. Southwick. **Publicity director:** Thomas H. Axelsen.

Rep: Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. **Foreign language programs:** No call for these in view of the population's high (99%) English-speaking character. **Artists bureau:** Yes. **Stock:** Principal holders are the Latter Day Saints Church, The Salt

There can be only one



LEADER

In SALT LAKE CITY

and the

INTERMOUNTAIN MARKET

It's **KSL**

50,000 WATT
CBS AFFILIATE

Nationally Represented by
EDWARD PETRY & COMPANY

UTAH STATIONS—Continued

Lake Tribune, and several Salt Lake City citizens. **Base rate:** \$300.

Copy restrictions: Commercial copy limited to 300 words per quarter-hour; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **News periods:** 7 A.M., 7:45 A.M., 12:30 P.M., 3:45 P.M., 5:45 P.M., 10:30 P.M. (duration not listed), Monday through Saturday; 11:30 A.M., 5:45 P.M., 9:45 P.M. (duration not listed), Sunday only.

KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** Wasatch 1730. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

Station manager: Frank C. Carman.

Commercial manager: Arch Madsen. **Assistant manager, musical director:** William B. Sears. **Special events director:** Hal Parkes. **Chief engineer:** Lyle Walquist. **Artists bureau head, publicity director:** Victor Bell.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis. **Foreign language programs:** Almost no foreign listeners claimed in station area. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: No alcoholic beverage announcements accepted; all copy subject to Federal Trade Commission and FCC regulations. **E. T. library:** Standard. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., noon, 3 P.M., 6 P.M., 9:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 12:30 P.M., 6 P.M., 9 P.M., 11 P.M., all 15 minutes, all Sunday.

VERMONT

(88,600 radio homes, or 90% ownership among the State's total of 99,000 families. Urban ownership is 30,000, or 91% of urban families; rural ownership is 58,600, or 89% of rural families.)

Radio Homes by Counties

Addison	4,460	Franklin	6,990	Rutland	11,930
Bennington	5,850	Grand Isle	900	Washington	10,200
Caledonia	6,670	Lamoille	2,700	Windham	6,860
Chittenden	11,150	Orange	4,250	Windsor	9,490
Essex	1,690	Orleans	5,460		

WCAX, BURLINGTON

Operator: The Burlington Daily News, Inc., 203 College St. **Phones:** 306; 373; 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

President: C. P. Hasbrook. **Manager:** H. B. Wight. **Chief engineer:** J. W. Tierney.

Rep: None. **Seating facilities:** About 75 persons. **Merchandising:** No information listed. **Foreign language programs:** Will accept; French program current; large French population claimed in station area. **Artists bureau:** Arrange dates for sustaining programs within a radius of 50 miles without charge or commission. **Base rate:** \$50.

Copy restrictions: Accept beer, but no other alcoholic beverages; patent medicine

copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations. **E. T. library:** World. **News:** UP (for general news and sports); also local news from parent paper. **News periods:** 7:30 A.M., 9 A.M., 11 A.M., 12:30 P.M., 1:30 P.M., 2-2:15 P.M. (comment), 3:30 P.M., 5:30 P.M., 6:30 P.M., 7:30 P.M., 8:30 P.M., all daily.

WSYB, RUTLAND

Operator: Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** December 7, 1930.

President, publicity director: P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** M. R. Francis.

VERMONT STATIONS—Continued

Rep: None. **Seating facilities:** None. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$25 (one hour, 13 times).

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **News:** Transradio.

WQDM, ST. ALBANS

Operators: E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. **Phone:** 1390. **Power:** 1,000 watts on 1390 kc (daytime). **Affiliation:** None. **Opened:** 1928. (Note: G. S. Wasser and Glenn D. Gillett have a management contract with option to purchase WQDM on file with the FCC.)

General manager: G. S. Wasser. **Chief engineer:** E. J. Regan. **Studio manager:** Byron Snowden.

Rep: Weed & Co. **Seating facilities:** Studio seats 100; remote facilities from three theatres available. **Merchandising:** Check merchandise for sponsor; distribute posters, etc; direct mail and newspaper advertising; will aid in getting distribution through wholesalers and jobbers. **Foreign language programs:** French accepted. **Artists bureau:** Yes, for personal appearances; lists about 25 artists; **Base rate:** \$50.

Copy restrictions: Beer and wine accepted; all copy must be in good taste; patent medicines must comply with Federal Trade Commission rulings. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** Transradio. **News periods:** 6:30-6:35 A.M., 7:45-7:55 A.M., 11-11:10 A.M., 1-1:10 P.M., 5-5:15 P.M., all Monday through Saturday; 11:10-11:15 A.M. (local news), Monday through Friday; 9-9:15 A.M., 1:15-1:30 P.M., Sunday only.

WNBX, SPRINGFIELD

Operator: Twin State Broadcasting Corp., Woolson Block. **Phone:** 663. **Power,** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933.

Manager: Herman Steinbruck. **Chief Engineer:** Charles Doe. **Musical director:** Grace Cross. **Program, publicity director:** Nick Carter.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Accepted; scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont. **E. T. library:** Associated. **News:** UP. **News periods:** 7:45 A.M., 10 A.M., 1 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 6:45-7 P.M., Sunday only.

WDEV, WATERBURY

Operators: Lloyd E. Squier and William G. Ricker. **Phone:** Waterbury 13-2; Montpelier 200. **Power:** 500 watts on 550 kc (to local sunset). **Affiliation:** Champlain Valley Network. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Melvin H. Stickles. **Musical director:** Harold Deal.

Rep: Howard H. Wilson. **Seating facilities:** Montpelier studio, 30. **Merchandising:** Make recommendations only; actual plans must be carried out by the sponsor. **Foreign language programs:** Accepted, but not encouraged or solicited. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: Liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations. **E. T. library:** Standard. **News:** UP. **News periods:** 7-7:30 A.M., 9-9:15 A.M., 10-10:15 A.M., noon-12:15 P.M., 2-2:15 P.M., 3-3:15 P.M., 4-4:15 P.M., all Monday through Saturday (note: in summer, when sunset is later, station also has periods at 5-5:15 P.M., 6-6:15 P.M., 7-7:15 P.M.); 10-10:15 A.M., noon-12:30 P.M., Sunday only.

VIRGINIA

(400,200 radio homes, or 65% ownership among the State's total of 613,000 families. Urban ownership is 178,800, or 82% of urban families; rural ownership is 221,400, or 56% of rural families.)

Radio Homes by Counties

Accomac	6,140	Frederick	4,550	Orange	1,800
Albemarle	7,150	Giles	1,660	Page	2,190
Alleghany	4,640	Gloucester	1,630	Patrick	1,840
Amelia	1,110	Goochland	970	Pittsylvania	12,120
Amherst	2,350	Grayson	2,610	Powhatan	730
Appomattox	1,060	Greene	710	Prince Edward	2,100
Arlington	10,960	Greensville	1,790	Prince George	3,680
Augusta	7,870	Halifax	5,090	Prince William	1,990
Bath	1,090	Hanover	2,310	Princess Anne	2,440
Bedford	3,930	Henrico	49,810	Pulaski	3,080
Bland	750	Henry	3,750	Rappahannock	970
Botetourt	2,170	Highland	580	Richmond	890
Brunswick	2,440	Isle of Wight	1,890	Roanoke	22,120
Buchanan	1,730	James City	1,120	Rockbridge	3,900
Buckingham	1,730	King and Queen	920	Rockingham	5,800
Campbell	11,660	King George	750	Russell	3,290
Caroline	1,880	King William	1,110	Scott	2,940
Carroll	2,820	Lancaster	1,330	Shenandoah	3,290
Charles City	640	Lee	4,010	Smyth	3,350
Charlotte	1,950	Loudoun	3,060	Southampton	3,400
Chesterfield	3,860	Louisa	1,950	Spotsylvania	2,810
Clarke	1,030	Lunenburg	1,800	Stafford	1,120
Craig	510	Madison	1,140	Surry	1,030
Culpeper	1,900	Mathews	1,200	Sussex	1,620
Cumberland	950	Mecklenburg	4,010	Tazewell	4,540
Dickenson	1,870	Middlesex	1,100	Warren	1,270
Dinwiddie	8,210	Montgomery	4,230	Warwick	9,120
Elizabeth City	4,720	Nansemond	5,220	Washington	6,440
Essex	930	Nelson	2,080	Westmoreland	1,180
Fairfax	3,930	New Kent	620	Wise	7,260
Fauquier	2,940	Norfolk	47,910	Wythe	2,900
Floyd	1,450	Northampton	2,910	York	1,250
Fluvanna	990	Northumberland	1,560		
Franklin	2,910	Nottoway	2,090		

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

General manager: John F. Arrington, Jr. **Production manager:** George B. Russell. **Chief engineer:** W. W. Gray.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods; obtain orders and display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists**

bureau: Set-up nominal only. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted. **E. T. library:** Associated; Lang-Worth. **News:** UP. **News periods:** 7:25-7:30 A.M., 8-8:05 A.M., noon-12:05 P.M., 4:55-5 P.M., 6:30-6:35 P.M., 7-7:10 P.M., 10-10:05 P.M., all Monday through Saturday.

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., 427 Main Street. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** May 24, 1930.

President: L. N. Dibrell. **Station manager:** S. C. Ondarcho. **Program director, artists bureau head:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

VIRGINIA STATIONS—Continued

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but foreign population very small. **Artists bureau:** Set-up nominal only. **Stock:** Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. **Base rate:** \$75.

Copy restrictions: Beer and wine accepted; no liquor advertising, patent medicine copy subject to local consorship; no fixed rules for copy, other than that it conform to accepted standards of good taste. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 12:25 P.M. (Parade of Events; duration not listed), Monday through Saturday.

WFVA, FREDERICKSBURG

Operator: Fredericksburg Broadcasting Corp. **Power:** 250 watts on 1260 kc (daytime).

At press time this station had a construction permit only.

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va., business office: Professional Bldg). **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc (daytime). **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Sears & Ayer. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** No merchandising service; will render certain types of cooperation, however. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **News periods:** 8-8:15 A.M., 12:30-12:45 P.M., both Monday through Saturday; 9:55-10 A.M., Sunday only.

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Vir-

ginia Broadcasting System. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** James L. Howe. **Program director, assistant manager:** James H. Moore. **Chief engineer:** Albert E. Heiser. **Musical director:** Fred Johnstone.

Rep: None. **Seating facilities:** None. **Merchandising:** Maintains a merchandising and production department. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy. **E. T. library:** NBC Thesaurus; Lang-Worth; Davis & Schwegler; MacGregor; NAB. **News:** Transradio. **News periods:** 7-7:05 A.M., 8:15-8:30 A.M., 9:10-9:15 A.M., 11-11:05 A.M., 12:30-12:35 P.M., 2-2:05 P.M., 4-4:05 P.M., 7:15-7:30 P.M., 10-10:05 P.M., 10:30-10:45 P.M., all Monday through Saturday; 9:30 A.M., 2:30 P.M., 5:15 P.M., all 15 minutes, all Sunday only.

WGH, NEWPORT NEWS

Operator: Hampton Roads Broadcasting Corp., end Jefferson Ave., Newport News; Portlock Bldg., Norfolk; American National Bank Bldg., Portsmouth. **Phones:** Newport News 2297; Norfolk 21831; Portsmouth 991. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Virginia Broadcasting System; optional programs from CBS. **Opened:** December, 1928.

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program director:** Irving Waugh. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff. **Publicity director:** Gene Stratton.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Newport News, 25; Norfolk, 25; Portsmouth, 25. **Merchandising:** Contact dealers; will utilize newspapers and give programs publicity in advance. **Foreign language programs:** Would be acceptable if public interest in them were apparent, and if text conformed to station policies. **Artists bureau:** Yes; has about 20 performers available. **Base rate:** \$60.

Copy restrictions: All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted. **E. T. library:** NBC Thesaurus; NAB; Lang-Worth. **News:** AP; Transradio. **News periods:** 7:45 A.M., 12:15 P.M., 3:15 P.M., 6:15 P.M., 8:15 P.M., 10:45 P.M., all 15 minutes, all Monday through Saturday.

WRVA 50,000 WATTS MAKE CASH REGISTERS SING!



**VIRGINIA'S ONLY
50,000 WATT STATION
GIVES YOU MANY
MARKETS AT THE
COST OF ONLY ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY
National Representative

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO



WRVA 50,000 WATTS

VIRGINIA STATIONS—Continued

WTAR, NORFOLK

Operator: WTAR Radio Corp., National Bank of Commerce Bldg. **Phone:** 25671. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue Network. **Opened:** Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

General manager: Campbell Arnoux. **Sales manager:** John W. New. **Program director:** Henry Cowles Whitehead. **Commercial traffic manager:** Shirley Enright. **Production manager:** Vaughn Bradshaw. **Chief engineer:** J. L. Grether. **Continuity director:** Lee Chadwick. **Sales promotion director:** Ralph S. Hatcher.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio seats 75-100 persons. **Merchandising:** Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. **Foreign language programs:** Will accept if complete contents are made clear and are acceptable to the standards of the station. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines must meet station requirements. **E. T. library:** NAB. **News:** UP. **News periods:** 8 A.M., 12:30 P.M., 6:30 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WPIV, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 and 100 watts on 1210 kc (to operate unlimited time except when WBBL operates).

At press time this station had a construction permit only

WBBL, RICHMOND

Operator: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). **Power:** 100 watts on 1210 kc (specified hours).

This station is non-commercial; church-owned.

WMBG, RICHMOND

Operator: Havens and Martin, Inc., 3301 West Broad St. **Phone:** 5-8611. **Power:** 5,000 and 1,000 watts on 1350 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** October, 1926.

President and general manager: Wilbur M. Havens. **Commercial manager:** Robert Mitchell. **Program and musical director:** T. Spencer Meyer. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

Rep: John Blair & Co. **Seating facilities:** New studio has an auditorium, capacity 150, as well as a reception room with a view of the studios, seating 60. **Merchandising:** Service available; diversified as to product exploited. **Foreign language programs:** No policy listed. **Artists bureau:** Yes; lists about 100 artists, teams, etc. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC. **E. T. library:** NBC Thesaurus. **News:** Transradio. **News periods:** 7:45-7:50 A.M., 9-9:15 A.M., 12:15-12:20 P.M., 6:45-7 P.M., 11-11:05 P.M., all Monday through Saturday; 12:15-12:30 P.M., 9-9:15 P.M., 11-11:15 P.M., all Sunday only.

WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 500 watts on 880 kc (operates to local sunset; station has construction permit for 1,000 watts unlimited time). **Affiliation:** Virginia Broadcasting System. **Opened:** 1927. (Note: This station is affiliated with the Richmond News Leader.)

Manager: E. S. Whitlock. **Program director:** William C. Hamilton. **Chief engineer:** Walter R. Selden. **Artists bureau head:** Marynelle Guthridge.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Studio seats 200 persons. **Merchandising:** Service available; rates on application. **Foreign language programs:** Accepted at same rates as other business. **Artists bureau:** Yes. **Stock:** 500 shares held by John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader; and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. **Base rate:** \$60.

Copy restrictions: Spot announcements limited to 100 words; no whiskey advertising; beer and wines accepted; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board. **E. T. library:** Associated; MacGregor; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 9 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all five minutes, all Monday through Saturday.

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bldg. **Phone:** 3-7471.

VIRGINIA STATIONS—Continued

Power: 100 watts on 1500 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

Manager: Ovelton Maxey. **Program director:** Grace E. Gatling. **Chief engineer:** David Bain. **Publicity director:** Robert W. Ehrman.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **News:** Christian Science Monitor; local.

WRVA, RICHMOND

Operator: Larus and Brother Co., Inc., Hotel Richmond. **Phone:** 3-6633. **Power:** 50,000 watts on 1110 kc. **Affiliation:** CBS; Mutual Broadcasting System. **Opened:** Nov. 2, 1925.

General manager: C. T. Lucy. **Business manager:** Barron Howard. **Public relations, publicity:** Walter R. Bishop. **Production manager:** Irvin G. Abeloff. **Traffic manager:** Burt T. Repine. **Chief engineer:** D. C. Woods. **Musical director:** Edward D. Naff.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio D seats about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. **Merchandising:** No formal department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes. **Base rate:** \$300.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; no reducing preparations under any conditions; in all other copy, rules of good taste are to be observed. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7:55 A.M., 11:55 A.M., 5:55 P.M., 11 P.M., all five minutes, all Monday through Saturday (Esso).

WDBJ, ROANOKE

Operator: Times-World Corp., 124 West Kirk Ave. **Phone:** 8131. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** CBS. **Opened:** June 20, 1924. (Note: WDBJ is newspaper-owned by The Roanoke Times and The Roanoke World-News.)

President: Junius P. Fishburn, president, The Times-World Corp. **Station manager, program director:** Ray P. Jordan. **Com-**

mercial manager: Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Publicity director:** Jack Weldon.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A, 100 persons; studio B, 25. **Merchandising:** Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of parent newspapers. **Foreign language programs:** No rule against acceptance; but not recommended, since population is only 2% foreign born. **Artists bureau:** Yes; have about 40 singers and musicians under contract. **Base rate:** \$100.

Copy restrictions: Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those of CBS. **E. T. library:** World. **News:** AP. **News periods:** 8:40-8:45 A.M., 1:50-2 P.M., 6:20-6:25 P.M., all Monday through Saturday; 10-10:05 P.M., Monday through Friday; 9:45-9:50 P.M., Saturday only; 5:45-5:55 P.M., Sunday only.

WRNL
RICHMOND, VA.

"The Friendly Station in
the Middle of Your Dial"

880 K.C.

Serves Virginia's richest
market with fine enter-
taining, educational, dra-
matic and news features.

WASHINGTON

(443,300 radio homes, or 95% ownership among the State's total of 468,000 families. Urban ownership is 254,400, or 94% of urban families; rural ownership is 188,900, or 96% of rural families.)

Radio Homes by Counties

Adams	1,950	Grays Harbor	16,380	Pierce	46,940
Asotin	2,320	Island	1,780	San Juan	1,040
Benton	3,120	Jefferson	2,390	Skagit	9,600
Chelan	8,730	King	134,090	Skamania	880
Callam	5,670	Kitsap	9,270	Snohomish	22,990
Clark	11,360	Kittitas	4,680	Spokane	42,220
Columbia	1,530	Klickitat	2,840	Stevens	5,310
Cowlitz	8,650	Lewis	11,150	Thurston	9,030
Douglas	2,230	Lincoln	3,280	Wahkiakum	1,060
Ferry	1,310	Mason	2,780	Walla Walla	7,460
Franklin	1,630	Okanogan	5,260	Whatcom	16,730
Garfield	970	Pacific	4,200	Whitman	7,500
Grant	1,610	Pend Oreille	2,040	Yakima	21,320

KXRO, ABERDEEN

Operator: KXRO, Inc., 207 E. Market St. **Phone:** Aberdeen 4098. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 28, 1928.

General and station manager: Harry R. Spence. **Commercial manager:** Fred G. Goddard. **Program director, artists bureau head:** Ben K. Weatherwax. **Chief engineer:** W. M. McGoffin. **Musical director:** Arthur Lindsay. **Publicity director:** E. J. Alexander.

Rep: John Blair & Co. **Seating facilities:** Hall, seating 600 persons, available. **Merchandising:** Supply publicity and work out window displays. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** Setup nominal only. **Base rate:** \$35.

Copy restrictions: Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation. **News:** Transradio.

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. **Phone:** 4200. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1927.

Station director: Rogan Jones.*

Rep: John Blair & Co. **Seating facilities:** Small facilities at studios (no number given); have access to outside facilities. **Merchandising:** Subject to arrangement with each account. **Foreign language programs:** Accepted; station runs regular

* Also president of KPQ, Wenatchee, Wash.

Scandinavian program. **Artists bureau:** None. **Stock:** Principally held by Rogan Jones, Tom Shafer and Cole Wylie. **Base rate:** \$35.

Copy restrictions: Accept beer and wine; no hard liquor; rules of "good taste" prevail. **E. T. library:** Lang-Worth; MacGregor; Davis & Schwegler. **News:** INS. **News periods:** 7:30-7:45 A.M. (network news), 9:30-9:45 A.M., 12:15-12:45 P.M., 4-4:15 P.M. (network news), 7:15-7:30 P.M., 9-9:15 P.M. (network news) 10-10:15 P.M., all apparently daily.

KELA, CENTRALIA-CHEHALIS

Operator: Central Broadcasting Corp., KELA Bldg., midway between Centralia and Chehalis. **Phone:** 721. **Power:** 1,000 watts on 1440 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 1, 1937.

General manager: J. Elroy McCaw. **Commercial manager:** Joe Chytil. **Program director:** Paul Corbin. **Chief engineer:** L. Samuel Norin. **Musical director:** Arnold Werner.

Rep: John Blair & Co. **Seating facilities:** Studio seats 60 persons; one auditorium available, seating 1,200; second auditorium, seating 550. **Merchandising:** Will set up various kinds of displays; use theatre slides and trailers. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and light wines accepted after 9:30 P.M.; all copy subject to approval by station. **E. T. library:** Lang-Worth. **News:** Transradio. **News periods:** 8:15 A.M., 12:15 P.M., 3:45 P.M., 7:15 P.M., 11 P.M., all 15 minutes, all Monday through

WASHINGTON STATIONS—Continued

Saturday; 7:30-7:35 A.M., 9-9:15 P.M., every day.

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEEN). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager, commercial manager: W. F. Knehr. **Production manager:** Cliffe Hansen. **Musical director:** Maynard Borden.

Rep: John Blair & Co. **Seating facilities:** Lobby seats 50 to 75 persons. **Merchandising:** Render any reasonable service; conduct surveys if desired. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$25.

Copy restrictions: No beer, wines or hard liquors accepted. **E. T. library:** None. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M. (network news), 9:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 780 kc (daytime). **Af-**

iliation: Mutual; Don Lee Broadcasting System. **Opened:** May 10, 1938. (Note: This station is affiliated with, but not owned by, the Longview Daily News.)

General and station manager: M. F. Woodling. **Commercial manager:** King Mitchell. **Program director:** Robert Ferris. **Chief engineer:** John Boren. **Publicity director:** D. Hamilton.

Rep: Cox and Tanz; Walter Biddick (Coast). **Seating facilities:** Two studios, seating 25 and 75 respectively. **Merchandising:** Work closely with clients in promotion of program and product; window placards, etc.; no charge for regular services. **Foreign language programs:** Accepted with copy subject to station revision; scripts must be in English and in the foreign language, and submitted 24 hours in advance. **Artists bureau:** None. **Stock:** Held by A. C. Campbell (11%), A. L. Raught (8%), J. M. McClelland (25%), Ray McClung (34%), Hugh McClung (22%) **Base rate:** \$30.

Copy restrictions: Only "generally accepted" patent medicine accounts taken; beer and light wines accepted, but copy is subject to station approval and revision. **E. T. library:** NBC Thesaurus; Standard. **News:** AP. **News periods:** 7:45 A.M., 10:30

for SEATTLE and western WASHINGTON

- * a new standard in local programming
- * a new concept of true public service
- * a new force in resultful advertising
- * THE new choice of informed advertisers

CBS
Affiliate

KIRO

710
Kilocycles

"THE FRIENDLY STATION"

National Representatives: THE KATZ AGENCY, INC.

WASHINGTON STATIONS—Continued

A.M., 12:15 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

KGY, OLYMPIA

Operator: KGY, Inc., 11th and Capitol Way. **Phone:** 5000. **Power:** 100 watts on 1210 kc (unlimited except when KTW is operating; KGY is silent on Sundays; otherwise it operates to 11 P.M. except Thursdays when it signs off at 7:30 P.M.). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922 (experimentally); 1932 (commercially).

President: Louis Wasmer*. **Station manager, publicity director:** W. R. Taft. **Commercial manager:** Tom Olsen. **Program director:** Dan Cubberly. **Chief engineer:** Jack Thatcher.

Rep: John Blair & Co. **Seating facilities:** Auditorium below studios seats 2,000 persons; standing room for 1,000 more. **Merchandising:** Pre-plug new programs; arrange newspaper publicity; place window cards and displays; no charge for regular services. **Foreign language programs:** None current; Scandinavian would be suitable. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; chain-breaks limited to 40 words; local breaks limited to 100 words; patent medicine acceptance determined by individual circumstances. **E. T. library:** None. **News:** Transradio; UP; local. **News periods:** 7:15 A.M., 8 A.M., 9:30 A.M., 11 A.M., 12:30 P.M., 2:30 P.M., 5 P.M., 6:30 P.M., 8 P.M., 9 P.M. (from Don Lee), 9:45 P.M., all Monday through Saturday. (Note: Due to sign-off at 7:30 P.M. on Thursdays, the late evening periods are not run that night, but there is a special period at 7:15 P.M.)

*Also president of KGA and KHQ, Spokane.

KWSC, PULLMAN

Operator: State College of Washington. **Phone:** 376 M. **Power:** 5,000 and 1,000 watts on 1220 kc (divides time with KTW). **Opened:** Dec. 11, 1922.

This station is non-commercial; college-owned.

KEEN, SEATTLE

Operator: KVL, Inc., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: \$25.

No further information available.

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 1,000 watts on 710 kc. **Affiliation:** CBS. **Opened:** Oct. 15, 1935.

President: Louis K. Lear. **Station manager:** H. J. Quilliam. **Commercial manager:** Loren B. Stone. **Program director:** Tommy Thomas. **Chief engineer:** James Hatfield. **Publicity director:** Vera Jedlick.

Rep: The Katz Agency. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Accepted; currently broadcasting Scandinavian program. **Artists bureau:** None. **Base rate:** \$215.

Copy restrictions: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally. **E. T. library:** World; Standard. **News:** Transradio. **News periods:** 7:30-7:45 A.M., Monday through Saturday; noon-12:15 P.M., 10:30-10:45 P.M., both Monday through Friday; 10:45 A.M., 2 P.M., 7:45 P.M., 10:45 P.M., all 15 minutes, all Sunday only.

KJR, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** Scandinavian only accepted. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45 A.M., 9:30 A.M., 12:30 P.M., 6:15 P.M., 9 P.M. (8 P.M. and 10:30 P.M. instead on nights when night baseball is broadcast), all 15 minutes, all Monday through Saturday; 8-8:30 P.M. (dramatized news), 9-9:15 P.M., both Sunday.

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president: Archie Taft. **Station**

WASHINGTON STATIONS—Continued

manager, commercial manager: Elmer D. Pederson. **Production manager:** Dudley E. Williamson. **Chief engineer:** A. L. Henderson. **Musical director:** Don Isham. **Publicity director:** Margaret Emahiser.

Rep: John Blair & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Archie Taft and Louis Wasmer. **Base rate:** \$150.

Copy restrictions: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste. **News:** Transradio.

KOMO, SEATTLE

Operator: Fisher's Blend Station, Inc., Skinner Bldg. **Phone:** Elliott 5890. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

General and station manager: Birt Fisher. **Commercial manager:** H. M. Feltis. **Program director:** Willard Warren. **Chief engineer:** Francis Brott. **Publicity director:** Dick Keplinger.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$240.

Copy restrictions: Spirituous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None.

KRSC, SEATTLE

Operator: Radio Sales Corp., 819 Fairview Place. **Phone:** Main 0110. **Power:** 250 watts on 1120 kc. **Affiliation:** None. **Opened:** November, 1926.

President: P. K. Leberman. **Manager:** Robt. E. Priebe. **Commercial manager:** Romig C. Fuller. **Program director:** Ted Bell. **Chief engineer:** George Freeman. **Musical director:** Jack Meues. **Publicity director:** Eddie Rivers.

Rep: None. **Seating facilities:** None. **Merchandising:** Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principal holders are P. K. Leberman and R. E. Priebe. **Base rate:** \$30 (½ hr.).

Copy restrictions: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words. **E. T. library:**

Lang-Worth; Standard; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **News periods:** 7-7:05 A.M., 8-8:10 A.M., 9-9:05 A.M., 10-10:10 A.M., 11-11:05 A.M., noon-12:10 P.M., 1-1:05 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:10 P.M., 5-5:05 P.M., 6-6:10 P.M., 8-8:10 P.M., all Monday through Saturday; 4-4:10 P.M., 9-9:10 P.M., both Sunday.

KTW, SEATTLE

Operator: The First Presbyterian Church of Seattle, Washington. **Power:** 1,000 watts on 1220 kc (shares time with KWSC).

This station is non-commercial.

KXA, SEATTLE

Operator: American Radio Telephone Co., 312 Bigelow Bldg. **Phone:** Seneca 1000. **Power:** 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). **Affiliation:** None. **Opened:** May 1, 1928.

President, general manager: R. F. Meggee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen.

Rep: Cox and Tanz. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Accepted; translation must accompany copy. **Artists bureau:** None. **Base rate:** \$48.

Copy restrictions: Accept beer; no wine, liquor or patent medicine advertising. **E. T. library:** None listed. **News:** INS. **News periods:** 8:30 A.M., 12:30 P.M., 5:30 P.M., 9:30 P.M., 11 P.M., all 10 minutes all Monday through Saturday.

KFIO, SPOKANE

Operator: Spokane Broadcasting Corp., 526 Riverside Ave. **Phone:** Main 3400. **Power:** 100 watts on 1120 kc (to local sunset). **Affiliation:** None. **Opened:** 1922.

President, station manager: A. L. Smith. **Program director chief engineer:** C. T. Strong. **Musical director:** G. Longmeier.

Rep: None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Owned by Arthur L. Smith. **Base rate:** \$25.

Copy restrictions: Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts. **E. T. library:** MacGregor. **News:** Local. **News periods:** 12:15-12:30 P.M., Monday through Saturday.

WASHINGTON STATIONS—Continued

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg. **Phone:** Main 1218. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** Stuart L. Hannon. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 500. **Merchandising:** Complete services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100 (½ hr.).

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicine accounts not invited. **E. T. library:** Lang-Worth; NAB. **News:** UP; local. **News periods:** 8 A.M., 11:45 A.M., 4:30 P.M., all 15 minutes, all Monday through Saturday; 9:30-9:45 P.M., midnight-12:05 A.M., both every day.

* Also president of KXL, Portland, Ore.

KGA, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 watts on 1470 kc. **Affiliation:** NBC Pacific Coast Blue; Northwest Triangle Network. **Opened:** 1926. (Note: Same owner also controls KHQ, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Program director:** Roy Grandey. **Chief engineer:** Alger Sparling. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Broadcast advance plugs on new programs gratis; other services rendered at actual cost. **Foreign language programs:** Accepted, but foreign population is very small. **Artists bureau:** Yes; lists about 50 artists. **Base rate:** \$90 (½ hr.).

Copy restrictions: No beer, wine or hard liquor advertising accepted; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:45-8 A.M., 4:30-4:45 P.M., both Monday through Saturday; 10-10:15 P.M., Sunday through Friday; 11-11:15 P.M., Sunday only.

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. **Phone:** M-5383. **Power:** 5,000 and 1,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Net-

work. **Opened:** 1920. (Note: Same owner controls KGA, Spokane.)

President: Louis Wasmer. **Station and commercial manager:** Harvey Wixson. **Chief engineer:** A. G. Sparling. **Program director:** Roy Grandey. **Musical director:** Earl Shinkoskey. **Publicity director, traffic manager:** Jessie McGrew.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. **Foreign language programs:** Accepted, but foreign population is small. **Artists bureau:** Yes; lists several dozen artists, musicians and writers. **Base rate:** \$115 (½ hr.).

Copy restrictions: No beer, wine or liquor advertising accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7-7:15 A.M., 3:30-3:45 P.M., Monday through Saturday; 9:15-9:30 A.M., Sunday.

KMO, TACOMA

Operator: KMO, Inc., 914½ Broadway. **Phone:** Main 4144. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Aug. 26, 1926.

General manager, station manager: Carl E. Haymond. **Assistant general and commercial manager:** Jack Buchanan. **Program director:** Larry Huseby. **Chief engineer:** Joe Kolesar. **Musical director:** Arnold Leverenz. **News editor and publicity director:** Roscoe Smith.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Yes; limited policy. **Foreign language programs:** Accepted; must be accompanied by strict English translation. **Artists bureau:** None. **Stock:** 99% held by Carl E. Haymond. **Base rate:** \$75.

Copy restrictions: No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 7:30 A.M., 9:30 A.M., 12:15 P.M., 4:15 P.M., 6:30 P.M., 8 P.M., all 15 minutes, all daily; 7:15-7:30 P.M. (sports news), Monday, Wednesday, Friday.

KVI, TACOMA

Operator: Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). **Phones:** Broadway 4211 (Tacoma); Main 1171 (Seattle). **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

President, general manager: Mrs. Vernice

WASHINGTON STATIONS—Continued

Irwin. **Assistant manager, publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Program director:** Wade Thompson. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

Rep: Free & Peters, Inc. **Seating facilities:** Studios in both Seattle and Tacoma seat 100 persons; auditorium available in Seattle seating 1,600. **Merchandising:** All services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125 (½ hr.).

Copy restrictions: Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies. **E. T. library:** None. **News:** AP (not for sponsorship); local.

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** During July, 1939. (Note: This station is newspaper-affiliated with the Coos Bay Times, Eugene News and Salem Statesman.)

General manager: Walter L. Read. **Technical supervisor:** Paul W. Spargo.

Seating facilities: None. **Merchandising:** Service available through regular sales department. **Base rate:** \$40.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard.

At press time this station had a construction permit only.

KUJ, WALLA WALLA

Operator: KUJ, Inc., Marcus Whitman Hotel Bldg., Second & Rose Sts. **Phone:** 1230. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1928.

President, general manager: H. E. Studebaker.* **Advertising director:** M. F. Jensen. **Assistant advertising director:** Norval Armes. **Program director:** Al Amundsen. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty.

Rep: Walter Biddick; Sears & Ayer; Cox and Tanz. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Accepted if sufficient residents of that tongue are in station area. **Artists bureau:** None. **Stock:** Entirely owned by H. E. Studebaker. **Base rate:** \$15 (¼ hr.).

* Also owner of KRLC, Lewiston, Idaho.

Copy restrictions: No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB Code of Ethics and station standards. **E. T. library:** World; Lang-Worth. **News:** UP. **News periods:** 7-7:15 A.M., 8-8:05 A.M., 10:30-10:45 A.M., 12:15-12:30 P.M., 5-5:15 P.M., 6-6:15 P.M. (sports news), 7-7:15 P.M., 9-9:15 P.M., 10-10:05 P.M.

KPQ, WENATCHEE

Operator: Wescoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Commercial manager:** John C. Jessup. **Program director:** Dorothy Lee. **Chief engineer:** Ellwood Lippencott. **Musical director:** Gordon Capps.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Accepted if programs comply with FCC rules. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted subject to FTC regulations. **E. T. library:** Davis & Schwegler. **News:** INS. **News periods:** 9-9:15 A.M., 12:30-12:55 P.M., 6:30-6:45 P.M., all Monday through Saturday.

* Also president of KVOS, Inc.

KIT, YAKIMA

Operator: Carl E. Haymond, 412 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 and 500 watts on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929.

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** Arthur Q. Moore. **Program director:** David L. Lindberg. **Chief engineer:** H. B. Murphy. **Musical director:** Harrison Miller. **Publicity director:** P. N. Wick.

Rep: John Blair & Co. **Seating facilities:** Studio. Accommodates about 150 persons. **Merchandising:** Service rendered gratis within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. **Foreign language programs:** Swedish, Norwegian and

WASHINGTON STATIONS—Continued

French accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine copy accepted no hard liquor; all copy and program subject to station approval. E. T. library: Davis & Schwegler; Lang-Worth.

News: UP. News periods: 7:30-7:45 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 2:35-2:40 P.M., 6:30-6:45 P.M., 9-9:15 P.M., 10-10:15 P.M., all Monday through Saturday; 12:30-12:45 P.M., 8-8:15 P.M., Sunday only.

WEST VIRGINIA

(348,300 radio homes, or 84% ownership among the State's total of 417,000 families. Urban ownership is 111,800, or 86% of urban families; rural ownership is 236,500, or 82% of rural families.)

Radio Homes by Counties

Barbour	3,920	Kanawha	32,280	Preston	5,740
Berkeley	5,840	Lewis	4,350	Putnam	3,190
Boone	4,530	Lincoln	3,240	Raleigh	12,440
Braxton	4,060	Logan	10,870	Randolph	4,720
Brooke	5,300	McDowell	16,380	Ritchie	3,290
Cabell	20,680	Marion	14,530	Roane	3,470
Calhoun	1,900	Marshall	8,290	Summers	3,780
Clay	2,280	Mason	4,190	Taylor	4,060
Doddridge	2,130	Mercer	11,830	Tucker	2,520
Fayette	13,660	Mineral	4,170	Tyler	2,820
Gilmer	2,010	Mingo	6,960	Upshur	3,680
Grant	1,610	Monongalia	10,960	Wayne	5,640
Greenbrier	6,790	Monroe	2,300	Webster	2,480
Hampshire	2,420	Morgan	1,790	Wetzel	4,520
Hancock	5,790	Nicholas	3,540	Wirt	1,270
Hardy	1,850	Ohio	17,760	Wood	13,470
Harrison	16,850	Pendleton	1,700	Wyoming	3,800
Jackson	3,190	Pleasants	1,410		
Jefferson	3,400	Pocahontas	2,650		

WJLS, BECKLEY

Operator: Joe L. Smith, Jr., WJLS Bldg. Phone: 2700. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: March 5, 1939.

Manager: Joe L. Smith. Commercial manager: C. H. Murphey, Jr. Program director: Barnes H. Nash. Chief engineer: Marion McDowell. Publicity director: V. Z. Neal.

Rep: Howland & Howland. Seating facilities: Can accommodate about 25 persons. Merchandising: All services rendered at actual cost. Foreign language programs: Hungarian, Polish and Italian programs accepted. Artists bureau: None. Base rate: \$66.25.

Copy restrictions: Beer and light wine advertising accepted; no hard liquor; all copy must conform to station standards. E. T. library: NBC Thesaurus. News: UP. News periods: Five minutes, every hour on the hour, Monday through Saturday; five five-minute periods, time not listed, Sunday only.

WHIS, BLUEFIELD

Operator: Daily Telegraph Printing Co., Bodell Bldg. Phones: 2618, 2400. Power: 1,000 and 500 watts on 1410 kc. Affiliation: None. Opened: May, 1928. (Note: This station is newspaper-owned by the Telegraph and Sunset News.)

President: H. I. Shott. Station manager, commercial manager: J. Lindsey Alley. Program director: Melvin Barnett. Musical director: Gibson Morrissey. Chief engineer: P. T. Flanagan.

Rep: The Katz Agency. Seating facilities: None. Merchandising: Plug programs in columns of the Telegraph and Sunset News. Foreign language programs: Have a 30-minute Hungarian program. Artists bureau: Complete setup. Stock: All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. Base rate: \$70.

Copy restrictions: Beer accepted; no wines or whiskeys. E. T. library: World; Lang-Worth. News: AP; Christian Science Monitor. News periods: 9:25 A.M., 11:25 A.M., 1:25 P.M., 3:25 P.M., 5:25 P.M., 7:25

WEST VIRGINIA STATIONS—Continued

P.M., all five minutes, all Monday through Saturday; 6:15-6:25 P.M. (Monitor news), Tuesday through Saturday.

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 1,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

President, general manager: John A. Kennedy. **Assistant general manager:** Howard Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson. **Publicity director:** James L. Cox.

Rep: The Branham Co. **Seating facilities:** WCHS Auditorium seats 3,000 persons; admission varies with performances. **Merchandising:** Complete service available, rendered at actual cost. **Foreign language programs:** Accepted, but restrictions are such they are rarely carried. **Artists bureau:** None listed. **Base rate:** \$150.

Copy restrictions: Advertising of alcoholic beverages accepted; patent medicines accepted with restrictions. **News:** UP.

WGKV, CHARLESTON

Operator: Kanawha Valley Broadcasting Co. **Power:** 100 watts on 1500 kc.

At press time this station had a construction permit only.

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** West Virginia Network. **Opened:** April 12, 1937. (Note: This station is newspaper-owned by the Clarksburg Exponent.)

President, general and station manager: John A. Kennedy. **Commercial manager:** Mike Layman. **Chief engineer:** Russell W. Banks. **Musical director:** Don McWhorter.

Rep: The Branham Co. **Seating facilities:** None. **Merchandising:** Tie-ups of various kinds arranged for the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base Rate** \$45.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News UP.** **News periods:** 8-8:05 A.M., 1:30-1:35 P.M., 3-3:05 P.M., 6:15-6:30 P.M., 10:30-10:45 P.M., 11-11:05 P.M., all Monday through Saturday; noon-12:15 P.M., Monday through Friday; 12:55-1 P.M., 6-6:15 P.M., 11-11:05 P.M., Sunday only.

WMMN, FAIRMONT

Operator: Monongahela Valley Broadcasting Co., 208 Main St. **Phone:** 3100. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Dec. 22, 1928.

Managing director, commercial manager: O. J. Kelchner. **Program director, artists bureau head:** Howard Wolfe. **Chief engineer:** James R. Heck. **Musical director:** Frank Knutti. **Continuity director:** Wade Swiger. **Publicity director:** Kay Balfe.

Rep: John Blair & Co. **Seating facilities:** Accommodations for 2,000 at "Sagebrush Roundup" on Saturday night in Fairmont; also accommodations for 3,000 in Clarksburg. **Merchandising:** Full cooperation at no extra cost. **Foreign language programs:** Accepted, providing literal English translation is furnished in advance to Fred Shaffmaster, foreign program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$75.

Copy restrictions: No disparagement of competitors or their products; no words such as "poisonous," or designations of actual or imaginary bodily disorders offensive to good taste; no fortune telling, etc.; beer accepted, but no other alcoholic beverages. **E. T. library:** Standard. **News:** INS. **News periods:** 10-10:05 A.M., noon-12:05 P.M., 4-4:15 P.M., 6-6:10 P.M., 8-8:05 P.M., 10-10:15 P.M., all Monday through Saturday; 6:30-6:45 P.M., 10-10:15 P.M., Sunday.

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.) **Affiliation:** None. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

President, station manager: W. C. McKellar. **Commercial manager:** J. L. Henry. **Program director:** Fred Burns. **Chief engineer:** Glenn E. Chase. **Artists bureau head:** Lillian Swann. **Musical director:** Bill McKinney. **Publicity director:** Vernon Bailey.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Services to suit advertiser furnished at cost. **Foreign language programs:** Accepted when accompanied by English translation. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if meeting FTC requirements. **E. T. library:** Standard; Lang-

WEST VIRGINIA STATIONS—Continued

Worth; MacGregor. **News:** Local. **News periods:** 6:45 A.M., 11:30 A.M., 6 P.M., all 15 minutes, all Monday through Saturday.

WPAR, PARKERSBURG

Operator: Ohio Valley Broadcasting Corp., Grinter Bldg. **Phone:** 2530. **Power:** 100 watts on 1420 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** July 11, 1935. (Note: WPAR is under the same ownership as WBLK, Clarksburg, and WCHS, Charleston, q.v.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Ken D. Given. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermanns. **Publicity director:** Audrey Archer.

Rep: The Branham Co. **Seating facilities:** Small audience can be accommodated in the studio. **Merchandising:** Render complete service gratis, except mailings for which the sponsor is billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: NAB Code of Ethics. **E. T. library:** World. **News:** UP. **News periods:** Not listed.

CBS. Opened: Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WALR, Zanesville, O.)

President: George B. Storer.* **Vice-president, general manager:** J. H. Ryan. **Station manager, commercial manager:** George W. Smith. **Production manager, publicity director:** Paul J. Miller. **Program director, artists bureau head, musical director:** Wayne Sanders. **Chief engineer:** Glenn Boundy.

Rep: John Blair & Co. **Seating facilities:** Wheeling Municipal Auditorium, capacity 2,000; admission 25c. **Merchandising:** No regular department; co-operation given as desired. **Foreign language programs:** Accepted; English translation must be submitted in advance. **Artists bureau:** Nominally maintained; feature acts booked for personal appearances. **Base rate:** \$150.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus. **News:** INS. **News periods:** 8-8:15 A.M., 1:20-1:25 P.M., 6:05-6:10 P.M., Monday through Saturday; 8-8:05 P.M., Tuesday and Thursday; 8:15-8:20 P.M., Monday and Wednesday.

* Also president of WSPD, Toledo.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:**

WBTH, WILLIAMSON

Operator: Williamson Broadcasting Corp. **Power:** 100 watts on 1370 kc (daytime).

At press time this station had a construction permit only.

WISCONSIN

(612,700 radio homes, or 83% ownership among the State's total of 735,000 families. Urban ownership is 377,000, or 93% of urban families; rural ownership is 235,700, or 71% of rural families.)

Radio Homes by Counties

Adams	1,470	Eau Claire.....	8,950	Lincoln	4,140
Ashland	4,010	Florence.....	670	Manitowoc	12,000
Barron	6,100	Fond du Lac.....	12,690	Marathon	12,580
Bayfield	2,660	Forest	1,790	Marinette	6,260
Brown	14,030	Grant	7,720	Marquette	1,820
Buffalo	2,730	Green	4,680	Milwaukee	170,490
Burnett	1,820	Green Lake.....	3,010	Monroe	5,370
Calumet	2,940	Iowa	3,860	Oconto	4,460
Chippewa	6,460	Iron	1,750	Oneida	3,200
Clark	5,700	Jackson	2,830	Outagamie	12,630
Columbia	6,540	Jefferson	8,270	Ozaukee	3,440
Crawford	3,080	Juneau	3,320	Pepin	1,390
Dane	24,700	Kenosha	14,040	Pierce	3,940
Dodge	10,490	Kewaunee	2,880	Polk	4,560
Door	3,360	La Crosse	11,970	Portage	5,950
Douglas	10,120	Lafayette	3,500	Price	2,990
Dunn	5,000	Langlade	3,940	Racine	20,470

WISCONSIN STATIONS—Continued

Richland	3,610	Sheboygan	15,920	Washington	5,140
Rock	17,340	Taylor	2,800	Waukesha	10,630
Rush	2,760	Trempealeau	4,140	Waupaca	6,600
St. Croix	4,660	Vernon	5,050	Waushara	2,690
Sauk	6,610	Vilas	1,360	Winnebago	17,220
Sawyer	1,570	Walworth	6,980	Wood	7,290
Shawano	5,580	Washburn	1,980		

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 1,000 watts on 1050 kc (daytime) (has construction permit for 5,000 and 1,000 watts). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Surperior Telegram.)

General, station and commercial manager: John J. Stack. **Engineer:** T. Jorgenson.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None at present, but would accept with same restrictions as other advertising. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **News periods:** 7-7:10 A.M., 8:45-8:55 A.M., 12:25-12:30 P. M., 2:30-2:45 P.M., 3:30-3:35 P.M., 6:15-6:30 P.M., Monday through Saturday; 10-10:05 A.M., Tuesday through Saturday; 9-9:15 A.M., 12:30-12:45 P.M., 6:15-6:30 P.M., Sunday only.

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** 1922. (Note: This station is newspaper-owned by the Fond du Lac Commonwealth Reporter.)

President: A. H. Lange. **Station manager:** Lynn N. Fairbanks. **Program director:** Lucille Fairbanks. **Chief engineer:** Wendell S. Meyers.

Rep: None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer, wine and liquor advertising accepted; outside advertising competitive to local merchants not accepted; all copy must conform to station policies and government regulations. **E. T. library:** None. **News:** UP. **News periods:** 9-9:15 A. M., 10-10:05 A.M., 11-11:05 A.M., 12:30-12:45 P.M., 2-2:05 P.M., 3-3:05 P.M., 4-4:05 P.M., 5-5:10 P.M. (local news), 6-6:10

P.M., 7-7:05 P.M., 8-8:05 P.M., all Monday through Saturday.

WHBY, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. **Power:** 250 and 100 watts on 1200 kc.

Base rate: \$70.

No other information available after repeated requests.

WTAQ, GREEN BAY

Operator: WHBY, Inc., Bellin Bldg. **Power:** 5,000 and 1,000 watts on 1330 kc. **Affiliation:** CBS.

Base rate: \$140.

No other information available after repeated requests.

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette.)

General and station manager: James F. Kyler. **Commercial manager:** Earl Sheridan. **Program and musical director:** Hester Kyler. **Chief engineer:** Charles Brannen. **Publicity director:** Paul Ruhle.

Rep: None. **Seating facilities:** Studios A and B seat 30 persons each; observation-reception room seats 150. **Merchandising:** Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. **Foreign language programs:** No rules; foreign population very small, and no requests for such programs have been received to date. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each. **E. T. library:** NBC Thesaurus. **News:** AP. **News periods:** 7:30 A. M., noon,

WISCONSIN STATIONS—Continued

3:30 P.M., 6 P.M., all 15 minutes, all Monday through Saturday.

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380 kc. **Affiliation:** CBS. **Opened:** 1923. (Note: This station is affiliated with, but not owned by, the La Crosse Tribune and Leader-Press.)

President, station manager: Otto M. Schlabach. **Commercial manager:** Charles F. Callaway. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** Not listed. **Merchandising:** Salesmen call on the trade locally, while letters are written to dealers outside the city. **Foreign language programs:** Accepted under regular commercial regulations. **Artists bureau:** None. **Base rate:** \$95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP. **News periods:** 6:30-6:35 A.M., 8-8:15 A.M., 9:30-9:35 A.M., 11-11:05 A.M., 12:05-12:10 P.M., 12:45-1 P.M., 2:30-2:35 P.M., 4-4:05 P.M., 6:45-7 P.M., 10-10:10 P.M., 11:25-11:30 P.M., all Monday through Saturday.

WHA, MADISON

Operator: University of Wisconsin, State of Wisconsin, at Radio Hall. **Phone:** University 779. **Power:** 5,000 watts on 940 kc (to local sunset). **Opened:** March-April, 1917.

This station is non-commercial; state-university owned.

WIBA, MADISON

Operator: Badger Broadcasting Co., Inc., 111 King St. **Phone:** Fairchild 8800. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** NBC Basic Supplementary with Red and Blue Networks. **Opened:** 1924. (Note: This station is newspaper-owned by the Madison Capital-Times and Wisconsin State Journal.)

President: William T. Evjue. **Station and commercial manager:** W. E. Walker. **Program and publicity director:** K. F. Schmitt. **Chief engineer:** M. F. Chapin.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 35 persons. **Merchandising:** Service arranged according to individual application. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no hard liquors; continuity must be furnished 24 hours in advance for po-

litical and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **News periods:** 7:30-7:50 A.M., 12:30-12:50 P.M., 5:30-5:45 P.M., 10-10:15 P.M., Monday through Saturday; 8:45-9 A.M., 12:30-12:40 P.M., 10-10:15 P.M., Sunday.

WOMT, MANITOWOC

Operator: Francis M. Kadow, 1110 Washington St. **Phones:** 400 W; 167. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1926.

General and commercial manager: Francis M. Kadow. **Studio and program manager:** Fred Hessler. **Director of women's features:** Marguerite Meyer. **Chief engineer:** W. C. Dubin.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: None listed. **E. T. library:** World. **News:** UP; local. **News periods:** 15 minutes every hour on the hour, daily.

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Gene T. Dyer*. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Arnold Kreuger. **Publicity director:** Bert Mulroy.

Rep: None. **Seating facilities:** None. **Merchandising:** Special division maintained; no specific services listed. **Foreign language programs:** German and Polish programs daily; Croatian, Hungarian, Italian, Jewish, Yugoslav, and Czecho-Slovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$85.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** None. **News:** UP; local. **News periods:** 6:55 A.M., 10 A.M., noon, 1 P.M., 4 P.M., 6 P.M., 7:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

*Gene T. Dyer also operates WCBD, WGES and WSBC, Chicago.

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:**

WISCONSIN STATIONS—Continued

1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

General manager: G. W. Grignon. **Commercial manager:** Fred E. Zindler. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Publicity director:** Evelyn Williams.

Rep: International Radio Sales. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Publicity and promotion in newspaper; blotters introducing new long-term programs. **Foreign language programs:** One Polish and two German participation programs produced by station. **Artists bureau:** Yes; lists about 15 artists. **Base rate:** \$200.

Copy restrictions: Beer and wine accepted any time; liquor advertising accepted after 10:30 P.M. if live talent show. **E. T. library:** World. **News:** INS. **News periods:** 10:15-10:30 A.M., 1-1:15 P.M., Monday through Saturday; 5:10 P.M., 10-10:05 P.M., every day.

WTMJ, MILWAUKEE

Operator: The Journal Co., 333 W. State St. **Phone:** Marquette 6000. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** NBC Basic Red. **Opened:** July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

Station head: Walter J. Damm (public relations manager of The Milwaukee Journal). **Station manager:** D. B. Abert. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Sales promotion manager:** Russ W. Tolg. **Continuity director:** Harry Eldred.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Audiences are limited to 25 persons. **Merchandising:** All services rendered at cost. **Foreign language programs:** No announcements; no others as a rule, "only when the content is of genuine public interest." **Artists bureau:** None. **Base rate:** \$320.

Copy restrictions: Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by announcers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortune-telling, etc.; 5-minute programs have 150-word commercial maximum; 10 minutes, 225 words; 15 minutes, 300 words; 30 min-

utes, 500 words; 60 minutes, 750 words. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **News periods:** 6:30-6:35 A.M., 7-7:02 A.M., 7:30-7:35 A.M., 7:58-8 A.M., 8:25-8:30 A.M., 9:28-9:30 A.M., 11:30-11:32 A.M., 1:05-1:10 P.M., 5:25-5:30 P.M., 10:15-10:30 P.M., all Monday through Saturday; 9-9:15 A.M., noon-12:15 P.M., 10-10:05 P.M., Sunday only.

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Wisconsin Radio Network. **Opened:** July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Hal Woods.)

Owner, station and commercial manager: William C. Forrest. **Program director:** Sarah Forrest. **Chief engineer:** Leonard Doese.

Rep: None. **Seating facilities:** No special facilities, though all studios could accommodate a certain number of program-viewers. **Merchandising:** Distribute window cards and tieup posters in five cities (see list of studios above) without cost; other services at cost on application. **Foreign language programs:** No set policy indicated; such programs not needed in this area. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: "Good taste" and station approval are the only restrictions mentioned. **E. T. library:** Standard. **News:** UP through Baraboo News-Republic. **News periods:** 12:15-12:35 P.M. Monday through Saturday.

WRJN, RACINE

Operator: Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is newspaper-affiliated with the Racine Journal-Times; also maintains studios in West Allis and Burlington, Wis.)

General manager: Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 150 persons. **Merchandising:**

WISCONSIN STATIONS—Continued

Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine is sometimes called the Danish Capital of America, and program in that language has been aired weekly since 1927. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted any time; liquor advertising after 9 P.M.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** Transradio. **News periods:** 9-9:15 A.M., 12:20-12:30 P.M., 3:30-3:45 P.M., 6:45-7 P.M., 10:15-10:30 P.M., all daily.

WJMC, RICE LAKE

Operator: Walter H. McGenty. **Power:** 250 watts on 1210 kc (daytime).

At press time this station had a construction permit only.

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** None. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press.)

Station director: Ed. Cuniff. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service, operating in conjunction with Sheboygan Press. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **News periods:** 8-

8:05 A. M., 12:40-12:45 P.M., every day; 12:15-12:20 P.M., Monday through Saturday.

WLBL, STEVENS POINT

Operator: Board of Regents, University of Wisconsin. **Power:** 5,000 watts on 900 kc (daytime).

This station is non-commercial; state-owned.

WDSM, SUPERIOR

Operator: WDSM, Inc. **Power:** 100 watts on 1200 kc.

At press time this station had a construction permit only.

WSAU, WAUSAU

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station and commercial manager: W. W. Cribb. **Program director:** Donald R. Burt. **Chief engineer:** R. W. Richard.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats 35; for "special occasions" studio in another building seats nearly 400. **Merchandising:** Complete service offered to all advertisers. **Foreign language programs:** Accepted; copy must have written approval of station management. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management. **E. T. library:** World. **News:** UP. **News periods:** 8:45 A.M., noon, 3 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday; 10 A.M., 12:30 P.M., 3:30 P.M., 6 P.M., 8:45 P.M., 9:45 P.M., all 15 minutes, all Sunday.

WYOMING

(49,800 radio homes, or 80% ownership among the State's total of 62,000 families. Urban ownership is 18,100, or 90% of urban families; rural ownership is 31,700, or 75% of rural families.)

Radio Homes by Counties

Albany	2,950	Johnson	1,010	Sweetwater	4,350
Big Horn	2,180	Laramie	5,950	Teton	390
Campbell	1,350	Lincoln	2,180	Uinta	1,290
Carbon	2,620	Natrona	6,380	Washakie	790
Converse	1,500	Niobrara	1,010	Weston	990
Crook	1,020	Park	1,800	Yellowstone National	
Fremont	2,310	Platte	1,890	Park	60
Goshen	2,180	Sheridan	3,850		
Hot Springs	1,370	Sublette	380		

KDFN, CASPER

Operator: Donald L. Hathaway, First & Lennox. **Phone:** 407. **Power:** 500 watts on 1440 kc. **Affiliation:** None. **Opened:** Jan. 2, 1930.

Owner-manager: Donald L. Hathaway. **Rep:** Walter Biddick Co. (Pacific Coast); Sears and Ayer (Chicago and New York). **Seating facilities:** Studio seats 50 persons; auditorium seating 1,800 available. **Merchandising:** "Equipped to carry advertising programs through the dealer"; but no consumer merchandising. **Foreign language programs:** Can be handled; population, however, is less than 1% foreign. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern restriction of copy; price mentions permitted. **E. T. library:** Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **News periods:** 8:30-8:35 A.M., 9:40-9:45 A.M., 10-10:05 A.M., 11-11:05 A.M., 12:25-12:35 P.M., 4-4:05 P.M., 5:30-5:35 P.M., 6:45-7 P.M., 8:30-8:40 P.M., all Monday through Saturday.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** June 21, 1938.

President: R. R. West. **Station manager:** H. L. McCracken. **Program director:** Michael Reid. **Chief engineer:** C. R. Miller. **Artists bureau head:** Lottie Peach.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Have a daily program (15 minutes) devoted to promoting clients' program and products; no charge for inclusion in this "Shopping Service" broadcast. **For-**

eign language programs: None. **Artists bureau:** Setup nominal only. **Base rate:** \$30 (½ hr.).

Copy restrictions: Beer accounts accepted; station has no written rules governing copy, but decides each case individually. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; Christian Science Monitor. **News periods:** 7:45 A.M., 10 A.M. (women's news), 12:15 P.M., 2 P.M., 4 P.M. (Monitor news), 6:30 P.M., all 15 minutes, all Monday through Saturday.

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Program director:** Kay Wadick. **Engineers:** Bob Crosswaite; Carl McGee.

Rep: Sears & Ayer; Homer Griffith. **Seating facilities:** Two studios, plus an auditorium seating 200. **Merchandising:** Supply publicity, work out window displays, etc.; all services rendered gratis. **Foreign language programs:** Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians. **Artists bureau:** Setup nominal only. **Base rate:** \$16.20 (quarter-hour once-weekly for one month).

Copy restrictions: Accept beer; no other alcoholic beverages; all copy subject to station approval or revision. **E. T. library:** Standard; MacGregor. **News:** Transradio. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 4:30 P.M., 7:30 P.M., all 15 minutes, all Monday through Saturday; 12:45-1 P.M., 4:45-5 P.M., Sunday only.

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phone:** 143 Y; 226 R. **Power:** 250 watts on 780 kc (operates nighttime only). **Affiliation:** None. **Opened:** May 27, 1924.

General and station manager, publicity director: R. E. McDonald. **Program and musical director:** Ken Laughlin. **Chief engineer:** W. J. Wagner.

Rep: Walter Biddick Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Service furnished on request. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Principally held by R. E. McDonald. **Base rate:** \$35.

Copy restrictions: Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 7 P.M. and 9 P.M. (duration not listed), Monday through Saturday; 8 P.M. ("News Magazine of the Air"), Monday, Wednesday, Friday.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co. **Power:** 1,000 watts on 610 kc.

At press time this station had a construction permit only.

KINY, JUNEAU

Operator: Edwin A. Kraft, Juneau, Alaska. **Power:** 1,000 watts on 1430 kc. **Affiliation:** None; occasional tie-up with NBC Red via shortwave. **Opened:** June 1, 1935.

Owner: Edwin A. Kraft. **Station manager:** C. B. Arnold. **Chief operator:** Fred Heister.

Rep: Northwest Radio Advertising Co., Inc. (Seattle); Joseph Hershey McGillvra, (New York). **Seating facilities:** Studio accommodates about 150; auditorium seating 500 available. **Merchandising:** Complete service; call on trade, assist in distribution, arrange for display cards, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No information given. **Base rate:** \$25 (½ hr.).

Copy restrictions: No liquor advertising accepted. **News:** AP; Transradio.

KGBU, KETCHIKAN

Operator: Alaska Radio & Service Co., Inc. **Power:** 500 watts on 900 kc.

Base rate: \$60.

No other information available after repeated requests.

HAWAII

KHBC, HILO

Operator: Honolulu Broadcasting Co., Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1400 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin.)

General manager: J. Howard Worrall. **Station manager:** Earl A. Nielsen. **Chief engineer:** Eugene Goldrup.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Contact dealers by phone and personal calls; render follow-up work and co-operation in complete merchandising program. **Foreign lan-**

guage programs: Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB: \$80.

Copy restrictions: Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **News periods:** 5:45-6 P.M., daily.

HAWAIIAN STATIONS—Continued

KGMB, HONOLULU

Operator: Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 and 1,000 on 590 kc. **Affiliation:** CBS; Mutual. **Opened:** March 15, 1930. (Note: KHBC, Hilo, is sold in combination with this station; both are under the same ownership, and both are affiliated with the Honolulu Star-Bulletin).

General manager: J. Howard Worrall. **Station manager:** Webley Edwards. **Program director:** Leo Rumsey. **Chief engineer:** Eugene Goldrup. **Production manager:** Bob Stanley. **Publicity director:** Henry C. Putnam.

Rep: John Blair & Co. **Seating facilities:** Main studio seats 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). **Merchandising:** Dealer contacts by personal call or phone; render follow-up work and co-operation in complete merchandising program. **Foreign language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** Operate a clearing house for local talent. **Base rate:** \$72; with KHBC, \$80.

Copy restrictions: Beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations. **E. T. Library:** World; Associated; MacGregor; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., 6:45-7 P.M., all daily except Sunday.

KGU, HONOLULU

Operator: Advertiser Publishing Co., Ltd. Kapiolani Blvd. and South Street. **Phone:** 2311. **Power:** 2,500 watts on 750 kc. **Affiliation:** Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. **Opened:** May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

Station head and manager, chief engineer: M. A. Mulrony. **Assistant manager:** Donald O. Crozier. **Program manager:** Edward Jansen. **Musical director:** Verne W. Thompson.

Rep: The Katz Agency; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Studio 1 seats 50 persons; Studio 2 seats 100; Auditorium seats 500. **Merchandising:** Complete news and merchandising service rendered in cooperation with the Honolulu Advertiser. **Foreign language programs:** Accepted at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine accounts; all copy subject to station approval and FCC rules and regulations. **News:** Transradio.

KTOH, LIHUE

Operator: Garden Island Publishing Co., Ltd. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

V
R.D