

ALABAMA

(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

Radio Homes by Counties*

Autauga	2,380	Dallas	8,450	Marion	2,770
Baldwin	3,830	DeKalb	4,350	Marshall	4,580
Barbour	4,080	Elmore	3,850	Mobile	21,880
Bibb	2,680	Escambia	3,480	Monroe	3,370
Blount	3,070	Etowah	9,700	Montgomery	18,520
Bullock	2,570	Fayette	2,050	Morgan	6,790
Butler	3,730	Franklin	2,920	Perry	3,130
Calhoun	8,370	Geneva	3,340	Pickens	2,810
Chambers	4,730	Greene	2,500	Pike	4,170
Cherokee	2,090	Hale	3,150	Randolph	3,110
Chilton	2,800	Henry	2,480	Russell	3,420
Choctaw	2,430	Houston	6,250	St. Clair.....	2,980
Clarke	3,200	Jackson	4,080	Shelby	3,440
Clay	1,910	Jefferson	85,710	Sumter	3,220
Cleburne	1,390	Lamar	1,930	Talladega	5,570
Coffee	3,730	Lauderdale	5,480	Tallapoosa	3,800
Colbert	4,420	Lawrence	2,860	Tuscaloosa	9,000
Conecuh	2,920	Lee	5,270	Walker	7,850
Coosa	1,330	Limestone	4,270	Washington	1,910
Covington	160	Lowndes	2,700	Wilcox	2,970
Crenshaw	2,750	Macon	3,230	Winston	1,660
Cullman	4,500	Madison	8,530		
Dale	2,820	Marengo	4,780		

WHMA, ANNISTON

Operator: Anniston Broadcasting Co., WHMA Bldg. Phone: 2380. Power: 250 watts on 1420 kc. Affiliation: None. Opened: Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)

General and station manager: John S. Pitts. Commercial manager: A. Lynne Brannen. Program and musical director: Harold Russey. Chief engineer: Vernon Story. Promotion and merchandising manager: S. Allen Brown.

Rep: None. Seating facilities: Auditorium in WHMA Building can accommodate 500 persons. Merchandising: Publicity stories and mats in Anniston Star, plus three weeklies in northeast Alabama; distribute window cards; display photos of artists in station lobby; all services gratis, in proportion to amount of contract. Foreign language programs: Not accepted. Artists bureau: Setup nominal only. Base rate: \$30.

Copy restrictions: County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. E. T. library: World; NBC The-saurus. News: UP. Commentators: A.

Lynne Brannen (newscaster); Harold Russey (newscaster; sports); Laura Boswell and Annis Snoddy (women's features); W. G. Hood and C. C. Owens (farm news).

WAPI, BIRMINGHAM

Operator: Board of Control of Radio Station WAPI (Alabama Polytechnic Institute, University of Alabama, and Alabama College), Protective Life Bldg. Phone: 3-8116. Power: 5,000 watts on 1140 kc. Affiliation: CBS. Opened: 1922.

General manager: Thad Holt. National sales representative: H. H. Holtshouser. Merchandising director: Delmar Bradley. Studio manager: Nelle McFarland.

Rep: Radio Sales. Seating facilities: Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. Merchandising: Publicity on accounts and products; window displays, etc. Foreign language programs: Not accepted. Artists bureau: No regular setup; can furnish talent, however. Base rate: \$160.

Program policies: CBS program policies. E. T. library: None listed. News: UP.

Commentators: Lionel Baxter and Fred

* Joint Committee on Radio Research estimate for Jan. 1, 1938.

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Daiger (newscasters); Maury Farrell (sports); Leroy Monsky (football predictions); Margaret Cotten (women in the news); Delmar Bradley (fashions); Mildred Martin Weldon (club activities); Henry Vance (local men in the news); Harwood Hull (stocks; grains); Clint Blakely (philosophy).

WERC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc. Bankhead Hotel. **Phone:** 3-9293. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** May 18, 1925.

President: K. G. Marshall. **Vice-president:** J. C. Bell. **Secretary-treasurer:** Mrs. H. P. Hanna. **Assistant manager:** John Connolly.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** \$90 (½ hr.).

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. **E. T. library:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Bill McCain (newscaster); John Connolly (sports commentator); George Lewis Bailes (religion).

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. **Phone:** 4-3434. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Blue Southern Group; Alabama Network; Mutual. **Opened:** 1926. (Note: This station is newspaper operated by the Birmingham News and Age-Herald.)

Vice-president, general manager: Henry P. Johnston. **Promotion manager:** Carl Cannon. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

Rep: Headley-Reed Co. **Seating facilities:** Studio, seats 150 persons; local theatre seats 1,200. **Merchandising:** Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None, as such, but maintain clearing house for talent through program department. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **Commentators:** Bill Terry, Bill Snow, Jud Collins, Bob McRaney and Tom Severin (news commentators); Louise Feagin (women's features).

WMSL, DECATUR

Operator: Tennessee Valley Broadcasting Co., Inc., 511 Bank St. **Phones:** 802-803. **Power:** 250 watts on 1370 kc. **Affiliation:** Alabama Network. **Opened:** June 26, 1935 (as WMFO; changed to WMSL on Sept. 10, 1939).

President, general manager: Marion K. Vickrey. **Commercial manager:** Kyle G. Frazier. **Program director:** John Boggess. **Chief engineer:** Ted Jeffries.

Rep: Headley-Reed Co. **Seating facilities:** Auditorium seats 150 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Station can supply local orchestras, singers, bands, etc. **Base rate:** \$35.

Copy restrictions: Hard liquor copy not accepted; copy must comply with regulations of the Federal Trade Commission. **E. T. library:** World. **News:** Transradio. **Commentators:** Francis Allen (news commentator); Jack Schuller (newscaster; sports); John Boggess (newscaster); Caroline Jones (fashions; home economics; news).

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., 204½ E. Main St. **Phone:** 1430. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 14, 1933.

Station manager: Julian C. Smith. **Commercial manager:** Fred C. Moseley. **Program director:** Samuel Hall. **Chief engineer:** John T. Hubbard. **Publicity director:** Carl Snellgrove.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Limited. **Merchandising:** None. **Foreign language programs:** Not accepted; no foreign element in this territory. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer and wine accepted; all copy subject to station approval. **E. T. library:** Standard. **News:** Transradio. **Commentators:** John Hubbard, Julian Smith, and Carl Snellgrove (newscasters); Samuel Hall (sports); Louise Calhoun (fashions; cooking).

ALABAMA STATIONS—Continued

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. Phone: 88. Power: 250 watts on 1210 kc. Affiliation: None. Opened: May, 1928.

President: B. H. Hopson. Commercial manager: J. W. Buttram. Studio and production director: Beatrice Tate Benton. Chief engineer: William Pigg. Publicity director: Sam Benton.

Rep: Sears & Ayer. Seating facilities: None. Merchandising: Sales staff calls on dealers, urging display of advertised goods; issue house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. Foreign language programs: Not accepted; such population very meager. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Sam Benton and Fox Lightfoot (newscasters); Malcolm Street (sports); Nancy Nash (women's features).

WBHP, HUNTSVILLE

Operator: Wilton Harvey Pollard, Times Bldg. Power: 100 watts on 1200 kc. Affiliation: None. Opened: 1937.

General manager: Wilton Harvey Pollard. Base rate: \$28 (½ hr.).

No further information available after repeated requests.

WALA, MOBILE

Operator: Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. Phone: Dexter 5893. Power: 1,000 watts on 1380 kc. Affiliation: NBC Supplementary Red Southcentral and Blue Southern Groups. Opened: Feb. 7, 1930.

Owner and general manager: W. O. Pape. Assistant manager: J. H. Hunt, Jr. Commercial and advertising manager: H. K. Martin. Program director: Jack Bridges. Chief engineer: R. M. Cole. Musical director: Agnes Griffin Pirtle. Publicity director: J. H. Hunt, Jr.

Rep: John H. Perry Associates. Seating facilities: Capacity not listed. Merchandising: Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. Foreign language programs: Would not refuse; foreign population, however, very low. Artists bureau: None. Base rate: \$70 (½ hr.).

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. E. T. library: NBC Thesaurus. News: INS. Commentators: Jack Bridges (newscaster; sports).

WMOB, MOBILE

Operator: S. B. Quigley, 600 St. Louis St. Phone: Bel. 2581. Power: 100 watts on 1200 kc. Affiliation: None. Opened: Nov. 25, 1939.

Station owner and manager: S. B. Quigley. Commercial manager: S. B. Quigley. Program director: L. Byron Jenkins. Chief engineer: Thomas L. Greenwood. Musical director: Mrs. Elizabeth Jenkins.

Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$27.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages, other than beer, not accepted; all programs and copy subject to station approval; contracts subject to cancellation one week in advance by written notice, accompanied by certified check at short rate to date of last program. E. T. library: World. News: Transradio. Commentators: Byron Jenkins and James Hendrix (newscasters); Ross Smitherman (newscaster; sports); Betty Jane (shopping parade).

WCOV, MONTGOMERY

Operator: Capital Broadcasting Co., Inc., 2 Montgomery St. Phone: Cedar 3301. Power: 100 watts on 1210 kc. Affiliation: None. Opened: Jan. 16, 1939.

President, station manager: G. W. Covington, Jr. Commercial manager: C. W. Covington, Jr. Program director: Weston E. Britt. Chief engineer: Russell V. Robinson.

Rep: Sears & Ayer, Inc. Seating facilities: American Guitar Studios accommodate 200 persons (10c admission to barn dance program); Dixie Graves Armory accommodates about 1,500 (10c and 25c admission to Saturday Night Square Dance Jamboree). Merchandising: None listed. Foreign language programs: None current; no policy listed. Artists bureau: None. Base rate: \$45.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; patent medicines accepted. E. T. library: Standard. News: Transradio. Commentators: Bob Garrett and Allen King (newscasters); Evelyn Robinson (women's features); Roger Condon (stock market quotations); Crawford Rocquemore (live stock

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reports); Harwood Hull (farm extension service).

WSFA, MONTGOMERY

Operator: Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. **Phone:** Cedar 5880. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** CBS. **Opened:** March 31, 1930.

President, general manager, national advertising manager: Howard E. Pill. **Local advertising manager:** John B. De Motte. **Program director, musical director:** Caldwell Stewart. **Chief engineer:** Paul B. Duncan. **Publicity director:** M. E. Price.

Rep: Headley-Reed Co. **Seating facilities:** Can use local auditorium, capacity 3,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** \$75.

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC The-saurus. **News:** INS. **Commentators:** Sam Hocking (news commentator); Robert Hope (newscaster); Stuart X. Stephenson and Irv Rapp (sports); Camille Brown (society; fashions; travel); Pete Brock (stocks); Fred Duran ("town topics"); Thos. Hackett (rural philosophy).

WJHO, OPELIKA

Operator: Yetta G. Samford, C. S. Shealy, Thomas D. Samford, Jr., and J. H. Orr doing business as the Opelika-Auburn Broadcasting Co. **Power:** 250 and 100 watts on 1370 kc.

At press time this station had only recently been put into operation.

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

Station manager: Julien Smith, Jr. **Program director:** Sidney Spencer. **Chief engineer:** John Yarns.

Rep: None. **Seating facilities:** None. **Merchandising:** Yes; details of service not

listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** \$30 (½ hr.).

Copy restrictions: Station reserves right to cancel any programs of objectionable character. **E. T. library:** Associated. **News:** Transradio. **Commentators:** S. W. Spencer and Don Campbell (newscasters and sports commentators).

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

Station manager: Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Maurice McKinney.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$35.

Copy restrictions: Beer accepted; patent medicines accepted, providing they meet Government inspection. **News:** UP. **Commentators:** James Connolly and George Martin (newscasters).

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. **Phones:** 1401; 1022. **Power:** 250 watts on 1200 kc. **Affiliation:** Alabama Network. **Opened:** Oct. 6, 1936.

Director: James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program director:** Wilhelmina Quarles. **Production manager:** Alfred Owens.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service for national-regional accounts. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$18 (½ hr.).

Copy restrictions: No beer, wines or alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** World. **News:** INS.

ARIZONA

(79,600 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

Radio Homes by Counties

Apache	2,240	Greenlee	1,640	Pinal	3,510
Cochise	7,790	Maricopa	28,060	Santa Cruz.....	1,780
Coconino	2,350	Mohave	1,140	Yavapai	5,480
Gila	5,930	Navajo	3,360	Yuma	3,500
Graham	1,580	Pima	11,240		

KSUN, BISBEE-LOWELL

Operator: Copper Electric Co., Inc., Copper Electric Bldg., Lowell Station, Bisbee, Ariz. **Phone:** 9. **Power:** 250 watts on 1200 kc. **Affiliation:** Arizona Network. **Opened:** Oct. 10, 1933.

Station and commercial manager: Carleton W. Morris. **Program director:** Harmon A. Bergman. **Chief engineer:** D. C. Karbach.

Rep: John Blair & Co. **Seating facilities:** None listed. **Merchandising:** Services rendered without charge. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Hard liquor advertising not accepted. **News:** Transradio. **Commentator:** Mary Ellen Bergman (society).

KWJB, GLOBE

Operator: Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1933.

Owner, station manager, program director: Bartley T. Sims. **Commercial manager:** E. W. Henderson. **Chief engineer:** Howard Seitz. **Musical director:** Elgin McCarthy. **Woman's program director:** Luceba Van Dyke.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Limited service rendered gratis. **Foreign language programs:** Spanish accepted (station claims large Spanish-speaking population in its area). **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wine copy accepted; no hard liquors. **E. T. library:** None. **News:** Transradio. **Commentators:** Chester Storey (news commentator); Howard Seitz (newscaster); Jimmy Benjamin (sports); Luceba Van Dyke (women's features).

KCRJ, JEROME

Operator: Central Arizona Broadcasting Co., 711 Main St. **Phone:** 88. **Power:** 250 watts on 1310 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

Chairman, board of directors: W. P. Stuart. **Station manager:** Howard Kuhn. **Chief engineer:** D. E. Towne.

Rep: None. **Seating facilities:** None. **Merchandising:** Program and other types of publicity handled on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Hard liquor advertising not accepted; all copy subject to station approval. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Carl Busart (newscaster); Marian Kuhn (women's features); Grace Cox (Hollywood news).

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 550 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago, and with the Arizona Farmer.)

President: Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director:** Jack Williams. **Artists bureau head:** Roberta Bragdon. **Musical director:** Alfred Becker. **Chief engineer:** Robert B. Thompson. **Publicity director:** Les Mawhinney.

Rep: John Blair & Co. **Seating facilities:** Audience room, 60; studio, 90; organ studio, 50; auditorium, 500. **Merchandising:** Complete service, including window displays, cards, pre-announcements, etc.; furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours

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in advance and comply with station policies. Artists bureau: Setup nominal only. Base rate: \$90.

Copy restrictions: Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **Commentators:** Jack Copeland (news commentator; newscaster; sports); Joe Dana and Jack Williams (newscasters); Lou Kroeck (sports); Ernie Douglas (agriculture).

KPHO, PHOENIX

Operator: M. C. Reese. **Power:** 250 and 100 watts on 620 kc. **Affiliation:** NBC Arizona

Group; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 5,000 watts on 620 kc. **Affiliation:** NBC Arizona Group; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

General manager: Dick Lewis. **Commercial manager:** J. Richard Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Artists bureau head:** Fay Meyerson. **Publicity director:** Francis Connally.

Rep: Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mailings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. Howard Pyle (newscaster; social, style and film news); James Creasman (newscaster); Myron Drake (newscaster; sports); Lon Hughes (financial).

KYCA, PRESCOTT

Operator: Southwest Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

KGLU, SAFFORD

Operator: Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1938.

Station and commercial manager: John Merino. **Program director:** Beatrice Merino. **Chief engineer:** Paul Merrill. **Publicity director:** August Brieske.

Rep: Cox and Tanz. **Seating facilities:** Observation-reception room has full view of studios, and can accommodate small audiences; direct line maintained to Safford Theatre which is available to sponsors for a fee depending on time of broadcast. **Merchandising:** Supervisory service only rendered. **Foreign language programs:** Spanish accepted, provided sponsor furnishes announcer. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. **E. T. library:** MacGregor; Standard. **News:** Transradio; Christian Science Monitor. **Commentators:** John Merino and Paul Merrill (newscasters); Lester McBride (sports commentator); Beatrice Merino (women's news; cooking; society; home economics).

KTUC, TUCSON

Operator: Tucson Broadcasting Co., 146 S. 6th Avenue. **Phone:** 5800. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

Station manager: John Merino. **Chief engineer:** Clifford Livingston.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes;

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details of service not listed. Foreign language programs: Accept Spanish programs. Artists bureau: None. Base rate: \$30.

Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. E. T. library: World. News: Transradio.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. Phones: 3703-3704. Power: 1,000 watts on 1260 kc. Affiliation: NBC Arizona Group; Arizona Broadcasting Co. Opened: May, 1929. (Note: This station is under the same ownership as KTAR, Phoenix.)

Station manager: R. B. Williams. Chief engineer: Leonard L. Nalley. Program director: Andrew White.

Rep: Paul H. Raymer Co. Seating facilities: None. Merchandising: Complete service offered; no charge unless special services are wanted. Foreign language programs: No restrictions on acceptance. Artists bureau: None. Base rate: \$80.

Copy restrictions: Advertising of alcoholic beverages not accepted, with the ex-

ception of beer. E. T. library: NBC Thesaurus. News: UP.

KYUM, YUMA

Operator: Yuma Broadcasting Co., First St. and Nineteenth Ave. Phone: Yuma 88. Power: 250 watts on 1210 kc. Affiliation: NBC Arizona Group; Arizona Broadcasting Co., Inc. Opened: March 3, 1940. (Note: 45% of the stock in this station is owned by KTAR, Phoenix, Arizona).

General manager: Jerry Akers. Chief engineer: James V. Sims.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service available to sponsor's specifications. Foreign language programs: Spanish accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: No alcoholic beverage advertising, other than beer, accepted; all copy subject to station approval. E. T. library: Standard. News: UP. Commentators: Jerry Akers (newscaster); Crystal Thomas (society).

ARKANSAS

(254,800 radio homes, or 51% ownership among the State's total of 501,000 families. Urban ownership is 88,100, or 78% of urban families; rural ownership 166,700, or 43% of rural families.)

Radio Homes by Counties

Arkansas	3,180	Garland	6,930	Newton	1,020
Ashley	3,060	Grant	1,050	Ouachita	4,240
Baxter	1,110	Greene	3,310	Perry	820
Benton	5,000	Hempstead	3,940	Phillips	6,740
Boone	2,110	Hot Spring	2,480	Pike	1,420
Bradley	2,240	Howard	2,050	Poinsett	3,600
Calhoun	1,010	Independence	3,030	Polk	2,020
Carroll	1,990	Izard	1,390	Pope	3,440
Chicot	3,260	Jackson	3,320	Prairie	1,790
Clark	3,110	Jefferson	10,280	Pulaski	28,430
Clay	3,150	Johnson	2,430	Randolph	1,850
Cleburne	1,280	Lafayette	2,220	St. Francis	4,310
Cleveland	1,310	Lawrence	2,470	Saline	2,110
Columbia	3,220	Lee	3,610	Scott	1,340
Conway	2,580	Lincoln	2,420	Searcy	1,160
Craighead	5,780	Little River	1,860	Sebastian	10,250
Crawford	3,050	Logan	2,860	Sevier	2,100
Crittenden	5,080	Lonoke	3,790	Sharp	1,200
Cross	3,270	Madison	1,410	Stone	800
Dallas	1,850	Marion	950	Union	8,910
Desha	3,160	Miller	4,740	Van Buren	1,220
Drew	2,520	Mississippi	9,050	Washington	5,820
Faulkner	3,450	Monroe	2,790	White	4,600
Franklin	1,780	Montgomery	1,210	Woodruff	2,550
Fulton	1,150	Nevada	2,430	Yell	2,340

ARKANSAS STATIONS—Continued

KLCN, BLYTHEVILLE

Operator: Fred O. Grimwood, 3rd and Walnut Sts. **Phone:** 1000. **Power:** 100 watts on 1290 kc (operates daytime). **Affiliation:** None. **Opened:** 1923.

Station manager: Fred O. Grimwood. **Commercial manager:** Algie Bishop. **Program director:** Cleo Garner. **Chief engineer:** Joe Harrington. **Musical director:** Patricia Ames. **Artists bureau head, publicity director:** Harold Sudbury.

Rep: None. **Seating facilities:** Studio reception room can accommodate about 250 persons. **Merchandising:** None listed. **Foreign language programs:** No rules listed. **Artists bureau:** Station can supply announcers and orchestra leaders. **Base rate:** \$30.

Copy restrictions: Advertising of wines and hard liquor not accepted. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Denton Neal (news commentator); Cleo Garner (women's news); J. P. Friend and Harold Sudbury (sports); Patricia Ames (women's features); Della Pottle (farm and home hour); Rev. Alfred Carpenter (religious comment and news); Joe Applebaum (market reports); Melvin Unger (gossip; entertainment news).

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station and commercial manager:** F. E. Bolls. **Production:** Baxter Gamble. **Traffic manager:** Ewing Canaday. **Program director:** Rodney Smith. **Chief engineer:** Carl Wilson.

Rep: Joseph Hershey McGillivra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; special window displays and bulletins. **Foreign language programs:** Not accepted. **Artists bureau:** Setup is nominal; does not function as booking organization. **Base rate:** \$37.50.

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** INS. **Commentator:** Ewing Canaday (newscaster; sports).

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 27, 1930.

President: John A. England. **Station manager, program and musical director:** Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Hoisington.

Rep: None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$20 (½ hr.).

Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** J. E. (Pat) Garner (news commentator; newscaster); Bill Slates (sports).

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, KTHS Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Blue Southern Group. **Opened:** Dec. 20, 1924.

General and commercial manager: John I. Prosser. **Continuity, program and publicity director:** Ewald Kockritz. **Chief engineer:** J. Clinton Norman.

Rep: John Blair & Co. **Seating facilities:** Studios, 25 persons; city auditorium, 1,200; Gross Chapel, 200. **Merchandising:** Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. **Foreign language programs:** None. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$120.

Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard liquor; patent medicines must pass local Medical Committee; very few proprietary

ARKANSAS STATIONS—Continued

medicines accepted. E. T. library: Davis & Schwegler. News: AP. Commentators: Kent Rush (news commentator); Bill Ware (news and sports commentator); John Prosser (newscaster); Walter Ebel (sports commentator); Hazel Koenig (fashions; homemaking; cooking).

KWFC, HOT SPRINGS

Operator: Clyde E. Wilson and Howard A. Shuman doing business as the Hot Springs Broadcasting Co. Power: 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

KBTM, JONESBORO

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. Phone: 433. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: March, 1930.

Manager, commercial manager: Jay P. Beard. Program director: Ottis Roush. Chief engineer: J. C. Warren. Merchandising director: Paul Sedon. Continuity and publicity director: Jay P. Beard.

Rep: None. Seating facilities: 50 persons. Merchandising: Offered to accounts spending \$100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to \$1,000 or more. Foreign language programs: Not accepted. Artists bureau: Yes; lists orchestras, ensembles, actors, announcers, etc. Base rate: \$37.50.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. E. T. library: Standard. News: Transradio; also local. Commentators: Foster Clark (news commentator); Ottis Roush (newscaster and sports commentator); Veda Beard (women's features).

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. Phones: LD-224; 2-1841. Power: 5,000 and 1,000 watts on 890 kc. Affiliation: NBC Red or Blue Southwestern Group. Opened: 1931.

Vice-President, general manager: G. E. Zimmerman. Production manager: Paul Godt. Commercial manager: C. K. Beaver. Program director: Jack Lewis. Chief engineer: D. L. Winn. Publicity director: Gene Weil.

Rep: Edward Petry & Co., Inc. Seating facilities: Can accommodate 200 persons. Merchandising: Full cooperation with advertisers when "cost is within reason."

Foreign language programs: Will accept; governed by same rules as other advertising. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." E. T. library: World. News: INS. Commentators: Jack Lewis, Charles Saunders and Bob Buice (newscasters and news commentators), Benny Craig (sports commentator); Miss Lee Meyer (women's features).

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. Phone: 9166. Power: 250 on 1200 kc. Affiliation: None. Opened: 1927. (Note: This station is affiliated with—but not primarily owned by—the Arkansas Gazette).

President, owner: A. L. Chilton. Station and commercial manager: R. G. Terrill. Program and publicity director: Dorothy Weise. Chief engineer: Bill Van Dusen.

Rep: None. Seating facilities: Can accommodate about 300 persons. Merchandising: No information furnished. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$40.

Copy restrictions: Accept beer, wine and some patent medicine advertising; no hard liquor. E. T. library: Standard; MacGregor. News: Local news. Commentators: Rolfe Corbet (newscaster); Tommie Plaster (newscaster; radio gossip); Jimmie Woodward (sports; orchestra news); Dorothy Weise (women's features).

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. Power: 5,000 watts on 1390 kc. Affiliation: CBS. Opened: 1927. (Note: This station is affiliated with the Little Rock Arkansas Gazette as is KGHI, Little Rock.)

General manager: S. C. Vinsonhaler. Commercial manager: Ray Lang. Chief engineer: K. F. Tracy.

Rep: The Katz Agency. Merchandising: Certain amount is offered to sponsor; details not defined. Base rate: \$100.

Copy restrictions: Beer and light wine advertising accepted. E. T. library: NBC Thesaurus, News: UP. Commentators: Ray Lang (newscaster); David Banks (sports); Theda Drennan (women's magazine of the air).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. Phone: 464. Power: 250

ARKANSAS STATIONS—Continued

watts on 1500 kc. Affiliation: None. Opened: March 12, 1934.

Station and commercial manager: B. J. Parrish. Chief engineer: J. R. Whitworth.

Rep: None. Seating facilities: Can accommodate 50 persons. Merchandising: "Reasonable amount" of service rendered free. Foreign language programs: Not accepted. Artists bureau: None listed. Base rate: \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. E. T. Library: MacGregor. News: UP. Commentators: Tommy Thompson, Ranny Whitworth, and Jack Parrish (newscasters); George Curlin (sports).

KUAO, SILOAM SPRINGS

Operator: KUAO, Inc., Siloam Springs.

Phone: 77. Power: 5,000 watts on 1260 kc (daytime). Affiliation: None. Opened: 1922.

Manager: Storm Whaley. Chief engineer: Jesse L. Miller.

Rep: Furgason & Walker, Inc. Seating facilities: None. Merchandising: Limited services rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$62.50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations. E. T. library: World; Standard; Lang-Worth; NAB. News: UP. Commentators: Dr. S. B. Thompson (general news comment); Storm Whaley, Bill Fairley, Luke Tanner, Virgil Craig, Galen Gilbert, Ross Gibson, and Fred Unger (newscasters); Elizabeth Stephenson (cooking; homemaking); Bob Dryden (stock market).

CALIFORNIA

(1,719,800 radio homes, or 95% ownership among the State's total of 1,818,000 families. Urban ownership is 1,287,100, or 94% of urban families; rural ownership is 432,700 or 96% of rural families.)

Radio Homes by Counties

Alameda	145,680	Madera	4,590	San Joaquin.....	27,690
Alpine	70	Marin	11,350	San Luis Obispo....	9,010
Amador	2,170	Mariposa	1,270	San Mateo.....	22,250
Butte	10,800	Mendocino	6,780	Santa Barbara.....	18,630
Calaveras	1,970	Merced	9,820	Santa Clara.....	42,960
Colusa	2,910	Modoc	2,320	Santa Cruz.....	12,410
Contra Costa.....	22,250	Mono	390	Shasta	4,410
Del Norte.....	1,540	Monterey	14,510	Sierra	820
Eldorado	2,910	Napa	6,160	Siskiyou	7,720
Fresno	40,820	Nevada	3,440	Solano	11,800
Glenn	3,370	Orange	36,130	Sonoma	19,660
Humboldt	12,790	Placer	7,250	Stanislaus	16,570
Imperial	15,960	Plumas	2,310	Sutter	4,110
Inyo	2,260	Riverside	24,310	Tehama	4,340
Kern	24,030	Sacramento	38,400	Trinity	980
Kings	7,000	San Benito	3,170	Tulare	21,800
Lake	2,520	San Bernardino....	39,600	Tuolumne	2,890
Lassen	3,340	San Diego.....	67,530	Ventura	15,820
Los Angeles.....	694,810	San Francisco.....	189,470	Yolo	6,550
				Yuba	3,380

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. Phone: 5-700. Power: 1,000 watts on 1380 kc. Affiliation: NBC California Valley Group; California Radio System. Opened: Jan. 29, 1932. (Note: This station

is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). Station manager, program director: Robert L. Stoddard. Commercial manager,

CALIFORNIA STATIONS—Continued

publicity director; Walter Lynn. Chief engineer: Verne Shatto.

Rep: Paul H. Raymer Co. Seating facilities: Auditorium seats 400. Merchandising: Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$42.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. E. T. library: Standard. News: INS. Commentators: George Otte and Walter Lynn (newscasters); Bob Stoddard (newscaster; sports commentator); Lucille Fransworth (fashions).

KPMC, BAKERSFIELD

Operator: Pioneer Mercantile Co., 20th and Eye Sts. Phone: 4500. Power: 1,000 watts on 1550 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Feb. 13, 1935.

President: Frank Schamblin. Station and commercial manager: Leo A. Schamblin. Program director: Curtis Sturm. Chief engineer: Leo Jarvis. Publicity director, news editor: Harold Carlock.

Rep: John Blair & Co. Seating facilities: Can accommodate about 75 persons. Merchandising: Commercial department renders service; supply data on market conditions and distribution. Foreign language programs: None on station currently. Artists bureau: Maintained nominally only. Base rate: \$50.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." E. T. library: NBC Thesaurus; World. News: UP. Commentators: Phil McHugh, James Perry Cook and Harold Carlock (newscasters; sports; entertainment news); Bill Crabbe and Ray Bailey (newscasters).

KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 601 Ashby Ave. Phone: Ashberry 7715. Power: 250 watts on 1370 kc. Affiliation: None. Opened: 1922.

Director, station and commercial manager: Arthur Westlund. Program director: M. Donald Hambly. Musical director: Harold S. Hawley.

Rep: None. Seating facilities: None. Merchandising: Dealer contacts, window displays, and shopping news publicity gratis; photographs, newspaper ads, and special services billed at cost. Foreign language programs: Italian, Portuguese and Spanish-English programs current. Artists bureau: None. Base rate: \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. E. T. library: None. News: INS. Commentators: Gordon Roth, Don Hambly, Nereo Francesconi, and Paulo Albuquerque (newscasters); John W. Melson (sports).

KMPC, BEVERLY HILLS

Operator: KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. Phone: Oxford 6211. Power: 5,000 watts on 710 kc. Affiliation: CBS. Opened: December, 1928.

President: G. A. Richards.* Vice-president, general manager: Leo B. Tyson. Sales manager, Robert O. Reynolds. Program director: Arthur Faust. Chief engineer: Roger Love. Promotion and publicity director: Bill Anderson.

Rep: Roger E. Vernon, 101 Park Ave., New York; A. K. Bucholz, 360 N. Michigan Ave., Chicago. Seating facilities: Studio A, 150 persons. Merchandising: Regular features include monthly pictorial matter, theatre trailers, and letters to dealers; additional services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Commercial announcements limited to 100 words; time signals limited to 50 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. E. T. library: NBC Thesaurus. News: UP. Commentators: Fred Henry (news commentator); Clete Roberts (news commentator and newscaster); Hal Berger (sports); Frances Woolcott (social secretary, clubs); Helen Sawyer (women in the news).

* Also president of WJR, Detroit, and WGAR, Cleveland.

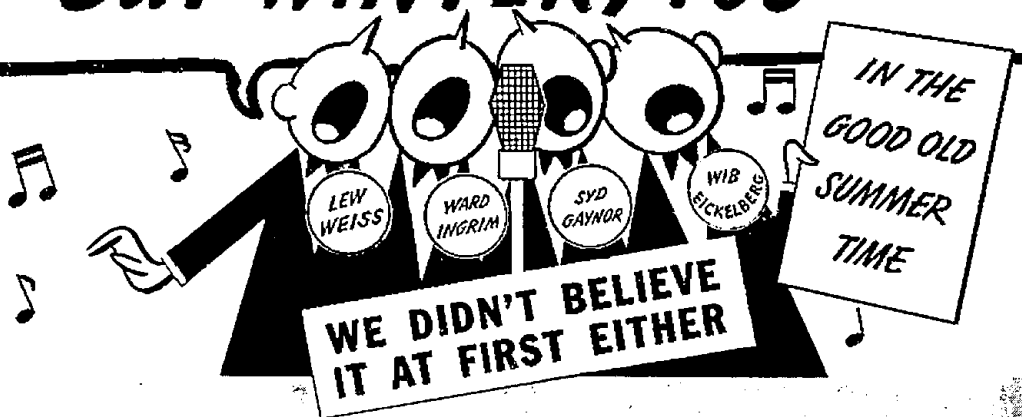
KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Inc., Moorehead Bldg. Phones: Chico 237 and 238. Power: 1,000 and 500 watts on 1260 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: April 17, 1935. (Note: Same operators also control KVCV, Redding, Calif.).

President: Horace E. Thomas. General manager: M. F. Woodling. Commercial manager: Earl Wright. Program and publicity director: Ross Howard Snyder. Chief engineer: Emery P. Milburn.

Rep: John Blair & Co. Seating facilities: Studio accommodates about 100 persons. Merchandising: Dealer contacts; window

DON LEE'S SUMMER BUSINESS NOT ONLY TOPS LAST SUMMER... BUT WINTER, TOO



In the good old summer time when business is generally off and sales are down, along comes Don Lee with an increase in business over the previous winter. More and more advertisers are discovering that Don Lee gives the only *complete all-year* coverage on the Pacific Coast ... the kind of coverage that pays. No wonder Pacific Coast dealers prefer the Don Lee Network. They like to hear the sweet music on their cash registers.



MUTUAL DON LEE

1076 W. 7th St., Los Angeles, Calif.
 THOMAS S. LEE, Pres.
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
 Affiliated with Mutual ... Represented by Blaine
BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

CALIFORNIA STATIONS—Continued

streamers; theatre trailers; tune-in announcements; special stunts. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to station approval and Federal regulations. E. T. library: Standard. News: INS. Commentators: Orel Phillips (news commentator; newscaster; stock, weather, and grain reports); Bob Sundby and Ross Snyder (newscasters); Frank Coffin, Earl Wright, Ed Burt, Bill Martin, M. F. Woodling, and Emery Milburn (sports); Mrs. Walter Conway (home problems; cooking; fashions; child problems); Walter Conway (women's features; Hollywood news).

KXO, EL CENTRO

Operator: E. R. Irey and F. M. Bowles, 793 Main St. Phone: 1100. Power: 100 watts on 1500 kc. Affiliation: Mutual; Don Lee. Opened: January, 1927.

Manager: E. R. Irey. Program director: F. M. Bowles.

Rep: John Blair & Co. Seating facilities: Limited accommodations in studios; El Centro high school auditorium available. Merchandising: Render personal calls on sponsor's local representatives or outlets. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$30.

Copy restrictions: Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales. E. T. library: Davis & Schwegler.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Box 43. Phone: 93. Power: 1,000 and 500 watts on 1450 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: May, 1933.

General manager: Wm. B. Smullin. Commercial manager: Don Telford. Engineers: Charles Baker, Alvor Olson. Production manager: Charles Paul Corbin. Office manager: George Thomson. Educational director: Earl Roberts. Religious director: Charles Hudson.

Rep: John Blair & Co. Seating facilities: Can accommodate 100 persons. Merchandising: Complete service offered sponsors buying sustained campaigns. Foreign language programs: Not accepted. Artists bureau: None. Stock: Principally held by William B. Smullin. Base rate: \$37.50.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval. E. T.

library: World; MacGregor; Lang-Worth. News: UP; Christian Science Monitor. Commentators: Charles Paul Corbin (newscaster; sports; stock and farm news); Sherman Washburn (newscaster; sports; entertainment news); Don Telford (newscaster; farm program); Helen Cunnison (women's features).

KARM, FRESNO

Operator: George Harm Estate, 1333 Van Ness Ave. Phone: 4-2966. Power: 250 watts on 1310 kc. Affiliation: CBS. Opened: Jan. 15, 1938.

Station manager: T. H. Kilgore. Commercial manager: Don C. Robbins. Program director: Dick Wegener. Chief engineer: John Scales. Publicity director: Milton Cook.

Rep: Joseph Hershey McGillyra. Seating facilities: Large studio seats 175 persons; smaller studio accommodates 25. Merchandising: Render complete gratis service to sponsors desiring merchandising. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste." E. T. library: Standard. News: INS. Commentators: Dean Melcalf, Gene DeYoung (newscasters); Dick Wegener (sports); Jack Clawson (women's editor).

KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. Phone: 2-3817. Power: 5,000 watts on 580 kc. Affiliation: NBC Pacific Coast Red. Opened: 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

Station and commercial manager: Keith B. Collins. Program director: Frank Wilbur. Chief engineer: Irvin E. Dickinson. Musical director: Coyle Chambers.

Rep: Paul H. Raymer Co. Seating facilities: Auditorium seats 300. Merchandising: Distribution of window displays, surveys and cooperation in newspaper publicity rendered. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$160.

Copy restrictions: Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. E. T. library: NBC Thesaurus. News: UP. Commentators: Stanley Livingston and Robert McGinnis (newscasters);

**Southern California's
MOST POPULAR
Double Feature**

KFI

NBC RED NETWORK
50,000 WATTS • CLEAR CHANNEL
REPRESENTED by EDWARD PETRY & CO.

KECA

NBC BLUE NETWORK
5,000 WATTS DAYS • 1,000 WATTS NIGHTS
REPRESENTED by FREE & PETERS, INC.

To the "Who's Who" of American business using NBC facilities over these stations, add the "Who's Who" of Southern California business, for in the "third major market" KFI and KECA are first with the finest.

KFI *Frank C. Anthony, Inc.* KECA

141 North Vermont Avenue, Los Angeles

**Two Major Outlets
FOR THE
Third Major Market**

CALIFORNIA STATIONS—Continued

Harold Brown and Franklin Wilbur (sports; college news); Erma Giffen Gregory (cooking); June Maher (fashions); Robert McGinnis (grain-stock market reports); Gene Chenault (radio news).

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. Phones: Chapman 5-2388; Citrus 1-1133. Power: 250 watts on 850 kc (daytime). Affiliation: None. Opened: 1933.

General and station manager: L. W. Peters. Program director: Wally MacLain. Chief engineer: George Neff. Publicity director: "Pat" Patrick.

Rep: None. Seating facilities: Limited facilities; station says its programs are mostly transcriptions. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment." E. T. library: Associated; station also has about 8,500 recordings. News: UP. Commentators: Bob Greene and Wally McLain (newscasters); Mildred Van (food).

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. Phone: 672-81. Power: 1,000 watts on 1250 kc. Affiliation: California Radio System. Opened: 1924.

Owner, president, program director: Hal G. Nichols. Commercial manager, chief engineer: Lawrence W. McDowell.

Rep: None. Seating facilities: None. Merchandising: Retains National Research Bureau, Inc. Foreign language programs: Not accepted. Artists bureau: None. Stock: Held by Hal G. Nichols. Base rate: \$87.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. E. T. library: Standard. News: UP. Commentators: Walter Arnold, Walter Case, and Lou Huston (newscasters).

KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. Phone: 660-41. Power: 1,000 watts on 1360 kc. Affiliation: None. Opened: December, 1925.

President, station manager: C. Merwin Dobyns. Commercial manager: John A. Dobyns. Business manager: Tom Hunter.

Sales manager: Don Alderman. Program director: Helene Smith. Technical director: Jay Tapp. Public relations manager: Lee Wynne.

Rep: None. Seating facilities: Long Beach Studio, 150 persons; Los Angeles Studio, 60. Merchandising: Service adapted to each individual sponsor. Foreign language programs: Accepted, if musical numbers are also announced in English and the commercials kept to minimum. Artists bureau: None. Stock: Owned entirely by C. Merwin Dobyns. Base rate: \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. E. T. library: World; Standard; NAB. News: Transradio. Commentators: Maurice Hazan, Gordon Mills, Finis Bell, and Paul Masterson (newscasters).

KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 141 No. Vermont Ave. Phone: Fairfax 2121. Power: 5,000 and 1,000 watts on 780 kc. Affiliation: NBC Pacific Coast Blue. Opened: Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. Station manager: Harrison Holliday. Commercial manager: Clyde Scott. Program director: Glan Heisch. Musical director: Claude Sweeten. Production manager: John I. Edwards. Educational director: Jose Rodriguez. Promotion manager: Dave Nowinson. Chief engineers: H. L. Blatterman, Curtis W. Mason. Publicity director: Bernard Smith. Auditor: Ernest Felix.

Rep: Free & Peters, Inc. Seating facilities: 300 persons (shared with KFI). Merchandising: 100 pre-announcement letters sent to trade gratis, when requested by advertiser. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$250.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. E. T. library: Standard; NAB. News: UP. Commentators: Pat Bishop (newscaster; sports); Tom Frandsen, Herb Allen, and Jimmy Vandiveer (newscasters); Fleetwood Lawton (newscaster); Opal Scarborough (gardening); Faith Holmes Hyers (books); Barbara Jean (children's

In Los Angeles - its
Warner Bros.
K.F.H.B.

3^d in power
exceeded only by
K.F.G. and K.F.S.
of all the 26 Stations in
Southern California,
5000 Watts - Full time

P.S. Let Paul Raymer
tell you more
about
K.F.H.B. -
250
on the dial

CALIFORNIA STATIONS—Continued

tales); Naomi Reynolds (cultural comment); Homer Griffin (psychology).

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

President, general manager: Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Traffic manager:** Lucile Blake.

Rep: None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** None listed. **News:** UP. **Commentators:** Van Des Autels (newscaster); Mike Frankovich (sports); Lucile Jones (fashions; cooking; women's features).

KFI, LOS ANGELES

Operator: Earle C. Anthony, Inc., 141 No. Vermont Ave. **Phone:** Fairfax 2121. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

President: Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John I. Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Blatterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep. Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$660.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. **E. T. library:** Standard; NAB. **News:** UP. **Commentators:** Johnny Murray and Fleetwood Lawton (news com-

mentators); Tom Frandsen, Jimmy Vandiveer, Pat Bishop, and Herb Allen (newscasters); Agnes White (cooking); Mirandy (gardening); Art Baker (general topics of interest to women); Dr. William Casselberry (psychology); Al Williams (physical culture); Robert Lee Johnson (bridge).

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association. **Power:** 2,500 and 1,000 watts on 1120 kc (divides times with KRKD).

This station does not sell time.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 6 A.M.). **Affiliation:** None. **Opened:** 1925.

General and station manager: J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Toni Reeder.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Howard Gray (news commentator); Bill Kelso (newscaster; sports); Byron Dunham (newscaster); Violet Schram (fashions; cooking); J. Frank Burke (news).

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 watts on 950 kc. **Affiliation:** None. **Opened:** March 4, 1925.

General and station manager: Harry Maizlish. **Commercial manager:** Jack O. Gross. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion and merchandising:** William Ray; David Davidson.

Rep: Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each; one large studio seating 4,500. **Merchandising:** Completely organized facilities to further sales promotion of products advertised. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

CALIFORNIA STATIONS—Continued

Copy restrictions: Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **Commentators:** John J. Colbert (news commentator; newscaster); Manning Ostroff (news commentator); Frank Goss (newscaster; sports commentator); Sid Ziff, Neal Reagan, and Joe Hernandez (sports commentators); Rita Murray (films); Al Jarvis (comments on recordings); Chef Milani (cooking).

KGFJ, LOS ANGELES

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

Owner, general and station manager: Ben S. McGlashan. **Assistant manager, commercial manager:** H. Duke Hancock. **Program director:** Al Warner. **Publicity director:** Thelma Kirchner.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish, Jewish and Italian programs current. **Artists bureau:** None. **Base rate:** On request from station.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS. **Commentators:** Allan McKee, George Dvorak, Albert Warner, and Alfred Hunter (newscasters); Richard W. Dabney (stock market).

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** April 13, 1922.

President: Thomas S. Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Vice-president, assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Wilbur Eickelberg. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity and public relations director:** Mark Finley.

Rep: John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmarte Theatre seats 600; Ambassador Theatre seats 650. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS; City News of Los Angeles. **Commentators:** James Doyle (news commentator; newscaster); Robert Young, Norman Nesbitt, Roly Thomas, Glennon Hardy, and Hugh Brundage (newscasters); Sam Balter (sports); Norma Young (cooking); George Fisher (Hollywood news).

KMPC

See under Beverly Hills, Calif.

KMTR, LOS ANGELES

Operator: KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

President: Victor E. Dalton. **Station manager, program and publicity director:** Kenneth O. Tinkham. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Jean Wool.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** \$125.

Copy restrictions: Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** Radio News Reel. **News:** Transradio; Radio News Reel; Christian Science Monitor. **Commentators:** Art Balinger (news commentator; newscaster); Bob Short (news commentator); Hank Weaver and Ken Barton (news commentators; newscasters; sports); Mel Angle and Howard Culver (newscasters); B. Atkinson (fashions; cooking; beauty hints); Rheba Crawford (political news); Erwin Allen (entertainment and film news and gossip).

CALIFORNIA STATIONS—Continued

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

Vice-president, general manager: Donald W. Thornburgh. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder, Jr. **Chief engineer:** Lester H. Bowman. **Program director:** Russ Johnston. **Musical director:** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** George L. Moskovics. **Publicity director:** Hal B. Rorke. **Public affairs and special events director:** Fox Case. **Traffic manager:** Alan N. Cormack. **Educational director:** Frances Wilder.

Rep: Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; Earl Carroll Theatre Restaurant, 1,035; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$575.

Copy restrictions: CBS Program Policies. **E. T. library:** Associated. **News:** UP. **Commentators:** Bob Garred and Knox Manning (news commentators); Chet Huntley and Richard Joy (newscasters); Tom Hanlon, Braven Dyer, and Tom Breneman (sports); Rita La Roy (fashions); Fletcher Wiley and Phil Stewart (general comment).

KRDK, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 1,000 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

President: Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Ruth Pritchard. **Assistant publicity director:** Patsy Sheedy.

Rep: None. **Seating facilities:** Studio A can accommodate about 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$55.

Copy restrictions: Not more than 3 min-

utes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP; INS. **Commentators:** Doug Douglas, Howard Bell, and Archie Hall (newscasters); Joe Micciche (sports).

KMYC, MARYSVILLE

Operator: Marysville Yuba City Broadcasters, Inc. **Power:** 100 watts on 1420 kc.

At press time this station had a construction permit only.

KYOS, MERCED

Operator: Merced Broadcasting Company, P. O. Box 662. **Phone:** 1430. **Power:** 250 watts on 1040 kc (daytime). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).

General manager: Hugh McClung*. **Station and commercial manager:** David S. Ballou. **Production manager:** Ralph Bryan. **Chief engineer:** Larue Curd.

Rep: John Blair & Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Larue Curd (newscaster); Ralph Bryan (sports).

* Also general manager of KHSL, Chico, Calif., KVCV, Redding, Calif., KMYC, Marysville, Calif., and KWLK, Longview, Wash.

KTRB, MODESTO

Operator: KTRB Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

General and commercial manager: William H. Bates, Jr. **Program director:** Cecil Lynch.

Rep: None. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$36.

CALIFORNIA STATIONS—Continued

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy subject to approval of management.

E. T. library: None listed. **News:** UP; local. **Commentators:** Doug McCreary (news commentator); Cecil Lynch, Wayne Berthold, and Seldon Palmer (newscasters); Leonard Bartlett and Charley Griffith (sports).

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., 275 Pearl St. **Phone:** Monterey 8111. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

Station and commercial manager: Howard V. Walters. **Chief engineer:** Omer Wright. **Musical director:** Robert Pinkerton.

Rep: John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas, Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Reed Pollock, William O'Donnell, Robert Pinkerton, and Leonard Shreve (newscasters); Mrs. Ruth Fisher (home economics); Muriel Hess (women's features).

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

Station manager: S. W. Warner. **Production manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

Rep: None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Spanish, and Italian programs current. **Artists bureau:** None. **Base rate:** \$43.20.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **Commentators:** Hugh Turner and Russ Shephard (newscasters); Byron (Speed) Reilly (sports); Jan Kenyon and Mary Dorr (women's features).

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. **Phone:** Templebar 6000. **Power:** 1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

President (Tribune Building Co.): J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **Commentators:** Charles Lloyd, Herb Kennedy, Jack Desch, Don Staley, and Bill Nelson (newscasters); Art Cohn, Bill Tobitt, and Alan Ward (sports); Rose Patterson (cooking); Elaine Fibush (fashions).

KROW, OAKLAND

Operator: Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glen-court 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

Vice-president, general manager: Philip G. Lasky. **Program director:** Keith Kerby. **Production manager:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Don Logan.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to local shopping news, and neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Announcements may not exceed 100 words; commercials limited to N.A.B. standards. **E. T. library:**

CALIFORNIA STATIONS—Continued

Standard. News: INS. Commentators: John Potter (newscaster); George Tolin (sports); Elma Latta Hackett (homemaking); Melba Reed (club and society news); Don Logan (films and entertainment).

KPPC, PASADENA

Operator: Pasadena Presbyterian Church. Power: 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

KCVC, REDDING

Operator: Golden Empire Broadcasting Co., Inc., P. O. Box 447. Phone: 900. Power: 250 watts on 1200 kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: Nov. 25, 1936. (Note: Same owners also control KHSL, Chico, Calif.)

Vice-president: Hugh McClung. Station manager: Frank H. Coffin. Commercial manager, publicity director: Carl A. Winther. Program director: Orville F. Burda. Chief engineer: Leon Stauffer.

Rep: John Blair & Co. Seating facilities: Studio can accommodate about 75 persons. Merchandising: Will put up window cards, etc., and call attention to the program via radio announcements and mentions; all services rendered gratis. Foreign language programs: Programs and announcements accepted, provided an exact English translation is rendered, and a file copy is submitted 24 hours in advance. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer and wine advertising accepted; no hard liquor; patent medicines accepted only after careful investigation; advertising copy must be submitted to station 24 hours in advance of broadcast; copies of all addresses must be submitted for filing purposes. E. T. library: MacGregor. News: No service listed. Commentators: John Bornn (newscaster); Frank H. Coffin (sports).

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Co., 708 Eye St. Phone: Main 5000. Power: 10,000 watts on 1490 kc. Affiliation: NBC Pacific Coast Blue; California Radio System. Opened: 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

General manager: G. C. Hamilton. Station and commercial manager: Howard Lane. Program and musical director: George Breece. Chief engineer: Norman D. Webster. Publicity director: Henry Jacobson.

Rep: Paul H. Raymer Co. Seating facilities: Auditorium studio, seating 300 persons. Merchandising: Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. E. T. library: NBC Thesaurus. News: UP. Commentators: Gene Desimone (news commentator); Tony Koester (newscaster; sports); Verne Partlow and Larry Robertson (newscasters); Katherine Kitchen (women's features); Elizabeth Hoyt (gossip).

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. Phone: Main 666. Power: 100 watts on 1210 kc. Affiliation: CBS. Opened: March 15, 1937.

Station head: Royal Miller. Station and commercial manager: Will Thompson, Jr. Chief engineer: Milton Cooper.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). Seating facilities: Studio seats 50 persons; reception room, 50. Merchandising: All forms of merchandising surveys made without charge for national advertisers. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$67.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. E. T. library: Standard. News: INS; also gather own locally. Commentators: Bert Barry (news commentator; newscaster); Robert Tutt (newscaster); Elton Rule (sports); Evangeline Baker (fashions; society); Martha Morton (home economics); Garland Schuler (agriculture).


KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. Phone: 4761. Power: 250 watts on 1210 kc (shares certain hours with KPPC). Affiliation: Mutual; Don Lee Broadcasting System. Opened: Oct. 29, 1929.

Station manager: J. Clifford Lee. Commercial manager: Gene W. Lee. Program director: Howard Baichly. Chief engineer: Richard Sampson. Musical director: Maury Vroman. Publicity director: E. W. Lee.

Rep: John Blair & Co. Seating facilities: Main studio accommodates 200; audience

PULL

A high-contrast, grainy black and white photograph of a hand pulling a large metal padlock. The hand is positioned at the bottom left, gripping the shackle of the padlock. The padlock is oriented diagonally, with its top towards the upper right. The background is a textured, light-colored surface. The word 'PULL' is printed in large, bold, outlined letters at the top of the image, partially overlapping the top of the padlock.

The only regional network with stations in the first eight markets of California.

*KFWB Hollywood
KFOX Long Beach
KSAN San Francisco
KFSD San Diego
KFBK Sacramento
KMJ Fresno
KWG Stockton
KERN Bakersfield
KTMS Santa Barbara*

CRS

THE CALIFORNIA RADIO SYSTEM
SACRAMENTO, CALIFORNIA

CALIFORNIA STATIONS—Continued

room adjacent to studio accommodates 100. **Merchandising:** Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. **Foreign language programs:** English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. **Artists bureau:** None. **Stock:** Company is a partnership of J. C. and E. W. Lee. **Base rate:** \$50.

Copy restrictions: Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **Commentators:** Ellis Spackman (European affairs commentator); J. C. Lee and H. B. Baichly (newscasters); Hugh Mosher (newscaster; stock market reports; entertainment news; local gossip); Sid Justice (sports); Gene Lee (entertainment news; local gossip).

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power:** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

President, station manager: Thomas E. Sharp. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon.

Rep: Paul H. Raymer Co. **Seating facilities:** Reception room available, seating 100 persons. **Merchandising:** Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Paul Jones, Morrison Parker, Dick Cutting, and Dick Miller (newscasters); Major Tom Akers, and Howard Craghead (sports); Oscar Otis (sports; racing); Ann Gibson and Leah McMahon (women's features); Thomas Brooks (books); George Troutt (bridge).

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 5,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

General manager: Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** James Dillon. **Chief engineer:** Milam Cater.

Rep: John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. **News:** INS; Transradio; local. **Commentators:** Frank M. Lowe, Jr. (news commentator); Dan Bowers (sports); Marian Randall (home economics); Katherine Crabtree (news; women's affairs); Wallace Bruce Ramsay (books); Joseph Henry Blake (magazines; literature).

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

Station manager: William D. Pabst. **Commercial manager:** Ward Ingram. **Program director:** Ben Harkins. **Studio supervisor:** Bob Bence. **Musical director:** Cy Trobbe. **Publicity director:** Pat Kelly.

Rep: John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. **News:** INS. **Commentators:** John B. Hughes (news commentator); Mel Venter (news commentator; sports); Tobe Reed (news commentator); Phil Stearns, Mark Goodson and Jack Murphy (newscasters); Emily Barton (home economics; cooking); Bess Bye (market and shopping information); Trudy Packer (home economics); Jim Lynch (stock quotations).

CALIFORNIA STATIONS—Continued

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

General manager: Al E. Nelson. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel. **Director of education and agriculture:** Jennings Pierce. **Production manager:** Bob Seal. **Office manager:** Sydney Dorais. **Traffic manager:** George Fuerst.

Rep: National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 1,200 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 300 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; semi-annual letters to grocers and druggists; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist in planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed; can supply talent, however. **Base rate:** \$280.

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 for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Thesaurus. **News:** UP; INS; AP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports);

Anna Holden (women's features); Lon Hughes (financial).

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. **Phone:** Ordway 4148. **Power:** 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). **Affiliation:** None. **Opened:** Jan. 3, 1925.

General manager: Ralph R. Brunton.* **Manager:** E. P. Franklin.

Rep: Joseph Hershey McGillvra (New York, Chicago, Boston); Homer Owen Griffith (Los Angeles). **Seating facilities:** About 75 persons. **Merchandising:** Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP; INS. **Commentators:** Jim O'Neil (news commentator and newscaster).

* Also president of KQW, San Jose.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

Personnel: See KGO, San Francisco.

Rep; seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$420.

Copy restrictions: See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **Commentators:** Robert Ackerley (newscaster; sports); Bill Wood (newscaster); Ira Blue (sports); Gladys Cronkhite (food); Herb Caen (gossip).

KSAN, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1355 Market St. **Phone:** Market 8171. **Power:** 250 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

CALIFORNIA STATIONS—Continued

Station manager: S. H. Patterson. **Commercial manager:** William C. Grove. **Program director:** Bernice Sullivan. **Chief engineer:** William C. Grove. **Promotion manager:** C. E. Hopkins. **Publicity director:** Les Malloy.

Rep: Forjoe & Co. **Seating facilities:** Have remote line to downtown theatre; no facilities at studios. **Merchandising:** Publicity and notices on programs; throw-aways, etc.; theatre trailers. **Foreign language programs:** Accepted; specified hours for same. **Artists bureau:** None. **Base rate:** \$64.

Copy restrictions: Hard liquor advertising not accepted; all programs and announcements subject to station approval and Federal Communications Commission rulings; station reserves the right to discontinue any advertising for reasons sufficient to itself. **E. T. library:** MacGregor. **News:** INS. **Commentators:** Dudley Manlove and Lee Goldsmith (newscasters); Al Magazin (sports); Jack Irving (automotive news and chatter).

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

President: Wesley I. Dumm. **General manager:** Lincoln Dellar. **Program director:** Clifton Howell. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurdandt. **Publicity director:** Marie Houlahan.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$316.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellantly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affili-

ated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **Commentators:** Tro Harper, Joe Walters and Bob Andersen (newscasters); Jack Gregson (sports); Galen Drake (women's features).

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926.

Station and commercial manager: Reiland Quinn. **Program director:** Richard Ellers. **Chief engineer:** Paul Schulz. **Musical director:** Edward Fitzpatrick, Sr. **Publicity director:** J. Clarence Myers.

Rep: International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$135.

Copy restrictions: All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **Commentators:** Darrell Donnell (newscaster); Ernie Smith (sports); Jean Fay (women's features other than domestic science); Charles Friedrichs (animal stories for children).

KQW, SAN JOSE

Operator: Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

President: Ralph R. Brunton.* **General manager:** C. L. McCarthy. **Commercial manager:** H. O. Fiebig. **Program and publicity director:** Ray Lewis. **Chief engineer:** C. V. Davey.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by

* Also general manager of KJBS, San Francisco.

CALIFORNIA STATIONS—Continued

Ralph R., Sherwood B., and Mott Q. Brunton. Base rate: \$80.

Copy restrictions: No whiskey or hard liquor copy accepted; beer and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus; Davis & Schwegler. **News:** UP; also from San Jose Mercury Herald. **Commentators:** Jim O'Neil (news commentator; newscaster; agricultural information).

KVEC, SAN LUIS OBISPO

Owner: Valley Electric Co., Mt. View and Hill Sts. **Phone:** 1100. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

Owner: Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

Rep: John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. library:** Standard. **News:** INS. **Commentators:** John C. Clifton (news commentator); Aram Rejebian (sports); Doris Duffield (shopping); Betty Binns (fashions).

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., 307 N. Broadway. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** November, 1926.

President, station, commercial manager: Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Merchandising and promotion manager:** Vic Rowland.

Rep: John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in 10 publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. library:** MacGregor. **News:** From network. **Commentators:** Jim Lyons (news commentator).

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

Manager: Earl M. Pollock. **Commercial manager:** Arthur W. Manuel, Jr. **Program director:** Ken Aitken. **Chief engineer:** Robert Arne.

Rep: John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product; all copy subject to station director's approval and government regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Jack Newman (sports); Stella Hollowell (home economics).

KTMS, SANTA BARBARA

Operator: News-Press Publishing Co., De La Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

Station manager: Frank V. Webb.

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Alcoholic beverage advertising, other than beer and wine, not accepted; copy for medicinal advertising must be submitted for approval with con-

CALIFORNIA STATIONS—Continued

tract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Kenneth Peters (newscaster); sports; stock market reports); Charles Jones (newscaster); Mrs. Georgiana Brown (school programs); Bernie Marcus ("home makers' digest of the air").

KSRO, SANTA ROSA

Operator: E. L. Finley, Press Democrat Bldg. **Phone:** 110. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 19, 1937. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

Owner: E. L. Finley. **Station and commercial manager:** Wilt Gunzendorfer. **Program director:** Gordon Brown. **Chief engineer:** Howard McCauley. **Publicity director:** Mike Pardee.

Rep: None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity placed in newspaper affiliates; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: No hard liquor; commercials limited to 100 words in time signals and weather reports. **E. T. library:** World. **News:** UP; INS; AP. **Commentators:** Gordon Brown and Larry Hays (newscasters; stock market reports); Gil Laing (newscaster); Ralph Stone (sports).

KGDM, STOCKTON

Operator: E. F. Peffer, 42 S. California St. **Phone:** 44551. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** February, 1927.

Owner: E. F. Peffer. **Station manager:** Edith Smith. **Program director:** Don Ralph.

Rep: John Blair & Co. **Seating facilities:** Two studios, one seating 200 persons, the other 30. **Merchandising:** No information given. **Foreign language programs:** Italian, Spanish and Portuguese. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** World. **News:** INS. **Commentators:** Don Ralph (news commentator; live-stock and grain reports); Bill Wickman (newscaster); Mabel Rubin (fashions).

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:**

100 watts on 1200 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

Business manager: Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Nelda Ormiston. **Chief engineer:** Russell Bennett. **Publicity director:** Dixie Lee.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio, about 300 persons. **Merchandising:** Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **Commentators:** Dr. Tully C. Knoles and Prof. Malcolm J. Eisen (news commentators); Lester Jacobson and Don Davis (newscasters); George Ross (sports); Nelda Ormiston (women's features).

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. **Phone:** 575. **Power:** 1,000 watts on 890 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Register and Times, and the Hanford Sentinel and Journal.)

General manager: Charles A. Whitmore. **Station manager:** Charles P. Scott. **Commercial manager:** Millard Kibbe. **Program director:** Charles Foll. **Chief engineer:** Bert Williamson.

Rep: John Blair & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** UP. **Commentators:** Art Primm (newscaster; stock market and grain reports); Stan Simpson (sports).

KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps,

CALIFORNIA STATIONS—Continued

owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Ventura Star and Free Press and Santa Paula Chronicle and Redding Record.)

Owner: John P. Scripps. **Station manager:** Marion S. Walker. **Production manager:** Jack R. Wagner. **Chief engineer:** Ed. C. Duty. **Musical director:** Helen Farrell.

Rep: Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** Send letters to the

trade. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Hard liquor, beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** World. **News:** UP. **Commentators:** Jack Wagner and Ed Duty (newscasters).

COLORADO

(233,500 radio homes, or 81% ownership among the State's total of 288,000 families. Urban ownership is 138,200, or 91% of urban families; rural ownership is 95,300, or 70% of rural families.)

Radio Homes by Counties

Adams	3,660	Fremont	4,000	Montrose	2,180
Alamosa	1,830	Garfield	2,010	Morgan	3,370
Arapahoe	5,210	Gilpin	350	Otero	5,090
Archuleta	590	Grand	490	Ouray	450
Baca	1,760	Gunnison	1,240	Park	470
Bent	1,620	Hinsdale	130	Phillips	1,100
Boulder	7,980	Huerfano	3,330	Pitkin	430
Chaffee	1,800	Jackson	290	Prowers	2,810
Cheyenne	870	Jefferson	4,600	Pueblo	14,800
Clear Creek	640	Kiowa	690	Rio Blanco	570
Conejos	1,540	Kit Carson	1,660	Rio Grande	1,910
Costilla	970	Lake	1,220	Routt	2,000
Crowley	1,070	La Plata	2,680	Saguache	1,200
Custer	460	Larimer	7,480	San Juan	380
Delta	2,770	Las Animas	7,150	San Miguel	480
Denver	78,500	Lincoln	1,440	Sedgwick	1,000
Dolores	300	Logan	3,640	Summit	280
Douglas	720	Mesa	5,430	Teller	1,150
Eagle	800	Mineral	180	Washington	1,590
Elbert	1,180	Moffat	1,040	Weld	12,090
El Paso	13,190	Montezuma	1,420	Yuma	2,420

KGIW, ALAMOSA

Operator: E. L. Allen, P. O. Box 26. **Phone:** 26. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 7:30 P.M.). **Affiliation:** None. **Opened:** 1926; moved to Alamosa in 1933.

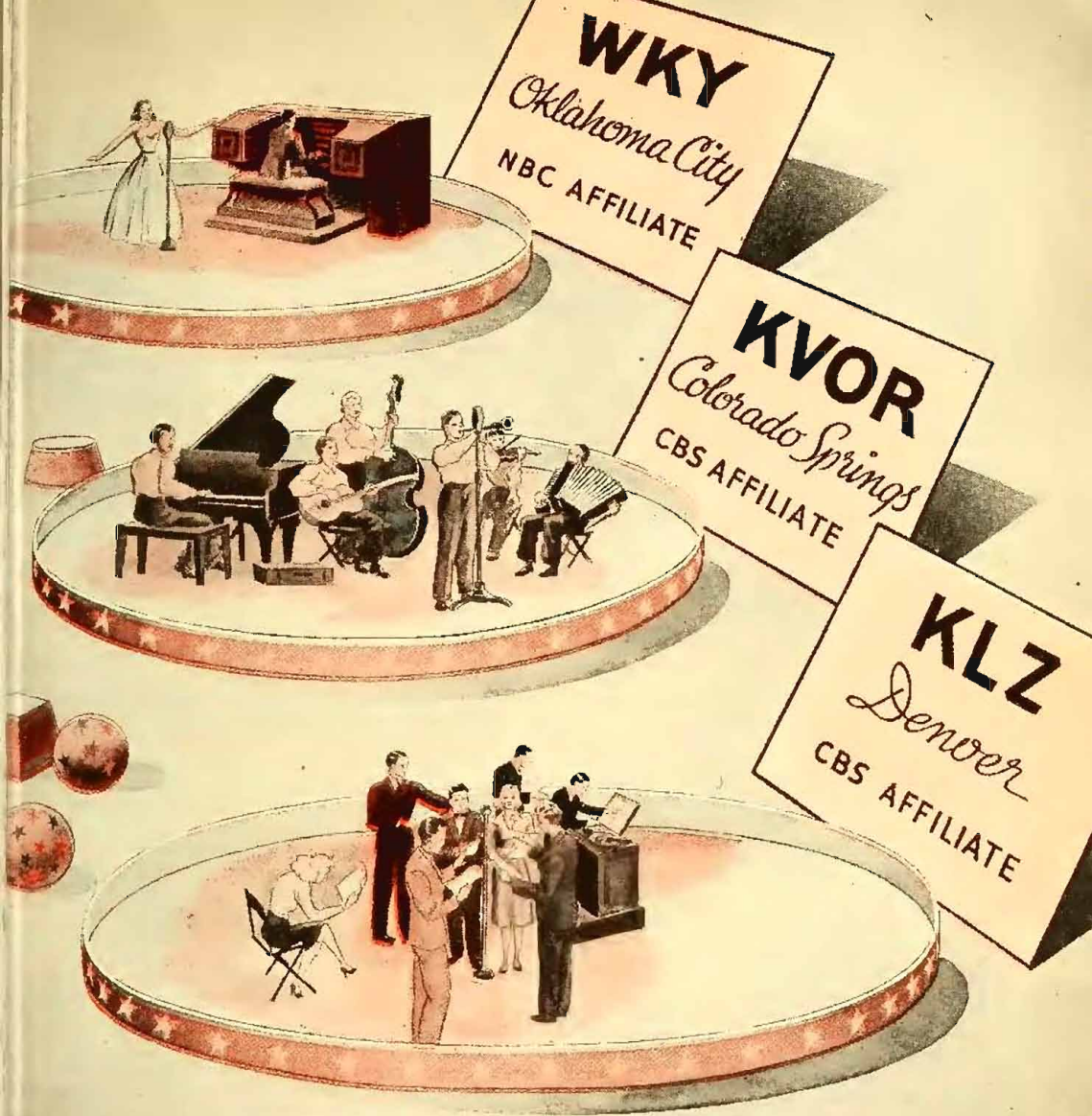
Manager: Lloyd Allen. **Chief engineer:** W. M. Thomas.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities—not described—are offered to national advertisers. **Foreign language programs:** Spanish accepted. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

Copy restrictions: All copy subject to NAB Code of Ethics. **News:** Transradio.

KVOR, COLORADO SPRINGS

Operator: Out West Broadcasting Co., Antlers Hotel. **Phone:** Main 278. **Power:** 1,000 watts on 1270 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as WKY, Oklahoma City, and the Oklahoma Publishing Co., and is under affiliated management with KLZ, Denver.)



SOMETHING DOING EVERY MINUTE!

• There's no smell of sawdust, no sound of galloping horses, under the big top of The Oklahoma Publishing Company . . . yet day after day it presents a three-ring show that plays to SRO audiences, wins thundrous applause. All of the circus showmanship, drama, thrills and excitement are there, but in addition there's something doing every minute for advertisers. Sales records are being hung up that can come only when every seat in the house is filled at every performance . . . when the audience is bubbling over with enthusiasm.

THE
OKLAHOMA PUBLISHING
COMPANY

OWNS AND OPERATES
STATIONS WKY AND KVOR
OPERATES STATION KLZ
UNDER AFFILIATED MANAGEMENT
PUBLISHES THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
AND THE FARMER-STOCKMAN
REPRESENTED BY THE KATZ AGENCY, INC.

COLORADO STATIONS—Continued

President: E. K. Gaylord. **Station and commercial manager:** Dudley Tichenor. **Program director, publicity director:** Lucille Santarelli. **Chief engineer:** H. C. Strang. **Musical director:** Duane Osborn.

Rep: The Katz Agency. **Seating facilities:** Two studios, 50 each; auditorium, 800. **Merchandising:** Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. **Foreign language programs:** Not suited to market. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and light wines okay; no hard liquors; patent medicines accepted depending on copy. **E. T. library:** NBC Thesaurus; MacGregor; Lang-Worth; Standard. **News:** AP; also local. **Commentators:** Henry B. Parsons (news commentator); Michael Dillon (newscaster); Henry P. Joslyn (newscaster; sports); Jane Gordon (cooking; homemaking); Carolyn (fashions); Dick Albright (grain; livestock).

KFEL, DENVER

Operator: Eugene P. O'Fallon, Inc., Albany Hotel. **Phone:** Keystone 0178. **Power:** 1,000 watts on 920 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1923.

Station head and manager: Gene O'Fallon. **Assistant station manager:** Frank Bishop. **Local commercial manager:** Holly Moyer. **Production manager:** Herbert Trackman. **Chief engineer:** J. P. Veatch. **Traffic manager:** Don McCaig. **News manager:** Bill Welsh.

Rep: John Blair & Co. **Seating facilities:** Albany Hotel Cathedral Ballroom, seating 1,350 persons. **Merchandising:** Complete service offered to local, spot and national accounts; details not listed. **Foreign language programs:** Will accept, but foreign population is described as very small. **Artists bureau:** None. **Stock:** Principally held by Gene O'Fallon. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted any time; hard liquor copy not accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth; Standard; Davis & Schwegler; NAB. **News:** Transradio. **Commentators:** Bill Welsh (newscaster; sports); Henry Orbach, Stuart Heinemann, and Mark Hansen (newscasters); Joe Myers (sports); Dorothy Crandall (women's features); Joe Emerson (films).

KLZ, DENVER

Operator: KLZ Broadcasting Co., Shirley-Savoy Hotel. **Phone:** Main 4271.

Power: 5,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** June, 1920. (Note: This station is owned by interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

Station manager: F. W. Meyer. **Sales manager:** Hugh B. Terry. **Program director:** Arthur Wuth. **Chief engineer:** T. A. McClelland. **Production manager:** Derby Sproul.

Rep: The Katz Agency. **Seating facilities:** Largest studio accommodates 150; auditorium with capacity of 1,400 available; Orpheum and Denham theatres available when necessary. **Merchandising:** Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; KLZ maintains full time merchandising and promotion man with comprehensive merchandising cooperation. **Foreign language programs:** Not accepted. **Artists bureau:** None; but production department can arrange for artists. **Base rate:** \$210.

Copy restrictions: Copy on announcements limited to 25 words between 6 and 10:30 P. M., on chain breaks; 50 words between all sustainers, and 100 words on all participating programs; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims." **E. T. library:** Associated. **News:** INS. **Commentators:** Bud Thorpe (newscaster); Jack Fitzpatrick (newscaster; sports); Robert Harris, W. M. Harrison, Jr., and Austin Williams (newscasters); Roger Rambeau (sports); Wauhilla LaHay (Margaret Moore) (home economics); Mrs. Elliott Todhunter Dewey (books); Richard Albright (live-stock markets).

KMYR, DENVER

Operator: F. W. Meyer (also manager of KLZ, Denver). **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

KOA, DENVER

Operator: National Broadcasting Co., Inc. (General Electric Co. is licensee), 1625 California St. **Phone:** Main 6211. **Power:** 50,000 watts on 830 kc. **Affiliation:** NBC Red Mountain Group. **Opened:** Dec. 15, 1924.

General manager: Lloyd E. Yoder. **Assistant manager, chief engineer:** Robert H.

COLORADO STATIONS—Continued

Owen. **Manager spot sales and promotion:** James R. MacPherson. **Manager local sales:** A. W. Crapsey. **Program director:** C. C. Moore. **Production manager:** Jack B. Lyman, Jr. **Artists bureau head:** Duncan McColl.

Rep: National Broadcasting Co., Inc. **Seating facilities:** Studio A seats 325; studio B seats 150; admission by courtesy tickets. **Merchandising:** Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser); KOA screen trailers in 12 Fox Intermountain theatres in Denver, with subsequent showings in 97 Fox Intermountain theatres in five states; banners on Yellow Cabs. **Foreign language programs:** None listed; 98% of population is English-speaking. **Artists bureau:** Yes; complete roster of announcers, conductors, writers, producers, directors, and players available. **Base rate:** \$240.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval. **E. T. library:** NBC Thesaurus. **News:** UP; INS; also from the Denver Post. **Commentators:** Tor Torland, Starr Yelland (newscasters; sports); Gilbert Verba and Bob Young (newscasters); Joe Myers (sports news and reviews); Louise Wadsworth (interviews; women's features); Alberta Pike (fashions; society; cooking; travel); Jim Campbell (farm specialties); Clarence C. Moore (civic and educational affairs); John Stanton (fashions; Hollywood).

KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. **Power:** 1,000 watts on 880 kc (shares time with KFKA). **Opened:** 1928.

This station is non-commercial; church-owned.

KVOD, DENVER

Operator: Colorado Radio Corp., Midland Savings Bldg. **Phone:** Tabor 2291. **Power:** 1,000 watts on 630 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** 1925.

President: William D. Pyle. **Station and commercial manager:** Thomas C. Ekrem. **Program director, production manager:** J. E. Finch. **Chief engineers:** W. D. Pyle, T. C. Ekrem. **Publicity director:** Ben H. Stanton.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 50 persons. **Merchandising:** Station lists publicity in mailed programs and newspapers and in pre-announcements over the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Each piece of copy "handled separately as to truth and basic ethics." **E. T. library:** Associated. **News:** UP. **Commentators:** Joe Finch, Fred Graham, Ed Brady, Tom Page, and Ralph Paul (newscasters).

KIUP, DURANGO

Operator: The San Juan Broadcasting Co., 2800 Main Avenue. **Phone:** 117. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** December 10, 1935.

Station and commercial manager, program director: Raymond M. Beckner. **Chief engineer:** G. L. Schmehl.

Rep: None. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Advance publicity; dealer tie-ins and window display services; rates upon request. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer, wine and liquor advertising accepted after 9 P.M.; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser." **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Ray Beckner (newscaster); Wm. J. Coddling and Paul Stevenson (sports).

KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. **Phone:** 126. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 1, 1925.

General and station manager: Rex Howell. **Commercial manager:** Charles Howell. **Sales manager:** Marv. Mulvihill. **Chief engineer:** Fred Mendenhall. **Pro-**

COLORADO STATIONS—Continued

duction and publicity director: Alice Barber. Radio Press Bureau: Cecil Caves.

Rep: None. **Seating facilities:** Studio A accommodates about 250 persons. **Merchandising:** Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. **Foreign language programs:** No set rules; as foreign population is very small, question has never arisen, though sustaining programs in Spanish and German have been presented. **Artists bureau:** None. **Stock:** Equally held by Charles and R. G. Howell. **Base rate:** \$40.

Copy restrictions: Stipulations of NAB code of ethics observed. **E. T. library:** MacGregor; World. **News:** Transradio. **Commentators:** Rex Howell (news commentator); Marv. Mulvihill (newscaster; sports); David Wolper (newscaster); Alice Barber and Reba Wakefield (women's features).

KFKA, GREELEY

Operator: The Mid-Western Radio Corp., 820 Eighth Ave. **Phone:** 450. **Power:** 1,000 and 500 watts on 880 kc. (shares time with KPOF). **Affiliation:** Mutual Broadcasting System. **Opened:** May 21, 1921.

Managing director: H. E. Green. **Station manager:** Francis Price. **Commercial manager:** Rush Johnston.

Rep: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Newspaper, magazine and film publicity, plus window cards, etc., rendered without charge. **Foreign language programs:** Acceptance depends on type of program desired. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine copy accepted; patent medicines subject to station approval and the rules of "common decency." **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** H. E. Green (news commentator); Willard E. Simms, Gordon Clark, and Mahlon B. Johnson (newscasters); Maude Sheridan (fashions; cooking); Carl Jordan, and Dick Albright (live-stock markets).

KOKO, LA JUNTA

Operator: Southwest Broadcasting Co. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1937.

Base rate: \$15 (½ hr.).

No other information available.

KIDW, LAMAR

Operator: The Lamar Broadcasting Corp., 129 W. Elm St. **Phone:** 16. **Power:** 100 watts on 1420 kc (operates 7 A.M. to 6 P.M.; 9:30 P.M. to midnight). **Affiliation:** None. **Opened:** Aug. 1, 1932.

General manager: Harold Anderson.

Rep: None. **Seating facilities:** Lounge with view of studio. **Merchandising:** Service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply talent. **Base rate:** \$15 (½ hr.).

Copy restrictions: All products advertised must meet with approval of the Federal Trade Commission. **E. T. library:** MacGregor. **News:** Local.

KGHF, PUEBLO

Operator: Curtis P. Ritchie, 113 Broadway. **Phone:** 3877. **Power:** 500 watts on 1320 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** January, 1928.

Owner: Curtis P. Ritchie. **Station manager, commercial manager:** J. H. McGill. **Program director, musical director, publicity:** F. L. Amos.

Rep: Howard H. Wilson Co. **Seating facilities:** Reception room seats 100. **Merchandising:** No specific service listed; "try to be of service to clients in promoting the sale of their products." **Foreign language programs:** Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay." **E. T. library:** World; MacGregor. **News:** AP from the Pueblo Star-Journal and Chieftain.

KGEK, STERLING

Operator: Elmer G. Beehler, Fleming Road. **Phone:** 679. **Power:** 100 watts on 1200 kc (specified hours). **Affiliation:** None. **Opened:** December, 1925.

General and station manager, chief engineer, publicity director: Elmer G. Beehler. **Program director:** Percy H. Shea.

Rep: None. **Seating facilities:** None listed. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept alcoholic beverages, if usual standards of good taste are observed in program and copy. **News:** AP.

CONNECTICUT

(402,100 radio homes, or 92% ownership among the State's total of 437,000 families. Urban ownership is 281,400, or 92% of urban families; rural ownership is 120,700, or 92% of rural families.)

Radio Homes by Counties

Fairfield	97,620	Middlesex	12,410	Tolland	7,340
Hartford	104,450	New Haven	115,870	Windham	13,760
Litchfield	21,060	New London	29,590		

WICC, BRIDGEPORT

Operator: The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. **Phones:** Bridgeport 6-1121; New Haven 7-2266. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** NBC Basic Blue; Yankee Network; Colonial Network; Mutual. **Opened:** 1926.

President: John Shepard III. **Station manager:** Joseph Lopez. **Commercial manager:** Fred L. Rowe. **Program and publicity director:** Florence Ballou. **Chief engineer:** Garo W. Ray. **New Haven supervisor:** Judson La Haye.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Bridgeport, 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. **Merchandising:** Furnish lists of potential dealers; cooperate in any other merchandising service at cost. **Foreign language programs:** Based entirely on individual merit of each program and client. **Artists bureau:** Through Yankee Network (see WNAC, Boston). **Base rate:** \$160.

Copy restrictions: Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; wine and beer advertising accepted when it conforms to laws of city and state. **E. T. library:** Associated. **News:** Yankee Network News Service; also local news. **Commentators:** Bill Elliot, Lou La Haye, and Ken RapiEFF (newscasters); Virginia Miller (fashions; food news); Jeanne Poli and Bill Farley (coming radio features and guest artists).

WDRG, HARTFORD

Operator: WDRG, Inc., 750 Main St. **Phone:** 7-1188. **Power:** 5,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** 1922.

General manager, station manager: Franklin M. Doolittle. **Commercial manager:** William F. Malo. **Program director:**

Walter Haase. **Chief engineer:** Italo Martino. **Educational director:** S. V. Couch.

Rep: Paul H. Raymer Co. **Seating facilities:** 50 persons. **Merchandising:** Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. **Foreign language programs:** None accepted. **Artists bureau:** None. **Base rate:** \$190.

Copy restrictions: No liquor advertising is accepted; all other copy subject to station approval. **E. T. library:** None. **News:** UP. **Commentators:** Ray Barrett, Bob Provan, Harvey Olson and Gil Bayek (newscasters).

WTHT, HARTFORD

Operator: The Hartford Times, Inc., 983 Main Street. **Phone:** 7-6481. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** August 12, 1936. (Note: This station is newspaper-owned by the Hartford Times).

Station head: Francis S. Murphy, head and general manager of the Hartford Times. **Station manager:** Cedric W. Foster. **Commercial manager:** C. Glover Delaney. **Chief engineer:** Richard K. Blackburn. **Program director:** Laurent H. Martineau. **Assistant program director:** John S. Lloyd.

Rep: J. P. McKinney & Son. **Seating facilities:** About 300 persons. **Merchandising:** Publicity and listings in Hartford Times. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: No beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations. **E. T. library:** Standard. **News:** AP; Yankee Network News Service. **Com-**

EXTRA BUSINESS FOR YOU . .

**IN THE
WTIC
MARKET!**



Take a second look at the WTIC Market. You'll find a market that has come through these last distressful years with per capita retail purchases consistently—and substantially—above the national average.

You'll find a market today with the money to spend and what's more important the willingness to spend it. For instance, Connecticut ranks second only to the District of Columbia in increase of effective buying income for 1939. Second only to Michigan in increase of retail sales for 1939 over 1938.*

In short, this is a market where payrolls are a matter of good, hard spending dollars that circulate freely. A market where freedom from sales and income taxes leaves more money to buy things people WANT.

The inside track for your share of the extra business this market offers is Station WTIC. Use it—beginning now!

* Sales Management figures.

**WTIC 50,000
WATTS**

A "MUST" FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network
Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

CONNECTICUT STATIONS—Continued

mentators: Cedric W. Foster (news commentator); Frederick Bieber (newscaster); Harold Ogden and John Lloyd (sports); Una King (fashions; cooking).

WTIC, HARTFORD

Operator: The Travelers Broadcasting Service Corp., 26 Grove St. **Phone:** 2-3181. **Power:** 50,000 watts on 1040 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** Feb. 10, 1925.

General manager: Paul W. Morency. **Sales manager:** Walter Johnson. **Program manager:** Thomas C. McCray. **Sales promotion, publicity:** James F. Clancy. **Musical director:** Moshe Paranov. **Chief engineer:** J. Clayton Randall.

Rep: Weed & Co. **Seating facilities:** Observation room accomodates 200. **Merchandising:** Rendered at cost. **Foreign language programs:** No set rules; currently has dance program in Polish from the Polish National Home. **Artists bureau:** None. **Base rate:** \$400.

Copy restrictions: Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Andre Schenker (news commentator); Gordon Wilcox, Robert Rissing, Philip Becker, George Bowe, Bruce Kern, and Bernard Mullins (newscasters); Robert Steele (newscaster; sports); Mary Larkin (cooking; home economics; women's features).

WNBC, NEW BRITAIN-HARTFORD

Operator: State Broadcasting Corp., 272 Main St., New Britain; 54 Pratt St., Hartford. **Phone:** Hartford, 7-9131. **Power:** 1,000 watts on 1380 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** July 15, 1935.

General manager: Richard W. Davis. **Program director:** L. C. Edwardson. **Chief engineer:** Rogers B. Holt. **Publicity director:** Milton Berkowitz.

Rep: Headley-Reed Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. **Foreign language programs:** Accepted. **Artists bureau:** None; station talent available, however. **Base rate:** \$120.

Copy restrictions: Accept beer and wine; all copy subject to station approval and government regulation. **E. T. library:** Associated. **News:** UP. **Commentators:** Milton Berkowitz.

WELL, NEW HAVEN

Operator: City Broadcasting Corp., 221 Orange St. **Phone:** 8-1133. **Power:** 500 and 250 watts on 930 kc. **Affiliation:** None. **Opened:** Oct. 10, 1935.

General manager, station manager, commercial manager: James T. Milne. **Program director:** Charles Wright. **Chief engineer:** J. Gordon Keyworth. **Artists bureau head, musical director:** Miss Marion Reynolds. **Publicity director:** Vincent E. Palmeri.

Rep: William G. Rambeau Co. **Seating facilities:** Arrangements can be made with Hotel Taft for ballroom; also local theatres. **Merchandising:** Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. **Foreign language programs:** Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics. **E. T. library:** World. **News:** UP; also local. **Commentators:** Bill Dukeshire (news commentator; news editor); Michael J. Goode (political commentator); Carey Cronan (newscaster); Philip Buxbaum, Jr. (sports); Janet Slayton (fashions; news); Marion Reynolds (gardening; cooking); Elida B. Sterling (books).

WNLC, NEW LONDON

Operator: Thames Broadcasting Corp., Mohican Hotel. **Phone:** 4900. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee and Colonial Networks. **Opened:** Sept. 13, 1936.

President: Roderick L. Morey. **Station manager:** Gerald J. Morey. **Commercial manager:** Ivon B. Newman. **Program director:** Leonard Stevens. **Chief engineer:** Francis Garufy. **Musical director:** Richard Benvenuti. **Publicity director:** Edwin J. Morey.

Rep: None. **Seating facilities:** Two studios, seating 20 persons each. **Merchandising:** Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs distributed weekly. **Foreign language programs:** Accept programs, but not straight announcements. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: None, other than that copy be in good taste and not of an "ob-

CONNECTICUT STATIONS—Continued

jectionable nature." E. T. library: None listed. News: Yankee Network News Service; local. Commentators: Len Stevens, and Ted Hodge (newscasters); Mort Lubow (sports).

WATR, WATERBURY

Operator: WATR Co., Inc., 71 Grand Street. **Phone:** 3-5161. **Power:** 250 watts on 1290 kc. **Affiliation:** Yankee Network; Colonial; Mutual. **Opened:** June 15, 1934.

General and station manager: Harold Thomas.* **Business manager:** Samuel Elman. **Program director, artists bureau head:** James Parker. **Chief engineer:** John Burke. **Publicity director:** Charles Cutler.

Rep: Furgason & Walker, Inc. **Seating facilities:** Can accommodate 150 persons. **Merchandising:** Furnish displays, posters, etc. **Foreign language programs:** Has Italian, Lithuanian and Polish programs. **Artists bureau:** Yes. **Base rate:** \$100.

Copy restrictions: Accept beer, wine and liquor; patent medicines must meet approved standards. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Chase Kimbell (news commentator); William Derwin and John Cluney (sports); Fay Clark (fashions; cooking).

*Also operator of WBRK, Pittsfield, Mass.

WBRY, WATERBURY-NEW HAVEN

Operator: American-Republican, Inc., 136 Grand St., Waterbury (New Haven, Conn., address: 152 Temple St.). **Phone:** 3-1125; (New Haven: 7-1243). **Power:** 1,000 watts on 1530 kc. **Affiliation:** CBS. **Opened:** Nov. 3, 1934. (Note: WBRY is newspaper-owned by the Waterbury American and Republican.)

President: William J. Pape. **Station manager:** Erwin J. Frey. **Commercial manager:** Murray L. Grossman. **Program director:** Jack Henry. **Chief engineer:** Frank Hales. **Musical Director:** Waldo S. Newbury. **Publicity director:** E. Christy Erk.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Theatre room, capacity 150. **Merchandising:** Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. **Foreign language programs:** Accepted; have Italian, Lithuanian, and Polish live talent series. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed. **E. T. library:** NBC Thesaurus. **News:** AP; local. **Commentators:** E. Christy Erk (news commentator); Charles Batters (newscaster; sports).

DELAWARE

(57,600 radio homes, or 86% ownership among the State's total of 67,000 families. Urban ownership is 30,800, or 90% of urban families; rural ownership is 26,800, or 81% of rural families.)

Radio Homes by Counties

Kent 7,990 New Castle 38,260 Sussex 11,350

WDEL, WILMINGTON

Operator: WDEL, Inc., 10th & King Sts. **Phone:** 7268. **Power:** 1,000 and 250 watts on 1120 kc. **Affiliation:** NBC Basic Red; Mason-Dixon Radio Group. **Opened:** 1922.

Station executive: Clair R. McCollough.* **Station and commercial manager:** J. Gorman Walsh. **Program and musical director:** Edward Browning. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Mary

* See footnote to WGAL, Lancaster, Pa.

McCauley. **Publicity director:** Robert Roberts.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services offered, including publicity and listings in newspaper logs. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Horn Reitzes (sports); Mary McCauley (fashions; cooking; etc.).

DELAWARE STATIONS—Continued

WILM, WILMINGTON

Operator: Delaware Broadcasting Co., Inc., 920 King St. **Phone:** 7268. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1922.

Station executive: Clair R. McCollough.*
Station and commercial manager: J. Gor-

* See footnote to WGAL, Lancaster, Pa.

man Walsh. **Program director:** Harvey Smith. **Chief engineer:** J. E. Mathiot.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper logs. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: All copy must conform to station standards. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentator:** Bob Kelly (sports).

DISTRICT OF COLUMBIA

(152,900 radio homes, or 91% ownership among the District's total of 163,000 families.)

WINX, WASHINGTON

Operator: Lawrence J. Heller. **Power:** 250 watts (with 50 watt amplifier) on 1310 kc.

At press time this station had a construction permit only.

WJSV, WASHINGTON

Operator: Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. **Phone:** Metropolitan 3200. **Power:** 50,000 watts on 1460 kc. **Affiliation:** CBS. **Opened:** October 20, 1932.

Vice-president: Harry C. Butcher. **General manager:** A. D. Willard, Jr. **Program and educational director:** Lloyd Dennis, Jr. **Sales manager:** William D. Murdock. **Chief engineer:** Clyde Hunt. **Special events director:** Ann Gillis. **Musical director:** Paul Kain. **Production manager:** Barry Blake. **Promotion manager:** John Heiney. **Publicity director:** Paul Glynn.

Rep: Radio Sales. **Seating facilities:** Audiences from 100 to 1,200 can be seated. **Merchandising:** Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multigraphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost. **Foreign language programs:** No rules; no demand for same, as foreign population is very small. **Artists bureau:** None, as such, but has contracts with artists appearing regularly on station. **Base rate:** \$375.

Copy restrictions: CBS program policies. **E.T. library:** World. **News:** UP. **Com-**

mentators: Albert Warner (news commentator); Hugh Conover (newscaster); Arch McDonald (sports); Elinor Lee (women's features); Lucille Cohan (shopping news—as Nancy Dixon); Vesta Eales (book reviews); Albert N. Dennis (labor news).

WMAL, WASHINGTON

Operator: National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp. capital stock of which is owned by the Washington Star), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 watts on 630 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1926.

Vice-president: Frank M. Russell. **General manager:** Kenneth H. Berkeley. **Commercial manager:** John Dodge. **Program directors:** Carleton D. Smith and Fred Shawn. **Chief engineer:** A. E. Johnson. **Publicity director:** Marion Gale.

Rep: National Broadcasting Co. **Seating facilities:** One studio can accommodate 200 persons; two others have 100 capacity combined. **Merchandising:** Advisory service only. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200.

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

DISTRICT OF COLUMBIA STATIONS—Continued

two weeks in advance of initial program and the 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; other policies conform to NBC Program Policies. E.T. library: NBC Thesaurus. News: UP; INS. Commentators: Earl Godwin and Hilmar R. Baukhage (news commentators); William Crago and Raymond Michael (newscasters; sports commentators); Don Gardiner, George Gunn, Bryson Rash, Edwin Rogers, Jack Roney, Dorian St. George and Roger von Roth (newscasters); Bill Coyle (sports); Mary Mason (women's features).

WOL, WASHINGTON

Operator: American Broadcasting Company, 1627 K St., N.W. **Phone:** Metropolitan 0012. **Power** 1,000 watts on 1230 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** December 10, 1924.

Vice-president, general manager: William B. Dolph. **Commercial manager:** James Fishback. **Program director:** Madeline Ensign. **Chief engineer:** Henry H. Lyon. **Musical director:** Arthur W. Brown. **Publicity director:** Walter Knobloch.

Rep: International Radio Sales. **Seating facilities:** 200 persons. **Merchandising:** Supply lists of retailers and wholesalers; mail limited number of letters or printed matter, with advertiser paying postage and

furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$180.

Copy restrictions: Beer and wine advertising accepted weekdays only; all copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 25 words; commercial continuity must comply with NAB code as to length and content. **E. T. library:** Associated, Davis & Schwegler; Lang-Worth; NAB. **News:** Transradio. **Commentators:** Fulton Lewis, Jr. (news commentator); Walter Compton and Frank Blair (newscasters); Tony Wakeman (sports); Frances Northcross (homemaking).

WRC, WASHINGTON

Operator: National Broadcasting Co., Inc. (owner and operator), 724-14th St., N. W. **Phone:** Republic 4000. **Power:** 5,000 watts on 950 kc. **Affiliation:** NBC Basic Red. **Opened:** Aug. 1, 1923.

For officers, services and copy restrictions, see WMAL, Washington, D. C.

Base rate: \$240. **E.T. library:** NBC Thesaurus. **News:** UP; INS. **Commentators:** See WMAL, Washington, D. C.

FLORIDA

(297,900 radio homes, or 67% ownership among the State's total of 443,000 families. Urban ownership is 189,500, or 80% of urban families; rural ownership is 108,400, or 53% of rural families.)

Radio Homes by Counties

Alachua	5,660	Escambia	10,110	Jefferson	1,960
Baker	870	Flagler	430	Lafayette	620
Bay	2,120	Franklin	1,190	Lake	4,560
Bradford	1,260	Gadsden	3,870	Lee	3,190
Brevard	2,670	Gilchrist	520	Leon	3,960
Broward	4,530	Glades	430	Levy	1,880
Calhoun	970	Gulf	520	Liberty	610
Charlotte	780	Hamilton	1,270	Madison	2,050
Citrus	930	Hardee	1,640	Manatee	4,490
Clay	1,150	Hendry	600	Marion	4,920
Collier	430	Hernando	800	Martin	980
Columbia	2,250	Highlands	2,010	Monroe	2,810
Dade	38,000	Hillsborough	32,990	Nassau	1,520
De Soto	1,480	Holmes	1,480	Okaloosa	1,350
Dixie	1,100	Indian River	1,210	Okeechobee	670
Duval	36,730	Jackson	4,050	Orange	11,730

FLORIDA STATIONS—Continued

Osceola	2,220	St. Lucie	1,470	Union	790
Palm Beach	12,250	Santa Rosa	1,900	Volusia	10,340
Pasco	1,910	Sarasota	2,720	Wakulla	800
Pinellas	17,420	Seminole	3,760	Walton	1,990
Polk	14,230	Sumter	1,570	Washington	1,590
Putnam	3,420	Suwannee	2,140		
St. Johns	3,910	Taylor	2,120		

WMFJ, DAYTONA BEACH

Operator: W. Wright Esch, 126½ Magnolia Ave. **Phone:** 91. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Blue. **Opened:** April, 1935.

Owner-manager: W. W. Esch. **Commercial manager, artists bureau head, publicity director:** Ed Sims. **Program director:** Billie B. Esch. **Chief engineer:** Webster Ellenwood.

Rep: None listed. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; have about half a dozen orchestras, vocalists, actors, announcers.

Stock: Owned by W. W. Esch. **Base rate:** \$75.

Copy restrictions: No hard liquor; copy should "not offend good taste." **E. T. library:** Associated. **News:** Transradio; also local. **Commentators:** Ray Clancy (news commentator; newscaster); Ed Sims (sports); Kathleen Addison (fashions).

WFTL, FORT LAUDERDALE

Operator: Tom M. Bryan, 2700 S. Andrews Ave. **Phone:** 1300. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

President: Tom M. Bryan. **Station manager:** Robert M. Tigert. **Program director:** William M. Johns. **Chief engineer:** Francis G. Carroll.

Rep: Sears & Ayer, Inc. **Seating facilities:** Can accommodate about 80 persons. **Merchandising:** Dealer contracts, window cards, and direct mail furnished at cost. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and light wine copy accepted; no hard liquors; patent medicines subject to Federal Trade Commission approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Robert M. Tigert (news commentator); Gordon Eaton, Marion Moore, and Jim Knox (newscasters); Jack Robbins, and Bob Elmer (sports); Vilma Blair

(fashions; women in the news); Bill Johns (gossip).

WFTM, FORT MYERS

Operator: Fort Myers Broadcasting Co., 51 E. First St. **Phone:** 818. **Power:** 250 watts on 1210 kc. **Affiliation:** Florida Broadcasting System. **Opened:** March 1, 1940.

President, station manager: W. E. Bennis, Jr. **Commercial manager, publicity director:** Mrs. W. E. Bennis, Sr. **Program director:** Margaret Williams. **Chief engineer:** Bill Pickering. **Artists bureau head, musical director:** Buster Willis.

Rep: None. **Seating facilities:** None listed. **Merchandising:** None. **Foreign language programs:** No policy listed. **Artists bureau:** Setup nominal only. **Base rate:** \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising subject to approval of the station. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pickering (news commentator; newscaster; sports); Franklin Evans (newscaster; sports).

WRUF, GAINESVILLE

Operator: University of Florida. **Phone:** University 55. **Power:** 5,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** August, 1928.

Director: Garland Powell. **Office manager:** John L. Berry. **Commercial department:** Francis Kearney. **Technical department:** Dean Joseph Weil. **Engineer:** F. Banks Duncan.

Rep: Burn-Smith Co. **Seating facilities:** University auditorium 2,000. **Merchandising:** None. **Foreign language programs:** None; no need for them in this community. **Artists bureau:** None; staff composed entirely of non-pro artists. **Base rate:** \$75.

Copy restrictions: No alcoholic beverage advertising accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis. **E. T.**

FLORIDA STATIONS—Continued

library: World; Lang-Worth. News: AP. Commentators: David Russell (newscaster; sports); Raymond Kennedy and John Tanscy (newscasters); Jayne Crane (women's features); Jefferson Thomas (farm news and comment).

WJAX, JACKSONVILLE

Operator: City of Jacksonville, 1 Broad-
cast Place. Phone: 5-5821. Power: 5,000
and 1,000 watts on 900 kc. Affiliation:
NBC Florida Group. Opened: Nov. 25,
1925.

Station and commercial manager, chief
engineer: John T. Hopkins III.

Rep: John Blair & Co. Seating facilities:
100 persons. Merchandising: Rendered at
actual cost of stamps, letterheads, etc.; in-
stall window displays, contact dealers by
phone or personal calls, mail out circulars,
etc. Foreign language programs: Not ac-
cepted. Artists Bureau: None. Base rate:
\$190.

Copy restrictions: All copy subject to
station approval. E. T. library: NBC The-
saurus. News: INS. Commentators: George
Weeks, Jack Rathbun and Frank Ingels
(newscasters).

WJHP, JACKSONVILLE

Operator: The Metropolis Co. Power:
250 watts on 1290 kc.

At press time this station had a con-
struction permit only.

WMBR, JACKSONVILLE

Operator: Florida Broadcasting Co., 118
W. Adams St. Phone: 5-4387. Power: 250
watts on 1370 kc. Affiliation: CBS. Opened:
1927.

President, general manager, commercial
manager: Frank King. Production man-
ager, secretary, treasurer: Glenn Marshall,
Jr. Program director, musical director:
Charles Stone. Chief engineer: H. B.
Greene.

Rep: Paul H. Raymer Co. News: UP.
Seating facilities: Studio, seating 100 per-
sons. Merchandising: Contact distributors;
conduct monthly cross-section survey of
food and drug outlets. Foreign language
programs: Never any occasion for such
programs to date; probably would take,
after investigation of company and check
of translated copy. Artists bureau: Yes,
lists about 30 artists. Base rate: \$130.

Copy restrictions: Accept beer and wine;
no liquor advertising; all commercial copy
checked for good taste and truthfulness
and must not exceed 3 minutes per quar-
ter-hour. E. T. library: NAB; Standard.

News: UP. Commentators: Charlie Stone
(news commentator; newscaster; sports;
entertainment news); Larry Scarborough
(newscaster; sports); Carroll Gardner
(sports).

WLAK, LAKE LAND

Operator: Lake Region Broadcasting Co.,
New Florida Hotel. Phone: 2127. Power:
250 watts on 1310 kc. Affiliation: NBC
Florida Group. Opened: May 15, 1936.

Station manager: Bert Arnold. Com-
mercial manager: D. M. Brown. Program
director: Gordon Fletcher. Chief engineer:
W. P. Hunter. Musical director: E. B. Wil-
son.

Rep: John Blair & Co. Seating facilities:
Two studios, about 25 persons each. Mer-
chandising: Complete service available;
get dealer co-operation; furnish program
promotion and tie-in material without cost
unless special work is required. Foreign
language programs: Not accepted. Artists
bureau: None. Stock: Principally held by
J. P. Marchant. Base rate: \$75.

Copy restrictions: Beer and wine adver-
tising accepted, providing "high standard
of advertising is maintained"; patent medi-
cines and health advertising accepted only
if rigidly complying with Federal Trade
Commission regulations, and providing
copy does not offend the listener. E. T.
library: NBC Thesaurus. News: UP. Com-
mentators: Prof. I. G. MacKay (news com-
mentator); Thomas Matthews (newscaster);
Gordon Fletcher (sports); Mrs. Lillian
Whipple (cooking; fashions).

WIOD, MIAMI

Operator: Isle of Dreams Broadcasting
Corp., News Tower, 600 Biscayne Blvd.
Phone: 36444. Power: 5,000 watts on 610
kc. Affiliation: NBC Florida Group.
Opened: January, 1926. (Note: This station
is newspaper-owned by the Miami Daily
News.)

vice-president, general manager: Hal
Leyshon. Station manager, program direc-
tor: Martin S. Wales. Commercial man-
ager: S. A. Vetter. Chief engineer: Milton
C. Scott, Jr. Musical director: Isabel
Shaffer. Publicity director: Boarman Byrd.

Rep: George P. Hollingbery. Seating
facilities: Studio, seating 200 persons; spec-
tators' gallery, 100. Merchandising: Co-
operate, upon request, in supplying news-
paper and other publicity, window dis-
plays, etc.; all services rendered at actual
cost. Foreign language programs: Ac-
cepted, but must be accompanied by Eng-
lish translation. Artists bureau: Yes. Base
rate: \$160.

FLORIDA STATIONS—Continued

Copy restrictions: Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised." **E. T. library:** NBC Thesaurus; Associated. **News:** INS; UP. **Commentators:** Frank Malone, Francis P. Locke, and Blanca Estrella (news commentators); Sam Parker, Noah Tyler, and Blanca Estrella (newscasters); Bill Hightower (newscaster; sports); Jack Bell, Luther Voltz, and Hornton Fisher (sports); Jane Butler (women's features).

WQAM, MIAMI

Operator: Miami Broadcasting Co., Postal Bldg. **Phone:** 26121. **Power:** 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1921.

President: Fred W. Borton. **Station manager:** Fred Mizer. **Commercial manager, program director:** Norman MacKay. **Chief engineer:** Gene Rider. **Program manager:** Hazel McGuire.

Rep: John Blair & Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings; advertising in out-of-town newspapers; taxi bumper-strips. **Foreign language programs:** Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). **Artists bureau:** None; can supply artists, however. **Base rate:** \$150.

Copy restrictions: Commercials must comply with the N. A. B. code; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast. **E. T. library:** World and Lang-Worth. **News:** UP. **Commentators:** Fred Handrich (newscaster); Dinty Dennis and Bob Elmer (sports); Louise Malcomson ("Miss Betty"—fashions); Lynn Fox ("Sunshine Sally"—cooking).

WKAT, MIAMI BEACH

Operator: A. Frank Katzentine, 1759 N. Bay Road. **Phone:** 57471. **Power:** 1,000 watts on 1330 kc. **Affiliation:** NBC Blue. **Opened:** Nov. 1, 1937.

Owner: A. Frank Katzentine. **General manager:** John C. McCloy. **Program and musical director:** Bettye Lee Taylor. **Chief engineer:** Walter Kinney.

Rep: International Radio Sales. **Seating facilities:** Can accommodate about 150

persons. **Merchandising:** None. **Foreign language programs:** Some news programs are rendered in Spanish; no rules listed. **Artists Bureau:** None. **Base rate:** \$140.

Copy restrictions: No written rules; conservative policy maintained. **E. T. library:** Associated; Standard. **News:** UP.

WTMC, OCALA

Operator: Ocala Broadcasting Co., Inc., Ocala, Fla. **Phone:** 123. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue. **Opened:** July 1, 1939.

Station managers: Hal Davis. **Program director:** Lester Weil. **Chief engineer:** Livingston Wever.

Rep: John H. Ferry Associates. **Seating facilities:** Studio can accommodate about 35 persons. **Merchandising:** Distribute window and counter cards; follow-ups used wherever possible; all services gratis except for printing. **Foreign language programs:** Accepted; must be accompanied by full English translations. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wine copy accepted; station reserves the right to censor all copy. **E. T. library:** Standard. **News:** AP. **Commentators:** Lester Weil (newscaster); Katherine Riddle (women's features); Charles Beresford (sports).

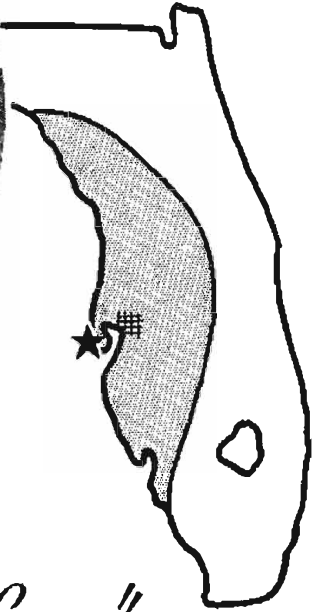
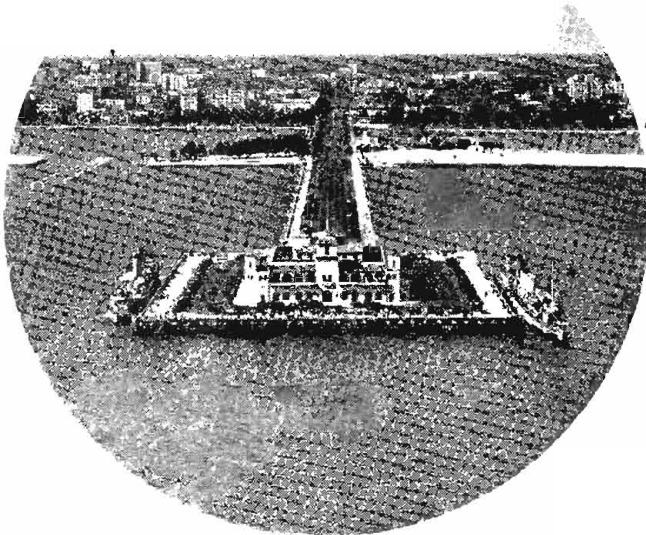
WDBO, ORLANDO

Operator: Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. **Phone:** 6181. **Power:** 5,000 and 1,000 watts on 580 kc. **Affiliation:** CBS. **Opened:** May 10, 1924.

President: Colonel George C. Johnston. **Station and commercial manager:** Harold P. Danforth. **Program director:** Ralph Rogers. **Chief engineer:** J. E. Yarbrough. **Studio director:** W. G. McBride. **Musical director:** Robert Willard. **Publicity director:** G. Burnett.

Rep: Paul H. Raymer Co. **Seating facilities:** Studios and large reception room; capacities not listed. **Merchandising:** Complete service offered at actual cost. **Foreign language programs:** Foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Col. William Glenn (news commentator); C. F. Batchelder (newscaster; sports); H. C. Scofield and W. G. McBride (newscasters); Virginia O'Rourke and "Marnie" (fashions); Mrs. Charles Geissler (contract bridge); K. C. Moore and R. N. Norris (agriculture).



"The Bright Spot in Business - near the Sun"

WSUN serves the largest concentration of resident and tourist population in the SUNSHINE STATE. Industry, agriculture and tourists . . . these together with tremendous investments in this area by Federal Military and Civil agencies . . . make this "Spot in the (W)SUN" a market you cannot afford to ignore. The WSUN area is GOOD business . . . definitely!

Represented by



WSUN

Business Offices - Recreation Pier - St. Petersburg, Florida

ST. PETERSBURG ~ ~ TAMPA

FLORIDA STATIONS—Continued

WLOF, ORLANDO

Operator: Hazlewood, Inc. Power: 250 watts on 1200 kc.

At press time this station had a construction permit only.

WDLP, PANAMA CITY

Operator: Panama City Broadcasting Co., First and Mercer Sts. Phone: 777. Power: 250 and 100 watts on 1200 kc. Affiliation: None. Opened: March 21, 1940.

General manager: Braden Ball. Commercial manager: Le Roy Gibson. Program and musical director: Fred Philips. Chief engineer: Edwin L. Pierce. Continuity and publicity director: Toni Veverka.

Rep: John H. Perry Associates. Seating facilities: Studio reception hall seats 25. Merchandising: Tie-ins with local newspaper afford program listings, etc. Foreign language programs: Accepted if complete translation is provided in advance, and copy complies with station and Federal rules. Artists bureau: None. Base rate: \$27.

Copy restrictions: Wine and beer copy accepted; no hard liquors; patent medicines must comply with Federal regulations and the rules of "good taste." E. T. library: World. News: AP. Commentators: Fredric Rabell (news commentator); Eddie Pierce (newscaster; sports); Fred Bradshaw (newscaster); Dick Veverka (sports); Toni Veverka (films; fashions; gardening; entertainment; homemaking); Rev. C. A. Cornell (religion).

WCOA, PENSACOLA

Operator: Pensacola Broadcasting Company, San Carlos Hotel. Phone: 4111. Power: 1,000 and 500 watts on 1340 kc. Affiliation: NBC Supplementary Group. Opened: February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

General and station manager: Irving F. Welch. Commercial manager: Bill Helie. Production manager: Jim Larkin. Program director: Virgil Evans. Chief engineer: Beecher Hayford. Musical director: Ray Rogers. Publicity director: Charles Sullivan.

Rep: John H. Perry Associates. Seating facilities: Studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. Merchandising: Maintain contacts with wholesalers; supply program listings and

publicity for local and out-of-town papers. Foreign language programs: Not accepted. Artists bureau: Yes; number of artists not given. Base rate: \$40 (1/2hr.).

Copy restrictions: Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words. E. T. library: Standard. News: AP; NBC. Commentators: Virgil G. Evans (newscaster; sports); Frank Pericola (sports); Dorothy Eastman (fashions; clubs; society).

WFOY, ST. AUGUSTINE

Operator: Fountain of Youth Broadcasting Co., Fountain of Youth Park. Phone: 1400. Power: 250 watts on 1210 kc. Affiliation: CBS. Opened: Feb. 11, 1937.

President, station manager: Glenn Marshall, Jr. Commercial manager: John H. Cummins. Program director: Ruth Loring Tanksley. Chief engineer: Ernest Raistrick.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate about 50 persons. Merchandising: Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer and wine accepted; no hard liquor. E. T. library: Standard. News: UP.

WSUN, ST. PETERSBURG

Operator: City of St. Petersburg, Municipal Pier. Phone: 4747. Power: 5,000 watt on 620 kc (shares transmitter and hours of operation with WFLA). Affiliation: NBC Florida Group. Opened 1927. (Note: This station is municipally owned.)

General, station and commercial manager: Louis J. Link. Program director: Bob Wilbur. Chief engineer: Louis J. Link. Publicity director: Ruth Clark.

Rep: International Radio Sales. Seating facilities: Studio seats 200 persons; auditorium, 3,000. Merchandising: Use street car cards; dealer contacts; general publicity; service is gratis. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste." E. T. library: Associated. News: INS. Commentators: Bob Wilbur (newscaster; agriculture news); Jeff Moshier and

FLORIDA STATIONS—Continued

Jerry Wigley (sports); Ruth Elson Clark (fashions; beauty; women in the news; radio program comment); Elizabeth Coates James (books).

WTSP, ST. PETERSBURG

Operator: Pinellas Broadcasting Co., 3500 Fourth St., North. **Phone:** 8108. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 30, 1939. (Note: This station is affiliated with the St. Petersburg Times.)

General, station and commercial manager: Fred Bugg. **Program director, traffic manager:** Genevieve Burke. **Chief engineer:** Garvin Combs.

Rep: None. **Seating facilities:** Audience room seats 20; main studio, 40. **Merchandising:** Every "reasonable cooperation" rendered gratis. **Foreign language programs:** None; station does not believe they are necessary in this area. **Artists bureau:** Can supply artists, but do not have them under contract. **Base rate:** \$60.

Copy restrictions: Beer and wine copy accepted if in good taste; no other alcoholic beverages. **E. T. library:** World. **News:** INS. **Commentators:** Don Bell (newscaster); Dan Hall (sports); Sally U. Nelson (fashions); Lillian Lewis (society); Jack Swift (grain reports, entertainment news).

WSPB, SARASOTA

Operator: WSPB, Inc., City Island. **Phones:** 2541; 2542. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Dec. 7, 1939.

President, general and commercial manager: Frank S. Lane. **Vice-president:** Ken Flenniken. **Program director, artists bureau head:** Jack Daub. **Chief engineer:** John Buning. **Musical director:** Bill Wilson. **Publicity director:** Bill Berry.

Rep: None. **Seating facilities:** Studios seat about 75 persons; remote facilities available from two municipal auditoriums, seating around 4,000 each, and three smaller auditoriums, seating over 1,500 each. **Merchandising:** Newspaper publicity, announcements, direct mail and personal calls rendered without charge. **Foreign language programs:** Spanish and Cuban programs or announcements accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$27.50.

Copy restrictions: Light wine and beer advertising accepted; no hard liquors; accept patent medicines; all copy subject to approval by the station. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Jack Daub and Bill Berry (newscasters; sports); Fred Reiter and Bill Wilson (newscasters); Jackie Vickers (fashions); Betty Newman (cooking; film news); Virginia Mathews (sports; fashions).

WTAL, TALLAHASSEE

Operator: Florida Capitol Broadcasters, Inc., Thomasville Highway. **Phone:** 1310-R. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 7, 1935. (Note: Gilbert Freeman, major stockholder in this station, is also major stockholder in three weekly newspapers: Highlands County Pilot, Scenic Highlands Sun, and Lake Placid News.)

President: Gilbert Freeman. **Station and commercial manager:** William C. Wyatt. **Program director:** Mildred E. Williams. **Chief engineer:** William Snowden, Jr.

Rep: None. **Seating facilities:** Small reception room, seating about 40 persons. **Merchandising:** Highway signs and complete remote facilities available. **Foreign language programs:** No set rules on acceptance. **Artists bureau:** None. **Stock:** Principal holders are Gilbert and Vera Freeman. **Base rate:** \$58.

Copy restrictions: Beer and wine copy accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station. **E. T. library:** Lang-Worth. **News:** Transradio. **Commentators:** William Snowden, Jr. (newscaster; entertainment news; local comment); Mildred E. Williams (newscaster; food and cooking; music; fashions; films news; etc.).

WDAE, TAMPA

Operator: Tampa Times Company, Tampa Terrace Hotel. **Phone:** M-1818. **Power:** 5,000 watts on 1220 kc. **Affiliation:** CBS. **Opened:** May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

President: David E. Smiley. **Vice-president:** Ralph Nicholson. **Station and commercial manager:** L. S. Mitchell. **Program director:** Kenneth W. Skelton. **Chief engineer:** William Pharr Moore. **Musical director:** M. E. Plattner. **Publicity director:** Joseph F. Smiley. **Educational director:** Joseph F. Smiley.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 40 persons. **Merchandising:** Dealer contacts personally or by phone; place show case and window cards; promotional letters. **Foreign language programs:** No policy listed. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; no hard liquor; no specific rules govern copy. **E. T. library:** Standard. **News:** Transradio; INS. **Commentators:** Kenneth W. Skelton and Tom Carruth (newscasters); Sol Fleischman and Bob Proctor (newscasters; sports); Ed Ray (sports); Charlotte Musgrave, Allie Lee Rush, and Irene Riley (women's features).

FLORIDA STATIONS—Continued

WFLA, TAMPA

Operator: Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. **Phone:** Tampa: H-1823; Clearwater: 2754. **Power:** 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) **Affiliation:** NBC Florida Group; Orange Network. **Opened:** November, 1925.

General manager, station manager, commercial manager: W. Walter Tison. **Program director:** Paul Jones. **Chief engineer:** Joe H. Mitchell. **Musical director, artists bureau head:** Frank Grasso. **Production manager:** Bud Farnum. **Publicity director:** Rhinhold Rogers.

Rep: John Blair & Co. **Seating facilities:** About 100 persons. **Merchandising:** Estimate on complete merchandising service submitted on request. **Foreign language programs:** Not accepted generally. **Artists bureau:** Yes; have about a dozen artists under contract. **Base rate:** \$120.

Copy restrictions: Accept wine and beer advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** Rhinhold Rogers

(newscaster); Bud Farnum (newscaster; sports); Patsy Kent (general comment); Isla Garcia (cooking).

WJNO, WEST PALM BEACH

Operator: WJNO, Inc., P. O. Box 189. **Phone:** 3638. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** July 31, 1936.

President: Laura O'Brien. **Station manager:** Stephen P. Willis. **Program director:** Francis Owens. **Chief engineer:** John K. Moore.

Rep: Weed & Co. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete cooperation with advertiser. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations. **E. T. library:** World, News; UP. **Commentators:** Hunter Reams (news commentator); Ben Decker (newscaster; sports); Francis Owens, Vernon Crawford, and Coleman Wilson (newscasters); Zulette Pierce (general women's features); Constance Brady (film gossip); Joan Holliday (interior decoration); Nancy Hall, and Karen Andre (fashions).

GEORGIA

(370,800 radio homes, or 52% ownership among the State's total of 716,000 families. Urban ownership is 180,500, or 74% of urban families; rural ownership is 190,300, or 40% of rural families.)

Radio Homes by Counties

Appling	1,270	Camden	750	Coweta	2,940
Atkinson	720	Campbell(See Fulton)		Crawford	580
Bacon	640	Candler	770	Crisp	2,220
Baker	690	Carroll	3,360	Dade	400
Baldwin	2,090	Catoosa	930	Dawson	280
Banks	750	Charlton	510	Decatur	2,790
Barrow	1,360	Chatham	21,150	De Kalb	12,600
Bartow	2,730	Chattahoochee	580	Dodge	2,100
Ben Hill	1,820	Chattooga	1,550	Dooly	1,670
Berrien	1,320	Cherokee	1,980	Dougherty	3,920
Bibb	13,860	Clarke	4,230	Douglas	890
Bleckley	880	Clay	690	Early	1,720
Brantley	700	Clayton	1,010	Echols	330
Brooks	2,120	Clinch	940	Effingham	1,130
Bryan	660	Cobb	4,420	Elbert	1,980
Bulloch	2,500	Coffee	1,870	Emanuel	2,220
Burke	3,180	Colquitt	3,150	Evans	670
Butts	980	Columbia	810	Fannin	1,240
Calhoun	1,110	Cook	1,120	Fayette	730

GEORGIA STATIONS—Continued

Floyd	6,570	Long	430	Seminole	670
Forsyth	860	Lowndes	4,110	Spalding	3,250
Franklin	1,380	Lumpkin	450	Stephens	1,280
Fulton with Camp- bell and Milton...	67,230	McDuffie	930	Stewart	1,120
Gilmer	620	McIntosh	810	Sumter	3,390
Glascok	400	Macon	1,730	Talbot	850
Glynn	3,410	Madison	1,290	Taliaferro	580
Gordon	1,610	Marion	650	Tattnall	1,420
Grady	1,860	Meriwether	2,330	Taylor	1,010
Greene	1,360	Miller	800	Telfair	1,470
Gwinnett	2,760	Milton	(See Fulton)	Terrell	1,990
Habersham	1,300	Mitchell	2,320	Thomas	4,210
Hall	3,540	Monroe	1,180	Tift	1,890
Hancock	1,140	Montgomery	880	Toombs	1,710
Haralson	1,250	Morgan	1,350	Towns	350
Harris	1,100	Murray	770	Treutlen	640
Hart	1,260	Musogee	10,050	Troup	4,780
Heard	710	Newton	1,940	Turner	1,080
Henry	1,440	Oconee	710	Twiggs	730
Houston	1,100	Oglethorpe	1,150	Union	480
Irwin	1,040	Paulding	1,050	Upson	2,220
Jackson	2,100	Peach	1,320	Walker	3,040
Jasper	920	Pickens	980	Walton	2,150
Jeff Davis	770	Pierce	1,180	Ware	4,150
Jefferson	1,980	Pike	950	Warren	990
Jenkins	1,330	Polk	2,940	Washington	2,500
Johnson	1,210	Pulaski	950	Wayne	1,390
Jones	780	Putnam	860	Webster	430
Lamar	1,140	Quitman	340	Wheeler	780
Lanier	530	Rabun	610	White	520
Laurens	3,360	Randolph	1,850	Whitfield	2,460
Lee	870	Richmond	13,300	Wilcox	1,220
Liberty	810	Rockdale	750	Wilkes	1,720
Lincoln	600	Schley	470	Wilkinson	1,150
		Screven	1,870	Worth	1,930

WGPC, ALBANY

Operator: Albany Broadcasting Co., Inc., 125½ N. Jackson St. **Phone:** 1370. **Power:** 250 watts on 1420 kc. **Affiliation:** Georgia Broadcasting System. **Opened:** July 1, 1934.

President: J. W. Woodruff, Sr. **Station manager:** A. T. Spies. **Program director:** Louis B. Poole. **Musical director:** Mrs. Martha Percilla. **Chief engineer:** Byron Lindsey, Jr.

Rep: Sears & Ayer, Inc. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Letters to trade, dealer contacts, etc. **Foreign language programs:** Not accepted (population less than 1% foreign). **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Adhere to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC. **E. T. library:** World. News: UP; also local news. **Commentators:** Bill Poole (newscaster; sports); Martha Percilla (women in the news; news comment; home arts and decoration).

WHPC, ALBANY

Operator: Herald Publishing Co. **Power:** 1,000 watts on 1230 kc (daytime only).

At press time this station had a construction permit only.

WGAI, ATHENS

Operator: J. K. Patrick & Co., Bobbin Mill Road. **Phone:** 1741. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** April 25, 1938. (Note: Earl B. Braswell, one of the four partners in this station, is publisher of the Athens Banner-Herald.)

Station and commercial manager, chief engineer: Melvin C. Gorman. **Program director:** Bill Evans.

Rep: None. **Seating facilities:** "Red" studio audience room seats 60; "Black" audience room seats 40. **Merchandising:** Distribute window cards and displays; help client in every way possible, especially in the drug field (one of the partners is a druggist); no charge for services.

GEORGIA STATIONS—Continued

Foreign language programs: No rules. **Artists bureau:** None. **Stock:** Station is owned by an equal partnership composed of J. K. Patrick, Earl B. Braswell, Tate Wright, and C. A. Rowland. **Base rate:** \$50.

Copy restrictions: No alcoholic beverages; have carried beer, "but are not inclined to do so in the future"; patent medicines accepted. **E. T. library:** Standard. **News:** AP through local newspaper; INS.

WAGA, ATLANTA

Operator: Liberty Broadcasting Corp., Western Union Bldg. **Phone:** Main 5101. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** NBC Blue Southern Group. **Opened:** Aug. 1, 1937 (in Atlanta; previously operated in Athens, Ga., as WTFI).

General manager: Jess Swicegood. **Program director:** Paul Overbay. **Chief engineer:** Cliff Hanson. **Musical director:** Earl Pudney.

Rep: John Blair & Co. **Seating facilities:** Have observation room; no capacity given. **Merchandising:** Newspaper publicity accorded sponsors. **Foreign language programs:** No occasion for same has arisen; audience of this type is small in the station's coverage area. **Artists bureau:** None. **Base rate:** \$170.

Copy restrictions: No hard liquor accounts accepted; copy must be "in good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Dick Pyron (newscaster); Joe Hill (newscaster; sports); Lee Bennett (sports); Susan Wade (film gossip).

WATL, ATLANTA

Operator: Atlanta Broadcasting Co., Henry Grady Bldg. **Phone:** Walnut 4377. **Power:** 250 watts on 1370 kc. **Affiliation:** Georgia Broadcasting System; Mutual Broadcasting System. **Opened:** 1931.

Owner: J. W. Woodruff*. **General manager:** Maurice C. Coleman. **Program and musical director:** Ken Keese. **Chief engineer:** James Comer.

Rep: Sears and Ayer, Inc. **Seating facilities:** 150 persons. **Merchandising:** Conduct direct mail campaigns—blotters, brochures, etc.; invite wholesalers and retailers to visit studios during programs; program listing in daily papers; letters to the trade. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$160.

Copy restrictions: All copy subject to acceptance by management; accept beer

*J. W. Woodruff is also president of WRBL, Columbus, Ga.

and wines; no hard liquors; accept cough remedies, headache powders, etc. **E. T. library:** Associated; World; Lang-Worth. **News:** INS. **Commentators:** Barney Oakes (news commentator; newscaster; gossip and entertainment); Julian Flint (newscaster; sports); Sandra Lee (fashions; Hollywood news); Harriett Hunt (general women's features).

WGST, ATLANTA

Operator: Southern Broadcasting Stations, Inc., Ansley Hotel. **Phone:** Walnut 8441. **Power:** 5,000 and 1,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** 1929. (Note: This station is owned by the Georgia School of Technology).

President: Clarence H. Calhoun. **Merchandising director:** Frank Gaither. **Program and educational director:** John Fulton. **Chief engineer:** Ben Akerman. **Musical director:** Lola Allen Wallace.

Rep: The Katz Agency. **Seating facilities:** None. **Merchandising:** Complete service offered free of charge. **Foreign language programs:** No rules, as no requests have been received to date. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Accept beer; no hard liquor; all copy subject to approval of program department. **E. T. library:** Standard. **News:** AP; Transradio. **Commentators:** Mike Clark and Frank Gaither (newscasters); John Fulton (sports); Frances Miller (women's features).

WSB, ATLANTA

Operator: The Atlanta Journal Company, Atlanta Biltmore Hotel. **Phones:** Hemlock 1045; Walnut 5050. **Power:** 50,000 watts on 740 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

General manager: J. Leonard Reinsch. **Commercial manager:** John M. Outler, Jr. **Production manager:** Marcus Bartlett. **Program director:** Roy McMillan. **Director of public service:** Lambdin Kay. **Chief engineer:** C. F. Daugherty. **Farm editor:** Bill Prance.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio reception parlor seats 200; Biltmore Hotel auditoriums, seating 750, available. **Merchandising:** Maintain sales checks; arrange and design display material; retail dealer letters; station house organ; conduct surveys; promote program and product through contact with dealers and distributors; audience promotion via spot announcements, theatre displays, etc. **Foreign language programs:** Not accepted.



THE SALES VOICE
OF THE SOUTH

WSB

THE ATLANTA JOURNAL - ATLANTA, GA.

50,000 WATTS

NBC RED - 740 KC

EDWARD PETRY & CO., Representatives

GEORGIA STATIONS—Continued

Artists bureau: Yes. Base rate: \$240 (½ hr.).

Copy restrictions: Alcoholic beverage advertising not accepted; copy and program must be in good taste; station reserves the right to edit all commercial copy. E. T. library: NBC Thesaurus; Lang-Worth. News: AP and UP. Commentators: Walter Paschal (news commentator); Brad Ansley, Herb Harris and Hugh Batey (newscasters); Ernie Harwell (sports); Mrs. Winifred S. Bell (home economics); Meodora Fields Perkinson (books; human interest stories); Grace Hartley (foods); Eloise Ray (fashions); Ruth Raine (gardens); Louise Mackay and Susan Jones Medlock (society); Jean Chalmers (music); Mrs. Robin Wood (rural activity); Enid Day and Penelope Penn (shopping information); George W. Mindling (weather); E. J. Rowell (fruit-vegetable quotations; live stock reports).

WRDW, AUGUSTA

Operator: Augusta Broadcasting Company, Tenth and Broad Sts. Phones: 2976-7-8. Power: 250 watts on 1500 kc. Affiliation: CBS. Opened: July 7, 1930.

Station manager: W. R. Ringson. Commercial manager: Thurston Bennett. Program director, artists bureau head: Charles H. Walters. Chief engineer: Harvey Aderhold.

Rep: Burn-Smith Co., Inc. Seating facilities: About 100 persons. Merchandising: Distribute postcards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. Foreign language programs: No rules listed. Artists bureau: Maintain service bureau placing artists without charge to the artist. Base rate: \$90 (portable remote or shortwave equipment at special rates).

Copy restrictions: Do not accept liquor advertising. E. T. library: World. News: UP. Commentators: Charles H. Walters, Glenn Marston, and Bill Joy (newscasters); Thurston Bennett (sports); (Miss) Joe Clark (fashions; civic news).

WMOG, BRUNSWICK

Operator: Coastal Broadcasting Co. Power: 250 and 100 watts on 1500 kc.

At press time this station had only recently been put into operation.

WRBL, COLUMBUS

Operator: Columbus Broadcasting Co., Inc., 1420 Second Avenue. Phone: 4300-4301. Power: 250 watts on 1200 kc. Affiliation: CBS; Georgia Broadcasting System. Opened: 1927.

Owner: J. W. Woodruff.* General manager: J. W. Woodruff, Jr. Commercial manager: James Davenport. Program director: Jack Gibney. Chief engineer: Oliver Heely. Musical director: Louise Heely. Publicity director: John Clarke.

Rep: Sears and Ayer, Inc. Seating facilities: 100 persons. Merchandising: Maintain a limited service, which is rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations. E. T. library: World; Davis & Schwegler; Lang-Worth. News: INS. Commentators: Jack Gibney (news commentator; sports); John Clarke, Bob Sabin, and Henry East (newscasters); Louise Heely (fashions; news); Anice Wismer (recipes; cooking).

* Also president of WATL, Atlanta, Ga.

WMJM, CORDELE

Operator: Cordele Dispatch Publishing Co., Inc. Power: 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WGGA, GAINESVILLE

Operator: Henry Estes, Austin Dean and L. H. Christian doing business as the Gainesville Broadcasters. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

WKEU, GRIFFIN

Operator: Radio Station WKEU, Griffin Hotel. Phone: 1137. Power: 100 watts on 1500 kc. Affiliation: None. Opened: July 4, 1933.

President, station manager, chief engineer: A. W. Marshall, Jr. Commercial manager: Joe Carter. Program director: Muriel Shackelford.

Rep: None. Seating facilities: No information given. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Base rate: \$30.

Copy restrictions: Rate card contains standard clauses. E. T. library: MacGregor. News: INS.

WBML, MACON

Operator: Middle Georgia Broadcasting Co. Power: 250 watts on 1420 kc.

GEORGIA STATIONS—Continued

At press time this station had a construction permit only.

WMAZ, MACON

Operator: Southeastern Broadcasting Co., Inc., 617 Mulberry St. **Phone:** 3131. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset in Albuquerque, N. Mex.). **Affiliation:** CBS. **Opened:** October 30, 1922.

President, general and station manager: Edward K. Cargill. **Commercial manager:** Frank Crowther. **Program director:** Allie V. Williams. **Chief engineer:** George P. Rankin, Jr. **Publicity director:** Wilton E. Cobb.

Rep: The Katz Agency. **Seating facilities:** Use Municipal Auditorium, seating 4,000, when necessary. **Merchandising:** Contact local dealers at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held entirely by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted, but not on Sunday; no hard liquor; 100-word announcements made only on participating programs. **E. T. library:** World; Davis & Schwegler; NAB; Lang-Worth. **News:** INS. **Commentators:** Holt Gewinner, John Hogan, and Wilton Cobb (newscasters); Ben Chatfield and Lem Clark (sports).

WMGA, MOULTRIE

Operator: Frank R. Pidcock, Sr., Moultrie, Ga. **Phone:** 999. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Nov. 25, 1939.

Business manager: John F. Pidcock. **Station and commercial manager, publicity director:** W. T. Hix. **Program director:** (Miss) Jackie Rhoden. **Chief engineer:** James W. Stewart.

Rep: F. L. Williams (Atlanta). **Seating facilities:** Auditorium seats 75 persons. **Merchandising:** None. **Foreign language programs:** Not accepted; foreign population too small. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Close censorship exercised against fraudulent, obscene, questionable, or injurious articles or products; station reserves right to edit all commercial announcements; advertising of alcoholic beverages not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Bradshaw (newscaster; sports); Jackie Rhoden (womens features).

WRGA, ROME

Operator: Rome Broadcasting Corp., National City Bank Bldg. **Phone:** 1995.

Power: 250 watts on 1500 kc. **Affiliation:** None. **Opened:** May 5, 1930.

President: John W. Quarles. **Station manager, commercial manager:** J. (Happy) Quarles. **Program director, publicity director:** Jimmy Kirby. **Chief engineer:** Robert Starr.

Rep: None. **Merchandising:** None. **Foreign language programs:** Not accepted; percentage of foreign population too small. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Whiskey not accepted; beer and wine okay. **E. T. library:** None. **News:** UP; also local. **Commentators:** Major Will A. Patton (news commentator); Price Selby (newscaster; sports); Mather Payne, Ed McKay, Jimmy Kirby, and Lamarr Talley (newscasters).

WSAV, SAVANNAH

Operator: WSAV, Inc., Liberty National Bank Bldg. **Phone:** 5600. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Southeastern Group. **Opened:** Dec. 29, 1939.

President: Arthur Lucas. **Station manager:** Harben Daniel. **Advertising manager, publicity director:** N. H. Brandon. **Program director, artists bureau head:** Robert Eisenman. **Chief engineer:** Meredith Thompson. **Musical director:** Electra Robertson.

Rep: None. **Seating facilities:** 50. **Merchandising:** Store tie-ins; placards in theatres; screen trailers; mailing pieces to trade. **Foreign language programs:** Not necessary in this area. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Follow provisions of the NAB code; beer copy accepted; no hard liquors. **E. T. library:** Associated. **News:** INS. **Commentators:** Robert Eisenman (newscaster; sports); Jane Dalton (women's features); Bill Penny (sports); Roger Skelton (newscaster).

WTOC, SAVANNAH

Operator: Savannah Broadcasting Co., Inc., 516 Abercorn St. **Phone:** 2-0127. **Power:** 5,000 and 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** October, 1929.

President: W. T. Knight, Jr. **Station manager:** Marjorie B. Willis. **Program manager:** Fred P. Pfahler, Jr. **Merchandising manager:** William B. Smart. **Local sales manager:** Robert R. Feagin. **Chief engineer:** James R. Donovan. **Educational and musical director:** Dwight J. Bruce. **Continuity manager:** Esther Shearouse.

Rep: The Katz Agency. **Seating facilities:** Reception room with view of studio

GEORGIA STATIONS—Continued

seats 30 persons. **Merchandising:** Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; signs on station shortwave truck. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$125.

Copy restrictions: Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Bob Crawford and Benjie Williams (newscasters); W. W. "Windy" Herrin (sports); Barbara Blane and Susan Carlin (women's features).

WPAX, THOMASVILLE

Operator: H. Wimpy. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** 1934.

Base rate: \$45.

No further information available after repeated requests.

WGOV, VALDOSTA

Operator: E. D. Rivers. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

WAYX, WAYCROSS

Operator: Jack Williams, 620 Plant Ave. **Phone:** 965. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Oct. 12, 1936.

(Note: Jack Williams, owner of this station, is also editor and publisher of the Waycross Journal-Herald.)

Station head: Jack Williams. **Station manager, chief engineer:** John J. Tobola. **Commercial manager:** Jack Harder. **Program director:** Jerry Winters.

Rep: None. **Seating facilities:** Reception room seats 50. **Merchandising:** Newspaper publicity and window displays offered gratis. **Foreign language programs:** Accepted, subject to the approval of the management. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste." **E. T. library:** World. **News:** AP. **Commentators:** Arlen Wilcort (news commentator; newscaster); Jerry Winters, and John Tobola (newscasters); Liston Elkins, and Douglas Hereford (sports); Martha Jane Folsom (women's features).

WDAK, WEST POINT

Operator: L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen and Aubrey Gay, doing business as the Valley Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

IDAHO

(98,700 radio homes, or 80% ownership among the State's total of 124,000 families. Urban ownership is 34,200, or 90% of urban families; rural ownership is 64,500, or 75% of rural families.)

Radio Homes by Counties

Ada	9,690	Cassia	2,470	Lewis	1,150
Adams	640	Clark	220	Lincoln	660
Bannock	7,060	Clearwater	1,350	Madison	1,540
Bear Lake	1,500	Custer	740	Minidoka	1,660
Benewah	1,500	Elmore	1,120	Nez Perce	4,320
Bingham	3,460	Franklin	1,700	Oneida	1,090
Blaine	860	Fremont	1,870	Owyhee	860
Boise	450	Gem	1,590	Payette	1,720
Bonner	3,190	Gooding	1,520	Power	940
Bonneville	3,990	Idaho	2,260	Shoshone	4,640
Boundary	1,100	Jefferson	1,740	Teton	630
Butte	430	Jerome	1,630	Twin Falls	6,660
Camas	320	Kootenai	4,910	Valley	810
Canyon	7,160	Latah	4,100	Washington	1,870
Caribou	430	Lemhi	1,150		

IDAHO STATIONS—Continued

KIDO, BOISE

Operator: C. G. Phillips, and Frank L. Hill, doing business as Boise Broadcast Station, Hotel Boise. **Phone** 660. **Power:** 2,500 and 1,000 watts on 1350 kc. **Affiliation:** NBC North Mountain Group. **Opened:** Nov. 5, 1928. (Note: C. G. Phillips and Frank L. Hill also own KORE, Eugene, Ore.)

Manager: Curt Phillips. **Office manager:** Bonnie Scotland. **Commercial manager:** Dick McBroom. **Program director:** Billy Phillips. **Continuity and publicity director:** Roy Civile. **Traffic manager:** Catherine Scotland. **Merchandising and special events director:** Clete Lee. **Chief engineer:** Harold (Teddy) Toedtemeier.

Rep: John Blair & Co. **Seating facilities:** About 300 persons. **Merchandising:** Use live talent and transcription shows to promote sponsored NBC programs, and transcription promotions for national spot advertisers; give sponsors at least two time-break mentions weekly; local merchants enrolled to give sponsor's products preference in return for mention on series of promotional programs; store and window displays; Sunday column in local paper plugs national sponsors (network and spot); all above services gratis; will cooperate on special plans. **Foreign language programs:** None; but population (Basque) would warrant Spanish. **Artists bureau:** Sustaining talent is made available to sponsors via nominal setup. **Base rate:** \$120.

Copy restrictions: Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted. **E. T. library:** World. **News:** UP; AP. **Commentators:** Vern E. Moore (newscaster); Roy Civile (baseball and football); Billy Phillips (fights); Opal Rigby (fashions); Clete Lee (entertainment news; Hollywood gossip).

KID, IDAHO FALLS

Operator: KID Broadcasting Co. **Power:** 5,000 and 500 watts on 1320 kc. **Affiliation:** None.

Base rate: \$94.50.

No other information available.

KRLC, LEWISTON

Operator: H. E. Studebaker, Lewis-Clark Hotel Bldg. **Phone:** 1950. **Power:** 250 watts on 1390 kc. **Affiliation:** None. **Opened:** March, 1935.

Owner: H. E. Studebaker. **Station manager:** Donald A. Wike. **Commercial manager:** R. A. Klise.

Rep: John Blair & Co. **Seating facilities:** None, except on remotes from local audi-

toriums. **Merchandising:** Any service rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

Copy restrictions: No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served." **E. T. library:** World; Lang-Worth; MacGregor. **News:** UP. **Commentators:** Curtis Butler, Rod Klise, and Don Wike (newscasters)

KFXD, NAMPA

Operator: Frank E. Hurt, 1024 12th Avenue, S. **Phone:** 1200. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** October, 1924.

Station manager: Frank E. Hurt. **Commercial manager:** Doyle Cain. **Program and musical director:** Maxine Hurt. **Chief engineer:** Eddie Hurt.

Rep: None. **Seating facilities:** 40 persons. **Merchandising:** Have a contact man covering a radius of 70 miles. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$15 (½ hr.).

Copy restrictions: No beer, wine, liquor or patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus; NAB; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Rusty Johnston, John Paul Grose, Eddie Hurt, and James Carlson (newscasters); Doyle Cain (sports).

KSEL, POCATELLO

Operator: Radio Service Corporation of Idaho, Pocatello. **Phone:** 960. **Power:** 1,000 and 250 watts on 900 kc. **Affiliation:** NBC North Mountain Group. **Opened:** August, 1926.

General manager: Henry H. Fletcher. **Program director:** Ruthe A. Fletcher. **Chief engineer:** James E. Mitchell. **Musical director:** Harold A. Sparks. **Publicity director:** Julian H. Boone.

Rep: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Service available. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Accept beer; no wine or liquor. **E. T. library:** Lang-Worth; MacGregor; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Harold A. Sparks, Melvin S. Vittum, and James E. Mitchell (newscasters).

KTFI, TWIN FALLS

Operator: Radio Broadcasting Corp., Radio Center Bldg. **Phone:** 30. **Power:** 1,000

IDAHO STATIONS—Continued

watts on 1240 kc. Affiliation; NBC North Mountain Group. Opened: October, 1928.

President: O. P. Soule. Vice-president, general manager: John E. Gardner. Commercial manager: Jay Spracher. Program director: Florence M. Gardner. Chief engineer: Frank V. Cox. Musical director: Will Wright. Educational director, production manager: Charles Crabtree. Publicity director: Richard Harbert.

Rep: Furgason & Walker, Inc.; Homer O. Griffith (Pacific Coast). Seating facilities: KTFI Radioland Concert Hall, 500. Merchandising: Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. Foreign language programs: No call for these. Artists bureau: Partial service; information and prices on request. Base rate: \$70.

Copy restrictions: Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy must conform to NAB code; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission. E. T. library: Lang-Worth; Davis & Schwegler; MacGregor. News: Transradio. Commentators: Charles Crab-

tree (newscaster; sports); Ellis Call and Will Wright (newscasters); Alvin Kempton (sports).

KWAL, WALLACE-KELLOGG

Operator: Chester Howarth and Clarence Berger, Civic Center Bldg. Phone: 330. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: Dec. 17, 1939.

Station manager: Clarence Berger. Commercial manager: Rodney G. McArdle. Program director: Ethel Clayton. Chief engineer: William H. Brunner.

Rep: None. Seating facilities: Auditorium of Veterans' Memorial Hall available, seating 200 persons. Merchandising: Distribute window cards or signs, and plug program via courtesy announcements; all services rendered without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$40.

Copy restrictions: Beer advertising accepted; no wines or hard liquor; commercial copy may not exceed 10% of program time; patent medicines accepted if they do not guarantee cures and are otherwise in compliance with station policy. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Donald Callahan, Charles Johnson (newscasters); Chester J. Howarth (stock market comment; market gossip).

ILLINOIS

(1,857,100 radio homes, or 90% ownership among the State's total of 2,063,000 families. Urban ownership is 1,426,600, or 93% of urban families; rural ownership is 430,500, or 80% of rural families.)

Radio Homes by Counties

Adams	15,900	De Kalb.....	8,120	Henry	10,850
Alexander.....	5,360	De Witt.....	4,430	Iroquois.....	7,340
Bond	3,460	Douglas.....	4,160	Jackson.....	8,020
Boone	3,730	Du Page.....	22,660	Jasper	2,810
Brown	1,960	Edgar	6,000	Jefferson.....	7,160
Bureau	9,060	Edwards.....	2,060	Jersey	2,870
Calhoun	1,630	Effingham.....	4,150	Jo Daviess.....	4,880
Carroll	4,630	Fayette.....	5,140	Johnson.....	2,110
Cass	4,000	Ford	3,680	Kane	30,150
Champaign.....	15,790	Franklin.....	13,220	Kankakee.....	10,720
Christian.....	8,800	Fulton	10,740	Kendall.....	2,400
Clark	4,250	Gallatin.....	2,130	Knox	13,170
Clay	3,640	Greene.....	4,730	Lake	23,920
Clinton.....	4,530	Grundy.....	4,160	La Salle.....	22,770
Coles	9,120	Hamilton.....	2,780	Lawrence.....	4,910
Cook	996,480	Hancock.....	6,630	Lee	7,060
Crawford.....	4,940	Hardin.....	1,440	Livingston.....	8,460
Cumberland.....	2,370	Henderson.....	2,010	Logan	6,230



• Our nation's second largest market is yours—and for but a small bit of practical asking.

• From soap to sedans—from soup to cigarettes WBBM gets in and *sells*.

• Make a note to let one of our representatives tell you why WBBM has led all other Chicago radio stations in advertising for eight years. And how and why *your* company can use the experience of twenty years of successful radio selling to take over this vast sales empire.

• Our men in any Radio Sales office are anxious to tell you about WBBM.

WBBM 50,000 WATTS • CHICAGO

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales, with offices in New York • Detroit • St. Louis • Charlotte, N. C. • Los Angeles • San Francisco



ILLINOIS STATIONS—Continued

McDonough	6,890	Ogle	6,700	Shelby	5,990
McHenry	8,170	Peoria	33,880	Stark	2,100
McLean	17,740	Perry	5,240	Stephenson	9,920
Macon	20,370	Platt	3,480	Tazewell	10,780
Macoupin	11,710	Pike	5,740	Union	3,860
Madison	34,190	Pope	1,660	Vermillion	21,040
Marion	8,640	Pulaski	3,250	Wabash	3,130
Marshall	3,060	Putnam	1,160	Warren	5,300
Mason	3,690	Randolph	6,070	Washington	3,560
Massac	3,170	Richland	3,370	Wayne	4,110
Menard	2,480	Rock Island.....	24,700	White	4,090
Mercer	3,960	St. Clair.....	39,010	Whiteside	9,430
Monroe	2,730	Saline	8,160	Will	24,550
Montgomery	8,400	Sangamon	27,410	Williamson	12,300
Morgan	7,460	Schuyler	2,700	Winnebago	28,940
Moultrie	2,880	Scott	2,020	Woodford	4,190

WMRO, AURORA

Operator: Martin R. O'Brien, 34 S. River St. **Phone:** 4215. **Power:** 250 watts on 1250 kc (daytime). **Affiliation:** None. **Opened:** Dec. 13, 1938.

Owner, station and commercial manager: Martin R. O'Brien. **Sales manager:** Vincent G. Cofey. **Program director:** Robert Carlton. **Chief engineer:** Leo Burch. **Artists bureau head:** Elizabeth Geib. **Musical director:** Mary Louise Brown.

Rep: None. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$46.

Copy restrictions: Patent medicines subject to strict supervision and generally "frowned on"; wholesale (but not retail) beer accounts accepted; hard liquor copy not accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** AP through the Aurora Beacon. **Commentators:** Russ Salter (newscaster); Martin R. O'Brien, Charles Hunter, and Robert Diller (sports); Julia Van Der Meer (shopping).

WJBC, BLOOMINGTON

Operator: Arthur Malcolm McGregor and Dorothy Charlotte McGregor, Bloomington. **Phone:** 535. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Sept., 1934.

Station head and manager: A. M. McGregor. **Commercial manager, publicity director:** Hugh L. Gately. **Chief engineer:** Ted Bailey.

Rep: Cox and Tanz. **Seating facilities:** 50 persons. **Merchandising:** All programs with a contest or premium angle are handled without cost through Contest Editor, who answers fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. **Foreign language programs:**

Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste. **E. T. library:** Lang-Worth; Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Jay Franklin (news commentator); Guy Wallace (newscaster; sports); Riley Jackson (sports); Louise Bosworth (cooking); Rex LaFleur (grain reports).

WCAZ CARTHAGE

Operator: Superior Broadcasting Service, Inc., 502 Wabash Ave. **Phone:** 520. **Power:** 100 watts on 1070 kc (daytime). **Affiliation:** None. **Opened:** October, 1922.

President: Robert Compton. **Station and commercial manager:** John Palmer. **Program and musical director:** Antoinette Palmer. **Chief engineer:** Byrl Shreve.

Rep: Allied Representation Co. **Seating facilities:** Reception room can accommodate 100 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$15 (¼ hr.).

Copy restrictions: Accept beer and patent medicines; no wines or liquor. **News:** Christian Science Monitor. **Commentators:** Jerome Kraehling, and Marvin Mueller (newscasters; stock and grain reports); Allen Howard Fry, and Stanley Wilson (film news; sports); Murphy Thomas (film news; books); Betty Berger (fashions).

WDWS, CHAMPAIGN

Operator: Champaign News Gazette, Inc., 48 Main St. **Phone:** 6-1855. **Power:** 250

W-G-N

IS KNOWN AS
SOMETHING MORE THAN
A RADIO STATION

TRIBUNE
SQUARE
CHICAGO



In a recent survey conducted by the Psychological Corp., W-G-N received more rankings as the most outstanding radio station in Chicago than did any other station in the city. Ask to see the facts.

50,000 WATTS

W-G-N INC.

720 KILOCYCLES

EASTERN SALES OFFICE
Norman Boggs
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois
Member of
The Mutual Broadcasting System

PACIFIC COAST OFFICES
Paul H. Raymer Co.
Los Angeles—530 W. Sixth St.
San Francisco—Russ Bldg.

ILLINOIS STATIONS—Continued

watts on 1370 kc. **Affiliation:** None. **Opened:** Jan. 25, 1937. (Note: This station is newspaper-owned by the *Champaign News Gazette*.)

Station manager: M. Stevick. **Commercial manager:** Frank Mills. **Program director:** Ken Rice. **Chief engineer:** Milton Putnam.

Rep: Sears & Ayer. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. **Foreign language programs:** No rules; no call for these programs. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accounts accepted; no hard liquor or patent medicines accepted. **E. T. library:** Associated. **News:** UP. **Commentators:** Carroll Layman (newscaster; sports); Marc Howard (newscaster).

WAAF, CHICAGO

Operator: Drovers Journal Publishing Co., Palmer House. **Phone:** Randolph 1932. **Power:** 1,000 watts on 920 kc (daytime only). **Affiliation:** None. **Opened:** May, 1922. (Note: This station is owned by the *Chicago Daily Drovers Journal*).

President: Ward A. Neff. **Station manager:** W. E. Hutchinson. **Commercial manager:** Arthur Harre. **Program director:** Bradley R. Eidmann. **Chief engineer:** Carl W. Ulrich. **Production:** Bradley Williams. **Musical director:** James Kozak. **Continuity and publicity:** Harry Creighton.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Publicity: window displays, bus cards, etc., gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$131.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicines subject to investigation and strict copy censorship. **E. T. library:** Associated; Lang-Worth; NAB. **News:** UP. **Commentators:** Carleton Guy (news commentator—"The Hoosier Philosopher"); Joel Douglas, and Will Morral (newscasters); Harry Craighton (sports); Myrna Dee Sergent (fashions; beauty hints); Don Alexander, and Louis Barr (grain and livestock reports).

WBBM, CHICAGO

Operator: Columbia Broadcasting System, Inc., 410 N. Michigan Ave. **Phone:** Whitehall 6000. **Power:** 50,000 watts on 770 kc. **Affiliation:** CBS. **Opened:** 1923.

Vice-president and manager: H. Leslie Atlass. **Assistant manager:** J. L. Van Volkensburg. **Commercial manager:** J. Kelly Smith. **Program director:** Bobby Brown. **Chief engineer:** Frank B. Falknor. **Musical director:** Milton Charles. **Publicity and special events director:** James Kane. **Educational director:** Lavinia S. Schwartz.

Rep: Radio Sales. **Seating facilities:** WBBM Air Theatre, seating 300 persons. **Merchandising:** Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$825.

Copy restrictions: CBS program policies. **E. T. library:** None listed. **News:** UP; INS. **Commentators:** Oren Weaver, Todd Hunter, Tommy Bartlett, Ed Roberts, John McCormick, Bob Cunningham, Bill Seymour, and Norman Ross (newscasters); Pat Flanagan, John Harrington, Charlie Grimm, Val Sherman, and Jim Crusinberry (sports).

WCBD, CHICAGO

Operator: WCBD, Inc., 2400 West Madison St. **Phone:** Seeley 8066. **Power:** 5,000 watts on 1080 kc (divides time with WMBI). **Affiliation:** None.

Station and commercial manager: Gene T. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Minerva Clemens. **Musical director:** Joseph Rudolph.

Rep: None. **Seating facilities:** Visitors' gallery for 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; all copy must be submitted in advance in native tongue and English. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Medical accounts must have approval of Food and Drugs administration as to product and copy. **E. T. library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentator:** Phil White (sports).

WCFL, CHICAGO

Operator: Chicago Federation of Labor, 666 Lake Shore Drive. **Phone:** Superior 5300. **Power:** 5,000 watts on 970 kc. **Affiliation:** NBC Blue and Red (alternate station). **Opened:** June, 1926.

General manager: Maynard Marquardt. **Commercial manager:** Melvin B. Wolens.

Rep: The Katz Agency. **Seating facilities:** 250 persons. **Merchandising:** Dealer contacts; promotion to union membership

**A Million Letters in 1939
10 Million Letters in 10 Years**

WLS GETS RESULTS



In Chicago and the great Mid-West WLS can be heard--it is *listened to*--and listeners do respond.

WLS

CHICAGO

Burridge D. Butler, - President
Glenn Snyder, - - Manager

JOHN BLAIR & COMPANY, National Representatives

KOY

Phoenix, Arizona
CBS, Affiliate

NOW ON

Always tops with Arizona listeners—now tops on the dial too!

550

KILOCYCLES
1000 WATTS

ILLINOIS STATIONS—Continued

—approximately 450,000 in station area; additional services rendered at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$250.

Copy restrictions: Copy subject to station approval and existing regulations. E. T. library: Standard. News: UP. Commentators: Edward Paul (newscaster); Jimmy Dudley (newscaster; sports); Jimmy Evans (sports); Nancy Stone (cooking).

WCRW, CHICAGO

Operator: Clinton R. White, 2756 Pine Grove Ave. Phone: Diversey 4440. Power: 100 watts on 1210 kc (divides time with WSBC and WEDC; operates 11 A.M. to 2 P.M. and 5 P.M. to 7 P.M.). Affiliation: None. Opened: July, 1926.

Owner, station head: Clinton R. White. Rep; merchandising; seating facilities; foreign language programs; artists bureau: None. Base rate: \$10 (10 minutes, 30 time rate).

Copy restrictions: Do not accept fortune tellers, lotteries, etc. E. T. library: None listed. News: None.

WEDC, CHICAGO

Operator: Emil Denemark, Inc., 3860 Ogden Ave. Phone: Crawford 4100. Power: 250 watts on 1210 kc (shares time with WCRW and WSBC). Affiliation: None. Opened: Nov. 26, 1926.

General manager: Emil Denemark. Station and commercial manager: Frank Kottour. Program and musical director, supervisor music library: William Brady. Chief engineer: Caleb Frisk. Artists bureau head: George Vares. Dramatic director: Edward Skotch. Continuity editor: Mabel Hays. Publicity director: Don Lavery.

Rep: None. Seating facilities: None. Merchandising: Mailings, posters, and other merchandising aids designed free and supplied at cost on request; station has tie-ups with local and suburban English and foreign-language newspapers; pre-announcements and newspaper publicity supplied in advance of first broadcasts. Foreign language programs: Bohemian, Polish, Italian, Mexican, Greek, Ukrainian, and Russian current. Artists bureau: Yes, lists various musicians, singers, orchestras. Base rate: \$85.

Copy restrictions: All legitimate copy accepted. E. T. library: Davis & Schwegler. News: UP. Commentators: Al Lavelle (newscaster; sports; motor news); Don Lavery (newscaster; sports); Walter Helezer and George Vares (newscasters); Marion Whitney (Hollywood news).

WENR, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. Phone: Superior 8300. Power: 50,000 watts on 870 kc (WENR divides time with WLS, Chicago). Affiliation: NBC Basic Blue. Opened: March 19, 1925. (Note: NBC also owns and operates WMAQ, Chicago).

Manager of Central Division: S. N. Strotz. Sales manager: M. Boyd. Program director: Jules Herbubeaux. Chief engineer: H. C. Luttgens. Artists bureau head: James Stirton. Musical director: Roy Shield. Publicity director: William Ray. Sales promotion and advertising manager: Emmons C. Carlson.

Rep: National Broadcasting Co. Seating facilities: Studio A, 400; studio D, 200; studio E, 200. Merchandising: Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying all costs. Foreign language programs: Not accepted. Artists bureau: Yes; has complete roster of talent. Base rate: \$720.

Copy restrictions: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago. E. T. library: NBC Thesaurus. News: AP; UP; INS. Commentators: Fort Pearson (newscaster; sports); Norman Barry, Durward Kirby, Les Griffith, Louis Roen, and Charles Lyon (newscasters); John Holtman (newscaster; radio gossip); Hal Totten and Dick Nesbitt (sports); Lynn Brandt (sports; radio gossip); Elizabeth Hart (household hints; fashions; women's features); Eleanor Howe (cooking).

WGES, CHICAGO

Operator: Oak Leaves Broadcasting Station, Inc., 2400 W. Madison St. Phone: Seeley 8066. Power: 500 watts (1,000 watts daytime Sundays) on 1360 kc (divides time with WSBT). Affiliation: None. Opened: Oct. 10, 1923.

Station and commercial manager: Gene T. Dyer. Program director, market and audience research: Arnold B. Hartley. Artists bureau head: Minerva Clemens. Musical director: Erma Gareri. Technical director: Edward Jacker.

Rep: None. Seating facilities: Visitors' gallery seating 50 persons. Merchandising: Complete division maintained; specific services not listed. Foreign language programs: Accepted; copy must be submitted, with translation, in advance. Artists bureau: Set-up nominal only. Base rate: \$95.

ILLINOIS STATIONS—Continued

Copy restrictions: All medicinal accounts, products and copy must be approved by Food & Drug Administration. **E. T. library:** NAB; Davis & Schwegler; Associated. **News:** INS. **Commentators:** Ferdinand Drzewicki and Stach Baranowski (Polish newscasters); Antonio Faustini (Italian newscaster); Charles Herold (Bohemian newscaster); Walter Lampell (German newscaster); Lydia Pucinska (fashions and cooking in Polish); Amabile Santacaterina (fashions and cooking in Italian); Sophie Barcus (fashions and cooking in Lithuanian).

WGN, CHICAGO

Operator: WGN, Inc., 441 No. Michigan. **Phone:** Superior 0100. **Power:** 50,000 watts on 720 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** June 1, 1924.

Managing director: W. E. Macfarlane. **Broadcast manager:** Quin A. Ryan. **Sales manager:** W. A. McGuineas. **Chief engineer:** C. J. Meyers. **Musical directors:** Harold Stokes; Henry Weber. **Publicity director:** F. P. Schreiber.

Rep: Maintains own offices at 220 E. 42nd St., New York; Paul H. Raymer Co., Los Angeles and San Francisco. **Seating fa-**

ilities: Studio A. 600 persons; six other studios vary in capacity from 20 to 150 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$750.

Copy restrictions: Do not accept depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter. **E. T. library:** World. **News:** UP; AP; Chicago Tribune News Bureau. **Commentators:** Quin Ryan, Capt. Herne, Billy Repaid, Ed Allen, Spencer Allen, Pierre Andre, Guy Savage, and Louis LaMar (newscasters); Bob Elson (sports); June Baker (home management); Myrna Dee Sargent (beauty hints); Janet Jenkins (store news); Jean Abbey (shopping hints).

WIND, GARY (IND.)

Operator: Johnson-Kennedy Radio Corp., 504 Broadway. **Phone:** 9191. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** August 15, 1927. (Note:

AMERICA'S
LARGEST
Independent Station

WJJD

CHICAGO, ILL.

20,000 WATTS

Nov. 1
1940

We move to new studios; new accommodations for even greater program efficiency for WJJD advertisers.

Constant activity in the improvement of programs and broadcasting service, so as to insure our advertisers the largest audience per dollar spent in the Chicago area, is only one of many reasons why WJJD should be figured in your National Spot Campaigns.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.



ILLINOIS STATIONS—Continued

WIND and WJJD, Chicago, are under the same general direction.)

President: Ralph L. Atlass. **General manager:** E. S. Mittendorf. **Sales manager:** J. T. Carey. **Program director:** Brooks Connally. **Chief engineer:** Kenneth C. Shirk. **Artists bureau head, musical director:** Bob Atcher. **Publicity director:** Al Hollender.

Rep: The Foreman Company. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Carrying Swedish, German, Italian; will accept no more foreign advertising; commercials limited to 35% of program time. **Artists bureau:** Nominal only. **Base rate:** \$200.

Copy restrictions: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Brooks Connally, Stan Corley, and Bill Corley (newscasters); Jack Drees (sports).

President: Ralph L. Atlass. **Vice-president:** H. Leslie Atlass. **Sales manager:** Herbert P. Sherman. **Program director:** J. L. Allabough. **Chief engineer:** Walter Myers. **Musical director:** Ben Kanter. **Publicity director:** Al Hollender.

Rep: Paul H. Raymer Co.; Walter Biddick Co., (Pacific Coast). **Seating facilities:** Studio, 250 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$260.

Copy restrictions: Beer, wine, alcoholic beverages accepted; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Frank Bignell, Allen Avery, Glenn Taylor, and Edward Humphrey (newscasters); Jack Drees, Lew Fonseca, and Charlie Grimm (sports); Barbara Winthrop (women's news); The Problem Lady (homemaking problems); Ervin Viktor (farm advisor).

WJJD, CHICAGO

Operator: WJJD, Inc., 201 N. Wells St. **Phone:** State 5466. **Power:** 20,000 watts on 1130 kc (operates to sunset in Salt Lake City). **Affiliation:** None. **Opened:** 1923.

WLS, CHICAGO

Operator: Agricultural Broadcasting Co., Prairie Farmer Bldg., 1230 West Washington Blvd. **Phone:** Haymarket 7500. **Power:** 50,000 watts on 870 kc (divides time with

WIND

Advertisers are assured greatly increased results because of the tremendous activity in the great Calumet steel area, where WIND is the Number 1 Station. Employment and wages are at new peaks.

WIND continues as the leading sports station in the Chicago Metropolitan area.

An unequalled coverage of the Industrial Steel area together with Metropolitan Chicago, plus reasonable rates that are currently producing a large volume of satisfied national and local business, continue to make WIND a station that should be included on every national schedule.

For Availabilities, Address

WIND

201 North Wells Street, Chicago
Foreman, Representatives—New York City

ILLINOIS STATIONS—Continued

WENR). **Affiliation:** NBC Basic Blue Network. **Opened:** April 12, 1924. (Note: This station is owned by Prairie Farmer, a bi-weekly; same owners control KOY, Phoenix, Ariz.).

President: Burrige D. Butler. **Vice-president and general manager:** Glenn Snyder. **Sales manager:** William R. Cline. **Program director:** Harold A. Safford. **Production director:** Al Boyd. **Chief engineer:** Thomas L. Rowe. **Artists bureau head:** George Ferguson. **Promotion and publicity director:** Don Kelly. **Educational director:** Harriet Hester. **Musical director:** Ray Ferris. **Continuity director:** Frank Baker. **Farm program director:** Arthur C. Page.

Rep: John Blair & Co. **Seating facilities:** Studio seating 50 persons; use local theatre, seating 1,200, every Saturday night, admission 75c. **Merchandising:** Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; handles bookings of all WLS acts. **Base rate:** \$750 (evenings); \$450 (daytime).

Copy restrictions: Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations. **E. T. library:** Lang-Worth; NAB. **News:** UP; Transradio. **Commentators:** Julian Bently, and Ervin Lewis (newscasters); Mrs. Harriet Hester (homemaking; fashions; women's features); Martha Crane, and Helen Joyce (cooking; foods); Jim Poole (live-stock markets); Dave Swanson (weekly live-stock review); F. C. Bisson (grain markets).

WMAQ, CHICAGO

Operator: National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. **Phone:** Superior 8300. **Power:** 50,000 watts on 670 kc. **Affiliation:** NBC Basic Red. **Opened:** March, 1922. (Note: NBC also owns and operates WENR, Chicago).

Personnel: See WENR, Chicago.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 400; studio D, 200; studio E, 200. **Merchandising:** Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a complete roster of talent. **Base rate:** \$800.

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 ac-

commodate 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 the program material must be arranged one week in advance of broadcast date; beer is accepted; no other alcoholic beverages; station adheres to NBC Program Policies. **E. T. library:** NBC Thesaurus. **News:** AP; UP; INS. **Commentators:** Dr. Preston Bradley (inspirational talks); for all others, see WENR, Chicago.

WMBI, CHICAGO

Operator: Moody Bible Institute of Chicago, 153 Institute Place. **Power:** 5,000 watts on 1080 kc (shares time with WCBD). **Opened:** 1926.

This station is non-commercial; church-owned.

WSBC, CHICAGO

Operator: WSBC, Inc., 2400 W. Madison St. **Phone:** Seeley 8066. **Power:** 250 watts on 1210 kc (divides time with WEDC and WCRW). **Affiliation:** None. **Opened:** 1924.

Station and commercial manager: John A. Dyer. **Program director, market and audience research:** Arnold B. Hartley. **Technical chief:** Edward Jacker. **Artists bureau head:** Sally Shulman. **Musical director:** Dean Remick.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Complete division maintained; specific services not listed. **Foreign language programs:** Accepted; copy and translation must be submitted in advance. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Medical accounts must have approval of Food and Drug Administration as to product and copy. **E. T. library:** Associated. **News:** INS. **Commentators:** John Steadman (newscaster); Robert Miller (newscaster; films); Mrs. Sonia Gold (fashions and cooking in Jewish); Mrs. Amabile Santacaterina (fashions and cooking in Italian).

WHFC, CICERO

Operator: WHFC, Inc., 6138 W. Cermak Road. **Phones:** Cicero 4305; Lawndale 8228. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1925.

President: Richard W. Hoffman. **Station manager, program director:** Marie E. Clifford. **Chief engineer:** Dave Mearns. **Musical director:** Dave Volkow.

Rep: None. **Seating facilities:** Studio seats about 400. **Merchandising:** None

ILLINOIS STATIONS—Continued

listed. Foreign language programs: Accepted; continuity written by staff members; translations checked from transcribed recordings of broadcast; time of advertising copy limited to conform with station regulations; copies of all talks, speeches, etc., must be submitted both in English and the foreign language at least 48 hours in advance. Artists bureau: None. Base rate: \$80.

Copy restrictions: Beer accepted, but no other alcoholic beverage advertising; patent medicines must comply with all Federal regulations and copy must be accepted in advance; all advertising copy should be submitted beforehand. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Ravenel and Marx Hartman (newscasters); Grant Butler (sports).

WDAN, DANVILLE

Operator: Northwestern Publishing Co., Hotel Wolford. **Phone:** Main 1700. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Oct. 30, 1933. (Note: Stock of this station is held by the Gannett Co., whose Danville newspaper is the Commercial-News.)

General manager: E. C. Hewes. **Station and commercial manager:** C. R. Richardson. **Program director:** Francis "Jake" Higgins. **Chief engineer:** Ted Magin. **Musical director:** Katherine Alt.

Rep: J. P. McKinney & Son. **Seating facilities:** South parlor of the Hotel Wolford seats 140; junior ballroom, 350; ballroom, 600. **Merchandising:** Promotion manager handles surveys, trade route lists, merchandising helps, etc; service is rendered gratis. **Foreign language programs:** No rules; foreign population is very small. **Artists bureau:** Can supply necessary talent. **Base rate:** \$80.

Copy restrictions: Alcoholic beverage advertising not accepted; all copy must conform to station standards and FCC regulations; six air appearances is maximum daily allowance per advertiser. **E. T. library:** World. **News:** UP. **Commentators:** Marvin Conn (newscaster); Jake Higgins (sports); Cody Noble (women's news and gossip; shopping; women's features); Jake Jacobs (market news and analysis).

WSOY, DECATUR

Operator: Commodore Broadcasting, Inc., 357 N. Main St. **Phone:** 5371. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925. (Note: This station is affiliated with the Decatur Herald and Review).

President: F. W. Schaub. **Vice-president,**

general manager: Merrill Lindsay. **Program director:** Berne Enterline. **Chief operator:** Milburn Stuckwisch. **Rural program supervisor:** Allen Bell.

Rep: Sears & Ayer, Inc. **Seating facilities:** None. **Merchandising:** Service maintained to aid clients in distributing their products. **Foreign language programs:** No foreign speaking population claimed in station area. **Artists bureau:** Yes. **Stock:** Held by Merrill Lindsay and Decatur Newspapers, Inc. **Base rate:** \$75.

Copy restrictions: Beer accepted; station reserves right to reject copy. **E. T. library:** World; Standard. **News:** AP. **Commentators:** L. M. (Berne) Enterline and Edw. L. Wilson (newscasters); Chuck Redfern (sports); Allen Bell (grain and farm comment).

WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

WGIL, GALESBURG

Operator: Galesburg Broadcasting Co., Hill Arcade. **Phone:** 4626 Main. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 12, 1938.

President, general manager: Howard A. Miller. **Commercial manager:** Virgil Schmit. **Chief engineer:** Gerald Foster.

Rep: Sears & Ayer, Inc. **Seating facilities:** Remote studios available for audiences; capacity not listed. **Merchandising:** Complete service rendered as part of client's radio campaign. **Foreign language programs:** Not accepted. **Artists bureau:** Can supply talent, though artists are not bound to any formal bureau by contract. **Base rate:** \$57 (1 hour, 13-time rate).

Copy restrictions: Beer and light wines accepted; no hard liquor; all copy subject to station approval. **E. T. library:** Standard. **News:** INS. **Commentators:** Bill Traylor (newscaster); Howard A. Miller (sports).

WEBQ, HARRISBURG

Operator: Harrisburg Broadcasting Co., 100 E. Poplar St. **Phone:** 28. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** September, 1923.

Station manager: Inglis M. Taylor. **Program director:** Virginia Crane. **Chief engineer:** Joseph R. Tate. **Artists bureau head:** Lindle Moore.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** None. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists about

ILLINOIS STATIONS—Continued

20 announcers, orchestras, string bands, individual artists, etc. **Base rate:** \$40.

Copy restrictions: Beer and wines accepted; no hard liquors; all contracts subject to approval of the management. **E. T. library:** None. **News:** Transradio; local. **Commentators:** Homer Butler (news commentator); Lindle Moore (news commentator); sports; Jay Warren and Bovard Clayton (newscasters; sports); Virginia Crane (women's features).

WJPF, HERRIN

Operator: Orville W. Lyerla. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WCLS, JOLIET

Operator: WCLS, Inc., Joliet Bldg. **Phones:** 4761-2. **Power:** 100 watts on 1310 kc (unlimited daytime; specified hours nighttime). **Affiliation:** None. **Opened:** May 1, 1931.

Manager: R. M. Holt. **Program director:** Jack Sharp. **Chief engineer:** George Ives.

Rep: Sears & Ayer, Inc. **Seating facilities:** 200. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau. **E. T. library:** Standard. **News:** UP. **Commentators:** Elizabeth Burke (news commentator; homemaking); Hary Caray, Scott Dilworth (newscasters); Gladys Arbeiter Erickson (society news).

WMBD, PEORIA

Operator: WMBD Broadcasting Co., 200 Alliance Lite Bldg. **Phone:** 7133. **Power:** 5,000 and 1,000 watts on 1440 kc. **Affiliation:** CBS. **Opened:** 1927.

President, station manager: Edgar L. Bill*. **Commercial manager:** Charles Caley. **Program director:** Gene Trace. **Chief engineer:** Ted Giles. **Artists bureau head:** Milton Budd. **Musical director:** Hod Hiatt. **Public relations:** Gomer Bath.

Rep: Free & Peters, Inc. **Seating facilities:**

ties: Studio, 150 persons. **Merchandising:** Merchandising man cooperates in creating and executing plans for advertisers. **Foreign language programs:** Not requested to date. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus. **E. T. library:** Associated. **News:** UP; local. **Commentators:** Brooks Watson (newscaster); John Connelly (sports); Jessica McFarland (fashions; women's features); Emil Bill (farm news and markets).

WTAD, QUINCY

Operator: Illinois Broadcasting Corp., W. C. U. Bldg. **Phone:** 363-4. **Power:** 1,000 watts on 900 kc (daytime). **Affiliation:** None. **Opened:** December, 1926. (Note: Station also maintains studios in the Orpheum Theatre, Hannibal, Mo.).

President: W. Emery Lancaster. **General manager:** C. Arthur Fifer. **Program manager:** Donald Fischer. **Commercial manager:** W. J. Rothschild. **Traffic director:** Zoula Gatewood. **Chief engineer:** Francis Wentura.

Rep: None. **Seating facilities:** Auditorium available, seating 600 persons. **Merchandising:** Complete point-of-sale merchandising available to clients. **Foreign language programs:** Not accepted. **Artists bureau:** Program department supplies talent. **Base rate:** \$85.

Copy restrictions: Station reserves right to edit all copy; latter must conform to FCC and FTC requirements. **E. T. library:** World. **News:** UP. **Commentators:** Bill Sohn (news commentator; newscaster); Don Fischer and Jack Sexton (newscasters); Bob Lee and Gene Terry (sports); Marian Sexton (fashions; cooking).

WROK, ROCKFORD

Operator: Rockford Broadcasters, Inc., Rockford News Tower. **Phone:** Main 5632. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** November, 1924. (Note: This station is affiliated with the Morning Star and Register Republic.)

President: Ruth Hanna Simms. **Managing director:** James W. Rodgers. **General manager:** Walter M. Koessler. **Program director:** John J. Dixon. **Promotion manager:** William R. Traum. **Commercial**

* Also president of WDZ, Tuscola, Ill.

ILLINOIS STATIONS—Continued

manager: William Carlsen. Chief engineer: Thomas Cameron. Musical directors: Lorna Lane and Florence Lovejoy Shugars.

Rep: Headley-Reed Co. Seating facilities: Studio, 75; also from remotes on occasion. Merchandising: Contact dealers; publicize program and product with window cards, stuffers, etc.; surveys; special mailing to merchants. Foreign language programs: Accept Swedish and Italian. Artists bureau: None. Base rate: \$110.

Copy restrictions: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager. E. T. library: Standard. News: UP. Commentators: William R. Traum (news commentator); Morey Owens (newscaster; sports; farm news); James Shelton, Ed Murphy, and John Dixon (newscasters); Effay Beynon (women's features).

WHBF, ROCK ISLAND

Operator: Rock Island Broadcasting Co., Safety Bldg., Rock Island; also 5th Avenue Bldg., Moline; also Orpheum Theatre, Davenport (Ia.). Phones: Rock Island 918, Moline 611; Davenport 3-2179. Power: 1,000 watts on 1240 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 23, 1932. (Note: Station first began operating under management of C. L. Beardsley in 1925. In 1932 it became an affiliate of the J. W. Potter Co., publishers of the Rock Island Argus.)

Vice-president, general manager: Leslie C. Johnson. Commercial manager: Maurice J. Corken. Production manager: Ivan Streed. Chief engineer: Robert J. Sinnett. Musical director: Lucia Thompson. Traffic director: Lois McDermand. Publicity directors: Don Wright, Helen M. Porter.

Rep: Howard H. Wilson Co. Seating facilities: Three studios; also Fort Armstrong Hotel ballroom, capacity 500. Merchandising: Complete service; dealer contacts by personal calls and mail; complete program listing in Rock Island Argus and Moline Dispatch; market research; instantaneous recording facilities. Foreign language programs: None. Artists bureau: None. Base rate: \$130.

Copy restrictions: Liquor advertising not accepted; beer and wines okay if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject disapproved by the FCC. E. T. library: Standard;

Lang-Worth. News: UP; own local and rural news. Commentators: J. Woodrow Magnuson (chief newscaster); Maurice Corken (sports); Millicent Polley (women's features).

WCBS, SPRINGFIELD

Operator: WCBS, Inc., 523 E. Capitol Ave. Phone: Dial 9855. Power: 250 watts on 1420 kc. Affiliation: None. Opened: October, 1926. (Note: This station is affiliated with the Illinois State Journal.)

President: Harold L. Dewing. Vice-president: A. W. Shipton. Secretary: L. G. Pefferle. Commercial manager: Jack Heintz. Program director: Jack Heintz. Chief engineer: Dick Ashenfelter. Artists bureau head, musical director: John Geil.

Rep: Sears & Ayer, Inc. Seating facilities: Studio A, 125 persons; Studio B, 25; Studio C, 8. Merchandising: Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. Foreign language programs: No rules; no call for these programs. Artists bureau: No formal bureau; can supply talent. Base rate: \$60.

Copy restrictions: Beer and wines accepted. E. T. library: World. News AP. Commentators: Charles Topp (news commentator); Noble Nash (newscaster); Bob Gregory and "Stretch" Miller (sports); Jean Abbey (fashions); Mary Dilley (cooking); Harold Grant (stock and grain reports).

WTAX, SPRINGFIELD

Operator: WTAX, Inc., Reisch Bldg. Phone: 2-4441. Power: 100 watts on 1210 kc. Affiliation: None. Opened: October, 1930.

President, station and commercial manager: Jay A. Johnson. Program director: Bob Kay. Chief engineer: Edward Ring.

Rep: Burn-Smith Co., Inc. Seating facilities: 100. Merchandising: Full cooperation available. Foreign language programs; No information given. Artists bureau: None. Base rate: \$60.

Copy restrictions: Accept beer and wine accounts; patent medicine copy subject to station approval. E. T. library: Associated. News: INS.

WDZ, TUSCOLA

Operator: WDZ Broadcasting Co., Star Bldg. Phone 98. Power: 1,000 watts on 1020 kc (operates daytime). Affiliation: None. Opened: June 20, 1920.

President: Edgar L. Bill.* Station manager, commercial manager: Clair B. Hull.

* Also president of WMBD, Peoria, Ill.

ILLINOIS STATIONS—Continued

Program director: Henry Fisher. **Chief engineer:** Mark Spies. **Musical director:** Herbert Johnston. **Continuity director:** J. Kent Saunders.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Full co-operation rendered. **Foreign language programs:** No rules. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product. **E. T. Library:** Standard. **News:** UP

Commentators: Fran Booton (news commentator; newscaster); Ed Martin (newscaster); Hank Fisher (sports); Martha Hull (fashions; children's program); Curt Marsh and Raymond Muir (grain markets).

WILL, URBANA

Operator: University of Illinois, 400 S. Wright St. **Power:** 5,000 watts on 580 kc (operates daytime). **Opened:** 1922.

This station is non-commercial; university-owned.

INDIANA

(816,800 radio homes, or 87% ownership among the State's total of 934,000 families. Urban ownership is 480,300, or 92% of urban families; rural ownership is 336,500, or 82% of rural families.)

Radio Homes by Counties

Adams	4,430	Hendricks	4,890	Pike	3,950
Allen	36,680	Henry	8,940	Porter	5,790
Bartholomew	6,330	Howard	11,900	Posey	4,300
Benton	2,760	Huntington	7,430	Pulaski	2,550
Blackford	3,410	Jackson	5,680	Putnam	5,050
Boone	5,720	Jasper	3,000	Randolph	6,590
Brown	1,150	Jay	5,190	Ripley	4,320
Carroll	3,930	Jefferson	4,540	Rush	4,830
Cass	8,820	Jennings	2,770	St. Joseph	39,710
Clark	7,570	Johnson	5,520	Scott	1,620
Clay	6,530	Knox	10,500	Shelby	6,930
Clinton	7,200	Kosciusko	7,140	Spencer	3,820
Crawford	2,280	Lagrange	3,280	Starke	2,580
Daviess	5,860	Lake	61,110	Steuben	3,620
Dearborn	5,210	La Porte	14,530	Sullivan	6,870
Decatur	4,490	Lawrence	8,490	Switzerland	2,060
De Kalb	6,460	Madison	21,110	Tiptecanoe	12,300
Delaware	17,590	Marion	115,670	Tipton	3,800
Dubois	4,520	Marshall	6,180	Union	1,560
Elkhart	18,110	Martin	2,180	Vanderburg	28,860
Fayette	4,930	Miami	7,500	Vermillion	6,060
Floyd	9,050	Monroe	8,800	Vigo	26,350
Fountain	4,650	Montgomery	7,170	Wabash	6,530
Franklin	3,330	Morgan	4,930	Warren	2,210
Fulton	3,900	Newton	2,420	Warrick	4,270
Gibson	7,070	Noble	5,830	Washington	3,810
Grant	13,090	Ohio	970	Wayne	14,330
Greene	7,660	Orange	4,060	Wells	4,570
Hamilton	6,210	Owen	2,830	White	3,970
Hancock	4,460	Parke	4,160	Whitley	4,010
Harrison	3,790	Perry	3,670		

WHBU, ANDERSON

Operator: Anderson Broadcasting Corp., Citizens Bank Bldg. **Phone:** 234. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** 1924.

President, general and station manager: L. M. Kennett. **Commercial manager:** L. Podhaski. **Program director:** C. K. Fulk. **Chief engineer:** W. Reeves.

Rep: None. **Seating facilities:** None. **Merchandising:** Mail out letters to the trade

INDIANA STATIONS—Continued

and contact dealers at actual cost. Foreign language programs: Will accept, but foreign population is very small. Artists bureau: None. Base rate: \$60.

Copy restrictions: Do not accept beer or other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program, and three minutes per half-hour program. **E. T. library:** Associated. **News:** INS.

WTRC, ELKHART

Operator: Truth Publishing Co., Inc., Hotel Elkhart. **Phone:** 948. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Nov. 19, 1931. (Note: This station is newspaper-owned by the Elkhart Daily Truth.)

Manager: R. R. Baker. **Program director:** Paul Upson. **Chief engineer:** Kenneth Singleton. **Musical director:** Ethel Geiss.

Rep: Tenney, Woodward & Conklin, Inc., Seating facilities: None. **Merchandising:** Complete service locally at no charge; 5% charged for work outside county. **Foreign language programs:** Accepted, subject to station approval. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted. **E. T. library:** Standard; World. **News:** UP. **Commentators:** Fred Reinhardt and Paul Upson (newscasters); Eldon Lundquist and Don McFall (sports); Dorothy Teeters (fashions; home hints); Valerie Beck and Betty Oldfield (child welfare); Dan Albrecht (entertainment news); Bob Byer (farm news; markets); Dean Smith (education).

WEOA, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** 1936. (Note: Same owners control WGBF, also of Evansville.)

General and station manager: Martin Leich. **Commercial manager, publicity director:** Clarence Leich. **Program director:** Pat Roper. **Chief engineer:** John Caraway, Jr.

Rep: Weed & Co. **Seating facilities:** Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000 (facilities shared with WGBF). **Merchandising:** Surveys, dealer contacts, promotion and publicity in city and county papers plus station's weekly bulletin (circulation 25,000); use of display window at downtown corner, free of charge; program publicity on nine

billboards; special services are rendered at actual cost. **Foreign language programs:** No set rules; probably would accept. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer, but no liquor copy; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste. **E. T. library:** World. **News:** UP. **Commentators:** Walter Leich (news commentator); Hubert H. Chambers, John Henry, and John Edington (newscasters); Paul A. Clark (sports); Lucille Van Winkle (fashions; cooking; household hints); Walter P. Wood, Jr. (local news; entertainment news).

WGBF, EVANSVILLE

Operator: Evansville on the Air, Inc., 519 Vine Street. **Phone:** 2-1171. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Supplementary Red and Blue Service. **Opened:** 1925. (Note: Same owners control WEOA, also of Evansville.)

Secretary, station and commercial manager, publicity director: Clarence Leich. **Program and musical director, artists bureau head:** Pat Roper. **Chief engineer:** Fay Gehres.

For all other particulars as to representative, services, and copy restrictions, see WEOA.

Base rate: \$150. **E. T. library:** World. **News:** UP. **Commentators:** See WEOA.

WGL, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Red and Blue Supplementary Service. **Opened:** 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** W. Charles Roe. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

Rep: NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not consider-

INDIANA STATIONS—Continued

ed feasible in this area. **Artists bureau:** None. **Stock:** Held by Westinghouse Radio Stations, Inc., subsidiary of Westinghouse Electric & Mfg. Co. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Ralph Knox and Bob Little (newscasters); John Hackett and Hilliard Gates (sports); Vicki Harris (fashions); Eldon Campbell (special events).

WOWO, FORT WAYNE

Operator: Westinghouse Radio Stations, Inc. (subsidiary of Westinghouse Electric & Mfg. Co.), Westinghouse Bldg. **Phone:** Anthony 2136. **Power:** 10,000 watts on 1160 kc (divides night-time with WWVA). **Affiliation:** NBC Basic Blue. **Opened:** May 25, 1925. (Note: WGL, Ft. Wayne, is under the same ownership as WOWO.)

Vice-president, general manager: Walter Evans. **Station manager:** W. C. Swartley. **Manager of sales:** Ford Billings. **Auditor:** J. B. Conley. **Program director:** Franklin Tooke. **Chief engineer:** Robert Duffield. **Musical director:** Jeane Brown. **Sales promotion and publicity director:** Jack O'Mara.

Rep: NBC Spot Sales. **Seating facilities:** Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. **Merchandising:** Send publicity to newspapers; plug program on the air; prepare and mail letters to wholesale and retail outlets at cost; supply market information; make surveys and mail analyses; help manufacturer's salesman or his jobbers. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$220.

Copy restrictions: See WGL. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **Commentators:** Bob Wilson (newscaster); John Hackett and Hilliard Gates (sports); Jane Weston (home economics); Vicki Harris (women in the news); Herb Hayworth (farm news); Eldon Campbell (special events).

WIND, GARY

See under Chicago, Ill.

WHIP, HAMMOND

Operator: Hammond-Calumet Broadcasting Corp., 5935 S. Hohman Ave. **Phone:**

Hammond 10,000. **Power:** 5,000 watts on 1480 kc (operates to sunset in Buffalo). **Affiliation:** None. **Opened:** Oct. 18, 1937.

President, general manager: Dr. George F. Courrier. **Managing director:** Doris Keane. **Program director:** Elmer Herkner. **Chief engineer:** H. V. Fitzscharles. **Musical director:** Reinhard Elster. **Public relations director:** S. Blomgren. **Artists bureau head:** Lorraine F. Schaeffer.

Rep: J. J. Haines, Chicago. **Seating facilities:** 350. **Merchandising:** Window cards, Chicago "E" and "I" posters; car cards; 200 suburban community and rural newspapers serviced through American News Bureau, and merchandising counsel rendered accounts using 15 minutes or more daily for minimum period of 13 weeks. **Foreign language programs:** Advertising in German, Polish, Irish, Lithuanian, Slovak, Hungarian, Croatian, and Yugo-Slav accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$200.

Copy restrictions: Liquor advertising not accepted, excepting beer and wine. **E. T. library:** Langworth. **News:** UP.

WWAE, HAMMOND

Operator: O. E. Richardson and Fred L. Adair, 5935 Hohman Ave. **Phone:** Ham-

Only
WOWO

DOMINATES
the
BRIGHT SPOT
of
INDIANA

plus a bonus of 199,940 radio homes in Ohio and Michigan

WESTINGHOUSE **WOWO**
FORT WAYNE

Indiana's **BIGGEST** Station
NBC Blue Call NBC Spot Sales

INDIANA STATIONS—Continued

mond 9800. Power: 100 watts on 1200 kc (shares night-time with WFAM). Affiliation: None.

Station manager: O. E. Richardson. Commercial manager: Robert C. Adair. Program director: W. R. Bean, Jr.

Base rate: \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all programs subject to approval of the station.

WFBM, INDIANAPOLIS

Operator: WFBM, Inc., 48 Monument Circle. Phone: Lincoln 8506. Power: 5000 watts on 1230 kc. Affiliation: CBS. Opened: Nov., 1924.

Station manager: Lester W. Lindow. Office manager: H. M. Bitner, Jr. Program director: F. O. Sharp. Chief engineer: Harold Holland. Musical director: Walter Reuleaux. Publicity: H. M. Bitner, Jr.

Rep: The Katz Agency, Inc. Seating facilities: None. Merchandising: Available upon request. Foreign language programs: No rules; such population reported as very small. Artists bureau: Yes. Base rate: \$256.

Copy restrictions: All program matter and advertising copy subject to approval of the management. E. T. library: Associated. News: INS. Commentators: Gilbert Forbes and Martin Johnson (newscasters); Lew Riley (sports); Mrs. Rose Lee Farrell (cooking).

WIBC, INDIANAPOLIS

Operator: Indiana Broadcasting Corp., 350 N. Meridian St. Phone: Li 2305. Power: 1,000 watts on 1050 kc (operates to local sunset). Affiliation: None. Opened: Oct. 30, 1938.

President: H. G. Wall. Vice-president, general manager: C. A. McLaughlin. Program director: Robert Longwell. Chief engineer: H. E. Adams. Artists bureau head: Richard Nobel. Musical director: Ward Glenn. Publicity director: Robert Longwell.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Complete service available at actual cost. Foreign language programs: None. Artists bureau: Setup nominal only. Base rate: \$112.50.

Copy restrictions: "Good taste governs all copy." E. T. library: NBC Thesaurus. News: UP. Commentators: Warren Deem and William Schingel (newscasters); Robert Longwell (newscaster; sports); Dick Noble, Luke Walton (sports); Jane Day (women's news); Mary Jo Carton (Hollywood news; fashion; cooking); Bill Schingel (markets).

WIRE, INDIANAPOLIS

Operator: Indianapolis Broadcasting, Inc., Claypool Hotel. Phone: Riley 1541-4. Power: 5,000 watts on 1400 kc. Affiliation: NBC Basic Red; Mutual. Opened: July 26, 1929. (Note: The stock of Indianapolis Broadcasting Inc. is owned by Central Newspapers, Inc.).

President, general manager: Eugene C. Pulliam. Assistant manager: Rex Schepp. Business manager: N. G. Mason. Chief engineer: Earl W. Lewis. Program director: Josephine Mason. Musical director: Harry Bason.

Rep: George P. Hollingbery Co. Seating facilities: Four auditoriums, capacity 2,000. Merchandising: Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. Foreign language programs: None. Artists bureau: None. Base rate: \$260.

Copy restrictions: All copy must conform to station standards and government regulations. E. T. library: Standard; World; Lang-Worth; BMI. News: UP. Commentators: Tris Coffin (news commentator); Dick Reed, Wally Nehrling, Pete French, Albert J. Beveridge, Jr., Eugene S. Pullman, and Tom Peden (newscasters); Vic Lund (newscaster; sports); George Gardner, and Mark Ellis (sports); Al Padan (Government market reports); John H. Armington (Government weather bureau).

WLBC, MUNCIE

Operator: Donald A. Burton, Anthony Bldg. Phone: 4404. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Nov. 11, 1926.

Owner, station manager: Donald A. Burton. Commercial manager: Wm. Craig. Program director: Carl Noble. Chief engineer: Maurice Crane.

Rep: Forjoe & Co. (East); Wm. R. Stewart (Chicago). Seating facilities: Studio A, 39. Merchandising: Service rendered on request; window displays, placards, newspaper tie-ups. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$80.

Copy restrictions: Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable. E. T. library: World; Associated. News: UP. Commentators: Ed De Miller, John Heener, Fred Brophy, and Chester Fouquet (newscasters); Gordon Graham (newscaster; sports); Don Burton (sports).

INDIANA STATIONS—Continued

WGRC, NEW ALBANY

See under Louisville, Ky.

WKBV, RICHMOND

Operator: Knox Radio Corp., P. O. Box 308. Phone: 4134. Power: 100 watts on 1500 kc. Affiliation: None. Opened: Oct. 2, 1926.

President, general manager: William O. Knox.

News: INS. E. T. library: Lang-Worth; Davis & Schwegler.

All other data on application.

WFAM, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 100 watts on 1200 kc (divides time with WWAE; operates 8 A.M. to 5 P.M. Sundays; 7 A.M. to noon, and 3:30 P.M. to 8 P.M. weekdays). Affiliation: None. Opened: 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, is under same ownership.)

Station manager: F. D. Schurz. Commercial manager: R. H. Swintz. Program director, artists bureau head: Bob Drain. Chief engineer: H. G. Cole. Musical director: Harlan Hogan. Publicity director: Mary Stockdale.

Rep: Paul H. Raymer Co. Seating facilities: None. Merchandising: Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. Foreign language programs: Yes; Polish and Hungarian programs current; special rates apply. Artists bureau: Nominally maintained. Base rate: \$75.

Copy restrictions: Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements. E. T. library: Associated. News: UP. Commentators: Lee Douglas, Mark Boyden, Tommy Dee, Bob Drain, and Bob Barker (newscasters); Joe Boland, and Jack Ledden (sports); Mrs. J. B. Riley (fashions; cooking; household hints); Peg Douglas (women's club news).

WSBT, SOUTH BEND

Operator: South Bend Tribune, 223 W. Colfax. Phone: 3-6161. Power: 500 watts

on 1360 kc (divides time with WGES; operates Sundays 5 P.M. to 11 P.M., weekdays noon to 3:30 P.M. and 8 P.M. to midnight). Affiliation: CBS. Opened: 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

Base rate: \$100.

For all other information, see WFAM.

WBOW, TERRE HAUTE

Operator: Banks of Wabash, Inc., 303 So. 6th St. Phone: Crawford 3394. Power: 250 watts on 1200 kc. Affiliation: NBC Basic Red and Blue Supplementary Service. Opened: 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

Vice-president, station manager: W. W. Behrman. Program director: Leo Baxter. Chief engineer: Stokes Gresham, Jr. Musical director: Leo Baxter. Publicity director: George Jackson.

Rep: Weed & Co. Seating facilities: About 100 persons. Merchandising: Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. Foreign language programs: Not accepted. Artists bureau; Set-up nominal only. Base rate: \$100.

Copy restrictions: Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made. E. T. library: Standard; Lang-Worth. News: Transradio. Commentators: Henry Cooke and Luke Walton (newscasters); Ruthmary Morton (women's features); Harold Brown (agriculture).

WAOV, VINCENNES

Operator: Vincennes Newspapers, Inc. Power: 100 watts on 1420 kc.

At press time this station had a construction permit only.

WBAA, WEST LAFAYETTE

Operator: Purdue University. Phone: 6076. Power: 1,000 and 500 watts on 890 kc (specified hours). Opened: 1919 on temporary license; permanent license since April 4, 1922.

This station is non-commercial; university-owned.

IOWA

(577,800 radio homes, or 85% ownership among the State's total of 680,000 families. Urban ownership is 262,500, or 93% of urban families; rural ownership is 315,300, or 79% of rural families.)

Radio Homes by Counties

Adair	3,110	Floyd	4,800	Monona	3,820
Adams	2,320	Franklin	3,540	Monroe	3,370
Allamakee	3,610	Fremont	3,380	Montgomery	4,060
Appanoose	5,950	Greene	3,690	Muscatine	7,740
Audubon	2,550	Grundy	2,940	O'Brien	4,120
Benton	5,290	Guthrie	3,910	Osceola	1,990
Black Hawk	17,130	Hamilton	4,520	Page	5,860
Boone	6,740	Hancock	2,950	Palo Alto	3,110
Bremer	3,920	Hardin	5,360	Plymouth	4,980
Buchanan	4,210	Harrison	5,450	Pocahontas	3,190
Buena Vista	4,220	Henry	4,020	Polk	45,010
Butler	3,880	Howard	2,880	Pottawattamie	16,640
Calhoun	3,890	Humboldt	2,780	Poweshiek	4,460
Carroll	4,650	Ida	2,520	Ringgold	2,760
Cass	4,640	Iowa	3,960	Sac	3,890
Cedar	3,860	Jackson	4,320	Scott	20,210
Cerro Gordo	9,050	Jasper	7,690	Shelby	3,510
Cherokee	3,730	Jefferson	4,020	Sioux	5,240
Chickasaw	3,170	Johnson	7,420	Story	7,440
Clarke	2,470	Jones	4,020	Tama	5,120
Clay	3,620	Keokuk	4,660	Taylor	3,540
Clayton	5,460	Kossuth	5,010	Union	4,360
Clinton	10,990	Lee	10,380	Van Buren	3,100
Crawford	4,500	Linn	21,480	Wapello	10,190
Dallas	6,080	Louisa	2,680	Warren	4,220
Davis	2,580	Lucas	3,590	Washington	4,740
Decatur	3,340	Lyon	2,950	Wayne	3,370
Delaware	3,960	Madison	3,380	Webster	9,500
Des Moines	10,050	Mahaska	6,290	Winnebago	2,580
Dickinson	2,350	Marion	5,990	Winneshiek	4,640
Dubuque	14,010	Marshall	8,070	Woodbury	24,390
Emmet	2,780	Mills	3,160	Worth	2,290
Fayette	6,780	Mitchell	3,170	Wright	4,490

WOL AMES

Operator: Iowa State College of Agriculture and Mechanic Arts. Phone: 2210; 228. Power: 5,000 watts on 640 kc (daytime). Opened: April, 1922.

This station is non-commercial; college-owned.

KFGQ, BOONE

Operator: Boone Biblical College. Power: 100 watts on 1370 kc (operates specified hours daytime).

This station is non-commercial.

WMT, CEDAR RAPIDS

Operator: Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lamson Hotel in Waterloo. Phones:

6127 (Cedar Rapids), 236 (Waterloo). Power: 5,000 and 1,000 watts on 600 kc. Affiliation: CBS; The Cowles Group; Mutual Broadcasting System. Opened: 1922. (Note: WMT is affiliated with the Des Moines Register & Tribune).

Vice-president, general manager: Sumner D. Quarton. Commercial manager: W. B. Quarton (Cedar Rapids); Don E. Inman (Waterloo). Program director: Douglas B. Grant. Chief engineer: Charles F. Quentin. Musical director: Douglas B. Grant. Merchandising and publicity director: Leo F. Cole (Cedar Rapids); (Waterloo merchandising director is Jack Comfort). Continuity editor: Wayne Crew. Traffic manager: Kenneth L. Hastie.

Rep: The Katz Agency. Seating facilities: Studio seats 100 persons; Roosevelt ballroom seats 100. Merchandising: Com-

How to sell IOWA'S LARGEST Single Market

• When you sell Iowa, sell the Des Moines Market first. Des Moines is Iowa's capital city—it's the largest city in the state—it's the automatic focusing point for much of the state's activity. And for approximately one-half of the state, it's definitely buying headquarters. It's Iowa's largest single market.

KRNT and KSO are tailor-made for this great market—concentrated in coverage—merchandisable to your distributors and dealers. The half millivolt contour of each station almost exactly outlines the Des Moines trading area.

Add it up this way:

Better than 1,000,000 population.

Annual retail sales of more than a quarter of a billion.

Concentrated, merchandisable coverage by either KSO or KRNT—both tailor-made for the market.

To sell Iowa, sell the Des Moines market first. Use either:

KSO or **KRNT**

1430 K.C.

5,000 W., L.S.—1,000 W., N.

NBC Basic Blue-Mutual

1320 K.C.

5,000 W., L.S.—1,000 W., N.

CBS Basic

DES MOINES

Two of the Cowles Stations

Represented by The Katz Agency

IOWA STATIONS—Continued

plete service available at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune, Cedar Rapids Gazette, Mason City Globe Gazette, Davenport Democrat, Davenport Daily Times, and Waterloo Courier. Foreign language programs: No set policy; weekly Bohemian program. Artists bureau: None. Base rate: \$200.

Copy restrictions: Beer, wine or whiskey accounts not accepted; all patent medicine advertising must be approved by laboratory test before acceptance. **E. T. library:** World; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Douglas Grant and Bruce Grant (newscasters); Benne Alter (newscaster; entertainment news); Bert Puckett (sports); Libbie Vaughn (cooking); Sara Fay; Jean Joyce, and Dorothy Carr (fashions); Robert Leafers (grain markets).

WOC, DAVENPORT

Operator: Tri-City Broadcasting Co., 1000 Brady St. **Phone:** 2-3251. **Power:** 250 watts on 1370 kc. **Affiliation:** CBS. **Opened:** March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

President: Col. B. J. Palmer. **Vice-president:** D. D. Palmer. **General manager:** Buryl Lottridge. **Commercial manager:** L. O. Fitzgibbons. **Traffic manager:** Charles Freiburg. **Chief engineer:** Harold Higby. **Publicity director:** Jack Paulsen.

Rep: Free & Peters, Inc. **Seating facilities:** Auditorium, 500 persons; studio A, 50; studio B, 30. **Merchandising:** Render every service desired, except that advertisers are asked to pay postage costs. **Foreign language programs:** No information given. **Artists bureau:** None. **Stock:** Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). **Base rate:** \$108.

Copy restrictions: Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Bill Voss and Bob Frank (newscasters); Dutch Underhill (sports); Ruth Moenk (fashions; home economics).

KGCA, DECORAH

Operator: Charles Walter Greenley. **Power:** 100 watts on 1270 kc (daytime;

shares certain hours with KWLC).

This station does not sell time.

KWLC, DECORAH

Operator: Luther College, 600 Leiv Eiriksson Drive. **Phone:** 690. **Power:** 100 watts on 1270 kc (daytime; shares hours with KGCA). **Opened:** December, 1926.

This station is non-commercial; church-college owned.

KRNT, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. **Phone:** 3-2111. **Power:** 5,000 and 1,000 watts on 1320 kc. **Affiliation:** CBS; Cowles Group. **Opened:** March 17, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, and is affiliated with KSO, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

President: Gardner Cowles, Jr. **Station manager:** Luther Hill. **Commercial manager:** Craig Lawrence. **National sales manager:** Ted Enns. **Program director:** Edmund Linehan. **Chief engineer:** Paul Huntsinger. **Traffic manager, musical director:** Dick Teela. **Sales promotion manager:** Wayne Welch. **Publicity director:** Mary Little.

Rep: The Katz Agency. **Seating facilities:** Studio and lobby seat 250; standing room for 100 additional persons. **Merchandising:** Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (3 columns to full page); 100 cuts used weekly in these papers; full showing of billboards in Des Moines; cards on the rear of 150 Des Moines street cars; merchandising bulletins to druggists and grocers in area; special mailings on request on which advertiser pays only cost of postage; calls on key dealers and retailers; window displays in studio lobbies; trailers in 12 downtown and suburban theatres. **Foreign language programs:** Acceptance subject to board of approval; none current. **Artists bureau:** Yes; lists a roster of about 40 artists. **Base rate:** \$200.

Copy restrictions: No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT medical advisory committee; other rules and regulations as per N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** UP; INS; Register and Tribune correspondents; AP. **Commentators:** Priscilla Wayne (news commentator); Glen Law, Gene Loffer, and Wayne Ackley (newscasters); Gene Shumate and Paul Minor (sports); Marian Schissel (women's features).

There's *only* ONE!

KSCJ, operating on 5000 watts day and 1000 watts night (soon 5000 day and night), is the ONE station . . . network or independent . . . of this or greater power whose transmitter is within 60 miles of Sioux City!

KSCJ is the ONE station, regardless of atmospheric conditions, that can be depended on to get your client's message across to the majority of the 1,688,810 listeners in this rich area!

KSCJ AFFILIATE
NBC
The JOURNAL
SIOUX CITY, IOWA
Represented by George Hollingbery
C. W. Corkhill, Manager

IOWA STATIONS—Continued

KSO, DES MOINES

Operator: Iowa Broadcasting Co., 715 Locust St. Phone: 3-2111. Power: 5,000 and 1,000 watts on 1430 kc. Affiliation: NBC Basic Blue; Mutual; Cowles Group. Opened: Nov. 5, 1932. (Note: KSO is owned by the Des Moines Register and Tribune, and is affiliated with KRNT, Des Moines, WMT, Cedar Rapids, and WNAX, Yankton, South Dakota.)

For personnel, services, and copy restrictions, see KRNT, Des Moines.

Base rate: \$160. E. T. library: Standard. News: UP; INS; Register and Tribune correspondents; AP.

WHO, DES MOINES

Operator: Central Broadcasting Co., 914 Walnut St. Phone: 3-7147. Power: 50,000 watts on 1000 kc. Affiliation: NBC Basic Red. Opened: April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

Vice-president, manager: Joseph O. Maland. Sales manager: Hale Bondurant. Program director, musical director: Harold Fair. Traffic manager: Robert Harter. Chief engineer: Paul Loyet. WHO Radio Enterprises, Inc., manager: Wilfred Woody Woods. Publicity director: Wilfred Woody Woods.

Rep: Free & Peters, Inc. Seating facilities: Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Iowa Barn Dance Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. Merchandising: Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. Foreign language programs: Station has no rules on this matter. Artists bureau: None. Stock: Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary; Ralph Evans, director public relations. Base rate: \$500.

Copy restrictions: Commercial copy must not exceed 175 words for five minutes

(should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1,400 words per hour; beer advertising accepted after 10:30 P.M.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis. E. T. library: NBC Thesaurus; Lang-Worth. News: UP; Transradio. Commentators: Jack Shelley, Bob Burlingame, and Leonard Howe (newscasters); Herb Plambeck (newscaster; markets and weather); Bill Brown (sports); Ava Johnson (European economics); Dr. Irwin J. Lubbers (economics); Rev. Willard L. Johnson (news and views on religion).

KDTH, DUBUQUE

Operator: Telegraph-Herald. Power: 500 watts on 1340 kc (daytime).

At press time this station had a construction permit only.

WKBB, DUBUQUE

Operator: Sanders Brothers Radio Station, Julien Hotel. Phone: 572. Power: 250 watts on 1500 kc. Affiliation: NBC Blue Supplementary Service. Opened: October, 1933.

President: Walter E. Klauer. Station manager, commercial manager: J. D. Carpenter. Chief engineer: L. Carlson.

Rep: International Radio Sales. Seating facilities: Can accommodate 300 persons. Merchandising: Dealer contacts, personal and by mail. Foreign language programs: No information given. Artists bureau: None. Base rate: \$80.

Copy restrictions: Accept beer accounts, but no hard liquor. E. T. library: Associated; NBC Thesaurus. News: Transradio. Commentators: Vaughn Gayman (newscaster; sports); Gleason Kistler (newscaster; sports); George Thoma (newscaster; entertainment comment); Sister Mary St. Clara, B.V.M. (cooking).

KVFD, FORT DODGE

Operator: Northwest Broadcasting Co., 912 Warden Bldg. Phone: Walnut 3761. Power: 250 watts on 1370 kc (specified hours). Affiliation: None. Opened: Dec. 24, 1939.

President, station manager: Edward Breen. Commercial manager: Charles Kennedy. Program director: Mel Galliant. Chief engineer: J. Hunter Duncan. Artists bureau head: Cole McMartin. Musical director: Mary Bodenstein. Educational director: Dorothy Dodge. Farm consultant:

IOWA STATIONS—Continued

Nick Barry. Publicity director: Lyman Brown.

Rep: None. **Seating facilities:** Auditorium can accommodate about 300 persons. **Merchandising:** Display cards furnished at \$5 the hundred; three-color direct mail pieces furnished without charge up to 1,000 copies; courtesy announcements for one week preceding program; strip shows not billed for first week's run. **Foreign language programs:** Station believes they are not feasible in this area. **Artists bureau:** Yes; lists over 20 soloists, orchestras, announcers, producers, etc. **Base rate:** \$80.

Copy restrictions: Patent medicines, beer, and wine advertising not accepted. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** Cole McMartin, and Nick Barry (news commentators); Wally Hatter (sports); Dorothy Dodge (fashions; news; sports); Frank Marshall (markets).

WSUL, IOWA CITY

Operator: State University of Iowa. **Power:** 5,000 and 1,000 watts on 880 kc.

This station is non-commercial; university-owned.

KFJB, MARSHALLTOWN

Operator: Marshall Electric Co., Inc., 1603 W. Main St. **Phone:** 3361. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** June, 1923.

President, station manager: E. N. Peak. **Chief engineer:** Mark Woodruff.

Rep: Furgason & Walker, Inc. **Seating facilities:** Memorial Coliseum, capacity 2,300. **Merchandising:** Contact dealers and distributors; other services rendered at actual cost. **Foreign language programs:** Will accept, but foreign population is very small. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: No liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Loyal Rusk, Bob Weitzell, and Bill White (newscasters).

KGLO, MASON CITY

Operator: Mason City Globe Gazette Co., Hanford Hotel. **Phone:** 2800. **Power:** 250

WNAX--The Champion

FIRST — in daytime rural population—3,126,320—**SIXTH** in total population—3,837,323—among all Columbia Stations.

FIRST — in transmission efficiency. 5,000 watts that do the work of 50,000. A great story of good frequency, excellent soil conductivity, low noise levels.

FIRST — in cash farm income — among all Columbia Stations. \$747,180,000 in 1938.

FIRST — in value of farms—among all Columbia stations, \$4,257,599,000.

FIRST — in Showmanship among all Farm Service Stations—Variety Award.

FIRST — in Station Publicity and Exploitation among all regional stations—Billboard Award.

Make WNAX a **FIRST** choice on your station list. It will produce First Prize results for you.

A Cowles Station—5,000 Watts L.S.—1,000 Watts Night—CBS—Rep. by The Katz Agcy.

RADIO STATION **WNAX** 570 ON THE DIAL

Studios—WNAX Building, Yankton - Orpheum Building, Sioux City

IOWA STATIONS—Continued

watts on 1210 kc. **Affiliation:** CBS. **Opened:** Jan. 17, 1937. (Note: This station is newspaper-owned by the Mason City Globe-Gazette.)

General manager: F. C. Eighmey. **Commercial manager:** George Arnold, Jr. **Program director:** John J. Price. **Chief engineer:** Leo W. Born. **Production manager:** Bob Lewis. **Merchandising director:** George Milloy. **Publicity and farm educational director:** Henry Hook.

Rep: Weed & Co. **Seating facilities:** 60 persons. **Merchandising:** Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Accept beer; no wine or liquor advertising. **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Wade Patterson (news commentator); James M. Woods (news commentator; sports); H. B. Hook (newscaster).

KFNF, SHENANDOAH

Operator: KFNF, Inc., 407 Sycamore St. **Phone:** No. 1. **Power:** 1,000 and 500 watts on 890 kc (share time with KUSD in a ratio of $\frac{7}{8}$ to $\frac{1}{8}$). **Affiliation:** None. **Opened:** February, 1924.

General manager: John Nicholson.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio auditorium seats 400. **Merchandising:** Special mailings in territory gratis; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$70.

Copy restrictions: Patent medicines accepted subject to censorship. **E. T. library:** Standard. **News:** Transradio.

KMA, SHENANDOAH

Operator: May Broadcasting Co., Lowell and Elm Sts. **Phone:** 193. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Basic Blue Supplementary; Mutual. **Opened:** Aug. 25, 1925.

President: Earl E. May. **Station manager:** J. "Cy" Rapp. **Production manager:** Owen Saddler. **Program director:** Fred D. Greenlee. **Promotion manager:** Frank Jaffe.

Rep: Howard H. Wilson Co. **Seating facilities:** Studio on stage of auditorium, 900. **Merchandising:** Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. **Foreign language programs:** Would accept, but area is virtually 100%

English-speaking. **Artists bureau:** Yes. **Base rate:** \$125.

Copy restrictions: Commercials limited to N.A.B. code requirements; beer accepted after 9 P.M.; no wines or hard liquors; medicines subject to FTC approval. **E. T. library:** World. **News:** UP. **Commentators:** Earl May (news commentator); Ralph Childs, and Frank Jaffe (newscasters); Mott Johnson (sports); Jessie Young, and Leanna Drifmier (cooking; household hints).

KSCJ, SIOUX CITY

Operator: Perkins Brothers Company, 415 Douglas St. **Phone:** 5-7993. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

General, station and commercial manager: C. W. Corkhill. **Program director:** Elizabeth Sammons. **Chief engineer:** Stephen Dier. **Musical director:** Bertha Reese. **Publicity and promotion director:** Chas. W. Corkhill, Jr.

Rep: George P. Hollingbery Co. **Seating facilities:** None listed. **Merchandising:** Newspaper publicity; theatre screen ads; spot announcements. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$175.

Copy restriction: Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval. **E. T. library:** MacGregor; Davis & Schwegler. **News:** From parent paper. **Commentators:** Charles Sebastian and Merrill Workhaven (newscasters); Dan Desmond (sports); John Petersen and Joe Hale (livestock market).

KTRL, SIOUX CITY

Operator: Sioux City Broadcasting Co., Commerce Bldg. **Phone:** 80165. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 12, 1938. (Note: This station is affiliated with the Sioux City Tribune.)

Station manager, publicity director: Dietrich Dirks. **Commercial manager:** Charles Lienhaas. **Program director:** Gordon Horner. **Chief engineer:** Carl Gray.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A, 150; Skylon studio, 1,000. **Merchandising:** Radio, newspaper and trailer publicity rendered; charge, if any, depends upon the account and the contract. **Foreign language programs:** Accepted if "in the public interest." **Artists bureau:** None. **Stock:** 50% held by Dietrich Dirks, and 50% by the Tribune Co. **Base rate:** \$100.

IOWA STATIONS—Continued

Copy restrictions: Alcoholic beverage advertising not accepted; copy must be in good taste and conform with station standards. E. T. library: Associated. News: UP. Commentators: Jack Brownlee (news com-

mentator); Norman Schmeling and Fred Smith (newscasters); Gordon Horner (sports); Maxine Dierking (fashions); Don Cunningham (livestock markets).

KANSAS

(367,800 radio homes, or 73% ownership among the State's total of 501,000 families. Urban ownership is 189,300, or 93% of urban families; rural ownership is 178,500, or 60% of rural families.)

Radio Homes by Counties

Allen	4,510	Greeley	270	Osborne	1,910
Anderson	2,420	Greenwood	3,540	Ottawa	1,770
Atchison	4,950	Hamilton	540	Pawnee	1,770
Barber	1,730	Harper	2,330	Phillips	1,980
Barton	3,730	Harvey	4,510	Pottawatomie	2,560
Bourbon	4,540	Haskell	390	Pratt	2,590
Brown	3,890	Hodgeman	570	Rawlin	1,060
Butler	7,130	Jackson	2,580	Reno	9,910
Chase	1,150	Jefferson	2,350	Republic	2,490
Chautauqua	1,820	Jewell	2,360	Rice	2,640
Cherokee	6,280	Johnson	5,290	Riley	4,200
Cheyenne	950	Kearney	490	Rooks	1,530
Clark	760	Kingman	1,980	Rush	1,340
Clay	2,790	Kiowa	930	Russell	1,730
Cloud	3,420	Labette	6,470	Saline	6,400
Coffey	2,340	Lane	500	Scott	640
Comanche	840	Leavenworth	7,060	Sedgwick	32,850
Cowley	8,860	Lincoln	1,460	Seward	1,550
Crawford	10,490	Linn	2,290	Shawnee	19,960
Decatur	1,410	Logan	650	Sheridan	800
Dickinson	5,050	Lyon	5,990	Sherman	1,400
Doniphan	2,210	McPherson	4,280	Smith	2,200
Douglas	5,750	Marion	3,380	Stafford	1,690
Edwards	1,260	Marshall	4,100	Stanton	310
Elk	1,570	Meade	1,050	Steven	680
Ellis	2,260	Miami	3,940	Sumner	5,470
Ellsworth	1,630	Mitchell	2,320	Thomas	1,200
Finney	2,040	Montgomery	11,820	Trego	870
Ford	4,010	Morris	2,040	Wabaunsee	1,700
Franklin	4,560	Morton	650	Wallace	430
Geary	2,830	Nemaha	2,890	Washington	2,780
Gove	760	Ness	4,640	Wichita	340
Graham	1,090	Neosho	1,190	Wilson	3,650
Grant	480	Norton	2,000	Woodson	1,430
Gray	850	Osage	3,040	Wyandotte	33,740

KVAK, ATCHISON

Operator: Carl Latenser, 622 Commercial St. Phone: 1420. Power: 100 watts on 1420 kc. Affiliation: None. Opened: July 28, 1939.

Station head: Carl Latenser. Station manager, chief engineer: W. H. Reety. Program director: Dave Hamlen. Musical director, artists bureau head: Henry O'Neill.

Rep: None. Seating facilities: Room adjoining studio seats about 60 persons. Merchandising: None. Foreign language programs: No rules listed. Artists bureau: Setup nominal only. Base rate: \$30.

Copy restrictions: All copy subject to station approval. E. T. library: Standard; Davis & Schwieger. News: Transradio. Commentators: Vern Minor (newscaster; grain markets); Don Elser (sports); Katherine McKee (women's features).

KANSAS STATIONS—Continued

KGGF, COFFEYVILLE

Operator: Hugh J. Powell, Journal Bldg., 8th & Elm Sts. **Phone:** 147. **Power:** 1,000 watts on 1010 kc (shares time with WNAD). **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 20, 1930. (Note: This station is owned by the Coffeyville Daily Journal.)

Owner: Hugh J. Powell. **Station manager:** Melyin Drake. **Commercial manager:** Roy G. Patterson. **Program and musical director:** Dick Campbell. **Chief engineer:** Sarto Jaminet.

Rep: The Katz Agency. **Seating facilities:** 96 persons. **Merchandising:** Publicity service; window displays in the Journal building; no charges except where postage and expensive printing are involved. **Foreign language programs:** Accepted from "responsible sources"; usually must be auditioned beforehand. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: No alcoholic beverages accepted; all copy must conform to station standards and government regulations. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Dick Campbell (newscaster); Bob Page (newscaster; sports); Frances Fenn (fashions); Stella Goldsmith (household hints); Tony Chastain (live-stock markets).

KGNO, DODGE CITY

Operator: Dodge City Broadcasting Co., Inc., Daily Globe Bldg. **Phone:** 1340. **Power:** 1,000 and 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

President: J. C. Denious. **Manager:** N. C. Petersen. **Commercial director:** Vaughn Kimball. **Studio director:** Herschell Holland. **Chief engineer:** Emil Doane.

Rep: Arthur H. Hagg and Associates. **Seating facilities:** Auditorium seats 200 persons, with standing room for 20 more; Studio B seats 60. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** AP. **Commentators:** Jay Allen (newscaster; sports); Herschell Holland (stock market and grain reports).

KTSW, EMPORIA

Operator: Emporia Broadcasting Co., Inc., 613 Merchant St. **Phones:** 153; 154.

Power: 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** Jan. 25, 1939.

General and station manager: K. W. Trimble. **Commercial manager:** Henry Ellenberger. **Program director:** Larry Simms. **Chief engineer:** Paul H. Daniels.

Rep: Sears & Ayer, Inc. **Base rate:** \$50. **E. T. library:** Standard. **News:** UP.

KIUL, GARDEN CITY

Operator: Garden City Broadcasting Co., 404 N. Main Street. **Phone:** 666. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 20, 1935.

Station manager: Frank D. Conrad. **Assistant manager, program director:** Al B. Pyatt. **Chief engineer:** Ralph Childs. **Musical director, chief announcer:** Ernest Kolman.

Rep: Cox and Tanz. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete service at no extra charge. **Foreign language programs:** Accepted if approved by program director. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Accept beer; no wine or hard liquor; all copy subject to station approval. **E. T. library:** NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Dallas Stallard (newscaster; sports; market reports); Al Pyatt, Dick Hamilton (newscasters).

KVGB, GREAT BEND

Operator: H. T. Townsley, Cork Bldg. **Phone:** 1080. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Kansas State Network. **Opened:** March 10, 1937.

Owner: Helen T. Townsley. **Manager:** Clem Morgan. **Business manager:** Everette Smart. **Production manager:** Dave Wilson. **Chief engineer:** Leo Legleiter. **Traffic manager:** Bob Wells.

Rep: None. **Seating facilities:** None. **Merchandising:** Service can be arranged. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$30 (½ hr.).

Copy restrictions: Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate." **E. T. library:** NBC Thesaurus; Davis & Schwegler. **News:** AP; Transradio. **Commentators:** Dave Wilson, Bob Wells, and Lynn Cook (newscasters).

KWBG, HUTCHINSON

Operator: Nation's Center Broadcasting Co., Inc., 201 So. Main St. **Phone:** 5202. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** May 28, 1935.

KANSAS STATIONS—Continued

President, station and commercial manager, publicity director: W. B. Greenwald. **Chief engineer:** Harold Bourell.

Rep: None. **Seating facilities:** Can accommodate 400 persons. **Merchandising:** Service available; also have exhibition room for clients' products. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer accepted; no wine or liquor advertising. **E. T. library:** Standard. **News:** UP.

KCKN, KANSAS CITY

Operator: The KCKN Broadcasting Co., 901 North Eighth St. **Phone:** Drexel 4300. **Power:** 250 watts on 1310 kc. **Affiliation:** Kansas Network (KCKN and WIBW, Topeka, both Capper-owned). **Opened:** Nov. 1, 1925. (Note: This station is newspaper-owned by the Kansas City Kansan—a Capper Publication.)

President: W. A. Bailey. **Station manager:** Ellis Atteberry. **Commercial manager:** Dick Kay. **Program director:** John Drake. **Chief engineer:** C. E. ("Red") Salzer. **Director of special events:** John Drake. **Artists bureau head, musical director:** Ruth Royal. **Publicity director:** Ruth Kendall.

Rep: Capper Publications. **Seating facilities:** Exhibition Hall Studio, 200. **Merchandising:** Newspaper publicity; window displays, point of purchase tie-ups; direct mail; cards in taxicabs; local trade bulletins. **Foreign language programs:** No rules against such broadcasts, except that interpreters selected by the station may scan the copy. **Artists bureau:** Setup is nominal only. **Base rate:** \$45.

Copy restrictions: No beer, wine, or other alcoholic beverages. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Olaf Soward (news commentator); James Monroe (newscaster); Frances Casement (food); Susan Lane (household); Lillian Fels (fashions; entertainment).

KFKU, LAWRENCE

Operator: University of Kansas. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with WREN).

This station is non-commercial.

WREN, LAWRENCE-KANSAS CITY

Operator: The WREN Broadcasting Co., Inc., WREN Bldg., Lawrence, Kans. **Phone:** 110. **Power:** 5,000 and 1,000 watts on 1220 kc (shares time with KFKU; latter takes about a half-hour on weekday afternoons). **Affiliation:** NBC Basic Blue. **Opened:** 1927.

President: Vernon H. Smith. **Manager, program and musical director:** Verl Bratton. **Commercial manager:** Ernest Pontius. **Chief engineer:** Carl Bleisner. **Educational and promotion director:** John P. Bondeson.

Rep: George P. Hollingbery Co. **Seating facilities:** Studio seats about 150 persons; also observation lobby. **Merchandising:** Have staff to distribute window cards, make contacts, etc.; service billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Do not accept hard liquors. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Millard Ireland, and Thomson Holtz (newscasters); Elizabeth Peyton (fashions; women's news).

KSAC, MANHATTAN

Operator: Kansas State College of Agriculture and Applied Science. **Phone:** 2236. **Power:** 1,000 and 500 watts on 580 kc (shares time with WIBW). **Opened:** Dec. 1, 1924.

This station is non-commercial.

KOAM, PITTSBURG

Operator: The Pittsburg Broadcasting Co., Inc., Commerce Bldg. **Phones:** 2165; 2166; 2167. **Power:** 1,000 watts on 790 kc (daytime). **Affiliation:** NBC additional to Red and Blue Southwestern Group. **Opened:** Oct. 11, 1937.

President: E. V. Baxter. **General manager:** Ralph Wade. **Commercial manager:** J. A. Schell. **Program director:** Bruce Robertson. **Musical director:** Leota Helm. **Chief engineer:** W. L. Brown. **Publicity director:** Don N. Taylor.

Rep: Furgason & Walker, Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Window cards, direct mail, and newspaper copy, supplied gratis to clients. **Foreign language programs:** No rules listed. **Artists bureau:** Yes; lists 15 artists, and several orchestras, writers, producers, announcers. **Base rate:** \$70.

Copy restrictions: Beer accepted; no wines or hard liquor. **E. T. library:** Davis & Schwegler. **News:** INS. **Commentators:** Bruce Robertson (news commentator; newscaster; sports); Robert Gadberry (newscaster; sports); Louis Martin (newscaster); Susan Stone (fashions); Keith Boling (stock and grain reports).

KSAL, SALINA

Operator: KSAL, Inc., Journal Bldg. **Phone:** 100. **Power:** 1,000 and 500 watts on

KANSAS STATIONS—Continued

1120 kilocycles. Affiliation: Mutual Broadcasting System; Kansas State Network. **Opened:** May 27, 1937. (Note: President of operating company has interest in the Salina Journal, Hays Daily News, Goodland Daily News, and Hill City Times).

President: R. J. Laubengayer. **General manager:** Owen H. Balch. **Program director:** Sidney Tremble. **Chief engineer:** N. E. Vance.

Rep: The Katz Agency, Inc. **Seating facilities:** Two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. **Merchandising:** All types of merchandising; program listings in Salina Journal, courtesy announcements, dealer and wholesaler contacts, previews; additional services at net cost. **Foreign language programs:** Accepted; Swedish population in area is large. **Artists bureau:** None. **Stock:** Held by R. J. Laubengayer. **Base rate:** \$50.

Copy restrictions: Rule of "good taste" is copy criterion. **E. T. library:** NBC Thesaurus; Lang-Worth. **News:** AP; news from Salina Journal. **Commentators:** Don Brice, and Sidney Tremble (newscasters); Stuart Dunbar (sports); Virginia Trice (women's features); Jim Lantz (market analysis and reports).

WIBW, TOPEKA

Operator: Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. **Phone:** 3-2377. **Power:** 5,000 and 1,000 watts on 580 kc (shares time with KSAC). **Affiliation:** CBS. **Opened:** 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

General manager: Ben Ludy. **Musical director:** Maude Shreffler. **Chief engineer:** Karl Troeglen. **Publicity director:** Charles Hill. **Dramatics director:** Art Holbrook.

Rep: Capper Publications. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Publicity in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. **Foreign language programs:** No objections to such programs, but the foreign population is small. **Artists bureau:** Yes. **Base rate:** \$125.

Copy restrictions: No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful." **E. T. library:** Standard. **News:** UP; AP. **Commentators:** Hilton Hodges, Elmer Curtis, Joe Nickell, and Art Holbrook (newscasters); Ernie Zuigley (sports); Gene Shipley (markets).

KANS, WICHITA

Operator: The KANS Broadcasting Co., Hotel Lessen. **Phone:** 4-2387. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** September 19, 1936.

President: Herb Hollister.* **General manager:** Jack Todd. **Program director:** Jack Laffer. **Chief engineer:** Ted Heithecker. **Musical director:** Raymond Shelley.

Rep: The Katz Agency. **Seating facilities:** Can accommodate 25 persons. **Merchandising:** Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. **Foreign language programs:** Would accept, though occasion has not arisen to date. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations. **E. T. library:** NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Jack Laffer, and James Sams (newscasters); Clarence Garnes (sports); Katherine Hite (women's news).

*Also stockholder in KMMJ, Grand Island, Neb., and manager of KFBI.

KFBI, WICHITA

Operator: Farmers and Bankers Broadcasting Corporation. **Phone:** 2-1447. **Power:** 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** 1923.

Vice-president, general manager: Herb Hollister*. **Assistant manager, technical director:** K. W. Pyle. **Program director:** Coleman Ashe. **Musical director:** Frank Chiddix.

Rep: Howard H. Wilson Company. **Seating facilities:** Audience participation studio seats 300. **Merchandising:** Calls and mailings in Wichita. **Foreign language programs:** Accepted; Bohemian and Swedish series current. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: All copy must conform to stipulations of the N.A.B. code. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Herb Hollister (newscaster; sports); Frank Peck (newscaster); Montez Tjaden (fashions).

*Also stockholder in KMMJ, Grand Island, Neb., and general manager of KANS, Wichita, Kans.



**ARE YOU
FIDDLIN'
AROUND
WITH
NERO (KY.)?**

If you are fiddlin' around with the idea of setting fire to the buyers in Nero, or Mud Camp, or Jamboree (Ky.), don't use WAVE! We don't reach 'em! What we do reach is the Louisville Trading Area, which accounts for more retail buying than all the rest of Kentucky, combined. . . . This area tunes to WAVE because we are its nearest source for the pick of N. B. C.'s best stuff, plus a swell newsroom, and Louisville's finest local talent. Let us send our really informative data book. All facts—no bunk.

**LOUISVILLE'S
WAVE**

INCORPORATED
1000 WATTS ♦ ♦ ♦ 940 K.C. ♦ ♦ ♦ N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



KANSAS STATIONS—Continued

KFH, WICHITA

Operator: The Radio Station KFH Co., Inc., York Rite Temple Bldg. **Phone:** 3-5254. **Power:** 5,000 watts on 1300 kc. **Affiliation:** CBS. **Opened:** 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

Station manager: Marcellus Murdock. **National sales and promotion manager:** Clark A. Luther. **Business manager, auditor:** Ples S. Clark. **Program director:** Vernon Reed. **Chief engineer:** Amos C. Dadisman. **Musical director:** Guy Snyder.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Maintain special department; no charge for usual services. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$200.

Copy restrictions: Accept beer; no wine, or hard liquor; all copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Graeme Fletcher (newscaster); Larry Stanley (sports); Bruce Behymer (farm and market reports).

KENTUCKY

(494,900 radio homes, or 70% ownership among the State's total of 708,000 families. Urban ownership is 208,600, or 86% of urban families; rural ownership is 286,300, or 61% of rural families.)

Radio Homes by Counties

Adair	2,540	Grant	1,900	Mason	3,960
Allen	2,590	Graves	5,700	Meade	1,300
Anderson	1,550	Grayson	2,760	Menifee	650
Ballard	1,740	Green	1,860	Mercer	2,760
Barren	4,520	Greenup	3,640	Metcalfe	1,500
Bath	1,820	Hancock	1,100	Monroe	1,950
Bell	6,280	Hardin	3,690	Montgomery	2,350
Boone	1,880	Harlan	10,220	Morgan	2,050
Bourbon	3,790	Harrison	3,050	Muhlenberg	6,590
Boyd	9,690	Hart	2,630	Nelson	2,600
Boyle	3,380	Henderson	5,240	Nicholas	1,630
Bracken	1,790	Henry	2,410	Ohio	4,270
Breathitt	2,660	Hickman	1,490	Oldham	1,400
Breckinridge	2,980	Hopkins	7,470	Owen	1,910
Bullitt	1,540	Jackson	1,400	Owsley	960
Butler	1,960	Jefferson	91,040	Pendleton	2,000
Caldwell	2,670	Jessamine	2,380	Perry	6,280
Calloway	3,100	Johnson	3,300	Pike	8,980
Campbell	19,760	Kenton	24,660	Powell	850
Carlisle	1,330	Knott	1,830	Pulaski	5,550
Carroll	1,570	Knox	3,890	Robertson	610
Carter	3,380	Larue	1,520	Rockcastle	2,170
Casey	2,340	Laurel	3,010	Rowan	1,580
Christian	6,330	Lawrence	2,300	Russell	1,670
Clark	3,780	Lee	1,380	Scott	2,950
Clay	2,310	Leslie	1,270	Shelby	3,400
Clinton	1,290	Leitcher	5,290	Simpson	2,120
Crittenden	2,080	Lewis	2,250	Spencer	1,070
Cumberland	1,470	Lincoln	2,910	Taylor	2,050
Daviess	9,020	Livingston	1,460	Todd	2,430
Edmondson	1,680	Logan	3,970	Trigg	1,960
Elliott	940	Lyon	1,240	Trimble	900
Estill	2,690	McCracken	10,470	Union	3,100
Fayette	16,360	McCreary	2,110	Warren	6,710
Fleming	2,360	McLean	1,950	Washington	1,920
Floyd	6,180	Madison	4,970	Wayne	2,250
Franklin	3,820	Magoffin	2,100	Webster	4,100
Fulton	2,850	Marion	2,510	Whitley	4,810
Gallatin	850	Marshall	2,160	Wolfe	1,080
Garrard	1,920	Martin	1,080	Woodford	2,080

INDISPENSABLE

... in a rich listening
area with which its
call letters have
become synonymous..

W H A S

SELLING A \$2,214,269,000 MARKET
50,000 WATTS BASIC CBS OUTLET
REPRESENTED NATIONALLY By EDWARD PETRY and CO.

KENTUCKY STATIONS—Continued

WCMI, ASHLAND

Operator: Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. **Phones:** 3010; 3011. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** April 29, 1935. (Note: WCMI also maintains studios in Hotel Prichard, Huntington, W. Va., and in the First Nat'l Bank Bldg., Ironton, Ohio; the station is affiliated with the Ashland Independent newspaper via minority stock holdership).

President, managing director: Gilmore N. Nunn.* **Station and merchandising-promotion manager:** R. (Bob) MacKenzie. **Commercial manager:** T. J. Carroll. **Program director:** R. Westercamp. **Continuity chief:** Dallas Wyant. **Dramatics director:** Richard Westerkamp. **Musical director:** Marion Hager. **Chief engineer:** Harry J. Harris. **Commercial manager, Huntington studios:** Bert Georges. **Commercial manager, Ironton studios:** Harold Marler.

Rep: John H. Perry Associates. **Seating facilities:** Main studio, 300 persons; Paramount Theatre, Ashland, 1,700; Palace Theatre, Huntington, 1,200. **Merchandising:** Weekly program brochure to dealers; letters; personal calls and canvasses; distribute samples; complete service. **Foreign language programs:** Accepted. **Artists bureau:** Yes; maintained both in Ashland and Huntington. **Base rate:** \$75.

Copy restrictions: Accept light wines and beer, but no hard liquors; announcements limited to 100 words or less, and broadcast only during station breaks (every 15 minutes) or during spot periods, as preferred; Federal Trade Commission regulations observed at all times. **E. T. library:** Standard; Davis & Schwegler. **News:** UP. **Commentators:** Richard Westerkamp (news commentator); sports; Steele McClanahan (news commentator); Bob Wagner and Frank Shaeffer (newscasters); Charles Krell (newscaster; sports); Gordon Kinney (sports); Marion Hager and Maybelle Kirtley and Hermine Harvey (women's features); Bob MacKenzie (special features).

* Also president of WLAP, Lexington, Ky., and vice-president of KFDA, Amarillo, Tex.

WLBJ, BOWLING GREEN

Operator: Bowling Green Broadcasting Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WHOP, HOPKINSVILLE

Operator: Paducah Broadcasting Co., Inc., Princeton Pike. **Phones:** 1025; 1026. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Jan. 8, 1940. (Note: Same operators also control WPAD, Paducah).

Managing director: Hecht S. Lackey. **Commercial manager:** F. Ernest Lackey. **Program and musical director:** Mary Ellis. **Chief engineer:** Benson A. Smith.

Rep: Cox and Tanz. **Seating facilities:** Princess Theatre available, seating about 600 persons; admission of 25c charged for Saturday Night-Variety Jamboree. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer copy accepted; no alcoholic beverages; all copy must meet with station approval. **E. T. library:** World and Associated. **News:** Transradio. **Commentators:** Hecht S. Lackey, and Ernest Lackey (newscasters).

WLAP, LEXINGTON

Operator: American Broadcasting Corporation of Kentucky, Radio Bldg. **Phones:** 1721; 1722. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Southern Network. **Opened:** March 17, 1934.

President, general manager: Gilmore N. Nunn.* **Station director:** Ted Grizzard. **Program director:** George Jesse. **Chief engineer:** Sanford Helt. **Artists bureau head:** Miller Welch. **Musical director:** Mary Nugent.

Rep: John H. Perry Associates. **Seating facilities:** Can accommodate about 125 persons. **Merchandising:** None listed. **Foreign language programs:** No set rules; question has never arisen as foreign population is very small. **Artists bureau:** Yes; lists about 20 artists. **Base rate:** \$100.

Copy restrictions: Accept beer, wine and patent medicine advertising provided it meets with approval of the State Pharmacy Board. **E. T. library:** World; Davis & Schwegler. **News:** UP. **Commentators:** Tom Downing and Ed Willis (newscasters); Jake Shubinski (sports); Lora Standish Crandall (fashions; homemaking).

* Also president of WCMI, Ashland, Ky., and vice-president of KFDA, Amarillo, Tex.

WAVE, LOUISVILLE

Operator: WAVE, Inc., Brown Hotel. **Phone:** Wabash 6543. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Midsouth Group. **Opened:** Dec. 30, 1933.

KENTUCKY STATIONS—Continued

Owner, station head: George W. Norton, Jr. **Station manager:** Nathan Lord. **Commercial manager:** James F. Cox. **Program director:** George Patterson. **Chief engineer:** Wilbur Hudson. **Musical director:** Clifford Shaw.

Rep: Free & Peters, Inc. **Seating facilities:** Main studio, 75 persons. **Merchandising:** Cooperate in any service relating to the program itself, i.e., publicizing program by various means. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$220.

Copy restrictions: Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval. **E. T. Library:** NBC Thesaurus; Lang-Worth. **News:** INS. **Commentators:** Harry Lukins (news commentator; newscaster); William Sherman and Burt Blackwell (newscasters); Don Hill (sports); Helen Hamilton (women's features).

WGRC, NEW ALBANY (IND.)

Operator: Northside Broadcasting Corp., Elsby Bldg. **Phone:** 150. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual. **Opened:** Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg, phone: Wabash 3343).

President and general manager: S. A. Cisler. **Commercial manager:** J. P. Smith. **Program director:** Charles Schroeder. **Musical director:** Isabel Schroeder. **Chief engineer:** H. W. Hathaway. **Manager, continuity department:** Charlotte Falknor.

Rep: None. **Seating facilities:** Have access to two theatres, capacity 1,100 apiece. **Merchandising:** Contact jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. **Foreign language programs:** Accepted after approval by general manager. **Artists bureau:** Yes; has roster of about 30 or more artists, conductors, etc. **Base rate:** \$120.

Copy restrictions: All copy subject to general manager's approval; accept beer advertising only; patent medicines accepted if they pass F.T.C. approval. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

WHAS, LOUISVILLE

Operator: Courier-Journal and Louisville Times Company, Courier-Journal & Times Bldg. **Phone:** Wabash 2211. **Power:** 50,000 watts on 820 kc. **Affiliation:** CBS. **Opened:** July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

Owner: Barry Bingham. **Station director:** Credo Fitch Harris. **Executive manager:** W. L. Coulson. **Commercial manager:** Joe Eaton. **Program director:** Robert L. Kennett. **Technical director:** Orrin W. Towner. **Production and continuity director:** Dudley Musson. **Musical director:** Robert Hutsell. **Publicity director:** John Hoagland.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 100 persons. **Merchandising:** Services of complete department available; information on request. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists all artists appearing on WHAS programs. **Base rate:** \$450.

Copy restrictions: Hard liquor advertising not accepted; patent medicine advertising must conform to Federal Trade Commission regulations and station standards. **E. T. library:** Associated; Davis & Schwegler; Lang-Worth. **News:** UP; INS. **Commentators:** Paul Sullivan, Dick Fischer, and Howard Dorsey (newscasters); George Walsh (sports); Carol Mason (women's news, fashions, recipes, homemaking, etc.); L. T. Skeffington (markets).

WINN, LOUISVILLE

Operator: Kentucky Broadcasting Corp. **Power:** 250 and 100 watts on 1210 kc.

At press time this station had only recently been put into operation.

WOMI, OWENSBORO

Operator: Owensboro Broadcasting Co., Owensboro. **Phones:** 420; 421. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer.)

President: Lawrence W. Hager. **Station manager, program director:** Hugh O. Potter. **Chief engineers:** W. W. Binford, Floyd Hubbard. **Artists bureau head:** Marshall Bruner. **Musical director:** Lee Meredith. **Publicity and promotion director:** LeRoy Woodward.

Rep: None. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Tie-in with parent newspaper for publicity. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer accepted; also patent medicines; all copy subject to station approval and state and Federal laws. **E. T. library:** NBC Thesaurus. **News:** AP. **Commentators:** Marshall Bruner, Lee Meredith, Malcolm Greep, and Les Bolton (newscasters); LeRoy Woodward (sports).

KENTUCKY STATIONS—Continued

WPAD, PADUCAH

Operator: Paducah Broadcasting Co., Taylor Bldg. **Phones:** 4100; 4101. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1930.

President: Pierce E. Lackey. **Station manager, program director:** Gene Peak. **Commercial manager:** Prewitt Lackey. **Chief engineer:** C. G. Sims. **Artists bureau head, musical director:** Charles Humphries. **Publicity director:** Gene Peak.

Rep: Cox and Tanz. **Seating facilities:** 50. **Merchandising:** Service available without additional cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer accepted; patent medicines accepted subject to station approval. **E. T. library:** World; Associated. **News:** Transradio. **Commentators:** Gene Peak, Tom Fletcher, Ernest Pell, and C. G. Sims (newscasters); Vernice Baxter (newscaster; farm commentator); Pierce Lackey, and Roy Vance (sports).

LOUISIANA

(297,400 radio homes, or 58% ownership among the State's total of 510,000 families. Urban ownership is 168,100, or 78% of urban families; rural ownership is 129,300, or 44% of rural families.)

Radio Homes by Counties

Acadia	4,430	Iberia	3,310	St. Charles.....	1,390
Allen	1,790	Iberville	3,080	St. Helena.....	740
Ascension	2,120	Jackson	1,400	St. James.....	1,740
Asumption	1,730	Jefferson	5,500	St. John the Baptist.	1,560
Avoyelles	3,430	Jefferson Davis ...	2,280	St. Landry.....	6,050
Beauregard	1,790	Lafayette	4,680	St. Martin.....	2,080
Bienville	2,370	Lafourche	3,230	St. Mary.....	3,570
Bossier	3,310	La Salle	1,340	St. Tammany.....	2,760
Caddo	22,060	Lincoln	2,520	Tangipahoa	5,270
Calcasieu	5,980	Livingston	1,730	Tensas	1,810
Caldwell	1,050	Madison	1,870	Terrebonne	3,310
Cameron	580	Morehouse	2,930	Union	2,020
Catahoula	1,270	Natchitoches	4,120	Vermilion	3,400
Claiborne	3,470	Orleans	98,660	Vernon	2,180
Concordia	1,700	Ouachita	8,970	Washington	3,940
De Soto	3,430	Plaquemines	1,010	Webster	3,470
East Baton Rouge...	10,550	Pointe Coupee	2,270	West Baton Rouge..	1,200
East Carroll	2,070	Rapides	8,650	West Carroll.....	1,350
East Feliciana	1,510	Red River	1,670	West Feliciana.....	990
Evangeline	2,530	Richland	2,760	Winn	1,680
Franklin	3,040	Sabine	2,330		
Grant	1,670	St. Bernard.....	700		

KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3rd and Jackson Sts. **Phone:** 65. **Power:** 250 watts on 1210 kc. **Affiliation:** Louisiana Network. **Opened:** Sept. 21, 1935.

General manager: C. Edly Rogers. **Sales manager:** Edgar Cappellini. **Program director:** Gordon Loudon. **Chief engineer:** Jesse Sexton. **Continuity:** Mrs. Jack F. Taylor.

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Service rendered on request. **Foreign**

language programs: Not needed in this area. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: None. **E. T. library:** Standard; Davis & Schwegler; NAB; Lang-Worth. **News:** INS. **Commentators:** Edgar Cappellini (news commentator; newscaster); Jesse Sexton, and Gordon Loudon (newscasters); Byron Dowty (sports).

WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. **Phone:** 6060. **Power:** 1,000 watts on 1120 kc. **Affilia-**

LOUISIANA STATIONS—Continued

tion: NBC Blue Southern Group. Opened: 1924. (Note: This station is newspaper affiliated with the Baton Rouge State-Times and Morning Advocate).

Vice-president, general manager: H. Vernon Anderson. **Commercial manager:** Roy Dabadie. **Program director:** Ralph Sims. **Production supervisor:** Paul Neilson. **Chief engineer:** Wilbur Golson. **Musical director:** Oliver Manning. **Publicity director:** Sara M. Anderson.

Rep: George P. Hollingbery Co. **Seating facilities:** Can accommodate about 250 persons. **Merchandising:** Complete service rendered. **Foreign language programs:** Not accepted. **Base rate:** \$80.

Copy restrictions: Beer and light wines accepted but no hard liquor. **E. T. library:** World. **News:** UP. **Commentators:** Paul Neilson (war news comment); Ralph Sims, Joe Keown and Don Lynch (newscasters); Robert Searce (sports); Mary Champagne (society—as Linda Lee); Mary De Van Whately (beauty, fashions, cooking—as Mary De Van).

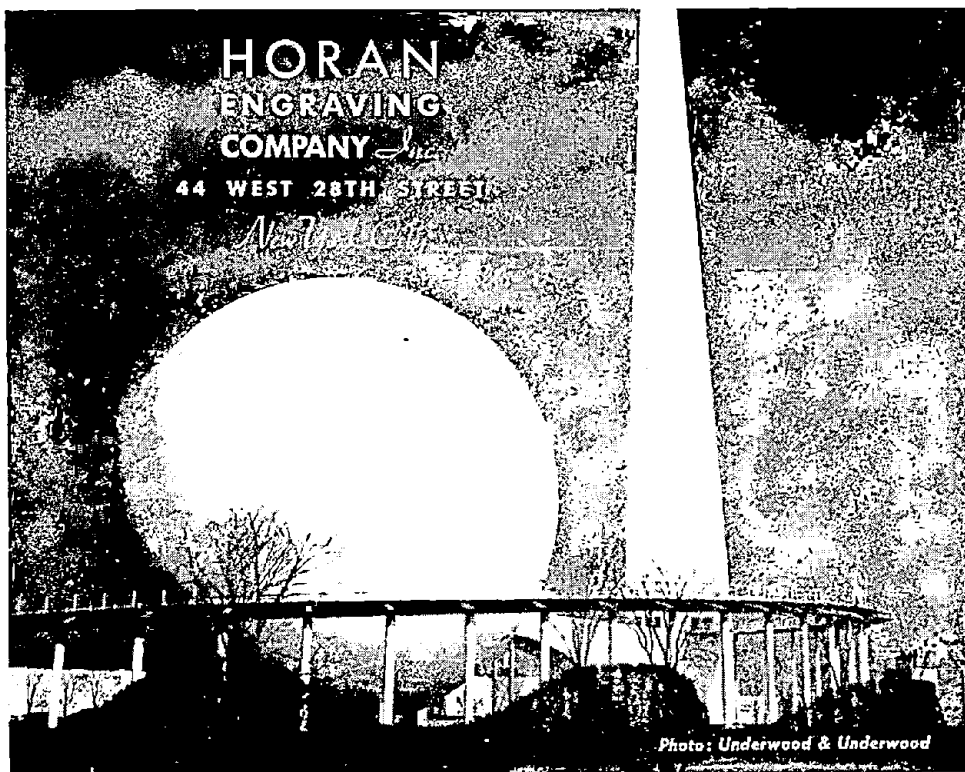
KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., Evangeline Hotel. **Phone:** 1280. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** July 29, 1935. (Note: This station is affiliated with the Lafayette Daily Advertiser.)

President: Morgan Murphy. **Station manager:** George H. Thomas. **Commercial manager:** Robert A. Escudier. **Chief engineer:** Clovis Bailey. **Publicity director:** Mrs. L. Turner.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Cooperate on window displays. **Foreign language programs:** Accept French programs. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Accept beer, wine, and some patent medicine advertising; all copy must conform to station standards and government regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** R. A. Escudier (news commentator; sports); A. B. Craft (newscaster).



LOUISIANA STATIONS—Continued

KPLC, LAKE CHARLES

Operator: Calcasieu Broadcasting Company, Majestic Hotel. Phone: 82. Power: 250 watts on 1500 kc. Affiliation: None. Opened: April 26, 1935.

General manager: T. B. Lanford. Station manager: C. R. Porter. Commercial manager: Frank Carroll. Program director: Walter Melson. Chief engineer: E. C. Moses.

Rep: None. Seating facilities: Reception room seats 15 persons. Merchandising: Reasonable services offered free of charge. Foreign language programs: Accept French programs only, and these are restricted to a certain period of the day. Artists bureau: None. Base rate: \$45.

Copy restrictions: Beer and wine advertising accepted. E. T. library: Standard. News: UP.

KMLB, MONROE

Operator: Liner's Broadcasting Station, Inc., Frances Hotel. Phone: 4321. Power: 250 watts on 1200 kc. Affiliation: None. Opened: July 1, 1930.

Vice-president, commercial manager, publicity director: J. C. Liner, Jr. Station manager: J. C. Liner, Sr. Program director, artists bureau head, musical director: Don Breitenmoser. Chief engineer: O. L. Morgan.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Light wine and beer advertising accepted. E. T. library: Davis & Schwegler; Lang-Worth. News: UP. Commentators: Guy Corley, Jack Robertson, and Lawrence Gibbs (newscasters); Don Breitenmoser (sports); Melba Henry (women's features).

WDSU, NEW ORLEANS

Operator: WDSU, Inc., Hotel Monteleone. Phone: Raymond 7135. Power: 1,000 watts on 1250 kc. Affiliation: NBC Blue Southern Group. Opened: July 23, 1923.

President: J. H. Uhalt. Vice-president, and general manager: P. K. Ewing. Chief engineer: Joseph C. Schramm.

Rep: John Blair & Co. Seating facilities: 2,000. Merchandising: No information given. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$200.

Copy restrictions: Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and have station approval. E. T. library: MacGregor. News: INS.

WJBW, NEW ORLEANS

Operator: Charles C. Carlson, Jung Hotel. Phone: Ramond 5060. Power: 250 watts on 1200 kc. Affiliation: None. Opened: August, 1926.

Owner, general manager: Charles C. Carlson. Commercial manager: Bob Stewart. Program director: Elsie Carlson. Chief engineer: Robert Easley. Musical and publicity director: George Ford.

Rep: None. Seating facilities: None listed. Merchandising: Publicity via pictorial news flashes and window cards offered gratis. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$26 (½hr.).

Copy restrictions: Beer and wine copy accepted; no hard liquors; spot announcements may not exceed 100 words; not more than three commercials may be inserted per 15-minute program; patent medicines accepted if complying with Pure Food and Drug legislation. E. T. library: Davis & Schwegler; Lang-worth; MacGregor. News: No service listed. Commentators: Maurice B. Gatlin (news commentator); George Oxford (newscaster); Jack Reid (sports); Ida M. Geifers (society).

WNOE, NEW ORLEANS

Operator: WNOE, Inc., St. Charles Hotel. Phone: Raymond 0423. Power: 250 watts on 1420 kc. Affiliation: None.

President: James A. Noe. Station manager: Raymond F. Hufft. Commercial manager: Clark Alexander. Program and musical director: Hubert J. Grant. Chief engineer: C. E. Davidson.

Rep: Cox and Tanz. Seating facilities: None listed. Merchandising: Information not listed. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$70.

Copy restrictions: No patent medicines or alcoholic beverages (other than beer) accepted. E. T. library: Standard. News: UP. Commentators: Benet F. Cain (news commentator); Jack Bottger, Jon Duffy, and Wally Dunlap (newscasters); Hubert J. Grant (sports); Marian Call (women's features).

WSMB, NEW ORLEANS

Operator: WSMB, Inc., Maison Blanche Bldg. Phone: Magnolia 5921. Power: 5,000 watts on 1320 kc. Affiliation: NBC Red Southcentral Group. Opened: April, 1925. (Note: Newspapers, churches, schools and the municipality may use this station with moderation, at no cost; WSMB is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

LOUISIANA STATIONS—Continued

President: E. V. Richards. **General manager:** H. Wheelahan. **Commercial manager:** T. J. Fontelieu. **Program director, artists bureau head:** W. J. Brengel. **Chief engineer:** H. G. Nebe. **Musical director:** Ettore Fontana. **Publicity director:** Harry Arthur.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Lobby, 300 persons; also Maison Blanche Auditorium, capacity 1,000. **Merchandising:** Any reasonable service rendered, but cost must be borne by advertiser. **Foreign language programs:** None on station currently; French and Italian could be used. **Artists bureau:** Acts as supply house for talent, rather than contractor of permanent artists; picks performers from local musicians' union and Little Theatre, offering them a chance on the air on a rotating basis. **Base rate:** \$120 (½ hr.).

Copy restrictions: Beer and wines accepted; hard liquor only after 10 P.M.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls. **E. T. library:** NBC Thesaurus. **News:** Transradio.

WWL, NEW ORLEANS

Operator: Loyola University, WWL Development Co., Roosevelt Hotel. **Phone:** Raymond 2194. **Power:** 50,000 watts on 850 kc. **Affiliation:** CBS. **Opened:** March 30, 1922.

Faculty director: Rev. F. A. Cavey, S.J. **Station manager:** W. H. Summerville. **Commercial manager:** Louis Read. **Program director:** James Wilson. **Chief engineer:** J. D. Bloom, Jr. **Musical director:** Irvin Vidacovich. **Production director:** Beverly Brown. **Special events director:** Henry Dupre.

Rep: The Katz Agency. **Seating facilities:** University Room, 600 persons. **Merchandising:** WWL has a full-time merchandising director who interviews local dealers and distributors and arranges merchandising tie-ups; special merchandising service is available to meet individual sales problems; station stands ready to lend any "reasonable assistance" to insure the success of the advertiser's campaign. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$200 (½ hr.).

Copy restrictions: Beer and wine accepted; proprietaries must conform to station standards of public decency. **E. T. library:** Standard. **News:** UP. **Commentators:** Orval Andersen and Don Lewis (newscasters); Al Godwin and Henry Dupre (sports); Suzanne Javeau (women's features).

KRMD, SHREVEPORT

Operator: Radio Station KRMD, Inc., New Jefferson Hotel. **Phone:** 6171. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Station manager: G. V. Wilson. **Commercial manager:** David Wilson. **Program and publicity director:** Elizabeth Alford. **Chief engineer:** R. M. Dean.

Rep: None. **Seating facilities:** Can accommodate 45 persons. **Merchandising:** No information given. **Foreign language programs:** None. **Artists bureau:** Yes. **Base rate:** \$30 (½ hr.).

Copy restrictions: All standard restrictions observed. **E. T. library:** Standard. **News:** INS. **Commentators:** George Raymond Adams, Jr. (newscaster); Les Carmichel (newscaster; sports); Elizabeth Virginia Alford (home-making; women's news; entertainment).

KTBS, SHREVEPORT

Operator: Tri-State Broadcasting System, Inc., Commercial Bldg. **Phone:** 2-8711. **Power:** 1,000 watts on 1450 kc. **Affiliation:** NBC Red Southwestern Group. **Opened:** 1928. (Note: This station is newspaper-owned by the Shreveport Times, as is KWKH of the same city.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head, publicity director:** B. G. Robertson. **Chief engineer:** C. H. Maddox.

Rep: The Branham Co. **Seating facilities:** 75 persons (studios shared with KWKH). **Merchandising:** Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. **Foreign language programs:** No rules, as such programs have never been requested; foreign population nil in this territory. **Artists bureau:** Setup nominal only. **Base rate:** \$150.

Copy restrictions: Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** B. G. Robertson, James Stone, Scott Wilson, P. J. White and Dean Schmitter (newscasters); Jerry Bozeman (newscaster; sports).

KWKH, SHREVEPORT

Operator: International Broadcasting Corp., Commercial Bldg. **Phone:** 2-8711. **Power:** 50,000 watts on 1100 kc. **Affiliation:**

LOUISIANA STATIONS—Continued

CBS. Opened: 1925. (Note: This station is newspaper-owned by the Shreveport Times, as is KTBS of the same city.)

President: John D. Ewing. **Station manager:** John C. McCormack. **Commercial manager:** J. A. Oswald. **Program and musical director, artists bureau head:** Fred Ohl. **Chief engineer:** William E. Antony.

Publicity director: B. G. Robertson.

For representative, services, and copy restrictions, see KTBS, Shreveport.

Base rate: \$275. **E. T. library:** World; Davis & Schwegler; NAB. **News:** UP. **Commentators:** Bob Hall, Charles Tigner, Horace Logan and Fred Ohe (newscasters); Jerry Bozeman (newscaster; sports).

MAINE

(201,100 radio homes, or 91% ownership among the State's total of 221,000 families. Urban ownership is 79,700, or 91% of urban families; rural ownership is 121,400, or 91% of rural families.)

Radio Homes by Counties

Androscoggin 17,720	Knox 8,160	Somerset 10,060
Aroostook 17,320	Lincoln 4,630	Waldo 5,600
Cumberland 34,650	Oxford 10,430	Washington 9,650
Franklin 5,290	Penobscot 22,670	York 19,260
Hancock 8,830	Piscataquis 4,920	
Kennebec 17,290	Sagadahoc 4,620	

WRDO, AUGUSTA

Operator: WRDO, Inc., 175 Water St. **Phone:** 2285. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Mutual; Yankee and Colonial Networks; Maine Broadcasting System. **Opened:** Feb. 23, 1932.

Station manager: Jack S. Atwood. **Chief engineer:** Harold Dinsmore.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Contact dealers and prospective dealers in region, personally or by mail. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards. **News:** Yankee Network News Service; Maine News Service (local). **Commentators:** J. Atwood Newcomb (newscaster); Lee Anderson (hunting; fishing); Sam McCall (sports); Sandra Lee (cooking; fashions).

WABI, BANGOR

Operator: Community Broadcasting Service, 57 State St. **Phone:** 6658. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** June 30, 1923.

General manager: F. B. Simpson. **Station manager:** R. M. Wallace. **Program director:** Maurice Dolbier. **Chief engineer:** Nelson Lawson. **Musical director:** Harold Dorr.

Rep: Furgason & Walker, Inc. **Seating facilities:** Approximately 100. **Merchandising:** None. **Foreign language programs:** Accept both programs and announcements. **Artists bureau:** No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. **Stock:** Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. **Base rate:** \$90.

Copy restrictions: Copy accepted at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 P.M. **E. T. library:** None. **News:** AP from Bangor Daily Commercial. **Commentators:** B. Morton Havey (political commentator); Maurice Dolbier (news commentator); H. J. Gilliland (foreign affairs commentator); Robert Smith (newscaster); John Moran (sports); J. Brooks Power (hunting and fishing); Margaret Matson (styles); Evelyn Eaton (women's features).

WLBZ, BANGOR

Operator: Maine Broadcasting Co., Inc., 100 Main St. **Phones:** 6023; 9808. **Power:**

MAINE STATIONS—Continued

1,000 and 500 watts on 620 kc. **Affiliation:** NBC Basic Supplementary Group; Yankee Network; Colonial; Mutual. **Opened:** 1926.

Manager-director, publicity: Thompson L. Guernsey. **Assistant manager:** Edward Guernsey. **Program director:** Irving Hunter. **Chief engineer:** Bernard Kellom. **Musical director:** Norman Lambert.

Rep: Weed & Co. **Seating facilities:** Studio seats 120; observation room seats 25. **Merchandising:** Contact dealers: distribute publicity and promotional material to wholesalers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate. **E. T. library:** World. **News:** Yankee Network News Service; Main Radio News (local).

WCOU, LEWISTON

Operator: Twin City Broadcasting Co., Inc., 223 Lisbon St. **Phone:** 3140. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Aug. 21, 1938. (Note: Stockholders of the Twin City Broadcasting Co., Inc., also own Le Messenger, French language daily).

Treasurer: Faust O. Couture. **Station and commercial manager:** Guy P. Ladouceur. **Program director:** Elden Shute, Jr. **Chief engineer:** Leslie R. Hall. **Musical director:** Bert Cote.

Rep: Forjoe & Co. **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Will notify dealers of new campaigns on WCOU stationery, sponsor to be billed at cost. **Foreign language programs:** Will accept French announcements and programs from 6 to 7 A.M. weekdays, and 9 A.M. to noon Sundays. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Announcements limited to 100 words, and station breaks to 30 words; copy on quarter-hour programs limited to 250 words; beer advertising accepted, but no hard liquor. **E. T. library:** Standard. **News:** Yankee Network News Service. **Commentators:** Elden Shute, Jr. (newscaster); Larry Durgin (sports); Lou-Ann (women's features).

WCSH, PORTLAND

Operator: Congress Square Hotel Co., 579 Congress St. **Phone:** 3-9667. **Power:** 5,000 watts on 940 kc. **Affiliation:** NBC Basic Red; Yankee Network. **Opened:** June 25, 1925. (Note: Same owners con-

trol WFEA, Manchester, N. H., and WRDO, Augusta, Me.)

Director: George F. Kelley, Jr. **Commercial manager:** Linwood T. Pitman. **Program director:** Albert Willard Smith. **Chief engineer:** Fred Crandon. **Musical director:** Wally Harwood.

Rep: Weed & Co. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** Limited calls on trade; letters mimeographed and mailed at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Nominally maintained to pick artists from available supply in city. **Base rate:** \$160.

Copy restrictions: Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Milan O. Welch (sports); Anna S. Parkman (women's features).

WGAN, PORTLAND

Operator: Portland Broadcasting System, Inc., Columbia Hotel. **Phone:** 2-7489. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** CBS. **Opened:** Aug. 3, 1938. (Note: This station is affiliated with the Press Herald and Express, Gannett newspapers).

President: Guy P. Gannett. **Station manager:** Creighton E. Gatchell. **Program director:** Richard E. Bates. **Chief engineer:** Roger W. Hodgkins.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements, distribution of window cards, and limited number of letters to the trade rendered gratis. **Foreign language programs:** None. **Artists bureau:** No formal setup; station can, however, supply producers, writers, and five announcers. **Base rate:** \$125.

Copy restrictions: Beer and wine accounts accepted; patent medicine advertising must conform to all Federal regulations. **E. T. library:** Associated. **News:** From affiliated newspapers. **Commentators:** Austin M. Goodwin, and Worthen C. Cornish (sports); Gwendolyn G. Graves (fashions; cooking; social events; craft work).

WAGM, PRESQUE ISLE

Operator: Aroostook Broadcasting Corp., National Bank Bldg. **Phone:** 8821. **Power:** 100 watts on 1420 kc (specified hours). **Affiliation:** Maine Broadcasting System. **Opened:** January, 1930.

MAINE STATIONS—Continued

General and station manager: R. W. MacIntosh. **Commercial manager, chief engineer:** L. E. Hughes. **Program and publicity director, artists bureau head:** Ted Coffin. **Musical director:** Ted Davis.

Rep: None. **Seating facilities:** Main studio, 50; auditorium studio available seating up to 700. **Merchandising:** Pre-plug programs at opening of series gratis. **Foreign language programs:** Accept French

and Swedish; programs of this type limited to 15 minutes per week per sponsor. **Artists bureau:** Yes; details not given. **Base rate:** \$40.

Copy restrictions: Only such promulgations as are made by the Federal Trade Commission. **E. T. library:** None listed. **News:** Maine Radio News. **Commentators:** Ted Coffin and L. E. Hughes (newscasters); Helen Dillon (fashions).

MARYLAND

(355,100 radio homes, or 87% ownership among the State's total of 410,000 families. Urban ownership is 225,100, or 90% of urban families; rural ownership is 130,000, or 82% of rural families.)

Radio Homes by Counties

Allegany	16,220	Charles	2,830	Prince Georges	12,120
Anne Arundel.....	10,300	Dorchester	5,470	Queen Annes.....	3,090
Baltimore	24,050	Frederick	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett	3,610	Somerset	4,940
Calvert	1,770	Harford	6,330	Talbot	4,180
Caroline	3,860	Howard	3,120	Washington	14,160
Carroll	7,290	Kent	3,120	Wicomico	6,830
Cecil	5,150	Montgomery	10,400	Worcester	4,640

WBAL, BALTIMORE

Operator: WBAL Broadcasting Company, Lexington Bldg. **Phone:** Lexington 4900. **Power:** 10,000 watts on 1060 kc (after 9 P.M., 2,500 watts on 760 kc synchronized with WJZ, New York). **Affiliation:** NBC Basic Blue; Mutual. **Opened:** November 2, 1925. (Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

Station manager: H. C. Burke. **Commercial manager:** Leslie H. Peard, Jr. **Program manager:** Paul Girard. **Chief engineer:** Gerald W. Cooke. **Musical director:** Ruffino Iula. **Merchandising director:** G. W. Shults.

Rep: International Radio Sales. **Seating facilities:** Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. **Merchandising:** Complete service offered at actual cost; publish "Business in Baltimore," mailed to 3,000 retailers monthly. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$340.

Copy restrictions: Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval. **E. T. library:** World; Lang-Worth. **News:** INS; UP. **Commentators:** Alexander Gifford (news commenta-

tor); Paul Girard, Galen Fromme, and Bill Herson (newscasters); Walter Linthicum (sports); Katherine Dierken (women's features—as Mary Landis); Gene Robb (business outlook from Washington); A. L. Fundis (livestock markets).

WCAO, BALTIMORE

Operator: The Monumental Radio Co., 811 W. Lanvale St. **Phone:** Madison 7222. **Power:** 1,000 and 500 watts on 600 kc. **Affiliation:** CBS. **Opened:** May, 1922.

Vice-president: L. Waters Milbourne. **Program director:** Gordon A. Scheithing. **Chief engineer:** Martin L. Jones. **Publicity director:** L. W. Milbourne.

Rep: Paul H. Raymer Co. **Seating facilities:** Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** 47,000 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. **Base rate:** \$300.

Copy restrictions: Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price;

MARYLAND STATIONS—Continued

beer accepted, but number of sponsors limited; limit the number of patent medicine advertisers. **E. T. Library:** Lang-Worth. **News:** INS. **Commentators:** Paul Morris (newscaster); Don Riley (sports); Betty McCall (women's features).

WCBM, BALTIMORE

Operator: Baltimore Broadcasting Corp., Community House, North at Hartford. **Phone:** University 8400. **Power:** 250 watts on 1370 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** 1924.

President and commercial manager: John Elmer. **Station manager:** George Roeder. **Chief engineer:** G. Porter Houston.

Rep: Foreman Co. **Seating facilities:** 350 persons. **Merchandising:** None. **Foreign-language programs:** Accepted; governed by same rules as regular programs and announcements. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and the Pure Food & Drug Act. **E. T. Library:** Davis & Schwegler; Lang-Worth; NAB. **News:** INS; Universal. **Commentators:** Charles H. Roeder (newscaster); Lee Davis (sports); Peggy Smith (fashions).

WFBR, BALTIMORE

Operator: The Baltimore Radio Show, Inc., Radio Centre, 10 E. North Ave. **Phone:** Vernon 6900. **Power:** 5,000 and 1,000 watts on 1270 kc. **Affiliation:** NBC Basic Red. **Opened:** June 4, 1922.

President: Robert S. Maslin, Sr. **Executive vice-president:** Hope H. Barroll, Jr. **Commercial manager:** Purnell H. Gould. **Program director:** Bert Hanauer. **Chief engineer:** William Q. Ranft. **Artists bureau head, musical director:** Joseph Imbroglio. **Publicity director:** Robert S. Maslin, Jr.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 350; studios B and C, 125 each; also main ballroom Lord Baltimore Hotel, 500, and main ballroom Belvedere Hotel, 500. **Merchandising:** Sales Development Department will furnish route lists of druggists and grocers, and will notify dealers via "Trade Winds," a sheet prepared especially for dealers, of products advertised and contests being conducted, etc.; stage dealer meetings in studios; display clients' wares in studios and in Radio Centre; check response to programs among dealers and consumers; other merchandising billed at cost; station has a tie-up with

10 newspapers and eight moving picture theatres and as long as this tie-up is in effect, will offer free merchandising of the radio programs through these mediums to clients of minimum 13-week contracts. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal. **Base rate:** \$300.

Copy restrictions: Observe N.A.B. code restrictions as to copy length; no comparative price mentions; will take beer and wine programs, but not announcements in this classification; no hard liquor advertising; no laxative announcements after 6 P.M.; station is associate member of Proprietary Association and member of Better Business Bureau. **E. T. Library:** Associated. **News:** INS. **Commentators:** Raymond S. Tompkins (newscaster); Robert F. Hurlleigh (newscaster; book reviewer); George Fuller (newscaster); Nelson Baker (sports); Martha Ross Temple (fashions; home economics; interviews); Stewart R. Kennard (special events).

WTBO, CUMBERLAND

Operator: Associated Broadcasting Corp., 31 Frederick St. **Phone:** Cumberland 299. **Power:** 250 watts on 800 kc (to sunset in

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL
BROADCASTING
SYSTEM



JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.
National Representatives
THE FOREMAN CO.
247 Park Ave., NEW YORK
Wrigley Bldg., CHICAGO

MARYLAND STATIONS—Continued

Dallas, Texas). **Affiliation:** Maryland Coverage Network. **Opened:** October, 1929.

General manager: H. B. McNaughton. **Chief engineer:** George Lenhart.

Rep: Burn-Smith Co., Inc. **Seating facilities:** About 75 persons. **Merchandising:** Dealer contacts, trade and consumer publicity gratis. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$86.25.

Copy restrictions: Copy must be in "good taste," and must comply with F.C.C. and Federal Trade Commission regulations. **E. T. library:** World. **News:** Transradio. **Commentators** David "Jock" Murrie (general news reports); Sam Cozad (sports); Peg Coulehan (women's news and gossip; women's features).

WFMD, FREDERICK

Operator: Monocacy Broadcasting Co., Winchester Hall. **Phone:** Frederick 1466. **Power:** 500 watts on 900 kc (to local sunset). **Affiliation:** None. **Opened:** Jan. 1, 1936.

Vice-president, general manager: A. V. Tidmore. **Commercial manager, publicity director:** Arthur Symons. **Program director, artists bureau head:** R. L. Longstreet. **Chief engineer:** John A. Fels. **Musical director:** Winston C. Shipley.

Rep: None. **Seating facilities:** Winchester Hall Auditorium, 500. **Merchandising:** Sedan delivery truck and salesmen available to help push clients' products. **Foreign language programs:** Would accept, but population doesn't warrant such programs. **Artists bureau:** Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." **Base rate:** \$60.

Copy restrictions: Will accept beer and

wine; no hard liquor; all copy subject to U. S. and FCC regulations. **E. T. library:** World. **News:** Transradio. **Commentators:** Ian Ross MacFarlane (news commentator); Bob Longstreet (newscaster; farm news and hints); Elliot F. Gross (newscaster; sports); Capt. John Carnaghan, and John Bell (newscasters); Elisabeth Radcliffe (cooking); S. A. Woolner (dogs).

WJEJ, HAGERSTOWN

Operator: Hagerstown Broadcasting Co., Franklin Court. **Phone:** 2323. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 29, 1932.

General manager: Grover C. Crilley. **Commercial manager:** C. H. Myers. **Program director:** Wm H. Paulsgrove. **Chief engineer:** Harold Brewer.

Rep: International Radio Sales. **Seating facilities:** Auditorium available for presenting public shows; capacity 1,000; admission to be charged, if any, is optional with the sponsor. **Merchandising:** Information on request. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Accept beer and wines; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations. **E. T. library:** Standard; Davis & Schwegler. **News:** Transradio. **Commentators:** Bill Parker, and Glenn Thomas (newscasters); Bill Paulsgrove (sports); Bea Phillips (cooking; fashions).

WBOC, SALISBURY

Operator: The Peninsula Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

MASSACHUSETTS

(1,019,200 radio homes, or 92% ownership among the State's total of 1,104,000 families. Urban ownership is 912,100, or 92% of urban families; rural ownership is 107,100, or 96% of rural families.)

Radio Homes by Counties

Barnstable	9,550	Franklin	12,840	Norfolk	73,210
Berkshire	29,990	Hampden	81,090	Plymouth	42,530
Bristol	87,060	Hampshire	16,730	Suffolk	200,230
Dukes	1,510	Middlesex	223,760	Worcester	116,080
Essex	123,560	Nantucket	1,060		

Six Important Factors In Selling New England

★ WNAC BOSTON

Key station of The Yankee Network and NBC affiliate, completing 18 years of continuous service July 31, 1940. Covers Greater Boston's 2,834,939 population thoroughly, with highest percentage of all-day listeners.

★ WAAB BOSTON

Key station of The Colonial Network and Boston outlet for the Mutual Broadcasting System. Has gained and retained a tremendous audience through outstanding broadcasts of baseball, varied sports and public events.

★ WEAN PROVIDENCE

The dominant and longest established station in Rhode Island's most populous, prosperous and highly industrialized buying area, serving and selling this rich, responsive market for 18 years.

★ WICC BRIDGEPORT—NEW HAVEN

Covers Fairfield and New Haven counties, where more than half of Connecticut's population, taxable property and radio homes are located, plus coverage of the greater part of Long Island.

★ THE YANKEE NETWORK

Complete coverage of New England's 18 key market areas. Second largest regional network in America.

★ THE COLONIAL NETWORK

Eighteen locally effective stations, giving wide and economical coverage of important New England buying centers.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., Inc., Exclusive National Representatives

MASSACHUSETTS STATIONS—Continued

WAAB, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0800. **Power:** 1,000 watts on 1410 kc. **Affiliation:** Colonial Network; Mutual. **Opened:** April 20, 1931.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of production and sales:** Linus Travers. **Vice-president in charge of engineering:** Paul A. de Mars. **Commercial manager:** William Warner. **Chief engineer:** Irving Robinson. **Merchandising:** Carleton McVarish. **Station promotion:** Frank Foster II. **Artists bureau head:** Josephine White. **Publicity:** A. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Merchandising:** Supply coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. **Foreign language programs:** Certain types accepted, depending on merit as public entertainment. **Artists bureau:** Yes; has complete roster of talent. **Base rate:** \$200.

Copy restrictions: Accept beer and wines; Better Business Bureau and Proprietary Association consulted. **E. T. library:** Associated. **News:** Colonial Network News Service. **Commentators:** Nelson Churchill, William O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Frank Ryan, J. Neil Stahley, and Tom Stephenson (sports); Ruth Moss (celebrity interviews); Estelle Marsh (women's clubs); Virginia Lyons (children's programs); Clement A. Norton (travel); Charles E. Eschbach (agriculture); Leavitt Parsons (poultry; food).

WBZ & WBZA, BOSTON

Operator: Owned and operated by Westinghouse Electric and Mfg. Co. **WBZ:** Hotel Bradford, Boston. **WBZA:** Hotel Kimball, Springfield. **Phone:** WBZ: Hancock 4261; WBZA: Springfield 6-8336. **Power:** WBZ: 50,000 watts on 990 kc; WBZA: 1,000 on 990 kc. (Note: Both stations operate simultaneously and in synchronism on the same frequency and wavelength). **Affiliation:** NBC Basic Blue. **Opened:** WBZ: Sept. 15, 1921; WBZA: Nov. 15, 1924.

General manager: Vincent F. Callahan. **Assistant general manager:** Charles Young. **Commercial manager:** Frank R. Bowes. **Program director:** John F. MacNamara. **Chief engineer:** (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. **Musical director:** John H. Wright. **Sales promotion manager:** Harry D. Goodwin. **Special events**

director: Charles J. Gilchrest. **Publicity director:** Marjorie L. Spriggs.

Rep: National Broadcasting Co. **Seating facilities:** Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. **Merchandising:** None listed. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$460.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules. **E. T. library:** NBC Thesaurus; Associated. **News:** UP. **Commentators:** John Cooper, Colton Morris, and Keyes Perrin (newscasters); Fred Hoey (sports); Mildred W. Carlson (women's features); Charles Eschbach and Phillip Fleming (agriculture); Arch Macdonald (radio chatter); G. O. Oleson (garden gossip).

WCOP, BOSTON

Operator: Massachusetts Broadcasting Corp., Copley Plaza Hotel. **Phone:** Commonwealth 1717. **Power:** 500 watts on 1120 kc (operates daytime). **Affiliation:** None. **Opened:** Aug. 26, 1935.

President: Harold A. Lafount. **Sales manager:** Gerard H. Slattery. **Chief engineer:** Whitman N. Hall. **Program director:** Arthur Leary. **Musical director:** Sidney P. Reinherz. **Publicity director:** John K. Gowen, III.

Rep: Headley-Reed Co. **Seating facilities:** Public function rooms of Copley Plaza Hotel, 2,000. **Merchandising:** Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. **Foreign language programs:** Accepted; translation must be submitted in advance. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine; commercial copy "carefully edited and must comply with state and government regulations." **E. T. library:** World. **News:** INS. **Commentators:** Raymond Morgan, Morton Blender, Arthur Hall, and George Crowell (newscasters); Elizabeth Cox (women's features).

MASSACHUSETTS STATIONS—Continued

WEEI, BOSTON

Operator: Columbia Broadcasting System, Inc., 182 Tremont St. **Phone:** Hubbard 2323. **Power:** 5,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** Sept. 29, 1924.

Station manager: Harold E. Fellows. **Commercial manager:** Kingsley F. Horton. **Program director:** Lloyd G. Del Castillo. **Chief engineer:** Phillip K. Baldwin. **Musical director:** Charles R. Hector. **Publicity director:** Dorothy Drake.

Rep: Radio Sales. **Seating facilities:** Studio A, 100 persons; Salle Moderne, Hotel Statler, 500; Grand Ball Room, Hotel Statler, 1,200. **Merchandising:** Services rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** New England office of CBS Lecture Bureau. **Stock:** Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. **Base rate:** \$475.

Copy restrictions: CBS program policies. **E. T. library:** World. **News:** UP; also from Herald-Traveler (local). **Commentators:** Howell Cullinan (newscaster); Neil Wallace (newscaster; film gossip); Jay Wesley (sports); Caroline Cabot (shopping; fashions); Margaret Kiley (dietetics; market values); Heloise Broeg (recipes; new food ideas); Roberta Green (parties, fashions in entertaining).

WHDH, BOSTON

Operator: Matheson Radio Co., Inc., Hotel Touraine. **Power:** 1,000 watts on 830 kc (to sunset in Denver). **Affiliation:** None. **Opened:** 1929.

Base rate: \$120.

No further information available after several requests.

WMEX, BOSTON

Operator: The Northern Corp., 70 Brookline Ave. **Phone:** Commonwealth 3900. **Power:** 5,000 watts on 1470 kc. **Affiliation:** None. **Opened:** October 18, 1934.

Managing director, station manager, chief engineer: Alfred J. Pote. **Commercial manager:** S. Alfred Wasser. **Program director:** John E. Relly. **Musical director:** John F. Kiley. **Publicity director:** Vivienne M. Cameron.

Rep: None. **Seating facilities:** Studio A, 100 persons; Studio B, 50. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

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

commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commentators:** Richard Purcell, Jay McMaster, and Joseph Grant (newscasters); Irwin Elliot (newscaster; sports); Anice Brink (fashions).

WNAC, BOSTON

Operator: The Yankee Network, Inc., 21 Brookline Ave. **Phone:** Commonwealth 0300. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** NBC Basic Red; The Yankee Network. **Opened:** July 31, 1922.

President: John Shepard III. **Vice-president in charge of operations:** R. L. Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Vice-president and chief engineer:** Paul A. deMars. **Merchandising and research:** Carleton McVarish. **Station promotion:** Frank Foster, II. **Artists bureau head:** Josephine White. **Assistant sales manager:** Gerald Harrison. **Publicity:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio, 100 persons. **Mer-**



920 CLUB
*Boston's Biggest
Radio Program*
(Participating)
Write for
15 Big
Success Stories
WORL Boston



MASSACHUSETTS STATIONS—Continued

chandising: Supply coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. Foreign language programs: Not accepted. Artists bureau: Yes. Base rate: \$440.

Copy restrictions: Beer and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules. E. T. library: Associated. News: Yankee Network News Service. Commentators: Francis W. Tully and Fred Lang (news commentators); Bernard Dudley, Nelson Churchill, Bill O'Connell, Tom Powers, and Walter Harvey (newscasters); Jim Britt, Jack Stevens, and Bill Slater (sports); Gretchen McMullen, Imogene Walcott, and Margerie Mills (cooking); Mrs. Benjamin F. Kraus (women's clubs); Rev. Michael J. Ahern, S. J. (religion); Leavitt Parsons (drugs); Salvatore Pagliuca (weather reports).

WORL. BOSTON

Operator: Broadcasting Service Organization, Inc., 610 Beacon St. Phone: Commonwealth 5100. Power: 500 watts on 920

kc (daytime). Affiliation: None. Opened: 1926.

President: Harold A. Lafount. Manager: George Lasker. Program director: Robert N. Perry. Chief engineer: George Luckey. Publicity director: Marjorie L. Spriggs.

Rep: None. Merchandising: Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$100.

Copy restrictions: Advertising of intoxicating beverages not accepted; all copy subject to station approval. E. T. library: Standard. News: UP; Christian Science Monitor. Commentator: Winslow Porter (newscaster).

WSAR, FALL RIVER

Operator: Doughty and Welch Electric Co., Inc., Academy of Music Bldg., South Main St. Phones: 450-451. Power: 1,000 watts on 1450 kc. Affiliation: Mutual; Yankee; Colonial Network. Opened: 1921.

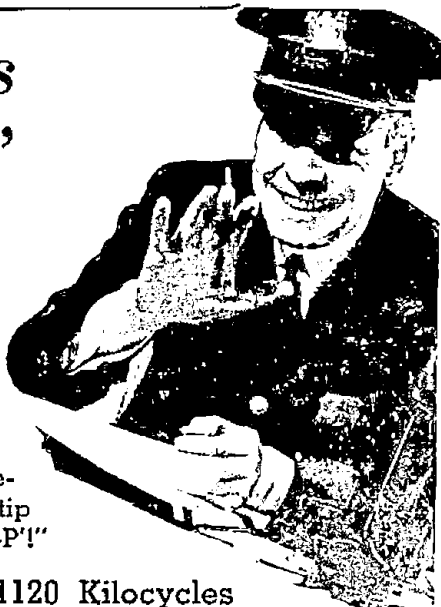
President, treasurer, station manager:

**"Sure--W-COP is
Boston's Finest!"**

FOR ALL-DAY COVERAGE OF
THE BOSTON CITY MARKET
AREA YOU CAN'T BEAT
"C-O-P"!

"And listen, Mr. Advertiser — *this* Boston station will give you perfect, clear-as-a-bell coverage of the Boston Metropolitan Market—yes, and even beyond—at *no* extra charge. Take a tip from the local advertisers — use 'C-O-P'!"

500 Watts • 267.7 Meters • 1120 Kilocycles



WCOP

MASSACHUSETTS
BROADCASTING CORP.
COPLEY PLAZA HOTEL
BOSTON, MASS.

MASSACHUSETTS STATIONS—Continued

William T. Welch. Assistant treasurer and office manager: Philomina J. Maurette. Commercial manager: Leonard C. Cox. Program director, artists bureau head: Josephine Y. Welch. Chief engineer: John C. Pavao. Musical director: Frank L. Cotter. Publicity director: Francis J. McLaughlin, Jr.

Rep: Furgason & Walker, Inc. Seating facilities: Two studios, larger one seating 100 persons. Merchandising: Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. Foreign language programs: Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Accept beer, wine and liquor; no restrictions other than those of the FCC. E. T. library: Standard; Lang-Worth. News: WSAR local news; Yankee Network News Service. Commentators: Jack Fitzgibbons (newscaster); Orville B. Seagrave (sports); Miss Lorraine (fashions); beauty hints; women's news and features).

WHAL GREENFIELD

Operator: John W. Haigis, 354 Main St. Phone: 4301. Power: 250 watts on 1210 kc. Affiliation: Mutual; Yankee and Colonial Networks. Opened: May 15, 1938.

Owner: John W. Haigis. Station manager, chief engineer: James L. Spates. Program and musical director: Warren Greenwood. Artists bureau head: Bob Findley. Publicity director: Ken Houseman.

Rep: Joseph Hershey McGillvra; Bertha Bannan, James Fay (Boston). Seating facilities: Local hall available, seating 300 persons. Merchandising: Commercial department claims to be equipped to handle requirements of clients; no charge except for materials. Foreign language programs: Accepted at specified times at national rates; payment must be made in advance. Artists bureau: Talent not under contract, but station can supply necessary artists, etc. Base rate: \$60.

Copy restrictions: Hard liquor advertising not accepted; rules of "good taste" used as standard of judgment. E. T. library: World. News: Yankee Network News Service; Transradio. Commentators: Hal Goodwin (newscaster; sports; stocks); Bob Findley (newscaster; sports—snow conditions); Warren Greenwood (newscaster; sports); John Haigis, Jr. (newscaster); Ken Houseman (newscaster; sports; entertainment news); Elizabeth Kelleher (women's news; narratives); Elsie

Erhardt (home economics); Evelyn McLeod (interior decoration).

WOCB, HYANNIS

Operator: Harriett M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. Power: 250 watts on 1210 kc.

At press time this station had a construction permit only.

WLAW, LAWRENCE

Operator: Hildreth and Rogers Co., 278 Essex St. Phone: 4107. Power: 1,000 watts on 680 kc (daytime). Affiliation: None. Opened: Dec. 19, 1937. (Note: This station is newspaper-owned by the Lawrence Eagle and Tribune.)

President, treasurer: A. H. Rogers. Station manager: Irving E. Rogers. Commercial manager: David M. Kimel. Business manager, program director: Henry B. McNaughton. Chief engineer: Herbert W. Brown. Production manager: William M. Noble.

Rep: Furgason & Walker, Inc. Seating facilities: Studio A can accommodate 150 people; 50 more can view studio through glass partition. Merchandising: Newspaper publicity on programs and artists in the two newspapers affiliated with the station. Foreign language programs: Accepted, but with restrictions. Artists bureau: Setup nominal only. Base rate: \$60.

Copy restrictions: None listed other than that station retains right to reject any copy for reasons sufficient unto itself. E. T. library: NBC Thesaurus; Standard. News: Transradio. Commentators: Charles R. Iovino (news analyst); Irene F. Morgan (interviews; women's features).

WLLH, LOWELL (AND LAWRENCE)

Operator: Merrimac Broadcasting Co., Inc., 39 Kearney Square. Phone: Lowell 8715; Lawrence 22148. Power: 250 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). Affiliation: Mutual; Yankee Network; Colonial Network. Opened: Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH).

President: A. S. Moffat*. Station manager: Robert F. Donahue. Commercial manager: Haskell Bloomberg. Program director: Tom Clayton. Chief operator: Anthony Michaels.

* Also president of WMAS, Springfield, Mass.

MASSACHUSETTS STATIONS—Continued

Rep: Edward Petry & Co., Inc. Seating facilities: Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. **Merchandising:** Give air plugs, and perform reasonable amount of dealer contact work; mailings at cost. **Foreign language programs:** Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Take wine and beer, but copy must not tend to encourage their use; no hard liquor; other copy must conform to "commonly accepted standards." **E. T. library:** Associated; Lang-Worth, News; INS; Yankee Network News Service; also own local news service. **Commentators:** Joe Cronin, Bob Donahue, Phil Goulding, and Dennis Howard (newscasters); George Gagan and Bill McIntosh (sports).

WNBH, NEW BEDFORD

Operator: E. Anthony and Sons, Inc., 588 Pleasant St. **Phone:** 3-3447. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** May, 1921. (Note: This station is newspaper-owned by the Mercury and Standard-Times).

General manager: Irving Vermilya. **Program director:** Sol Chain. **Chief engineer:** Clyde Pierce.

Rep: None. **Seating facilities:** 50. **Merchandising:** Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. **Foreign language programs:** Accepted at any time under same rules as English programs. **Artists bureau:** Setup nominal only. **Base rate:** \$100.

Copy restrictions: Laxative advertising, beer, wine or liquor not accepted; no Beano, Bingo or Bank Nights. **E. T. library:** NBC Thesaurus. **News:** INS; Yankee Network News Service. **Commentators:** Earle Wilson, Nathan Malchman, and Frank Dickson (newscasters); Barker Howland (sports); Jeanette Adelson (fashions; beauty; clubs).

WBRK, PITTSFIELD

Operator: Harold Thomas, 8 Bank Row. **Phone:** 2-1553. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** Feb. 20, 1938.

President: Harold Thomas.* **Commercial**

* Also general and station manager of WATR, Waterbury, Conn.

manager: Bruff W. Olin. **Program director:** Walcott A. Wyllie. **Chief engineer:** Norman Blake. **Publicity director:** Robert Burbank.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A seats 50; WBRK Radio Playhouse, 250; (has stage, lighting, and lobby display space). **Merchandising:** Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. **Foreign language programs:** Italian and Polish hours current. **Artists bureau:** Service bureau operates without charge to talent. **Base rate:** \$100.

Copy restrictions: Beer and wine copy accepted, but no hard liquor copy; all accounts subject to individual consideration. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Robert Burbank (newscaster); Barry Barents (sports); Jean Ashe (social notes).

WESX, SALEM

Operator: North Shore Broadcasting Co., 126 Washington St. **Phone:** 5670. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 10, 1939.

President, publicity director: Charles W. Phelan. **Station manager, artists bureau head:** Van D. Sheldon. **Commercial manager:** Robert Taylor. **Program and musical director:** Marjorie Leadbetter. **Chief engineer:** Richard I. Hammond.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will call on retail outlets without charge; letters sent out at cost. **Foreign language programs:** Accepted, providing English translation accompanies the original tongue in the broadcast. **Artists bureau:** Setup nominal only. **Base rate:** \$84.

Copy restrictions: Hard liquor copy not accepted; medical copy must stand careful scrutiny prior to acceptance. **E. T. library:** Associated. **News:** INS. **Commentators:** Al Blackman and Charles Higgins (collaborate on a program of European war and political comment); Thomas Carr (sports); Marion Winston (fashions); Betty Holihan (news; fashions); Margaret Kimball Herlihy (women's clubs).

WMAS, SPRINGFIELD

Operator: WMAS, Inc., Hotel Charles. **Phone:** 7-1414. **Power:** 250 watts on 1420 kc. **Affiliations:** CBS. **Opened:** Sept. 1, 1932.

President: Albert S. Moffat.* **Station manager, educational director:** Albert W.

* Also president of WLLH, Lowell, Mass.

MASSACHUSETTS STATIONS—Continued

Marlin. Program director, artists bureau head: F. Turner Cooke. Chief engineer: Earl Hewinson. Musical director: Paul Pelletier.

Rep: Edward Petry & Co., Inc. Seating facilities: Three studios, accommodate about 35 persons. Merchandising: Service rendered to sponsor in accordance with needs. Foreign language programs: Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and Italian programs. Artists bureau: Setup nominal only. Base rate: \$120.

Copy restrictions: Accept beer and wine subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval. E. T. library: Associated. News: INS. Commentators: Herbert Edman, Frank Norton, and Turner Cooke (newscasters); Theodore Huston (newscaster; farm and home reports); Robert Feldman (sports); Victoria Holmes and Ethel Henin (home and women's news); Mary Adele Adams (books); Milton Hale (entertainment).

WSPR, SPRINGFIELD

Operator: WSPR, Inc., 63 Chestnut St. Phone: 6-2757. Power: 500 watts on 1140 kc (operates to 1 hour after sunset). Affiliation: Mutual; Colonial Network; Yankee Network. Opened: June 3, 1936.

President, station manager: Quincy A. Brackett. Treasurer: Lewis B. Breed. Commercial manager: Milton W. Stoughton. Program and musical director: Wayne H. Latham. Artists bureau head: Elwin N. Tacy. Chief engineer: Hillis W. Holt. Publicity director: Howard S. Keefe.

Rep: George P. Hollingbery Co. Seating facilities: Reception room, capacity not listed. Merchandising: Supply coverage and market data; comprehensive information and suggestions for merchandising; co-operate in any plans worked out by sponsor. Foreign language programs: Accepted locally only. Artists bureau: Setup nominal only. Base rate: \$90.

Copy restrictions: Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually. E. T. library: Standard. News: Transradio; Yankee Network News Service. Commentators: Howard S. Keefe (newscaster); Edward Kennedy (sports);

Joan Carroll (shopper's service); Mildred Brunelle (cooking).

WORC, WORCESTER

Operator: Alfred F. Kleindienst, 65 Elm St. Phone: 5-3101. Power: 500 watts on 1280 kc. Affiliation: CBS. Opened: February, 1925.

Owner, operator: Alfred F. Kleindienst. Director: Mildred P. Stanton. Commercial manager: Lawrence Miron. Musical director: Maurice Diamond.

Rep: Weed & Co. Seating facilities: Can accommodate 150 persons. Merchandising: Any type of merchandising is provided at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$150.

Copy restrictions: Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Russell Brooks (newscaster); George Cairns (sports).

WTAG, WORCESTER

Operator: Worcester Telegram Publishing Co., Inc., Franklin St. Phone: 5-4321. Power: 5,000 and 1,000 watts on 580 kc. Affiliation: NBC Basic Red; Yankee Network. Opened: May 1, 1924. (Note: This station is newspaper owned by the Worcester Telegram and Gazette.)

Station director: Edward E. Hill. Assistant station director: Robert W. Booth. Commercial manager: George H. Jaspert. Program director: William T. Cavanagh. Chief engineer: Prof. Hobart H. Newell. Publicity director: Frederick Rushton.

Rep: Edw. Petry & Co. Seating facilities: Studio A, 75 persons; studio B, 25 persons; radio theatre, 50 persons. Merchandising: None. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$180.

Copy restrictions: Accept beer, wines and patent medicines subject to station approval; no hard liquors. E. T. library: World. News: From parent papers. Commentators: James Little (newscaster); Hollis Wright (sports); Jane Woodhouse (homemaking; arts and crafts; fashions; food; women's features); Ruth Rankin (book reviews; anecdotes; etiquette); Mildred Bailey (fashions; beauty; homemaking); George F. E. Story (farm flashes; produce market).

MICHIGAN

(1,122,200 radio homes, or 92% ownership among the State's total of 1,220,000 families. Urban ownership is 771,100, or 93% of urban families; rural ownership is 351,100, or 89% of rural families.)

Radio Homes by Counties

Alcona	1,050	Gratiot	7,150	Missoukee	1,490
Alger	1,680	Hillsdale	7,240	Monroe	11,970
Allegan	9,510	Houghton	10,740	Montcalm	7,000
Alpena	3,910	Huron	6,620	Montmorency	610
Antrim	2,350	Ingham	28,860	Muskegon	10,860
Arenac	1,690	Ionia	8,350	Nowaygo	4,060
Baraga	1,810	Iosco	1,760	Oakland	49,310
Barry	5,520	Iron	4,100	Oceana	3,340
Bay	15,200	Isabella	4,620	Ogemaw	1,480
Benzie	1,660	Jackson	22,360	Ontonagon	2,200
Berrien	20,200	Kalamazoo	22,250	Osceola	2,980
Branch	6,370	Kalkaska	920	Oscoda	360
Calhoun	21,980	Kent	59,010	Otsego	1,160
Cass	5,400	Keweenaw	1,020	Ottawa	12,770
Charlevoix	2,760	Lake	1,020	Presque Isle	2,140
Cheboygan	2,560	Lapeer	5,920	Roscommon	540
Chippewa	5,140	Leelanau	1,740	Saginaw	27,570
Clare	1,680	Lenawee	12,720	St. Clair	16,290
Clinton	5,790	Livingston	4,710	St. Joseph	8,230
Crawford	730	Luce	1,040	Sanilac	6,360
Delta	6,740	Mackinac	1,880	Schoolcraft	1,760
Dickinson	6,210	Macomb	17,660	Shiawassee	9,600
Eaton	8,320	Manistee	4,140	Tuscola	7,330
Emmet	3,490	Marquette	9,280	Van Buren	8,640
Genesee	49,020	Mason	4,380	Washtenaw	17,130
Gladwin	1,570	Mecosta	3,800	Wayne	428,960
Gogebic	6,040	Menominee	4,970	Wexford	3,910
Grand Traverse	4,370	Midland	4,140		

WELL, BATTLE CREEK

Operator: Federated Publications, Inc., 1 W. Michigan Ave. Phones: 5655; 7166. Power: 250 watts on 1420 kc. Affiliation: NBC Basic Blue Supplementary; Michigan Radio Network. Opened: September, 1925. (Note: This station is under the same ownership as the Battle Creek Enquirer & News).

Owner: A. L. Miller. Station manager: Dan E. Jayne. Commercial manager: Forrest Flagg Owen. Chief engineer: Raymond B. Roof. Program director: Alden Haight.

Rep: Burn-Smith Co., Inc. Seating facilities: Studio, 50 persons. Merchandising: Cooperate with newspaper publicity. Foreign language programs: No rules; no call for such programs. Artists bureau: No regular setup; maintain file of available local talent. Base rate: \$60.

Copy restrictions: Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station

approval; reserve right to refuse or discontinue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule. E. T. Library: Standard. News: AP.

WBCM, BAY CITY

Operator: Bay Broadcasting Co., Inc., Hotel Wenonah. Phones: 4700 (Bay City); 2171 (Saginaw). Power: 1,000 and 500 watts on 1410 kc. Affiliation: NBC Basic Blue Supplementaries; Michigan Radio Network. Opened: Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

General manager: H. A. Giesel. Program director: Jack Parker. Merchandising director: A. F. Huebner. Chief engineer: Ralph H. Carpenter. Musical director: Lionel H. DeRemer.

Rep: George P. Hollingbery Co. Seating facilities: None. Merchandising: As desired. Foreign language programs: Polish hour current. Base rate: \$100.

MAKE YOUR TESTS

in

A map of Michigan is shown with a red outline. Overlaid on the map are several circular callouts, each containing a radio station call letter and its location. The callouts are: WJIM LANSING, WBCM BAY CITY & SAGINAW, WFDF FLINT, WXYZ DETROIT, WIBM JACKSON, WELL BATTLE CREEK, WKZO KALAMAZOO, and WOOD WASH GRAND RAPIDS. In the center of the map, there are illustrations of radio towers and city skylines for Grand Rapids, Lansing, Bay City & Saginaw, Flint, Kalamazoo, Battle Creek, Jackson, and Detroit. A red lightning bolt graphic connects the towers. Below the map, the text "OVER 4,000,000 PEOPLE" is written in red.

Key station of Michigan Radio Network

WXYZ

DETROIT

NBC Blue Network

5000 WATTS DAY TIME 1000 WATTS NIGHT TIME

National Sales Representative: PAUL H. RAYMER CO.

Michigan

OVER THE

MICHIGAN RADIO NETWORK . . .

OPERATED LIKE A COAST-TO-COAST NETWORK . . .

IMPROVED SERVICE . . .

BIG TIME OPERATIONS

AVAILABLE FOR NBC
BLUE COMMERCIALS
AS AN UNIT

IDEAL TEST CONDITIONS



MICHIGAN STATIONS—Continued

Copy restrictions: Beer, wines and alcoholic beverages accepted if properly presented; announcements on patent medicines have to be approved by the N.A.B. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Russ Lyon (newscaster); Jack Parker (newscaster; sports); Gerry Northcott (women's features).

WHDF, CALUMET

Operator: Upper Michigan Broadcasting Co., Community Bldg., Houghton. **Phone:** Houghton 1. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929. (Note: This station is newspaper-affiliated with the Calumet Evening News-Journal and Houghty Daily Mining Gazette.)

Vice-president, station manager, publicity director: John W. Rice. **Commercial manager:** Merrill F. Trapp. **Program and musical director:** Albert W. Payne. **Chief engineer:** George L. Burgan.

Rep: Mitchell & Ruddell, Inc. **Seating facilities:** Studio can accommodate 700; Kerredge Theatre also available, seating 1,000 (regular theatre admission price charged). **Merchandising:** Station co-operates "in every way possible" with advertiser; service rendered gratis. **Foreign language programs:** Accepted on same basis as other programs; English translation must be submitted. **Artists bureau:** None. **Stock:** A. L. Burgan and George L. Burgan (60%); William G. Rice and John W. Rice (40%). **Base rate:** \$60.

Copy restrictions: Beer accepted; no other alcoholic beverages; commercials must be submitted in advance for station approval. **E. T. library:** World; Lang-Worth. **News:** AP; also gather own local news. **Commentators:** Earl Norden (news commentator and newscaster—in English); Reino Suojonen (news commentator and newscaster—in Finnish); Merrill F. Trapp (news commentator; sports); Abel Karvonen (newscaster—in Finnish); Pete Faunsone (sports); Ilse Seligman, Alice Jenkins, and Charlotte Ringer (fashions); Lucille Dimmer (parents' forum; women's features); Edward Bayels (stock market); Earl Roberts (agriculture); Burney B. Bennett (education); Rev. Leigh H. Hagle (religion); Richard Lahti (conservation); John G. Salmi, Jr. (highways); Dr. E. E. Pleune (health).

CKLW, DETROIT

Operator: Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. **Phone:** Cadillac 7200. **Studios:** Guaranty Trust Bldg., Windsor. **Phone:** 4-1155; (American Company; Essex Broadcasters, Inc. Studios

are maintained in Windsor and Detroit. Station license is issued by Canada.) **Power:** 5,000 watts on 1030 kc. **Affiliation:** Mutual Broadcasting System; Canadian Broadcasting Corporation. **Opened:** May 31, 1932.

Managing director: Joseph Edward Campeau. **Station manager, chief engineer:** William John Carter. **Commercial manager:** L. Jerome DuMahaut. **Program director:** John Gordon. **Traffic manager:** Campbell Ritchie. **News editor, publicity director:** Val Clare.

Rep: Station has branch office at 360 N. Michigan Ave., Chicago, Ill.; otherwise represented by Joseph Hershey McGillvra. **Seating facilities:** 200 persons. **Merchandising:** Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; design direct mail, window and counter cards, announcements, publicity, etc., at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None; station

CERTAINLY!

CKLW

**GIVES YOU LOW
COST RESPONSE IN
The DETROIT AREA**



CKLW

**5,000 Watts Day and Night
CLEAR CHANNEL**

Mutual Broadcasting System

MICHIGAN STATIONS—Continued

can supply talent, however. Base rate: \$320.

Copy restrictions: Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation. **E. T. library:** World, News; **UP. Commentators:** Val Clare (news commentator; newscaster; stock market comment); Joe Gentile (sports); Myrtle Labbit (women's features); Mary Morhan (fashions; cooking).

WJBK, DETROIT

Operator: James F. Hopkins, Inc., 6559 Hamilton Ave. **Phone:** TR 2-2000. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** August, 1928.

President, station manager: James F. Hopkins. **Commercial manager:** Art Croghan. **Program director:** Sybil Krieghoff. **Chief engineer:** Paul Frincke. **Musical director:** Pete Angel. **Publicity director:** Charles Sterritt.

Rep: Forjoe & Co., New York; United Broadcasting Co., Chicago. **Seating facilities:** None in studios; occasionally use ballroom, but capacity not listed. **Merchandising:** Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over a 13-week period. **Foreign language programs:** Accepted; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. **Artists bureau:** None. **Base rate:** \$93.75.

Copy restrictions: No restrictions on beer and wine; liquor advertising accepted after 10 P.M. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste. **E. T. library:** Associated; Standard. **News:** INS. **Commentators:** "The Cynic" (news commentator); Ed McKenzie and Charles Sterrett (newscasters); Neil Searles (sports); Betty Roberts (women's features).

WJR, DETROIT

Operator: WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. **Phone:** Madison 4440. **Power:** 50,000 watts on 750 kc. **Affiliation:** CBS. **Opened:** 1922.

President: G. A. Richards*. **Executive vice-president, general manager:** Leo Fitzpatrick. **Secretary-treasurer:** P. M. Thomas. **Assistant general manager in charge of**

* Also president of WGAR, Cleveland, Ohio, and KMPC, Beverly Hills, Calif.

sales: Owen F. Uridge. **Chief engineer:** M. R. Mitchell.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 80 persons. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. **Base rate:** \$700.

Copy restrictions: Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations. **E. T. library:** World; Standard. **News:** INS. **Commentators:** Bud Guest, Jack King, and Duncan Moore (newscasters); Jimmie Stevenson (newscaster; sports); Harry Wismer and Jack White (sports); Ruth Franklin Crane (women's features).

WMBC, DETROIT

Operator: Michigan Broadcasting Co., 7310 Woodward Ave. **Phone:** Madison 9100. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1925.

President: John Lord Booth. **General and commercial manager:** Edythe Fern Melrose. **Vice-president, treasurer:** W. W. Booth. **Chief engineer:** E. H. Clark. **Program director:** Fred Knorr.

Rep: None. **Seating facilities:** Studio A, 100 persons; studio B, 50. **Merchandising:** Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. **Foreign language programs:** Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish, hour, directed by Hyman Altman, on Sundays. **Artists bureau:** None. **Stock:** Principal holders are John Lord Booth and E. A. Wooten. **Base rate:** \$120.

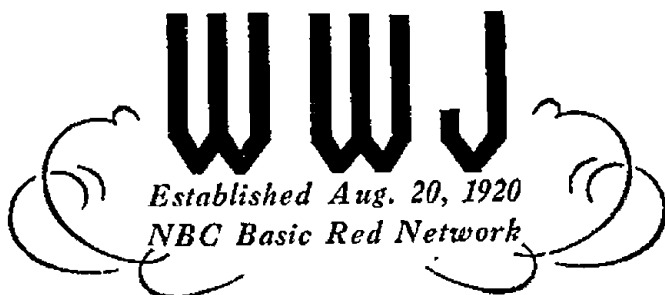
Copy restrictions: Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements. **E. T. library:** Lang-Worth; Standard; Associated. **News:** Transradio.

WWJ, DETROIT

Operator: The Evening News Association, 626 Lafayette Blvd. **Phone:** Randolph 2000. **Power:** 5,000 and 1,000 watts on 920 kc. **Affiliation:** NBC Basic Red. **Opened:**

America's **PIONEER RADIO STATION**

Radio station WWJ was not only the *first station* in America, but it has maintained its position as the *first station* in listener interest in Detroit since it was established,—a fact proven by every survey that has ever been made!



National Representatives
Geo. P. Hollingbery Co.
New York, Chicago, San Francisco, Atlanta

MICHIGAN STATIONS—Continued

August 20, 1920*. (Note: This station is owned by the Detroit News).

Manager: W. J. Scripps. **Commercial manager:** Harry Bannister. **Program and production manager:** Mel Wissman. **Chief engineer:** Walter Hoffman. **Musical director:** Mischa Kottler.

Rep: George P. Hollingbery Co. **Seating facilities:** Auditorium studio seats 350. **Merchandising:** None. **Foreign language programs:** No set rules; such accounts have never been solicited. **Artists bureau:** None. **Base rate:** \$500.

Copy restrictions: Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Russell Barnes and S. L. A. Marshall (news commentators); C. C. Bradner, Austin Grant, and Charles Arlington (newscasters); Paul Williams (newscaster; sports); E. L. "Ty" Tyson (sports); Dorothy Spicer (interviews; women's features); Herschell Hart (radio comment and gossip); Russell McLaughlin (legitimate theatre reviews).

* Opening date listed here was supplied by the station. KDKA and KQV, both Pittsburgh, Pa., along with WWJ are all claimants for the title of the U. S.'s oldest commercial station. (See KDKA and KQV.)

WXYZ, DETROIT

Operator: King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). **Phone:** Cherry 8321. **Power:** 5,000 and 1,000 watts on 1240 kc. **Affiliation:** NBC Basic Blue; key station Michigan Radio Network, also originates some programs for the NBC Blue, Mutual, and the Don Lee Broadcasting System. **Opened:** 1925.

President, treasurer: George W. Trendle. **General manager, secretary:** H. Allen Campbell. **Assistant secretary:** Howard O. Pierce. **Commercial manager:** Harry Sutton, Jr. **Studio and production manager:** Harold True. **Sales promotion manager:** Charles C. Hicks. **Manager merchandising department:** Harold Christian. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Dramatic director:** Charles D. Livingstone. **Publicity director:** Felix C. Holt.

Rep: Paul H. Raymer Co. **Seating facilities:** None in studios; broadcasts from theatres at regular admission prices. **Merchandising:** Complete service from market surveys to securing dealers, distributors,

jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$375.

Copy restrictions: Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 P.M. under same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC. **E. T. library:** Standard; NBC Thesaurus. **News:** UP. **Commentators:** Harold True, Harry Golder and Douglas Edwards (newscasters); Harry Heilmann and Bud Shaver (sports); Carl Gensel (sports; farm markets and news); Nancy Osgood (women's news); Nancy Dixon (shopping news); Dick Osgood (radio and theatre gossip).

WKAR, EAST LANSING

Operator: Michigan State College. **Phone:** 59113-ext. 398. **Power:** 5,000 watts on 850 kc (daytime). **Opened:** 1922.

This station is non-commercial; college-owned.

WFDF, FLINT

Operator: Flint Broadcasting Company, Union Industrial Bldg. **Phone:** 2-7158. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Blue Supplementary; Michigan Radio Network. **Opened:** May 25, 1922.

Station manager: Howard M. Loeb. **Commercial manager:** Frederick S. Loeb. **Program director:** Adrian R. Cooper. **Chief engineer:** Frank D. Fallain. **Musical director:** William Geyer. **Publicity director:** R. V. Osgood.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 75 persons. **Merchandising:** Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC, Post Office Department, and Pure Food and Drug Act"; no competitive or "provocative" copy; no exaggeration or false testimonials. **E. T. library:** NBC Thesaurus. **News:** INS; also own local news. **Commentators:** Charles Park, James

MICHIGAN STATIONS—Continued

Cleaver, and Joe Hurd (newscasters); Irving Chandler (sports).

WGRB, GRAND RAPIDS

Operator: Grand Rapids Broadcasting Corp. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WLAV, GRAND RAPIDS

Operator: Leonard A. Versluis. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WOOD-WASH, GRAND RAPIDS

Operator: King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. **Phone:** 9-4211. **Power:** 500 watts on 1270 kc. **Affiliation:** NBC Optional Basic Service; Michigan Radio Network. **Opened:** WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

President: George W. Trendle. **General manager:** H. Allen Campbell. **Station manager:** Stanley W. Barnett. **Traffic manager:** David H. Harris. **Program director, musical director:** Sandy Meek. **Chief engineer:** Fred W. Russell. **Merchandising director:** Paul F. Eichhorn. **Publicity director:** T. Wilcox Putnam.

Rep: Paul H. Raymer Co. **Seating facilities:** About 20 persons. **Merchandising:** Local cooperation with wholesalers and retailers; also Michigan Radio Network service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Accept beer and wine; apply good taste and government regulations; each case considered individually. **E. T. library:** Associated. **News:** UP. **Commentators:** Robert Tillmanns (newscaster); Robert H. Smith (sports).

WJMS, IRONWOOD

Operator: Upper Michigan-Wisconsin Broadcasting Co., St. James Hotel Annex. **Phone:** 20. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Nov. 1, 1931. (Note: Same operator also owns WATW, Ashland, Wis.).

General manager: N. C. Ruddell. **Commercial manager:** Dick Hasbrook. **Program director:** Harry Wills. **Chief engineer:** R. L. Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and the announcer meet with station approval. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station. **E. T. library:** Associated. **News:** AP; Transradio. **Commentators:** Dick Hasbrook (newscaster; sports); Harry Wills (newscaster); Rose Isaac (fashions; cooking).

WIBM, JACKSON

Operator: WIBM, Inc., Hotel Hayes. **Phone:** 6121. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Michigan Radio Network. **Opened:** Nov. 20, 1927.

President: Herman Radner. **Station manager:** Roy Radner. **Program director, artists bureau head:** Willie (Bill) Dunn. **Chief engineer:** C. W. Wirtanen. **Musical director:** William Cizek. **Publicity director:** Walter H. Johnson.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Service available to clients; no details listed. **Foreign language programs:** Accepted, but have very little call for these programs inasmuch as population is 90% English-speaking. **Artists bureau:** Yes. **Base rate:** \$75.

Copy restrictions: Liquor advertising accepted only under approval of State Liquor Commission; all copy must be submitted to station in advance. **E. T. library:** Standard. **News:** From Michigan Radio Network and NBC; also AP and local. **Commentators:** William Cizek (newscaster); Bill Dunn (sports).

WKZO, KALAMAZOO

Operator: WKZO, Inc., 124 W. Michigan Ave. **Phone:** 3-1223. **Power:** 1,000 watts on 590 kc. **Affiliation:** CBS. **Opened:** 1930.

President and general manager: John E. Fetzer. **Program director:** Herbert Lascelles. **Chief engineer:** Edwin Rector. **Publicity Director:** Ross Collier.

MICHIGAN STATIONS—Continued

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Complete service rendered; have outside man contacting retail outlets. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists a roster of about 75. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted; adhere to NAB code of ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Herbert Lascelles (newscaster; sports; market news); Ralph Snyder (newscaster; livestock); Jackson Tisch (newscaster); Patty Criswell (women's features; social events).

WJIM, LANSING

Operator: WJIM, Inc., City National Bldg. **Phone:** 2-1333. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementaries; Michigan Radio Network. **Opened:** Aug. 22, 1934.

General manager: Harold F. Gross. **Director:** Bob Innes. **Musical director:** Earle Parchman. **Production manager:** Howard Finch. **Promotion manager:** Omri St. Clair Jones.

Rep: None. **Seating facilities:** None. **Merchandising:** Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Accept beer and wine subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of the FCC and Federal Trade Commission. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Howard K. Finch (news commentator; sports); Bob Ritter (newscaster); Judy Holliday (recipes; menus; clubs).

WMPC, LAPEER

Operator: First Methodist Protestant Church of Lapeer. **Power:** 250 watts on 1200 kc (specified hours).

This station is non-commercial; church-owned.

WDMJ, MARQUETTE

Operator: Lake Superior Broadcasting Company, Mining Journal Bldg. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Base rate:** \$50.

No other information available after repeated requests.

WKBZ, MUSKEGON

Operator: Ashbacker Radio Corp., Michigan Theatre Bldg. **Phone:** 26-051. **Power:**

250 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 3, 1926. (Note: This station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

Vice-president, general manager: Grant F. Ashbacker. **Sales manager:** William C. Wester. **Program and musical director, artists bureau head:** Garrison Poling. **Chief engineer:** George Krivitsky. **Publicity director:** Louis T. Dwyer.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 700 persons. **Merchandising:** Have a merchandising department; services not listed. **Foreign language programs:** Accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; World; Associated; NAB; Davis & Schwegler. **News:** UP. **Commentators:** Curt Flowers (news commentator; newscaster); Hilliard Gudelsky (news commentator; newscaster; sports); Robert Quinn, Garrison Poling, and Louis Dwyer (newscasters); Elsie Buttrick (fashions; cooking); Helen Smith (fashions).

WCAR, PONTIAC

Operator: Pontiac Broadcasting Co., Riker Bldg. **Phone:** 7141. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** Dec. 16, 1939. (Note: H. Y. Levinson, general manager and stockholder in this station, is also publisher of the weekly Farmington Enterprise).

General and station manager: H. Y. Levinson. **Commercial manager, publicity director:** W. K. "Bill" Bailey. **Program and musical director:** Stanley Schultz. **Chief engineer:** Wiley Wenger. **Farm director:** W. E. Macdonald.

Rep: Radio Advertising Corp. **Seating facilities:** Observation booth seats 100 persons. **Merchandising:** Service available on request; estimates submitted on complete service, if desired. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Swanson Shields (news commentator); Stanley Schultz (news commentator; sports); Joseph Mercier (newscaster); Tom Harmon (sports); Vane Knight (women's features); Al Gordon (Hollywood news); Carl Bailey (farm news).

WHLS, PORT HURON

Operator: Port Huron Broadcasting Co., 932 Military St. **Phone:** 6191. **Power:** 250

MICHIGAN STATIONS—Continued

watts on 1370 kc. Affiliation: None. Opened: Aug. 7, 1938.

General and commercial manager: Angus D. Pfaff. **Program director:** H. L. Stevens. **Chief engineer:** W. F. McDonnell. **Musical director:** L. Patterson. **Publicity director:** George Snyder.

Rep: None. **Seating facilities:** None. **Merchandising:** General merchandising cooperation available on a cost basis. **Foreign language programs:** No rules. **Artists bureau:** None. **Stock:** Station is a partnership between Harmon L. and Herman L. Stevens. **Base rate:** \$75.

Copy restrictions: Accept beer and light wine advertising; adhere to NAB Code of Ethics; copy and product must conform to Federal Trade Commission rules. **E. T. library:** Associated. **News:** UP. **Commentators:** Harmon L. Stevens (newscaster; women's news; fashions); Edward Dougherty (farm news; market reports); Fred Baker (Hollywood news); Stanley Smith (local news).

WEXL, ROYAL OAK

Operator: Royal Oak Broadcasting Co., 212 W. Sixth St. **Phones:** Royal Oak 0815; Elmhurst 6524 (in Detroit). **Power:** 50 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: George B. Hartrick. **Station and commercial manager:** Ellis C. Thompson. **Program and publicity director:** Kirk Knight. **Chief engineer:** Luther McFarland.

Rep: None. **Seating facilities:** None.

Merchandising: None. **Foreign language programs:** Accepted; three Polish programs currently running. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally. **E. T. library:** None. **News:** Local news. **Commentators:** Kirk Knight (newscaster; sports; film news and gossip); Porter Bourne (newscaster; sports); Rose Lavery (clubs; women's news).

WHAL, SAGINAW

Operator: Harold F. Gross and Edmund C. Shields. **Power:** 500 watts on 950 kc (daytime only).

At press time this station had a construction permit only.

WSAM, SAGINAW

Operator: Saginaw Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc (specified hours).

At press time this station had only recently been put into operation.

WSOO, SAULT STE. MARIE

Operator: Hiawathaland Broadcasting Co. **Power:** 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

MINNESOTA

(556,900 radio homes, or 85% ownership among the State's total of 652,000 families. Urban ownership is 309,300, or 93% of urban families; rural ownership is 247,600, or 77% of rural families.)

Radio Homes by Counties

Aitkin	2,960	Clearwater	1,790	Hubbard	1,960
Anoka	3,790	Cook	520	Isanti	2,360
Becker	4,260	Cottonwood	2,810	Itasca	5,340
Beltrami	4,180	Crow Wing	5,600	Jackson	2,950
Benton	2,770	Dakota	7,250	Kanabec	1,650
Big Stone	1,890	Dodge	2,500	Kandiyohi	4,530
Blue Earth	7,540	Douglas	3,850	Kittson	1,770
Brown	5,030	Faribault	4,460	Koochiching	2,990
Carlton	4,310	Fillmore	5,350	Lac qui Parle	2,790
Carver	3,400	Freeborn	6,010	Lake	1,720
Cass	3,070	Goodhue	6,820	Lake of the Woods	900
Chippewa	3,120	Grant	1,800	Le Seuer	4,010
Chisago	2,810	Hennepin	128,770	Lincoln	2,050
Clay	4,640	Houston	2,830	Lyon	3,880

MINNESOTA STATIONS—Continued

McLeod	4,290	Pine	3,940	Stearns	11,230
Mahnomen	1,060	Pipestone	2,520	Steele	3,940
Marshall	3,070	Polk	6,850	Stevens	1,860
Martin	4,610	Pope	2,490	Swift	2,740
Meeker	3,550	Ramsay	71,650	Todd	4,980
Mille Lacs	2,890	Red Lake	1,170	Traverse	1,530
Morrison	4,650	Redwood	3,970	Wabasha	3,810
Mower	6,150	Renville	4,470	Wadena	2,160
Murray	2,450	Rice	6,120	Waseca	3,030
Nicollet	3,090	Rock	2,190	Washington	5,440
Nobles	3,610	Roseau	2,300	Watsonwan	2,660
Norman	2,600	St. Louis	45,600	Wilkin	1,800
Olmsted	7,360	Scott	2,820	Wiona	8,398
Otter Tail	9,380	Sherburne	1,710	Wright	5,470
Pennington	2,100	Sibley	3,070	Yellow Medicine	3,100

KATE, ALBERT LEA

Operator: Albert Lee Broadcasting Co., 332 S. Broadway. **Phone:** 2338. **Power:** 250 watts on 1420 kc. **Affiliation:** North Central Broadcasting System. **Opened:** Oct. 26, 1937.

President, station manager: E. L. Hayek. **Commercial manager:** Warner C. Tide-mann. **Program director:** Sherman Booen. **Chief engineer:** George Church.

Rep: None. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Distribute window cards and hand-bills, and provide publicity for the Albert Lea Community Magazine. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$84.

Copy restrictions: Beer advertising accepted; no patent medicines, wines, or other alcoholic beverages. **E. T. library:** World; MacGregor; Standard. **News:** UP. **Commentators:** Sherman Booen (news-caster; sports); George McCann (news-caster); Veronica Spencer (fashions; etc.).

KDAL, DULUTH

Operator: Red River Broadcasting Co., Inc., 218 Bradley Bldg. **Phone:** Melrose 2230. **Power:** 250 watts on 1500 kc. **Affiliation:** CBS. **Opened:** Nov. 22, 1936.

Station manager: Dalton A. LeMasurier. **Commercial manager:** A. H. Flaten. **Program director:** Gilbert Fawcett. **Chief engineer:** R. A. Dettman. **Promotion:** Mike Cady and R. L. Border.

Rep: None. **Seating facilities:** Studio, seating 75 persons. **Merchandising:** Supply surveys, market data, buyer contacts, and merchandising plans. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$77.50.

Copy restrictions: Accept beer and wine only; any merchandise must be "absolutely bona fide with respect to its announced merits, description, quality, prices or discounts from the price thereof..." **E. T.**

Library: Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Jack Lellman, and Ellis Harris (newscasters); Dick Enroth (sports).

WEBC, DULUTH

Operator: Head of the Lakes Broadcast-ing Co., WEBC Building. **Phone:** MEL 1537. **Power:** 5,000 and 1,000 watts on 1290 kc. **Affiliation:** NBC Supplementary Basic Service; Arrowhead Network; North Central Broadcasting System. **Opened:** June, 1924. (Note: This station is affiliated with the Superior, Wis., Telegram; same opera-tor also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

General manager: Walter C. Bridges. **Commercial manager:** Thomas W. Gavin. **Chief engineer:** Charles Persons. **Musical director:** John Klieve. **Publicity director:** Frank G. Watson.

Rep: George P. Hollingbery Co. **Seating facilities:** About 130. **Merchandising:** Con-tact dealers and retailers, by mail or per-sonal calls. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$148.50.

Copy restrictions: Beer and wine adver-tising accepted for night broadcasting to reach adult audience only, and copy must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted. **E. T. library:** NBC Thesaurus. **News:** UP; AP. **Commentators:** Don McCall, and Ben Leighton (newscasters); Steve Rob-ertson (sports); Bettina Hirschboeck (fashions; cooking).

KGDE, FERGUS FALLS

Operator: Charles L. Jaren. **Phone:** 898. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; North Central Broad-casting System. **Opened:** 1926.

MINNESOTA STATIONS—Continued

Station manager: C. L. Jaren. **Program director:** Harry Sedgewick. **Musical director:** A. Woodward. **Chief engineer:** J. D. James.

Rep: Allied Representation Co. **Seating facilities:** 100. **Merchandising:** Window trims; dealer contacts. **Foreign language programs:** Accepted; must be accompanied by English copy for censorship by station. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$50.

Copy restrictions: Accept 3.2% beer only; no medicinal claims or values must be attached to copy claims. **E. T. library:** Davis & Schwegler. **News:** Transradio. **Commentators:** Joseph D. James (news commentator—reads prepared comment); Harry Sedgewick (newscaster; sports); Lee Dickson (newscaster; sports; market and grain reports); Sally Mitchell (fashions; cooking; sewing; styles decorations; new ideas).

WMFG, HIBBING

Operator: Head of the Lakes Broadcasting Co., Androy Hotel. **Phone:** 1150. **Power:** 250 watts on 1210 kc. **Affiliation:** CBS; North Central Broadcasting System; Arrowhead Network. **Opened:** Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Telegram; same ownership as WHLB, Virginia, and WEBC, Duluth.)

General manager: W. C. Bridges. **Station manager:** H. S. Hyett. **Chief engineer:** C. B. Persons.

Rep: George P. Hollingbery Co. **News:** No service listed. **Seating facilities:** None. **Merchandising:** Suitable service rendered without cost. **Foreign language programs:** Accepted for daytime periods; none during evening. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 P.M. and must be via programs, not merely spot announcements; patent medicines accepted unless obviously fakes; all copy subject to station approval. **E. T. library:** None. **News:** From parent papers. **Commentators:** Ben Leighton, and Don McCall (newscasters); Wayne Byers (sports).

KYSM, MANKATO

Operator: F. B. Clements & Co., 101 N. Second St. **Phone:** 4673. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Red and Blue Basic Supplementary Service; Minnesota Radio Network. **Opened:** July 11, 1938. (Note: KYSM also maintains studios in New Ulm, St. Peter and St. James, Minn.)

Owner: F. B. Clements. **General man-**

ager: Ray E. Schwartz. **Program director,** artists bureau head: Jack Hanssen. **Chief engineer:** H. D. Kimberly. **Musical director:** Maurice Picne.

Rep: Howard H. Wilson Co. **Seating facilities:** None. **Merchandising:** Pre-announcements, window cards, newspaper publicity and sampling rendered at no extra charge. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$80.

Copy restrictions: Accept beer advertising after 6 P.M.; patent medicines, wine and other alcoholic beverages not accepted; copy is subject to NAB Code of Ethics. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Eugene T. Newhall (news commentator; newscaster); "Fran" (cooking; fashions); Glenn Harris and Don Hopkins (stock and grain reports); Wayne Anders (film gossip; entertainment news).

KSTP, MINNEAPOLIS-ST. PAUL

Operator: KSTP, Inc., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). **Phones:** Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis). **Power:** 50,000 watts on 1460 kc. **Affiliation:** NBC Basic Red; Minnesota Radio Network. **Opened:** April 1, 1928.

President: Stanley E. Hubbard. **Station manager:** Kenneth M. Hance. **Commercial manager:** Ray Jenkins. **Sales promotion manager:** Sam Levitan. **Program director:** Corinne Jordan. **Chief engineer:** Hector Skifter. **Artists bureau head:** Charles Smith. **Musical director:** Leonard Leigh. **Publicity director:** Joe Meyers. **Educational director:** Thomas D. Rishworth.

Rep: Edward Petry & Co., Inc. **Seating facilities:** In Minneapolis, 150 persons; in St. Paul, 250. **Merchandising:** Market information and temporary headquarters for out-of-town executives and salesmen supplied free of charge; announcements, publicity, special surveys, posters, and distribution or sampling service rendered for a fee; also special daily ad service via publicity in affiliated papers; clipping service. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; books radio and non-radio affairs. **Base rate:** \$240 (½ hr.).

Copy restrictions: Accept beer at any time; wine and hard liquor only after 10 P.M.; other restrictions—as to copy length, honesty, etc.—are "standard". **E. T. library:** World; NBC Thesaurus; Standard; NAB. **News:** UP. **Commentators:** Brooks Henderson (news commentator; newscaster); Val Bjornson (news commentator); Bob Murphy (newscaster; sports); Halsey Hall (sports); Bee Baxter (cooking); Corinne Jordan (fashions); Marjorie Ellis McCready (women's news).

MINNESOTA STATIONS—Continued

WCCO, MINNEAPOLIS-ST. PAUL

Operator: Columbia Broadcasting System, Inc., 7th St. and 2nd Ave., So. **Phone:** Main 1202. **Power:** 50,000 watts on 810 kc. **Affiliation:** CBS. **Opened:** Sept. 1, 1924.

General and station manager: Earl H. Gammons. **Commercial manager:** Carl J. Burkland. **Program director:** Hayle C. Cavanor. **Chief engineer:** Hugh S. McCartney. **Artists bureau head:** Al Sheehan. **Musical director:** Wally Olsen. **Educational director:** Max Karl. **Publicity and sales promotion director:** Robert L. Hutton, Jr.

Rep: Radio Sales. **Seating facilities:** Six studios, seating from 50 to 100; auditorium, seating 450. **Merchandising:** Yes; maintains facilities. **Foreign language programs:** None accepted. **Artists bureau:** Yes; has over 500 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. **Stock:** Completely held by CBS. **Base rate:** \$525.

Copy restrictions: Columbia Broadcasting System policies. **E. T. library:** None. **News:** UP; Minneapolis Star-Journal. **Commentators:** Cedric Adams, Hale Byers, and Bill Wiggington (newscasters); Florence Murphy (newscaster; women's club news); Eddie Gallaher and Rollie Johnson (sports); Hayle Cavanor (cooking); Al Smeby and Ruth Brinley (grain reports).

WDGY, MINNEAPOLIS-ST. PAUL

Operator: Geo. W. Young, Hotel Nicollet. **Phones:** BR 7777; MI 6363. **Power:** 5,000 and 1,000 watts on 1180 kc (operates to sunset, varying from 6 to 8:15 P.M.). **Affiliation:** Mutual; Northland Network. **Opened:** Dec. 23, 1923.

Owner-manager: Geo. W. Young. **Commercial and program manager:** Wallace E. Stone.

Rep: William G. Rambeau Co. **Seating facilities:** Can accommodate about 75 persons in studios; Hotel Nicollet Ballroom, seating 150, available. **Merchandising:** Complete service rendered in proportion to sponsor's expenditure. **Foreign language programs:** Subject to station approval. **Artists bureau:** Can supply talent. **Base rate:** \$140.

Copy restrictions: Copy must be submitted one week in advance of broadcast; beer and wine accounts subject to station approval. **E. T. library:** Standard. **News:** Transradio; local. **Commentators:** Benedict Hardman (news editor, newscaster); Ruth Wentworth (cooking; home economics); Wall Gardner (livestock markets); Jack Melrose (farm news and information); Bill Finn (stock market quotations).

WLB, MINNEAPOLIS-ST. PAUL

Operator: University of Minnesota. **Power:** 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

This station is non-commercial; university owned.

WLWL, MINNEAPOLIS-ST. PAUL

Operator: Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **Phone:** AT 0406. **Power:** 1,000 watts on 1300 kc. **Affiliation:** Mutual Broadcasting System; North Central Broadcasting System. **Opened:** June 17, 1940.

General manager: Edward P. Shurick. **Production manager:** Jerry Harrington. **Chief engineer:** Ogden Prestholdt. **Program director:** Irma Cuffron. **Musical director:** Verne Rooney. **News editor:** Paul Severeid.

Rep: Foreman Co. **Seating facilities:** Auxiliary studio in Plaza Hotel seats 300 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; English translation must accompany the original. **Artists bureau:** Yes; lists 30 artists, three orchestra leaders, three writers, and six announcers. **Base rate:** \$100.

Copy restrictions: Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval prior to broadcast. **E. T. library:** Associated. **News:** INS. **Commentators:** Paul Severeid and George Grim (news commentators); Booth Eddy (sports).

WMIN, MINNEAPOLIS-ST. PAUL

Operator: WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. **Phone:** Nestor 6501. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 8, 1936.

General, station and commercial manager: Edward Hoffman. **Production manager:** Frank Devaney. **Program and publicity director:** Marilyn Powell. **Chief engineer:** Warren B. Fritze. **Musical director:** Lil Jone. **Promotion manager:** Samuel N. Nemer.

Rep: None. **Seating facilities:** Main studio accommodates 50 persons. **Merchandising:** Arrangement with Twin City daily and shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** Can supply free lance artists on call. **Base rate:** \$75.

Copy restrictions: Hard liquor copy not accepted; patent medicine copy must pass inspection of station attorney before ac-

MINNESOTA STATIONS—Continued

ceptance. **E. T. library:** Standard; Associated; Lang-Worth. **News:** INS; AP. **Commentators:** Frank Devaney (newscaster); Hal Strong (sports); Marilyn Powell (women's features); P. J. Hoffstrom (interview column).

WTCN, MINNEAPOLIS-ST. PAUL

Operator: Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. **Phones:** Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** NBC Basic Blue. **Opened:** 1928. (Note: This station is newspaper-owned by the Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.)

General manager: Clarence T. Hagman. **Commercial manager:** Lee Whiting. **Production manager:** Robert De Haven. **Technical director:** John Sherman. **Musical director:** Frank Zdarsky.

Rep: Free & Peters, Inc. **Seating facilities:** None. **Merchandising:** Through St. Paul Dispatch-Pioneer Press, and Minneapolis Tribune-Times; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc., at advertiser's expense. **Foreign language programs:** Accepted; none at present, however. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: No alcoholic beverage copy accepted; all copy subject to government regulations. **E. T. library:** Associated; Radio Attractions. **News:** INS. **Commentators:** Herbert Lewis (news commentator); Alfred D. Stedman (Washington commentator); Hal Lansing; Bennett Orfield, and Charles Irving (newscasters); George Higgins (sports); Ann Ginn (fashions); Arleth Haerberle (fashions; cooking); Mary Proal Lindeke (interviews).

KVOX, MOORHEAD

Operator: KVOX Broadcasting Co., Inc., Comstock Hotel. **Phone:** 3-1523. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **Opened:** Nov. 26, 1937.

President: R. K. Herbst. **Station manager:** M. M. Marget. **Commercial manager:** Reinhardt Steinley, Jr. **Chief engineer:** Don Holaday.

Rep: None. **Seating facilities:** None. **Merchandising:** None listed. **Foreign language programs:** Swedish or Norwegian acceptable. **Artists bureau:** None. **Stock:** Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. **Base rate:** \$50.

Copy restrictions: Full compliance with

Federal Trade Commission rules is necessary; no further restrictions listed. **E. T. library:** World. **News:** UP. **Commentators:** Manny Marget (news commentator; sports); Don Holaday, and Fred Monkkonen (newscasters).

WCAL, NORTHFIELD

Operator: St. Olaf College. **Phone:** 731-J. **Power:** 5,000 watts on 760 kc (shares $\frac{1}{2}$ daytime with WLB). **Opened:** In 1918 as 9AMH; in 1920 at 9YAJ; in 1922 as WCAL. **This station is non-commercial.**

KROC, ROCHESTER

Operator: Southern Minnesota Broadcasting Company, 100 First Ave. Bldg. **Phones:** 3924; 3925; 2727. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Supplementary with Red or Blue; Minnesota Radio Network. **Opened:** October 1, 1935.

Station manager: Gregory P. Gentling. **Program director:** LaVell Waltman. **Studio director:** Gerald Wing. **Chief engineer:** Fred C. Clarke.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 250 persons. **Merchandising:** Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. **Foreign language programs:** Accept transcriptions only. **Artists bureau:** Yes; lists 50 artists and 6 orchestras. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine, hard liquor or patent medicines; standard length of announcements is 125 words. **E. T. library:** Associated; World. **News:** UP. **Commentators:** Jerry Wing, Bill Neville, and LaVell Waltman (newscasters); George Cutting (newscaster; stock-grain reports); Allen Embury, and Walt Bruzek (sports); Sally Milne, and Marjorie Hope (fashions); Virginia Drew (cooking).

KFAM, ST. CLOUD

Operator: The Times Publishing Co., Weber Bldg. **Phone:** 3330. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Supplementaries; Minnesota Radio Network. **Opened:** June 4, 1938. (Note: This station is owned by the St. Cloud Times-Journal).

Station manager: George B. Bairey. **Sales manager:** Chester Erickson. **Chief engineer:** Robert Witschen.

Rep: None. **Seating facilities:** Use facilities of Technical High School. **Merchandising:** Place store displays and list program in parent newspaper at no additional cost; cards printed, mailed and handled at cost; newspaper display ads placed at card rates. **Foreign language programs:** Accepted; translation must be furnished in

MINNESOTA STATIONS—Continued

advance. Artists bureau: None. Base rate: \$75.

Copy restrictions: Beer copy accepted (subject to Minnesota statutes); accept advertising from places where beer and liquor is sold, but brand names of liquor may not be mentioned; all copy must be truthful in every respect and comply with FCC and Federal Trade Commission regulations. E. T. library: Standard. News: AP; UP. Commentators: Gilbert Schoener and Carl Henneman (newscasters); Pat Halloran and Harry Sedgewick (sports); Wilhemina Schindler (fashions; cooking).

WHLB, VIRGINIA

Operator: Head of the Lakes Broadcasting Co., Virginia, Minn. Phone: 2000. Power: 250 watts on 1370 kc. Affiliation: CBS; North Central Broadcasting System; Arrowhead Network. Opened: Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

Manager: Walter C. Bridges. Commercial manager: Barney Irwin. Program director, publicity: Wayne C. Byers. Chief engineer: C. B. Persons.

Rep: None. Seating facilities: Visitors' lounge, seats 100 persons. Merchandising: None. Foreign language programs: Daily except Sunday, 11 to 11:30 A.M. Artists bureau: None. Base rate: \$48.

Copy restrictions: Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements. E. T. library: None. News: UP; AP. Commentators: Ben Leighton (newscaster, via WEBC, Duluth, Minn.);

Wayne Byers (sports); Elizabeth Spriestersbach (farm news for women; cooking; interviews); August Newbaur (farm gossip, etc.).

KWLM, WILLMAR

Operator: Lakeland Broadcasting Co. Power: 100 watts on 1310 kc.

At press time this station had a construction permit only.

KWNO, WINONA

Operator: Winona Radio Service, 216 Center St. Phone: 3314. Power: 250 watts on 1200 kc. Affiliation: North Central Broadcasting System. Opened: Jan. 16, 1938. (Note: The owners of KWNO also own the Winona Republican-Herald.)

President: M. H. White. Station and commercial manager: L. L. McCurnin. Chief engineer: Maurice Reutter. Musical director: Margaret Johnson. Artists bureau head: Frank Sheehan. Publicity director: Jack London.

Rep: None. Seating facilities: None. Merchandising: Programs listed daily in the Winona Republican-Herald; letters sent to distributors at exact cost. Foreign language programs: No policies listed. Artists bureau: Setup nominal only. Base rate: \$75.

Copy restrictions: Beer copy accepted, but not on Sundays; no wines or hard liquor; all copy subject to station approval. E. T. library: NBC Thesaurus; Standard. News: UP; AP. Commentators: Frank Sheehan, Jack London, and Michael Abbott (newscasters); Ryan Halloran (newscaster; sports); Ruth Heggen (women's features).

MISSISSIPPI

(207,000 radio homes, or 42% ownership among the State's total of 494,000 families. Urban ownership is 64,600, or 71% of urban families; rural ownership is 142,400, or 35% of rural families.)

Radio Homes by Counties

Adams	3,580	Claiborne	1,180	Greene	980
Alcorn	2,660	Clarke	1,770	Grenada	1,840
Amite	1,540	Clay	1,940	Hancock	1,390
Attala	2,380	Coahoma	5,600	Harrison	7,040
Benton	750	Copiah	2,810	Hinds	12,510
Bolivar	7,250	Covington	1,160	Holmes	3,710
Calhoun	1,490	De Soto	2,120	Humphreys	2,520
Carroll	1,530	Forrest	4,650	Issaquena	550
Chickasaw	1,810	Franklin	1,130	Itawamba	1,380
Choctaw	970	George	620	Jackson	2,050

MISSISSIPPI STATIONS—Continued

Jasper	1,390	Montgomery	1,510	Sunflower	6,040
Jefferson	1,280	Neshoba	2,260	Tallahatchie	3,150
Jefferson Davis	1,040	Newton	1,880	Tate	1,490
Jones	5,040	Noxubee	2,220	Tippah	1,470
Kemper	1,700	Oktibbeha	1,830	Tishomingo	1,370
Lafayette	1,910	Panola	2,550	Tunica	2,030
Lamar	1,230	Pearl River	2,100	Union	2,000
Lauderdale	7,840	Perry	730	Walthall	990
Lawrence	980	Pike	3,770	Warren	6,340
Leake	1,700	Pontotoc	1,780	Washington	7,070
Lee	3,720	Prentiss	1,540	Wayne	1,220
Leflore	6,090	Quitman	2,200	Webster	990
Lincoln	2,610	Rankin	1,740	Wilkinson	1,250
Lowndes	3,800	Scott	1,770	Winston	1,880
Madison	3,380	Sharkey	1,360	Yalobusha	1,870
Marion	1,920	Simpson	1,760	Yazoo	2,610
Marshall	2,080	Smith	1,400		
Monroe	3,680	Stone	530		

WCBL, COLUMBUS

Operator: Birney Imes. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

WJPR, GREENVILLE

Operator: John R. Pepper, Greenville. Phone: 1770. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Oct. 18, 1939.

Owner: John Pepper. Station manager: Paul Thompson. Program and publicity director: Bert Ferguson. Chief engineer: Buck Talley. Artists bureau head: Ben Rogers. Musical director: Charlotte Hague.

Rep: None. Seating facilities: None. Merchandising: Distribute window cards; issue direct mail; radio publicity; all services rendered without charge. Foreign language programs: No policy; to date there has been no call for this type of program. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; "standardized" patent medicine advertising accepted. E. T. Library: Associated. News: INS. Commentators: Ben Rogers, Buck Talley, and Millard Perry (newscasters); Bert Ferguson (newscaster; sports); H. T. Crosby (talks on finance).

WGRM, GREENWOOD

Operator: P. K. Ewing, 222 Howard St. Power: 250 watts on 1210 kc. Affiliation: None. Opened: 1938.

Base rate: \$50.

No other information available.

WGCM, GULFPORT

Operator: WGCM, Inc., Box 207. Phone:

1111. Power: 250 and 100 watts on 1210 kc. Affiliation: None. Opened: 1929.

Station and commercial manager: F. C. Ewing.

Rep: None. Seating facilities: None. Merchandising: None. Foreign language programs: No policy indicated. Artists bureau: Setup nominal only. Base rate: \$50.

Copy restrictions: None listed. News: Transradio.

WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc., 109 Walnut St. Power: 250 and 100 watts on 1370 kc. Affiliation: None.

Base rate: \$25 (½ hr.).

No other information available.

WJDX, JACKSON

Operator: Lamar Life Insurance Co., Hotel Heidelberg (studios), Lamar Life Bldg. (advertising department). Phones: 2-2641 (studios); 2-1183 (advertising). Power: 5,000 and 1,000 watts on 1270 kc. Affiliation: NBC Red Southcentral Group. Opened: Dec. 7, 1929.

Station manager: Wiley P. Harris. Commercial manager: C. A. Lacy. Merchandising director: Frank Gentry. Program director: Maurice Thompson. Production and publicity director: Ralph Maddox. Chief engineer: Percy G. Root. Musical director: Jim Cockrell.

Rep: George P. Hollingbery Co. Seating facilities: Studio seats 100 persons; local hotel roof garden seats 300; local theatre seats 1,000. Merchandising: Program publicity rendered gratis by advance announcement, and through official publication; all other services rendered at actual cost. Foreign language programs: Accepted; copy subject to station approval. Artists bureau: None. Base rate: \$140.

Copy restrictions: Accept beer; no wine

MISSISSIPPI STATIONS—Continued

or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Williard Cobb (news commentator); Pat Halverson (newscaster); Joe Paget (sports); Margaret Graham (fashions; cooking).

WSLI, JACKSON

Operator: Standard Life Broadcasting Co., Robert E. Lee Hotel. **Phone:** 3-2788. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 23, 1938.

Station manager: L. M. Sepaugh. **Commercial manager:** F. E. Wilkerson, Jr. **Program director:** Vassar Dubard. **Chief engineer:** T. G. Hubbard. **Musical director:** Mrs. George Philp.

Rep: Sears & Ayer, Inc. **Seating facilities:** Two studios atop Robert E. Lee Hotel, seating 300 and 100 persons. **Merchandising:** Plan special events and publicity gratis; issue letters and circulars at cost. **Foreign language programs:** No need for same in this area. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; no hard liquors; certain patent medicines restricted, according to the regulations of the State Board of Health. **E. T. library:** Standard. **News:** INS. **Commentators:** Paul Wilson (newscaster); Charlie Rawls (sports).

WAML, LAUREL

Operator: New Laurel Radio Station, Inc., 312 Central Ave. **Phone:** 288. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** Oct. 15, 1935.

President: D. A. Matison. **Station manager:** Hugh M. Smith. **Program director:** Bill Tracy. **Chief engineer:** A. A. Touchstone.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** No call for these; foreign population too low. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company." **E. T. library:** World. **News:** UP. **Commentators:** Granville Walters and Bill Tracy (newscasters); Hugh M. Smith (sports).

WSKB, McCOMB

Operator: McComb Broadcasting Corp., McColgan Hotel. **Phone:** 37. **Power:** 250

watts on 1200 kc. **Affiliation:** None. **Opened:** August, 1939. (Also maintain studios at Whitworth College, Brookhaven.)

President, chief engineer: Robert Louis Sanders. **Secretary, station and commercial manager:** George Blumenstock. **Sales director:** Jess Wilson. **Program director, artists bureau head:** Woody Assaf. **Musical director:** William Carlross. **Educational director:** Julia D. Blumenstock. **Publicity director:** Paul Cressap.

Rep: None. **Seating facilities:** Can accommodate about 1,000 persons. **Merchandising:** Help client's salesmen in gaining distribution through retail outlets. **Foreign language programs:** Not necessary in this area, excepting Spanish. **Artists bureau:** Yes; have about 30 artists on call. **Base rate:** \$30.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; patent medicine advertising limited, and subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Frank Bundy, Jr. (news commentator; newscaster); Woody Assaf (newscaster; stock and cotton quotations); Jack Sanders (sports); Paul Cressap (newscaster); Mrs. George Blumenstock (women's features).

WCOC, MERIDIAN

Operator: Mississippi Broadcasting Co., Inc., Strand Bldg. **Phone:** 1042. **Power:** 1,000 watts on 880 kc. **Affiliation:** CBS. **Opened:** 1926. (Note: This station is owned by the publishers of the Clarke County Tribune of Quitman, Miss.)

Manager: D. W. Gavin.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Will handle any merchandising or special exploitation required by sponsor. **Foreign language programs:** No policy indicated. **Artists bureau:** Yes; number of artists not listed. **Base rate:** \$76.50.

Copy restrictions: Beer accepted; no other alcoholic beverages. **News:** UP.

WQBC, VICKSBURG

Operator: Delta Broadcasting Co., Inc., Hotel Vicksburg. **Phone:** 312. **Power:** 1,000 watts on 1360 kc (daytime). **Affiliation:** None. **Opened:** June, 1931. (Note: This station is newspaper-affiliated with the Vicksburg Herald and Evening Post.)

President: L. P. Cashman. **Station and commercial manager:** O. W. Jones. **Program director:** Jeff Hester. **Chief engineer:** C. E. Drake.

Rep: None. **Seating facilities:** None. **Merchandising:** Any "reasonable require-

MISSISSIPPI STATIONS—Continued

ments" will be handled by the station. Foreign language programs: Station claims they are not useful in this area. Artists bureau: None. Base rate: \$60.

Copy restrictions: Beer and wine copy

accepted; no hard liquor; announcements are limited to 100 words; patent medicines subject to station approval. E. T. Library: World. News: AP. Commentator: Burrell Conway (newscaster).

MISSOURI

(822,800 radio homes, or 77% ownership among the State's total of 1,072,000 families. Urban ownership is 525,600, or 94% of urban families; rural ownership is 297,200, or 58% of rural families.)

Radio Homes by Counties

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, KFVS Radio Home, 324 Broadway. Phone: 2104. Power: 250 watts on 1370 kc. Affiliation: None. Opened: May, 1925.

Owner, station manager, publicity director: Oscar C. Hirsch. Commercial manager: Ralph L. Hirsch. Program and musical director: Virginia Bahn. Chief engineer: Oscar C. Hirsch.

MISSOURI STATIONS—Continued

Rep: None. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will cooperate with advertiser on request; all services bear a charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Commercial copy limited to 20% of program time; all copy must conform to station standards, government regulations, and NAB Code of Ethics. **E. T. library:** Standard; Lang-Worth. **News:** Transradio. **Commentators:** Merrill Currier (newscaster); Paul Austin (newscaster; sports).

KFUC, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. **Phone:** Cabany 2499. **Power:** 1,000 watts on 830 kc (sunrise to sunset in Denver). **Opened:** Dec. 14, 1924.

This station is non-commercial; church-owned.

KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. **Phone:** 4141. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** March 13, 1925. (Note: This station is newspaper-owned by the St. Louis Star-Times.)

President: Elzey Roberts. **Station and commercial manager:** C. L. Thomas. **Program director, artists bureau head:** George Guyan. **Chief engineer:** Robert Haigh. **Musical director:** Carl Stepp. **Publicity director:** Bruce Barrington.

Rep: Weed & Co. **Seating facilities:** None. **Merchandising:** Services rendered at cost; equipped to do complete work. **Foreign language programs:** None running currently; no ruling against these broadcasts, however. **Artists bureau:** Yes, lists about 10 announcers, singers, orchestras. **Base rate:** \$100.

Copy restrictions: No hard liquor accepted; some patent medicines taken; copy must conform to rules of "good taste." **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Guy W. Lowe and Paul Law (newscasters); George Guyan (newscaster; sports); Francis Allen (cooking); Betty Brang (fashions); Annie Lee Stagg (general women's features); Hazel Haley (fan mail); Jim Campbell (farm news).

KWOS, JEFFERSON CITY

Operator: Tribune Printing Company, Adams and Capitol Avenues. **Phone:** 4000. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual. **Opened:** January 30, 1937. (Note: This station is newspaper-owned by the Tribune Printing Co.)

President: R. C. Goshorn. **Business manager:** R. L. Rose. **Program director:** John J. Corrigan.

Rep: Sears & Ayer, Inc. **Seating facilities:** Reception room, seating 40 persons. **Merchandising:** Publicity through KWOS Advertiser; daily program listings in News and Tribune, and Sunday radio page. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer advertising accepted; all copy must conform to station standards and FCC rules and regulations. **E. T. library:** World; Standard. **News:** UP; AP.

WMBH, JOPLIN

Operator: Joplin Broadcasting Co., Keystone Hotel. **Phone:** 330. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** 1926. (Note: Part of WMBH's stock is owned by Joplin Globe Publishing Co.)

President, station manager: D. J. Poynor. **Sales manager:** William H. Clark. **Program director:** Stella Lukens. **Chief engineer:** Baxter Burris. **Artists bureau head:** Charles McIntire. **Musical director:** Stella Lukens. **News editor:** Joe Carter.

Rep: Sears & Ayer, Inc. **Seating facilities:** Studio seats 60 persons. Other facilities available: First Community Church, 700; High School Auditorium, 1,200; High School Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. **Merchandising:** Contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. **Foreign language programs:** Accepted. **Artists bureau:** None. **Stock:** 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. **Base rate:** \$60.

Copy restrictions: Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising." **E. T. library:** NBC Thesaurus; NAB. **News:** UP. **Commentators:** Robert Grey (news commentator; newscaster); J. Charles McIntire (newscaster; sports); Ann Carol (women's features); Max Hixson (stock and grain reports); Earl Ritchie (stock market).

KCKN, KANSAS CITY

See under Kansas City, Kans.

KCMO, KANSAS CITY

Operator: KCMO Broadcasting Co., Commerce Trust Bldg. **Phone:** Victor 0900.

We're Spending A Quarter of a Million for YOU!



Erle Smith—News Editor



Walt Lochman—Sports Commentator



Beulah Karney—Food Consultant

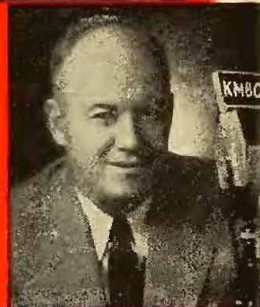
28 solid hours of service features every week, built around a talent and production staff of 47, run into money fast. But we're willing to make the investment in time and talent to provide:—



1. The oldest established farm program in Kansas City, directed by a nationally known farm personality, and including an especially edited farm newscast, live stock markets thrice daily direct from the Live Stock Exchange (arranged at the invitation of the Kansas City Live Stock Industry), as well as daily grain, poultry, and produce markets.
2. A full-time news editor, veteran of more than a dozen successful sponsorships.
3. A full-time home economics director who is ninety per cent commercial the year 'round.
4. 375 solid hours of play-by-play sports within a year.
5. And the first news broadcast on the air in Kansas City about fruits and vegetables direct from the source of supply!

You needn't match our quarter million—all you need is a one-way ticket that takes you right into the hearts and homes of two and a third million listeners in our P. D. A.!

All this, not to mention these Arthur B. Church Productions, developed at KMBC, that are doing—and ready to do—outstanding jobs for national network or spot advertisers: Texas Rangers, Caroline Ellis, Fran Heyser, Life on Red Horse Ranch, Brush Creek Follies, Phenomenon, Margaret and Gordon Munro, "Across The Breakfast Table"



Phil Evans—Director Farm Service



Bob Riley, Live Stock Market Report



Martha Hunter—The Food Scout



KMBC OF KANSAS CITY

Free & Peters NAT. REPS.

MISSOURI STATIONS—Continued

Power: 5,000 and 1,000 watts on 1450 kc. Affiliation: None. Opened: 1925.

President: Tom L. Evans. General manager, sales director: Jack Stewart. Business manager: Clarence Breazeal. Program director: James Coy. Chief engineer: Loyd Sigmon. Musical director: Bobby Jones. Continuity editor: Dave Brown. News editor: Wess Carr.

Rep: None. Seating facilities: Can accommodate 100 persons. Merchandising: Complete service available. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120 (½ hr.).

Copy restrictions: Hard liquor advertisements not accepted. E. T. library: Associated; Standard; Lang-Worth. News: UP. Commentators: James Coy, Wess Carr, Grayson Enlow and Kenneth Heady (newscasters); Charles Bryant (sports); Anne Hayes (women's features).

KITE, KANSAS CITY

Operator: First National Television, Inc., Fidelity Bldg. Phone: Harrison 5818. Power: 1,000 watts on 1530 kc. Affiliation: None. Opened: Dec. 31, 1934.

President: D. E. (Plug) Kendrick. General manager: Robert Peyton. Chief engineer: Wayne Hatchett.

Rep: Howard H. Wilson Co. Seating facilities: None. Merchandising: Distribute advertising matter; supply data on coverage and market, and plans for merchandising. Foreign language programs: None. Artists bureau: None. Base rate \$150.

Copy restrictions: Accept beer, but no wines or liquor; patent medicines must conform with Federal Trade Commission and other Federal regulations; all copy must be approved by station management. E. T. library: MacGregor; Davis & Schwegler. News: UP. Commentators: Carl Kennagy (news commentator; newscaster; sports); Harry Grove (stock market and produce reports).

KMBC, KANSAS CITY

Operator: Midland Broadcasting Co., Pickwick Hotel. Phone: HARRISON 2650. Power: 5,000 watts on 950 kc. Affiliation: CBS. Opened: 1921.

President, general manager: Arthur Burdette Church. Vice-president: Karl Koerper. Director of sales: Sam H. Bennett. National program sales: Columbia Artists, Inc. (New York); George E. Halley (Chicago); Columbia Management, Inc. (Hollywood). Program director: Felix Adams. Chief engineer: A. R. Moler. Studio director: A. K. Krahl. Musical director: P. Hans Flath. Research director: Mark N. Smith. Artist bureau head: James

W. McConnell. Publicity director: Milton F. Allison. News editor: Erle H. Smith. Educational director: Kenneth L. Graham. Farm service director: Phil Evans.

Rep: Free & Peters, Inc. Seating facilities: Studio A, 50 persons. Merchandising: Mail letters to jobbers and brokers; letters and cards sent to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; issue program schedules; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; merchandising help, in general, is commensurate with money spent on station; publicity department sends listings to seven daily papers; publicity releases sent same dailies and several hundred weekly newspapers; publicity department gives courtsey program plugs to sponsored programs in two five-minute programs daily, "Program Notes" and "Program Highlights," following mid-morning and mid-afternoon newscasts; unsold station breaks also used for same purpose. Foreign language programs: No rules; percentage of foreign population very small. Artist bureau: Yes. Base rate: \$100 (¼ hr.).

Copy restrictions: No liquors accepted; beer, wines restricted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act; adhere to all NAB code stipulations. E. T. library: World; NAB; Lang-Worth; Davis & Schwegler. News: Transradio (Kansas City bureau housed at KMBC). Commentators: Erle Smith and John Farmer (newscasters); Walt Lochman (sports); Beulah Barney (foods); Martha Hunter (shopping news—foods); Phil Evans (agricultural news, comment and reports); Bob Riley (livestock quotations).

WDAF, KANSAS CITY

Operator: Kansas City Star Company, 1729 Grand Avenue. Phone: Harrison 1200. Power: 5,000 watts on 610 kc. Affiliation: NBC Basic Red. Opened: June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

General and station manager: H. Dean Fitzer. Assistant station manager, publicity director: V. S. Batton. Sales director: R. Gardner Reames. Program and musical director: Harry J. Kaufmann. Chief engineer: Joseph A. Flaherty.

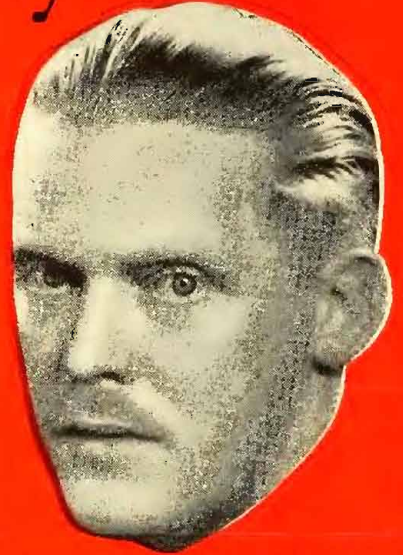
Rep: Edward Petry & Co., Inc. Seating facilities: Can accommodate about 100 persons. Merchandising: Rendered at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$380.

Copy restrictions: No beer, wine or liquor advertising; some patent medicines ac-

Eager!—and *ABLE!*—
to serve you well
in Kansas City*



Don Davis, President



John Schilling, General Manager

WHB

—and throughout
the rich KANSAS
STATE NETWORK
TERRITORY

KEY STATION *of* the KANSAS STATE NETWORK



MISSOURI STATIONS—Continued

cepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast. **E. T. library:** Standard; Lang-Worth. **News:** AP from Kansas City Star. **Commentators:** Shelby Storck (newscaster); C. E. McBride, Fred Weingarh, and Ernest Mehl (sports); Betty Lee (fashions; cooking).

WHB, KANSAS CITY

Operator: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. **Phone:** Harrison 1161. **Power:** 1,000 watts on 860 kc (to sunset). **Affiliation:** Mutual Broadcasting System; Kansas State Network. **Opened:** April 15, 1922.

President, commercial manager: Donald Dwight Davis. **Station manager:** John T. Schilling. **Program director:** Dick Smith. **Program coordinator:** Nelson Rupard. **Chief engineer:** Henry Goldenberg. **Artists bureau head:** Charles Lee Adams. **Musical director:** Virgil Bingham. **Publicity director:** C. V. McGuigan. **Client service and merchandising director:** Frank Barhydt. **Chief of news bureau:** Bob Caldwell.

Rep: None. **Seating facilities:** Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. **Merchandising:** For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values: supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 30 artists. **Base rate:** \$120 (up to 6 P.M.; \$240 thereafter).

Copy restrictions: Some patent medicines and beer accepted; no testimonials which cannot be authenticated; no adver-

tising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour. **E. T. library:** Associated. **News:** INS. **Commentators:** Bob Caldwell, Jr. (news commentator; newscaster); C. V. McGuigan (newscaster; sports); Gene Crum (newscaster); Ernie Whitney (sports); Caroline Clark (interior decoration); J. R. Lloyd (weather); Lt. Barney Mahoney (safety); Bill Williams (livestock reports); Reuben Corbin (fruit and vegetable market reports); Don Rogers (hay and grain market reports).

WREN

See under Lawrence, Kans.

KWOC, POPLAR BLUFF

Operator: Radio Station KWOC, Barron Road, North Poplar Bluff. **Phone:** 1310. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** May 21, 1938.

Station and commercial manager: P. H. Cunningham. **Program and publicity director:** Bill Tedrick. **Chief engineer:** Don Lidenton. **Musical director:** Lola Sechrest.

Rep: None. **Seating facilities:** Can accommodate about 20 persons. **Merchandising:** Full cooperation rendered. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer copy, but no wines or alcoholic beverages. **E. T. library:** World. **News:** AP. **Commentators:** P. H. Cunningham, Allen Wolpers and Bob Standard (newscasters); P. H. Cunningham (sports); Lola Sechrest (film gossip); Mrs. J. D. Maze (garden club).

KFEQ, ST. JOSEPH

Operator: KFEQ, Inc., Schneider Bldg., 7th & Felix. **Phone:** 4-0813. **Power:** 2,500 and 500 watts on 680 kc (operates from 6 A.M. to Pacific Coast sunset). **Affiliation:** None. **Opened:** 1924.

President, station manager: Barton Pitts. **Promotion manager:** J. Ted Branson. **National advertising manager:** Glenn Griswold. **Program director:** Harry H. Packard. **Chief engineer:** Wesley Koch. **Musical director:** Lawrence Parker.

Rep: Headley-Reed Co. **Seating facilities:** Studio, 50 persons. **Merchandising:** No set rules; call on retail and wholesale ac-

MISSOURI STATIONS—Continued

counts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. Foreign language programs: No rules; foreign-born population too small for such fare. Artists bureau: None. Base rate: \$78.

Copy restrictions: Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Dee D. Denver, Jr., M. Dow Mooney, and Lawrence M. Parker (newscasters); Zola Marr (fashions).

KMOX, ST. LOUIS

Operator: Columbia Broadcasting System, Inc., Mart Bldg. Phone: Central 8240. Power: 50,000 watts on 1090 kc. Affiliation: CBS. Opened: Dec. 25, 1925.

General and station manager: Merle S. Jones. Commercial manager: Kenneth W. Church. Program director: C. G. Renier. Chief engineer: L. McC. Young. Musical director: Ben Feld. Promotion director: J.

Soulard Johnson. Station promotion: Bob Reichenbach. Publicity director: Jerry Hoekstra. Public relations: Arthur J. Casey.

Rep: Radio Sales. Seating facilities: Columbia Playhouse seats 400. Merchandising: Advertiser-dealer-consumer merchandising plan available, including newspaper publicity service, trade mailings, illuminated display windows, etc.; additional services upon request at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$575.

Copy restrictions: CBS program policies. E. T. library: Associated. News: UP-Day; UP-Night; UP-Radio; Transradio. Commentators: Harry W. Flannery and Bob Dunham (news commentators); John Jacobs, Paul Wills, and Bud Sherman (newscasters); France Laux, Cy Casper, Bob Lyle, Jim Alt, and Jim Conzelman (sports); Josephine Halpin (women's news commentator); fashions; drama reviews; interviews; Jane Porter (cooking; home economics); Margerite King (home economics; cooking, women's features); Charley Stookey (farm news).

KRW

KANSAS CITY'S

FASTEST GROWING STATION

KCMO

JACK STEWART, Director

MISSOURI STATIONS—Continued

RSD, ST. LOUIS

Operator: Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. **Phone:** Main 1111. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** NBC Basic Red. **Opened:** March 9, 1922. (Note: This station is newspaper-operated by the St. Louis Post-Dispatch.)

General manager, station manager: George M. Burbach. **Commercial manager:** Edward W. Hamlin. **Program director, publicity director:** Frank Eschen. **Chief engineer:** Robert L. Coe. **Musical director:** Russell David.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 30 persons. **Merchandising:** Accounts rendered every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. **Foreign language programs:** Both programs and announcements accepted. **Artists bureau:** None. **Base rate:** \$333.

Copy restrictions: Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted. **E. T. library:** NBC Thesaurus. **News:** AP.

KWK, ST. LOUIS

Operator: Thomas Patrick, Inc., Hotel Chase. **Phone:** Rosedale 3210. **Power:** 5,000 watts on 1350 kc. **Affiliation:** NBC Basic Blue; Mutual. **Opened:** March 17, 1927.

President and general manager: Robert T. Convey. **General sales manager:** V. E. Carmichael. **National sales and promotion manager:** Robert M. Sampson. **Station director:** Ray Dady. **Program director:** John W. Tinnea. **Production manager:** Dan Seyforth. **Musical director:** Rolla Coughlin. **Chief engineer:** James P. Burke. **Continuity chief:** Claire M. Harrison. **Public relations:** Louis C. Nelson.

Rep: Paul H. Raymer Co. **Seating facilities:** Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. **Merchandising:** No special service; station has tie-up with St. Louis Globe-Democrat (daily), in which clients' programs are publicized. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$275.

Copy restrictions: Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws. **E. T. library:** World. **News:** UP. **Commentators:** Ray Dady (news commentator and analyst); Martin Bowin, J. Taylor Grant, Don Cochran, Myron J. Bennett

(newscasters); Johnnie O'Hara and Johnnie Neblett (sports); Bob Richardson (sports; automotive news and comment); Carol Gay (women's news and comment); books; films; fashions; chatter); Helen Adams (cooking; recipes; child care; home-making).

KXOK, ST. LOUIS

Operator: Star-Times Publishing Co., Star-Times Bldg. **Power:** 5,000 watts on 630 kc. **Affiliation:** None. (Note: This station is owned by the St. Louis Star Times.)

Publisher: Elzey Roberts. **Commercial manager:** Clarence Cosby. **Program director:** Blaine Cornwell.

Rep: Weed & Co. **Seating facilities:** Observation room seats 25. **Merchandising:** Complete facilities of the Star Times merchandising department available without extra charge; staff of five special checkers contacts grocery, drug, and similar trades; window stickers; stories and displays in the newspaper, etc. **Foreign language programs:** Accepted at certain hours. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer; no wine or hard liquor. **E. T. library:** Associated; Standard. **News:** UP; INS. **Commentators:** Bruce Barrington (news commentator); Jim Hennessey, Bert Metcalf, Bob Hille, Warren Champlin, and C. J. Moulten-Kelsey (newscasters); Alex Buchan and Ray Schmidt (sports); Rose Claire (fashions; beauty); Virginia Davis (foods).

WEW, ST. LOUIS

Operator: St. Louis University, 3642 Lindell Blvd. **Phone:** Franklin 5665. **Power:** 1,000 watts on 760 kc (daytime). **Affiliation:** None. **Opened:** April 26, 1921.

Faculty director: Father W. A. Burk, S.J. **Station manager:** Nicholas Pagliara. **Program director:** Arthur T. Jones. **Chief engineer:** G. E. Rueppel. **Musical director:** Ralph Stein. **Publicity director:** Arthur T. Jones.

Rep: None listed. **Seating facilities:** Studio auditorium, 1,200. **Merchandising:** Capable of rendering such service at special rates. **Foreign language programs:** Have programs directed at German, Italian and Greek audiences, but broadcasts are in English. **Artists bureau:** No regular setup, but can supply talent. **Base rate:** \$70.40.

Copy restrictions: No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length." **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** INS. **Commen-**

MISSOURI STATIONS—Continued

tators: Arthur T. Jones and William A. Durbin (newscasters); Herb MacCready (sports); Marion Reynolds (fashions; women's features); Margie Lee (cooking); H. A. Powell (livestock markets); Ray Gutting (grain markets).

WIL, ST. LOUIS

Operator: Missouri Broadcasting Corp., Melbourne Hotel. **Phone:** Jefferson 8403. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Feb. 9, 1922.

President, general manager: Lester A. Benson. **Vice-president in charge of sales:** Clarence W. Benson. **Program director:** Neil Norman. **Chief engineer:** Chal Stoup. **Musical director:** Allister Wylie. **Public relations:** Bill Durney. **Publicity director:** Bart Slattery. **Continuity editor:** David Pasternak.

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Melbourne auditorium, 300 persons. **Merchandising:** None listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: All copy must comply with recommendations of the NAB code; beer accepted; no hard liquors; patent medicines must comply with Federal Trade Commission regulations; all copy subject to editing by the management. **E. T. library:** Standard; MacGregor; Lang-Worth; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Walter Forster, Mel Kampe, and Ray Manning (newscasters); Neil Norman, and Bill Durney (sports); Mrs. Schuyler Smith (personalities; social and civic news; fashions); Ray C. Schroeder ("Mr. Fixit"—news and advice; city hall news; answers to listeners' questions).

WTMV, EAST ST. LOUIS (ILL.)

Operator: Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. **Phones:** Bridge 3424; East 4390. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** May 19, 1935.

President, station manager: William H. West. **Vice-president, sales manager:** Carlin S. French. **Program director:** George T. Case. **Musical director:** Doyle Blackard. **Chief engineer:** Thomas R. McLean.

Rep: Sears & Ayer, Inc. **Seating facilities:** Broadview Hotel Ballroom, 1,000. **Merchandising:** Send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, store display, layouts, etc. **Foreign language programs:** Any type accepted; Polish, Croatian, Hungarian, current. **Artists bureau:** Talent available upon request. **Base rate:** \$200.

Copy restrictions: Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines accepted if approved by Better Business Bureau; wines and liquors accepted only after 9 P.M. **E. T. library:** Associated. **News:** INS; local. **Commentators:** George T. Case (news commentator; sports; gossip; entertainment news); Fred Moegle (newscaster; grain reports); Joe Hogan (newscaster; stock reports); George Wood (newscaster; stock reports); Don Tolliver (newscaster; entertainment news); Jane Foster (women's features).

KDRO, SEDALIA

Operator: Drohlich Bros., 2100 W. Broadway. **Phones:** 4004-5-6. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Sept. 15, 1939.

Owners: Drohlich Bros. **Station manager:** Robert Drohlich. **Commercial manager, publicity director:** Albert Drohlich. **Program director:** Harry Becker. **Chief engineer:** T. L. Yount. **Script director:** Brad Crandall, Jr.

Rep: Howard H. Wilson Co. **Seating facilities:** 125 persons. **Merchandising:** Complete service available at additional charge. **Foreign language programs:** Accepted, if complying with NAB code of ethics. **Artists bureau:** Station has about 15 artists and groups available. **Base rate:** \$75.

Copy restrictions: Beer advertising accepted; no other alcoholic beverages; all copy and accounts must comply with NAB code of ethics. **E.T. library:** Standard. **News:** UP. **Commentators:** Lee Pollock (newscaster); Harry Becker (newscaster; stock markets reports); Herb Kerns (sports).

KGBX, SPRINGFIELD

Operator: Springfield Broadcasting Co., 508 St. Louis Street. **Phone:** 1360. **Power:** 5,000 watts on 1230 kc. **Affiliation:** NBC Southwestern Optional Group. **Opened:** 1924 in St. Joseph, Mo.; present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station and KWTO of the same city, are affiliated with the Springfield Newspapers, Inc., through cross ownership.)

President: Thomas W. Duvall. **Station manager:** Ralph Foster. **Business manager:** Art Johnson. **National accounts manager:** John Pearson. **Program director:** George Earle Wilson. **Chief engineer:** Fritz Bauer. **Merchandising director:** Les Kennon. **Publicity director:** Carl Ward.

Rep: John E. Pearson (Chicago). **Seating facilities:** About 100. **Merchandising:** No

MISSOURI STATIONS—Continued

information given. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes. Base rate: \$100.

Copy restrictions: Allow only beer; no other set copy rules. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Floyd M. Sullivan (news commentator); Tom Kelly and Joe Hainline (newscaster); Fred McGhee (newscaster; sports).

KWTO, SPRINGFIELD

Operator: The Ozarks Broadcasting Co., 508 St. Louis St. Phone: 1360. Power: 5,000 watts on 560 kc (to local sunset). Affiliation: None. Opened: Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press, Morning Daily News and the Sunday News and Leader.)

President, station manager: Ralph D. Foster. Business manager: C. Art Johnson. National accounts manager: John Pearson. Program director: Terry Moss. Chief engineer: Fritz Bauer. Merchandising director: Les Kennon. Publicity director: Carl Ward.

Rep: John E. Pearson (Chicago). Seating facilities: Studio, 30; Shrine Mosque, 5,000; American Legion Home, 1,200. Merchandising: No information given. Foreign language programs: No rules; population does not warrant such programs. Artists bureau: Yes. Base rate: \$100.

Copy restrictions: Beer accepted but no other alcoholic beverages; scripts required in advance on all health products. E. T. library: NBC Thesaurus; Standard. News: UP. Commentators: Floyd M. Sullivan (news commentator); Fred McGhee (newscaster; sports); Tom Kelly, Bob Page, and Joe Hainline (newscasters).

MONTANA

(114,600 radio homes, or 81% ownership among the State's total of 142,000 families. Urban ownership is 44,400, or 91% of urban families; rural ownership is 70,200, or 75% of rural families.)

Radio Homes by Counties

Beaverhead	1,340	Hill	2,880	Ravalli	2,170
Big Horn	1,580	Jefferson	860	Richland	1,720
Blaine	1,720	Judith Basin	990	Roosevelt	2,010
Broadwater	600	Lake	1,940	Rosebud	1,420
Carbon	2,510	Lewis and Clark	4,440	Sanders	1,330
Carter	800	Liberty	490	Sheridan	1,740
Cascade	9,340	Lincoln	1,510	Silver Bow	13,170
Chouteau	1,820	McCone	910	Stillwater	1,200
Custer	2,490	Madison	1,280	Sweet Grass	780
Daniels	1,040	Meagher	530	Teton	1,240
Dawson	1,930	Mineral	410	Toole	1,490
Deer Lodge	3,420	Missoula	5,030	Treasure	310
Fallon	830	Musselshell	1,510	Valley	2,160
Fergus	3,550	Park	2,520	Wheatland	780
Flathead	4,300	Petroleum	440	Wibaux	520
Gallatin	3,580	Phillips	1,700	Yellowstone	6,900
Garfield	940	Pondera	1,370	Yellowstone	
Glacier	1,100	Powder River	770	National Park	10
Golden Valley	440	Powell	1,330		
Granite	750	Prairie	660		

KGHL, BILLINGS

Operator: Northwestern Auto Supply Co., Inc., 5th & Broadway. Phone: 3121. Power: 5,000 and 1,000 watts on 780 kc. Affiliation: NBC North Mountain Group. Opened: June 8, 1928.

President, general manager: C. O. Campbell. Station and commercial manager: Ed Yocum. Program director: Virginia Braunberger. Musical director: Marion Wold. Chief engineer: Jeff Kiichli. Publicity director: Bob Kunkel.

MONTANA STATIONS—Continued

Rep: The Katz Agency. **Seating facilities:** None. **Merchandising:** Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All time is subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change. **E. T. library:** NBC Thesaurus; Standard; Transco; Twentieth Century. **News:** UP. **Commentators:** E. E. Cooney (newscaster; sports; entertainment news); Franz Robischon (newscaster; market, grain and livestock reports); Vern McGahan, and Bob Kunkel (newscasters); Dorothy Morris (women's features).

KRBM, BOZEMAN

Operator: KRBM Broadcasters, Hotel Baxter. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC North Mountain group; Z net. **Opened:** Oct. 1, 1939.

President: Robert B. MacNab, Jr. **Station manager, program director:** Pat M. Goodover. **Commercial manager:** John McLeod. **Chief engineer:** Jack Boor.

Rep: Furgason & Walker, Inc. **Base rate:** Station sold only as part of Z Net (which has a base rate of \$60 per half-hour).

E. T. library: Lang-Worth; Davis & Schwegler. **News:** Transradio.

KGIR, BUTTE

Operator: KGIR, Inc., West of Butte. **Phones:** 23; 44. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Jan. 31, 1929.

Manager: E. B. Craney.*

Rep: None. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Any service desired rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net with a base rate of \$60 (½ hr.); advertisers buying KGIR receive KPFA, Helena, and KRBM, Bozeman, as bonus stations.

Copy restrictions: Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announce-

ment on either end; otherwise only 30-word chainbreak announcements are sold. **E. T. library:** Davis & Schwegler; Lang-Worth; MacGregor. **News:** Tranradio. **Commentators:** Joe Carroll (newscaster; sports); Barbara R. Sprague (women's features).

KFBB, GREAT FALLS

Operator: Buttrey Broadcast, Inc., 300 Central Avenue. **Phone:** 4377. **Power:** 5,000 and 1,000 watts on 1280 kc. **Affiliation:** CBS. **Opened:** October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune.)

President: F. A. Buttrey. **General manager:** J. Jacobsen. **Commercial manager:** Joe Wilkins. **Chief engineer:** Wilbur Myhre. **Program and educational director:** John Alexander. **Musical director:** Gene Price. **Continuity chief:** Dorothy Roberts. **Special events:** Deane Flett.

Rep: Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). **Seating facilities:** None. **Merchandising:** Service includes letters to the trade, arranging window displays, contacting merchants in immediate area, mailing out of premiums. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. **Base rate:** \$85.

Copy restrictions: Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations. **E. T. library:** Standard; MacGregor. **News:** UP. **Commentators:** John Alexander and Deane Flett (newscasters); Jack McNichol (newscaster; entertainment news); Bill Tredway and Ed Wilson (sports); Josie Weir (women's news; fashions); Florence Johnson (cooking); Ted Fosse (farm news).

KPFA, HELENA

Operator: The Peoples Forum of the Air, 1306 11th Ave. **Phone:** 857. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC North Mountain Group; Z Net. **Opened:** Sept. 26, 1937.

Managing director: E. B. Craney*. **Station and commercial manager:** K. O. MacPherson.

Rep: Furgason & Walker, Inc. **Seating facilities:** Use local theatre, seating anywhere from 300 to 1,200 persons; admission charge occasionally, but not always

* Also managing director of KPFA, Helena, Mont., and stockholder in KXL, Portland, Ore., and KRBM, Bozeman, Mont.

* Also manager of KGIR, Butte, Mont., and stockholder in KXL and KRBM.

MONTANA STATIONS—Continued

made. **Merchandising:** Complete regular service offered gratis; special distribution work, and other special requirements, are billed according to time consumed. **Foreign language programs:** No rules for or against; almost no foreign-speaking population in station area. **Artists bureau:** Setup nominal only. **Base rate:** Station sold only as part of the Z Net; see KGIR.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines examined very carefully as to product and copy; commercial copy must not exceed 300 words per quarter hour, and should be split into segments of not more than 150 words apiece; announcements are sold as constituting 50 words, day and night, but actually vary from a top limit of 85 words daytime to 25 words nighttime on network station breaks. **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** Transradio. **Commentators:** Frank Brown (sports); Lillian Stone (homemaking); Bob Zernstein (agriculture).

KGEZ, KALISPELL

Operator: Donald C. Treloar, 203 First Ave., E. **Phone:** 32-332. **Power:** 100 watts on 1310 kc. **Affiliation:** None. **Opened:** January, 1927.

Manager: Don Treloar. **Commercial manager:** W. B. La Bonte. **Program director:** O. J. Hockley. **Chief engineer:** Don Gotman.

Rep: None. **Seating facilities:** None. **Merchandising:** Window displays; newspaper listings. **Foreign language programs:** Accepted subject to station approval. **Artists bureau:** None. **Base rate:** \$20.

Copy restrictions: Announcements may not exceed 100 words; beer accepted; no other alcoholic beverages; all scripts are subject to station approval. **E. T. library:** MacGregor. **News:** UP; Christian Science Monitor. **Commentators:** Don Treloar (news commentator; sports); George Wood and Hugh Houston (newscasters); Mrs. L. Denny (homemaking).

KGVO, MISSOULA

Operator: Mosby's, Inc., 132 W. Front St. **Phone:** 2155. **Power:** 5,000 and 1,000

watts on 1260 kc. **Affiliation:** CBS. **Opened:** Jan. 18, 1931.

Station manager: A. J. Mosby. **Program director:** James Alden Barber. **Commercial manager:** Jack Burnett. **Educational director:** King Harmon. **Traffic manager:** Ernestine Flannery. **Chief engineer:** Tom E. Atherstone. **Publicity:** James Barber.

Rep: Burn-Smith Co. **Seating facilities:** Studio, 100 persons. **Merchandising:** Assist in distribution and placing of window displays; other general helps. **Foreign language programs:** Population is less than 2% foreign; station does not deem such programs necessary. **Artists bureau:** None. **Base rate:** \$36 (½ hr.).

Copy restrictions: Copy restricted to 15% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance." **E. T. library:** Lang-Worth; Davis & Schwegler; NAB. **News:** UP; also own local news staff. **Commentators:** Frank McIntyre, Hal Moon, and Bud Blanchette (newscasters); Max Yandt and Nick Mariana (sports); Ernestine Flannery (fashions); Dagmar Ann Weston (cooking; homemaking).

KGCX, WOLF POINT

Operator: E. E. Krebsbach, 2nd Street and Assiniboine Avenue. **Phone** 102. **Power:** 1,000 watts on 1450 kc. **Affiliation:** None. **Opened:** 1926.

Owner and operator: E. E. Krebsbach. **Station and commercial manager:** Milton J. Severson. **Program, musical and publicity director:** Adolph Jystad. **Chief engineer:** Harold Klimpel.

Rep: Burn-Smith. **Seating facilities:** Studio seats 30 persons. **Merchandising:** Publicity in local papers. **Foreign language programs:** No rules; no requests for same. **Artists bureau:** None. **Stock:** All held by E. E. Krebsbach. **Base rate:** \$42.

Copy restrictions: Beer and wine copy accepted. **E. T. library:** World; Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentator:** E. A. Richmond.

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

KORN, FREMONT

Operator: Nebraska Broadcasting Corp., Pathfinder Hotel. Phone: 1060. Power: 250 watts on 1370 kc. Affiliation: Keystone Network. Opened: Dec. 22, 1939.

President, station and publicity director: Clark Standiford. Commercial manager: W. J. Binkley. Program director: Fred Christensen. Chief engineer: A. C. Blackburn.

Rep: None. Seating facilities: Audience room seats 180 persons. Merchandising: Window cards, taxi posters, and use of a display room (20x35 ft.) gratis to clients. Foreign language programs: No call for any thus far; such programs would be subject to stringent regulations to preserve high ethics and avoid controversial topics. Artists bureau: None. Base rate: \$60.

Copy restrictions: No alcoholic beverages (including beer and wine) accepted. E. T. Library: Standard. News: UP. Commen-

tators: Dale McCampbell (sports); Mrs. Harry Rasmussen (home economics).

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: Ted Mathews. Program and musical director: Ted Johnson. Chief engineer: Marvin Price.

Rep: Howard H. Wilson Co. Seating facilities: Auditorium, capacity 200. Merchandising: Send letters to dealers and salesmen, charging advertiser only for post-

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

NEBRASKA STATIONS—Continued

age or special printing. **Foreign language programs:** Not accepted. **Artists bureau:** None. **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. **Commentators:** George Kister (newscaster; market-grain reports); Ted Johnson (newscaster); Nay O. Deines (sports); Gertrude Stahl (fashions; cooking; sewing; poetry; homemaking).

* *General manager of KFBI, Wichita, Kans.*

KHAS, HASTINGS

Operator: The Nebraska Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

KGFW, KEARNEY

Operator: Central Nebraska Broadcasting Corporation, Federal Annex. **Phone:** 31551. **Power:** 250 watts on 1310 kc. **Affiliation:** None.

Station manager: Lloyd C. Thomas. **Commercial manager:** E. Anson Thomas. **Program director:** Al Ray Brown. **Chief engineer:** Walter Ely.

Rep: None. **Seating facilities:** Can accommodate from 25 to 500 persons, depending on studio used and point of program origination; several remotes maintained. **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:** Limited service. **Base rate:** \$80.

Copy restrictions: All contracts and copy subject to approval of the management and State and Federal regulations. **E. T. library:** Standard. **News:** INS. **Commentators:** Lloyd C. Thomas (news commentator); Al Ray Brown, and Lester Boshara (newscasters); Howard Baxter (sports); Winonah Bailey ("June Lee"—foods); Vera Morris (fashions).

KFAB, LINCOLN

Operator: KFAB Broadcasting Co., Hotel Lincoln (Lincoln), 17th and Farnam (Omaha). **Phones:** 2-3214 (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:** Not 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.

KFOR, LINCOLN

Operator: Cornbelt Broadcasting Corp., Hotel Lincoln. **Phone:** 2-3214. **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:** Chuck Miller. **Technical director:** Mark Bullock.

Rep: The Katz Agency. **Seating facilities:** Studios, 300; Hotel Lincoln Ballroom, 650. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$74.

Copy restrictions: Accept beer; no wines or hard liquors; patent medicines carefully checked. **E. T. library:** World. **News:** INS.

WJAG, NORFOLK

Operator: Norfolk Daily News, 116 N. Fourth St. **Phone:** 432. **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: Furgason & Walker, Inc. **Seating facilities:** None. **Merchandising:** Free in Norfolk; at cost elsewhere. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Competitive announcements and programs to be separated by at least three minutes; cannot

NEBRASKA STATIONS—Continued

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. Commentators: Art Thomas (news commentator; newscaster); Bob Thomas (newscaster); Gene Carrigan (sports); "Cousin Elsie" (women's features); "Cousin Jean" (book reviews).

KGNE, NORTH PLATTE

Operator: Great Plains Broadcasting Co., 1521 W. 12th St. **Phone:** 132. **Power:** 1,000 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:** V. L. LeBarron. **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; Lang-Worth. News: UP.

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:** Cliff Johnson. **Technical director:** Mark Bullock. **Production manager:** Harold Hughes.

Rep: The Katz Agency. **Seating facilities:** Studios, 350 persons. **Merchandising:** Complete service department maintained. **Foreign language programs:** Not accepted. **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.

KONB, OMAHA

Operator: MSB Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

KOWH, OMAHA

Operator: World Publishing Co., World Herald Bldg. **Phone:** Atlantic 2228. **Power:** 500 watts on 660 kc (operates to local sunset). **Affiliation:** NBC Basic Blue Supplementary Group. **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. **Chief engineer:** Pete Nelson.

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. **Commentators:** Ronnie Ashburn (newscaster; sports); Orville Welmer and Bert Smith (newscasters).

WOW, OMAHA

Operator: Woodmen of the World Life Insurance Society, 17th and Farnam Sts. **Phone:** Webster 3400. **Power:** 5,000 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:**

NEBRASKA STATIONS—Continued

KGKY, SCOTTSBLUFF

Operator: Hilliard Co., 1517½ Broadway.
Phone: 856. Power: 250 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: R. M. Stewart, L. L. and Ruth K. Hilliard. Base rate: \$50.

Copy restrictions: No formal rules listed. E. T. library: NBC Thesaurus. News: Transradio.

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; NAB. News: UP. Commentators: Foster May, Ray Olson, and Harry Burke (newscasters); Tom Daily (sports); Martha Bohlson (cooking); Charles Bruce (livestock).

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		

KENO, LAS VEGAS

Operator: Nevada Broadcasting Co.
Power: 250 and 100 watts on 1370 kc.
At press time this station had a construction permit only.

KFUN, LAS VEGAS

Operator: Las Vegas Broadcasting Co., Inc. Power: 250 and 100 watts on 1420 kc.
At press time this station had a construction permit only.

KOH, RENO

Operator: The Bee, Inc., 143 Stevens Street, Power: 1,000 watts on 630 kc. Affiliation: NBC Pacific Coast Network.

Opened: 1928. (Note: KOH is owned by the McClatchy Newspapers.)

Manager: Wallie D. Warren. Program director: Merle Snider. Chief engineer: Hewitt Kees. Continuity director: Merrill Inch.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate 150 persons. Merchandising: Full service available. Foreign language programs: Not accepted. Artists bureau: None. 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. Commentators: Wallie D. Warren and Merle Snider (newscasters); Merrill Inch (newscaster; sports); Jerry Cobb (sports).

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		

WKNE, KEENE

Operator: Twin State Broadcasting Corp., Dunbar St. **Phone:** 2080. **Power:** 1,000 watts on 1260 kc. **Affiliation:** CBS. **Opened:** Oct. 29, 1933. (Note: This station is moving from Springfield, Vt., where it used the call letters WNBX).

Manager: Herman Steinbruch. **Chief Engineer:** W. F. Moore. **Program, publicity director:** W. A. Bamford.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 60 persons. **Merchandising:** Make regular coverage of the market. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont and New Hampshire. **E. T. library:** Associated. **News:** UP. **Commentators:** Ozzie Wade, and Bob Freeman (newscasters; sports); Harriet Dyke (home economics); Kaye Winters (fashions; beauty hints).

WLNH, LACONIA

Operator: Northern Broadcasting Co., Masonic Temple Bldg. **Phone:** Lac 501. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Yankee Network; Colonial Network. **Opened:** 1922.

Station manager, musical and production director: Earle Clement. **Program director:** Sherwin Greenlaw. **Sales manager:** Al Tyler. **Chief engineer:** William MacDonald.

Rep: Joseph Hershey McGillyvra. **Seating facilities:** 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 and wine ac-

cepted; no liquors; copy subject to approval of New Hampshire State Liquor Commission; patent medicines must conform to all laws. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Sherwin Greenlaw, William Greene, and Martin Avery (newscasters); Bruce Kochler (sports); Marie Forsberg (women's features).

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 G. H. 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:** \$100.

Copy restrictions: Accept wine and beer advertising; no hard liquors. **E. T. library:** NBC Thesaurus. **News:** UP; Yankee Network News Service. **Commentators:** Stephen J. Burke (news commentator; newscaster; program reviews); Charles Evans (newscaster; sports); Alberta Sullivan (fashions; women's features; children's programs).

WHEB, PORTSMOUTH

Operator: Granite State Broadcasting Corp., Lafayette Road, P. O. Box 746. **Phone:** 2670-1. **Power:** 1,000 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 devotional programs daily; entire Sunday schedule reserved for Radio Pulpit).

NEW HAMPSHIRE STATIONS—Continued

President: H. J. Wilson. **General manager:** H. C. Wilson. **Program director, artists bureau head:** V. E. Bennett. **Chief engineer:** D. R. Stevens. **Musical director:** George Michael.

Rep: None. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Service available at advertiser's expense. **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. **E. T. library:** MacGregor; NBC Thesaurus. **News:** UP; AP. **Commentators:** George E. Sherry, Chester Merrow, and Agnes Ryan (news commentators); Winslow Bettinson (newscaster); George Michael (sports); Helen Bankroft (women's features).

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.

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. **Commentators:** A. D. Bedell (news commentator); David Morrow, George Steinhardt, and George Levy (newscasters); Herbert Kamm, Richard Gibbons, and Bill Bowes (sports); Carolyn Warden (women's features).

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

WBAB, ATLANTIC CITY

Operator: Press Union Publishing Co., 1900 Atlantic Ave. **Phone:** 5-1111. **Power:**

250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** Feb. 1, 1940. (Note: This station is newspaper-owned by the Atlantic City Press and Union).

President: A. J. Feyl. **Station and commercial manager:** Norman Reed. **Program director:** Ray Morgan. **Chief engineer:** Earle Godfrey.

Rep: Headley-Reed Co. **Seating facilities:** Two studios seat 150 and 50 persons respectively. **Merchandising:** Complete service available gratis; details depend on advertiser's requirements. **Foreign language programs:** Italian and Jewish programs accepted; English translation must be provided in advance. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; station follows recommendations of the N.A.B. code. **E. T. library:** NBC Thesaurus; World. **News:** AP. **Commentators:** Ray Morgan and John L. McClay (newscasters; sports); Paul Martin, Ted Bauer, and Ralph Shoemaker (newscasters); Alma Price (women's features).

WFPG, ATLANTIC CITY

Operator: Neptune Broadcasting Corp. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

NEW JERSEY STATIONS—Continued

WSNJ, BRIDGETON

Operator: Eastern States Broadcasting Corp., Bridgeton. **Phone:** 1-600. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 23, 1937.

President, general manager: Howard S. Frazier. **Station, commercial, and promotion manager:** Paul Alger. **Chief engineer:** Russel Ely. **Musical director:** Lowell Ayars. **Program, continuity and publicity director:** J. 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:** Not accepted. **Artists bureau:** Can supply talent. **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:** UP. **Commentators:** G. Vernon Pepper (news commentator; newscaster); Mill March (newscaster; Hollywood chatter); Jerry Alden (newscaster; sports); Mac McGuire (newscaster; farm news).

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:** Edwin W. Tucker. **Chief operator:** Marvin Seimes. **Musical director:** Edward N. Layman.

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:** \$40 (½ hr.).

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. **Commentators:** Edwin W. Tucker, William Manns, and Walter Maguire (newscasters); Bill Markward (sports); Betty Bowen (fashions; home economics).

WAAT, JERSEY CITY

Operator: Bremer Broadcasting Corp., 50 Journal Square (Jersey City); RKO Bldg. (New York City). **Phones:** Journal Square 4-3500; Rector 2-5878; Market 3-0383; Circle 5-5780 (New York City). **Power:** 1,000 watts on 940 kc. **Affiliation:** None. **Opened:** 1926.

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

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. **Base rate:** \$262.50.

Copy restrictions: Accept beer and wine; no liquor; all copy subject to station approval. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Jackie Farrell (sports); Mary Mitchell (heart and home problems); Claire Cowan (society); Ed Laux (Hollywood news).

WHOM, JERSEY CITY

Operator: New Jersey Broadcasting Corp., 2866 Hudson Blvd. **Phones:** Journal Square 2-2929; Plaza 3-4204 (New York City). **Power:** 1,000 and 500 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. Harron. **Commercial manager:** Joseph Lang. **Program and continuity director:** West W. Willcox. **Chief engineer:** Allison W. Burnham. **Musical director:** Guiseppe De Luca. **Publicity director:** Fred Coll.

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. **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:** Lang-Worth. **News:** Service not listed. **Commentators:** Herman Levine (Yiddish news commentator); R. Lupis and Gulio Ascarelli (Italian news commentators); Michael Kecki and Edward Witnowski (Polish news commentators); Frank Nagorka, Milt Samter, and Clare Fender (newscasters); Lester Gerkin (sports); Ida Amavli (fashions); Eva Wygott (cooking); Bill Goodman (aviation); Charles Balten (drama).

NEW JERSEY STATIONS—Continued

WHBI, 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.

WBRB, RED BANK

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

Station manager: V. N. Scholes*. Commercial manager: Thomas F. Burley. 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. Commentators: Louise M. Johnson, George Ford Morris, Linda Lowe, Florence Mason, Sally Gaskill, and Art Mayhew (news commentators; comment prepared by Christian Science Monitor); Kimball Smith and Lil-

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

lian Mayhew (news commentators); Joe Bennett and Bill Bowes (sports); Louise Powers (fashions; furnishings); Ruby Lou Dietz (cooking); Linda Lowe (interviews with comment); Frank Taylor (music); Richard T. Clark (entertainment news; personality comment).

WTNJ, TRENTON

Operator: WOAX, Inc., 416 Bellevue Ave. Phones: 8140-8149. Power: 500 watts on 1280 kc (divides time with WCAM and WCAP). Affiliation: None. Opened: 1923.

Vice-president, general manager: F. J. Wolff.

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

Copy restrictions: All copy subject to station standards and government regulations. E. T. library: Associated; Lang-Worth; Standard. News: UP. Commentators: Walter Lewis (newscaster); Lou Lautner, and Joe Kovacs (sports); Marion Marshall (fashions; cooking; homemaking).

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		

NEW MEXICO STATIONS—Continued

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: Dale Robertson. **Production manager, program director:** Elmer Fondrew. **Chief engineer:** Leonard Dodds.

Rep: John Blair & 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:** \$90.

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. **Commentators:** Dave Kaufman and Harry Thomas (sports).

KOB, ALBUQUERQUE

Operator: Albuquerque Broadcasting Co., 424 West Gold Ave. **Phone:** 1180. **Power:** 50,000 watts on 1180 kc. **Affiliation:** NBC South Mountain Group. **Opened:** June 3, 1920.

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:** No information listed. **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. **News:** INS; UP. **Commentators:** J. C. MacGregor (news editor; newscaster); Charles Barrington (newscaster); Mary McConnell (women's features); Ned Elder (films).

KLAH, CARLSBAD

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

Station manager: Jack Hawkins. **Commercial manager:** Lucille Neilson. **Pro-**

gram director: Louis C. Pitchford. **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 patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Louis Pitchford, Jr., and Morris Vorenberg (news commentators).

KICA, CLOVIS

Operator: Western Broadcasters, Inc., 4th & Main Sts. **Phone:** 3. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1929.

General and commercial manager: Charles C. Alsop. **Program director:** Karl Wm. Schroeder. **Chief engineer:** Olin Johnson. **Musical director:** Mrs. J. E. Alsop. **Continuity director:** Fay Ljungdahl.

Rep: Forjoe & Co. **Seating facilities:** Rainbow Ballroom, Clovis Hotel, seats 300 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:** \$35.

Copy restrictions: Accept beer advertising; all copy subject to FCC rules and regulations. **E. T. library:** World; Associated. **News:** UP. **Commentators:** Charles Alsop (newscaster; sports); Karl Schroeder (newscaster; film and radio news); Fay Ljungdahl (fashions; cooking; women's news and features); C. J. Todd (farm news); Assen Jordon (farm news; grain and livestock markets).

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-

NEW MEXICO STATIONS—Continued

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.

KWEW, HOBBS

Operator: W. E. Whitmore, Box QQ. Phone: 495. Power: 100 watts on 1500 kc. Affiliation: None. Opened: Aug. 8, 1938.

Owner: W. E. Whitmore. Station manager: Orland A. Foster. Program director: Phil Reed. Chief engineer: Floyd Emanuel.

Rep: None. Seating facilities: Can accommodate a small audience. Merchandising: Window cards and circulars issued by the station; sound equipment available. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Accept beer, wines, and alcoholic beverage accounts; no perinquiry business; all copy subject to station approval. E. T. library: Standard; Davis & Schwegler. News: Transradio.

KGFL, ROSWELL

Operator: KGFL, Inc., 502 W. 2nd St. Phone: 288. Power: 100 watts on 1370 kc. Affiliation: None. Opened: April 1, 1932. Base rate: \$35.

No other data available after several requests.

KVSF, SANTA FE

Operator: New Mexico Broadcasting Co., 759 Cerrillos Road. Phone: 2020. Power: 100 watts on 1310 kc. Affiliation: CBS. Opened: December, 1934.

Station manager: Ivan R. Head. Production manager: Ernest N. Thwaites. Chief engineer: Adelbert Schultz. Spanish program director: Henry R. Tafoya, Jr.

Rep: John Blair & Co. Seating facilities: None. Merchandising: Dealer cooperation and promotion supplied. Foreign language programs: Spanish program daily except Sunday. Artists bureau: None. Base rate: \$35.

Copy restrictions: All copy subject to station standards and government regulations. E. T. library: World. News: Transradio. Commentators: Ivan R. Head (newscaster; sports); Ernie Thwaites (newscaster; stock quotations).

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	13,550
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		

NEW YORK STATIONS—Continued

WABY, ALBANY

Operator: Adirondack Broadcasting Co., Inc., Radio Centre (also studio in Hotel Troy, Troy, N. Y.). **Phone:** 4-4194. **Power:** 250 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: J. P. McKinney & Sons. **Seating facilities:** Studio seats 250 persons; also arrangements with Strand Theatre, Warner Bros., for programs from stage; no admission charge. **Merchandising:** Spot announcements to build up program; cooperation in obtaining newspaper publicity, window displays, window signs, etc.; 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:** Standard. **Commentators:** Gren Rand, and Sherb Herrick (sports); Judy James (women's features).

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: J. P. McKinney & Son. **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; cooperation on window displays, distribution of window signs, etc.; 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:** Standard. **News:** Transradio. **Commentators:** Tip Corning, Bill Tompkins, and Forrest Willis (newscasters); Gren Rand, and Sherb Herrick (sports); Eleanor Walter (fashions; consumer information).

WMBO, AUBURN

Operator: WMBO, Inc., Metcalf Bldg., 141 Genessee Street. **Phone:** 433. **Power:** 250 watts on 1310 kc. **Affiliation:** New York Broadcasting System. **Opened:** January, 1926. (Note: WMBO is owned by Auburn Citizen-Advertiser.)

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:** \$90.

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. **Commentators:** Winfried Buck (news commentator; newscaster); Jack Deal (news commentator); "Slim" Berthelsen (sports); Dorothy Bolin (women's features).

WBNF, BINGHAMTON

Operator: Howitt-Wood Radio Co., Inc., 135 Chenango Street. **Phone:** 2-3461. **Power:** 250 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.

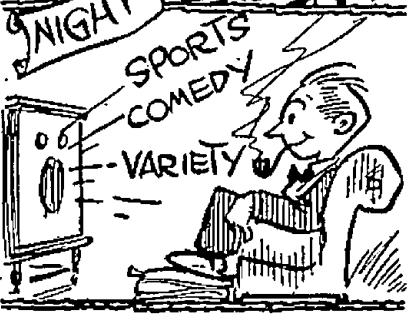
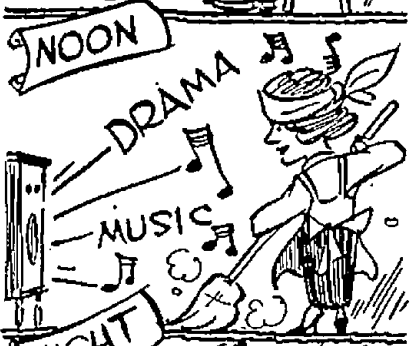
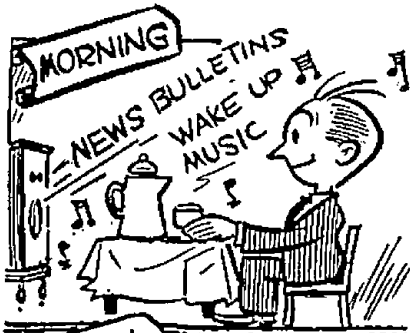
Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally 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:** United Press. **Commentators:** Donn Bennett (newscaster; theatre news-comment); Durwood Finch and Oliver Treyz (newscasters); Dorothy Titchener (depart-

NBC RED NETWORK

WBEN

**THE STATION
BUFFALO TUNES IN
AT ALL HOURS**



REPRESENTED BY

EDWARD PETRY & CO., INC.

ment stores); Sara Burbank (cooking); Dotty Baker (women's features).

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

President: Edward H. Butler. Vice-president: A. H. Kirchhofer. Station manager: Edgar H. Twamley. Commercial manager: Gene Wyatt. Program director: George R. Torge. Dramatic director: Edward Cullen. 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: \$320.

Copy restrictions: No announcements or programs accepted on beer, wine or liquor. E. T. library: NBC Thesaurus; Lang-Worth; Davis & Schwegler. News: UP; also from Buffalo Evening News. Commentators: Joe Wesp (news commentator); George Torge, Charles Lewis, A. L. Taylor, Robert Denton, Edward Wegman, Edwin Reimers and William Griskey (newscasters); James J. G. Wells (sports); Cosette Merrill (women's features—as "Sally Work").

WBNY, BUFFALO

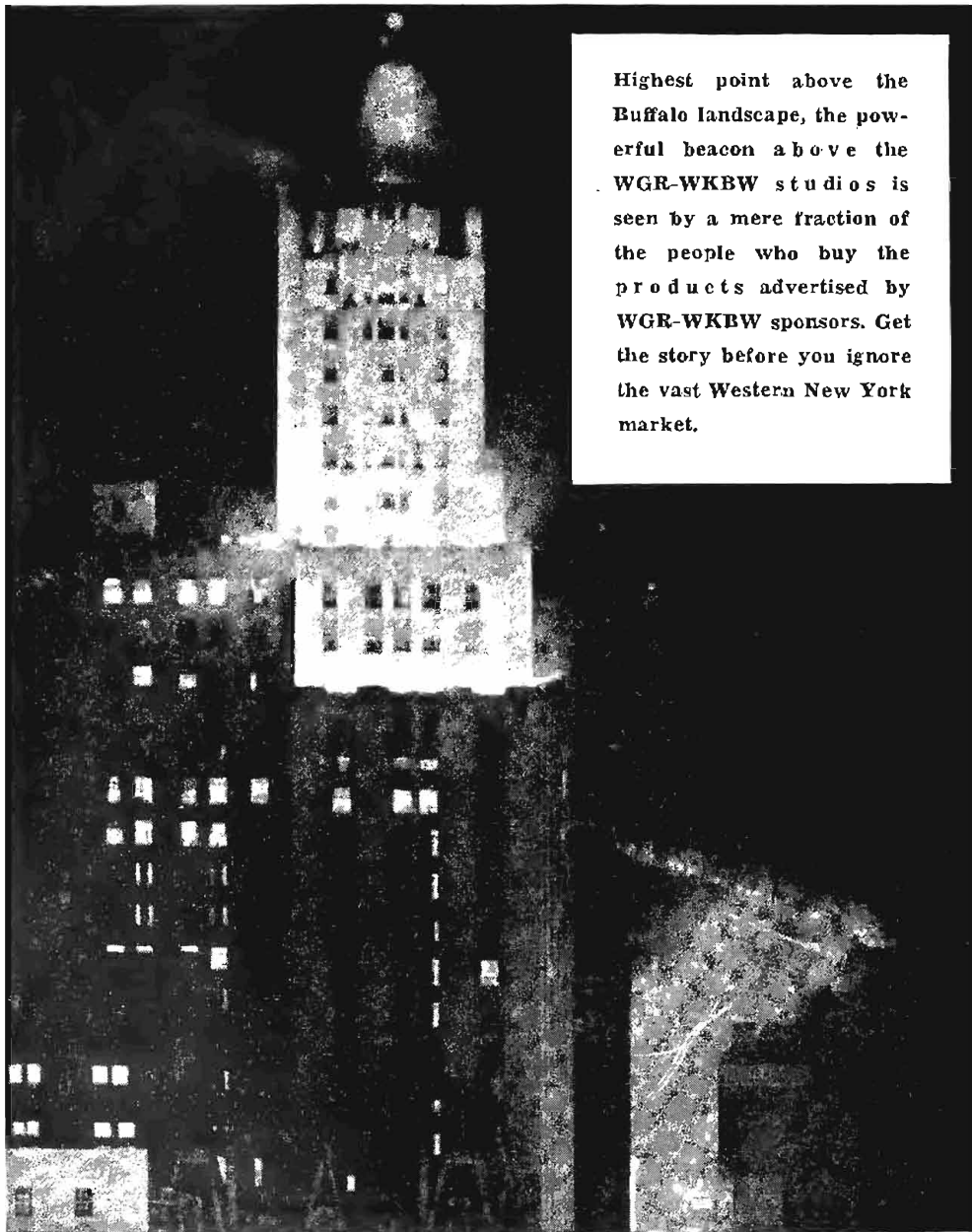
Operator: Roy L. Albertson, 485 Main Street. Phone: Cleveland 3365. Power: 250 watts on 1370 kc. Affiliation: New York Broadcasting System. Opened: March 4, 1936.

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

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

Copy restrictions: Accept beer and wines; 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:

BEYOND THE HORIZON!



Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Get the story before you ignore the vast Western New York market.

WGR

BUFFALO BROADCASTING CORP.

WKBW

NATIONAL REPRESENTATIVES - - FREE & PETERS, Incorporated

634

NEW YORK STATIONS—Continued

Transradio. Commentators: Robert A. Sherry (newscaster); Floyd L. Keesee (sports).

WEBR, BUFFALO

Operator: WEBR, Inc. 23 North St. Phone: Lincoln 7133. Power: 250 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. Commercial 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: No information given. 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. Commentators: Cy King (news commentator); Bob Kliment (sports); Ruth Paige (fashions; cooking; women's features); Dr. Horace Frommelt ("A Catholic Scans the News").

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: John A. Bacon. 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. Merchandising: Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$300.

Copy restrictions: All copy subject to station approval. E. T. library: World; Associated. News: UP; local. Commentators: Edward Schweikardt (news commentator); Ralph Hubbell, Charles Bailey, Sieg Smith, and Leon Slohm (sports); Esther Huff (general women's news); Clifford Jones (film-stage comment).

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: John A. Bacon. 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. 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. Commentators: See under WGR, Buffalo.

WSVS, BUFFALO

Operator: Board of Education, City of Buffalo. Power: 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial; city-owned.

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., Mark Twain Hotel. Phone: 5181. Power: 250 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: Nov. 26, 1939. (Note: This station is newspaper-owned by the Elmira Star-Gazette (Gannett).)

Manager: Dale Taylor. Commercial manager: Joseph M. Cleary. Program director: George R. Clapp. Chief engineer: Perry Esten. Musical director: Harry Springer. Publicity director: Glenn Williams.

Rep: J. P. McKinney & Son. Seating facilities: Mark Twain Hotel ballroom studio seats 500 persons. Merchandising: Assist client's salesman; make personal calls on the trade; issue letters; service gratis with 26-time series; all special services rendered at actual cost. Foreign language programs: Accepted on restricted basis; English translation essential on

NEW YORK STATIONS—Continued

each program; announcements not accepted. Artists bureau: None. Base rate: \$70.

Copy restrictions: No alcoholic beverage advertising accepted, nor copy dealing with bodily functions; provisions of N. A. B. code enforced. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Matt Richardson (news commentator); A. Ward Fenton and Kenneth Powell (newscasters); Bill Pope (sports); Dorothy Hughes (women's features); Florence Rohan (fashions); Don Rich (radio-film gossip).

WESG, ELMIRA

Operator: Cornell University, Ithaca, N. Y. **Power:** 1,000 watts on 850 kc (operates to sunset in New Orleans). **Affiliation:** CBS. **Opened:** 1921. **Base rate:** \$100.

Note: This station until recently was commercially programmed by the Elmira Star-Gazette, Inc. (Gannett). At press time the Star-Gazette withdrew its interest, and the station is now operated by Cornell University, the licensee. Further details were not available at press time.

WGBB, 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 watts on 1210 kc. **Affiliation:** NBC Basic Blue Supplementary Service; New York Broadcasting System. **Opened:** 1924.

President: Joy E. Mason. **Manager:** Simon Goldman. **Program director:** Marshall Shantz. **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:** \$80.

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; all contracts accepted subject to the station's right to cancel or offer another time upon 28 days' notice. **E. T. library:** Associated.

News: UP. **Commentators:** Marshall Shantz and John Lewis (newscasters); Tom McKee (newscaster; sports); Marianne Jones (fashions; recipes; women's features); Al Spokes (sports).

WKNY, KINGSTON

Operator: Kingston Broadcasting Corp., Governor Clinton Hotel. **Phone:** 4500. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** Dec. 16, 1939.

President, station manager, chief engineer: John R. McKenna. **Commercial manager:** Leon Bernard. **Program, musical and publicity director:** Ezra McIntosh.

Rep: None. **Seating facilities:** Theatres in Kingston, Catskill, Hudson available. **Merchandising:** All services billed at cost to the advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** Complete roster of talent available. **Base rate:** \$100.

Copy restrictions: Hard liquor not accepted; will take beer and wine advertising; all copy subject to approval of the management. **E. T. library:** World. **News:** INS. **Commentators:** Ezra McIntosh (news commentator; newscaster); Ted Courtney (sports); Drury Hardigan, and Jack Bennett (newscasters); Everice Parsons (home bureau); Mary McManus (films); Anne Herzog (interior decorating); Rosalyn Perlman (geography); Dr. Herbert I. Bloom (books); Robert Van Kleeck (local news).

WGNY, NEWBURGH

Operator: WGNY Broadcasting Co., Inc., 161 Broadway. **Phone:** 4600. **Power:** 250 watts on 1220 kc (daytime). **Affiliation:** None. **Opened:** 1933. (Note: This station is owned by the Speidel Newspapers, Inc.—Poughkeepsie Courier, etc.).

President: Merritt C. Speidel. **Director:** E. A. Chappell. **Business manager:** W. D. McLaughlin. **Executive manager and program director:** H. W. Cassill. **Commercial manager:** W. E. Dunkelbarger. **Chief engineer:** Patrick F. Simpson. **Musical director:** Jack Stotesbury. **Studio manager:** Dick Crans.

Rep: None. **Seating facilities:** Auditorium will accommodate about 100 persons. **Merchandising:** Attention is called to programs via special radio page in the Poughkeepsie Sunday Courier; courtesy announcements given on new programs; window stickers, etc. **Foreign language programs:** Not accepted. **Artists bureau:** Currently being established. **Base rate:** \$60.

NEW YORK STATIONS—Continued

Copy restrictions: Beer and light wine copy accepted, but no hard liquor; medical accounts must submit copy two weeks in advance, agree to the station's right to make changes conforming with suggestions of authorities to whom the copy has been submitted, and agree that the station has the right to cancel the program for repeated violations. **E. T. library:** Associated. **News:** Transradio. **Commentators:** William Jenkins, Raymond J. Dulye, Tom Yates, and Wesley McGinn (newscasters); Mary Bogardus and Peggy Pascoe (home economics; homemaking; gardening); Edward A. Dolph (stock market trends); Joe Rake ("community corner"); Ruth Shafer (fashions); Dick Crans and Gordon Redding (sports).

WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. **Phone:** Wick-ersham 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. **Sales manager:** Arthur Hull Hayes. **Program director:** George Allen. **Chief engineer:** Henry Grossman. **Artists bureau head:** H. I. Rosenthal. **Publicity director:** Luther J. Reid. **Sales promotion manager:** Jules Dundes.

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:** \$1,350.

Copy restrictions: Policies of the CBS observed. **E. T. library:** Associated. **News:** UP; INS.

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.

President, station manager: Aaron Kronenberg. **Chief engineer:** A. Haas. **Program director:** Roy Maypole. **Director of Irish programs:** James A. Hayden. **Director of Spanish programs:** Pasquale Quintana. **Director of Yiddish programs:** Samuel H. Cohen. **Director Ukrainian programs:** Rodian Slipyi. **Director of Scotch programs:** Joe McKeown. **Director of Hungarian programs:** Kalman Polangi. **Musical director:** Jean Fleishman.

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, Chinese, 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. **Commentators:** Joseph A. Connolly (Irish news); Paul Prodis (Greek news); Tersh Laslow (Hungarian news); Rodian Slipyi (Ukrainian news); Henin Chin (Chinese news); Eddie Jarl (Scandinavian news); Joe McKeown (Scotch news); Sam Cohen (Yiddish news); Bob Harold (newscaster); Harry Berger, and Harry Alexander (sports).

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:** Arnold J. Jaffe. **Program and publicity director:** Bert Child.

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:** \$200.

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:** Jewish news periods current. **Commentators:** Louis B. Fine, and Beinish Epstein (news commentators); Barbara Brodsley (women's features).

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.



WMCA'S NEW 5KW TRANSMITTER

Two and one-half years ago WMCA opened new studios at 1657 Broadway. Today they are considered the finest and most perfectly equipped of any independent unit in the metropolitan area.

Now with pardonable pride we point to the completion of another progressive step in our continuous modernization — WMCA's new transmitter located a scant $6\frac{1}{4}$ miles from Times Square.

Its high fidelity RCA 5DX

power plant with its three 325-foot towers directs its signal toward New York, New Jersey, Long Island, and Connecticut flooding the most thickly populated sections.

Thirty miles of copper wire spread fanwise underneath the towers and buried in the salt marsh insure a perfect ground system.

As always, WMCA strides ahead continuing to justify its cue line familiar to all New Yorkers:

¶ WMCA "First On Your Dial" NEW YORK ¶



WBNX, NEW YORK CITY

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

Vice-president, general manager: W. C. Alcorn. **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.

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 5-7530 (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:** No service listed. **Commentators:** Wel Wright (news and political commentator); Clive Davis (newscaster; oddities in the news); Addison Armour, Larry Collier, Ray Baker, and Bill Faison (newscasters); Chris St. James, and Gene O'Callahan (sports); Mary St. John Kane (psychology; fashions); Babs Brodley (women's sports); Naomi Postal (theatres; films); Julius Postal (entertainment news); Dan Russell (business; economics).

WEAF, NEW YORK CITY

Operator: Owned and operated by the National Broadcasting Co., 30 Rockefeller Plaza. **Phone:** Circle 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:** James V. McConnell. **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.

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; medical copy subject to approval of Academy of Medicine; commercial copy 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. **Commentators:** Bryce Oliver (news analysis); Prof. Charles Hodges, Ludwig Lore, and Emil Lengyel (European and war news; comment); Stanley Richards (theatre comment); Joseph Shipley (theatre and books).

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. Pettley. **Sales director:** Bertram H. Lebhar, Jr. **Station manager:** Frank Roehrenbeck. **Program manager:** Fred Raphael. **Chief engineer:** Paul Fuelling. **Musical conductors:** Don Albert, Dick Ballou. **Production manager:** Maurice Barrett. **Public relations:** A. L. Simon.

Rep: Operate own Chicago office at 360 N. Michigan Avenue. **Seating facilities:** Studio A, 150; Studio B, 100; Studio No. 1403, 50. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** Complete service; artists booked directly plus booking tieups 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. **Commentators:** George Hamilton Combs, Jr., and Bryce Oliver (news commentators); William Bond, William Shepard, Robert Stevenson, and Henry Gladstone (newscasters); Jimmy Powers, Dick Fishell, Bert Lee and Sam Taub (sports); Polly Martin (fashions; sports; women's features); Amie Bruun (civic affairs); Sam Taylor (films); Bide Dudley (theatre).

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:** New York Broadcasting System. **Opened:** 1924.

General and sales manager: Carl Calman. **Program director:** Hazel Bower. **Chief engineer:** Paul Von Kunits. **Musical director:** Louis Katzman. **Traffic manager, New York Broadcasting System:** Albert A. Grobe. **Continuity editors:** Ted Byron, William Dewart. **Publicity director:** B. S. Bercovici.

Rep: International Radio Sales. **Seating facilities:** 50 persons. **Merchandising:**



NEW YORK STATIONS—Continued

Complete service available at actual cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$225.

Copy restrictions: Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations. E. T. library: World. News: INS. Commentators: B. S. Bercovici (news commentator); Don Dunphy, Bill Harding, and Ted Webbe (sports); Dorothy Wilcock (fashions; recipes; women's features); Joan Hobart (fashions); Martin Weldon (stage-screen comment; books); Diana Foster (women's news).

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: Consult the National Broadcasting Co. Base rate: \$1,200.

WLTH, NEW YORK CITY

Operator: WLTH-New York, 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: Clifton Foss. Merchandising manager: Jack Welt.

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; present regular programs in Scandinavian, Spanish and Hungarian. 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: Lang-Worth; MacGregor. News: No service listed. Commentator: Mark Wilner (news commentator—Jewish); Norman H. Warembud (newscaster); Rubin Goldberg

WNEW DELIVERS!

6 powerful reasons why:

1. ONE-THIRD THE COST of any New York network station. **2. THE NATION'S BIGGEST MARKET.** (The 50-mile metropolitan trading area.) **3. TWICE THE AUDIENCE** of any other New York independent station. (Hooper-Holmes and other surveys.) **4. RADIO'S OUTSTANDING PROGRAMS.**

("Start the Day Right" with Hal Moore, "Make Believe Ballroom" with Martin Block, "Milkman's Marinee" with Stan Shaw.) **5. LOCAL ADVERTISERS know** WNEW moves most goods—fastest. **6. MORE COMMERCIAL TIME** is bought on WNEW than on any station in New York.

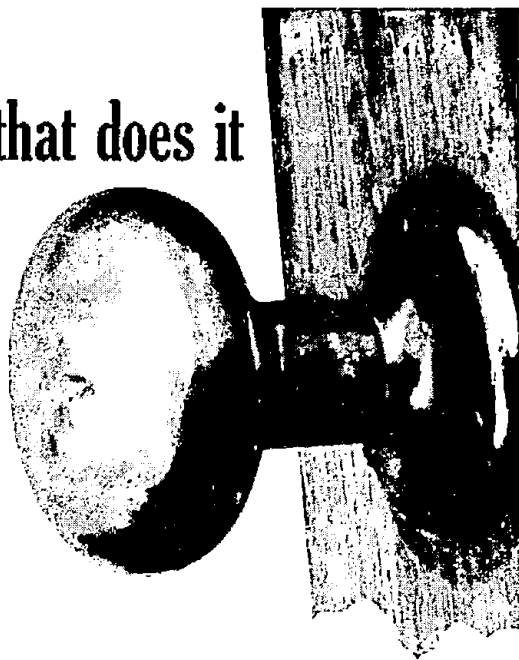
WNEW NEW YORK



100 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT

it's the twist that does it

—not the
knob



If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West. *You buy 50,000 watts multi-*

plied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station—

WOR

NEW YORK STATIONS—Continued

(newscaster—Jewish); Wanda Rogers and Harriet Forbes (women's features); Molly Jacobson (cooking school—Jewish).

WMCA, NEW YORK CITY

Operator: Knickerbocker Broadcasting Co., Inc., 1657 Broadway. **Phone:** Circle 6-2200. **Power:** 5,000 and 1,000 watts on 570 kc. **Affiliation:** Inter-City Broadcasting System. **Opened:** Feb. 6, 1925.

President: Donald Flamm. **Executive vice-president:** Donald S. Shaw. **Vice-president, counsel:** William Weisman. **Vice-president:** Leslie Evan Roberts. **Secretary, assistant to the president:** Sidney Flamm. **National sales director:** Charles Stark. **Chief engineer:** Frank Marx. **Artists bureau head:** Charles Wilshin. **Musical director:** Lee Grant. **Publicity and special events director:** Leon Goldstein.

Rep: Virgil Reiter & Co. (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. **Commentators:** Johannes Steel (news commentator); Bob Carter and Joe O'Brien (sports); Allie Lowe Miles (women's features).

WNEW, NEW YORK CITY

Operator: WODAAM Corp., 501 Madison Ave. **Phone:** Plaza 3-3300. **Power:** 5,000 and 1,000 watts on 1250 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:** Halsey V. Barrett. **Traffic manager:** Irene Davis. **Program director:** Have a program board. **Chief engineer:** M. J. Weiner. **Musical director:** Merle Pitt. **Production director:** William McGrath. **Continuity editor:** Ruth Frank. **Publicity and special features director:** Richard K. Bard.

Rep: John Blair & Co. **Seating facilities:** Studios, 200 persons. **Merchandising:** Maintain such a department. **Foreign language programs:** None. **Artists bureau:**

Yes; about 45 artists listed. **Base rate:** \$430.

Copy restrictions: Accept beer, wine and medicines; no reducing medicines or radio schools. **E. T. library:** Associated. **News:** A. P. **Commentators:** Richard Stark, John Jaeger, and Hal Moore (newscasters); Earl Harper (sports); David Lowe (film and theatre news).

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. **Vice-president in charge of program operations:** Julius F. Seebach, Jr. **Chief engineer:** Jack R. Poptele. **Artists bureau head:** Nat Abramson. **Musical director:** Alfred Wallenstein. **Director of public relations and news:** Dave Driscoll. **Publicity director:** Jerry Danzig. **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. **Commentators:** Arthur Hale (news commentator; newscaster); Wythe Williams, Major Leonard Nason, Paul Schubert, Gabriel Heatter, and Raymond Gram Swing (news commentators); Arthur Mann and Victor Lusinchi (front line corre-

NEW YORK STATIONS—Continued

spondents); Waverly Root (Paris correspondent); John Steel (London correspondent); Sigrid Schultz (Berlin correspondent); Mark Hawley, George Putman, Frank Singiser, and Sidney Walton (newscasters); Stan Lomax and Sam Balter (sports); Pegeen Fitzgerald and Martha Deane (women's features); Ed Fitzgerald (general comment); George Fisher (Hollywood).

WOV, NEW YORK CITY

Operator: Greater New York Broadcasting Corp., 132 West 43rd St. **Phone:** Bryant 9-6080. **Power:** 5,000 watts on 1100 kc. **Affiliation:** None. **Opened:** Sept. 1, 1926.

General manager: (Miss) Hyla Kiczales. **Commercial manager:** Ralph Nardella. **Program director:** John C. Schramm. **Chief engineer:** Robert E. Study. **Artists bureau head:** Sydney Leipzig. **Musical director:** Julio Occhiboi. **Publicity director:** David G. Casem.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Italian programs accepted. **Artists bureau:** Yes; lists 280 artists, 1 orchestra leader, 4 writers, 15 producers; and 16 announcers. **Base rate:** \$360.

Copy restrictions: Copy must adhere to all Federal Trade Commission rulings; hard liquor advertising not accepted. **E. T. Library:** Standard; Lang-Worth. **News:** INS. **Commentators:** B. P. Adams, Roger Shaw, and John Fox (news commentators); Tom Spadaro (sports).

WQXR, NEW YORK CITY

Operator: Interstate Broadcasting Co., Inc., 730 Fifth Ave. **Phone:** Columbus 5-6366. **Power:** 5,000 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: None. **Seating facilities:** Studio, 50 persons. **Merchandising:** Services rendered at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$350.

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:** AP; New York Herald Tribune. **Commentators:** Quincy Howe and Estelle M. Sternberger (news commentators); William D. Strauss, Robert Chase, and Rex Keith Benware (newscasters); Lisa Sergio (international affairs; art; books; human interest material); Alistair Cooke (stage and screen); Irving Deakin (ballet).

WVFW, NEW YORK CITY

Operator: Paramount Broadcasting Corp., 1 Nevin St., Brooklyn. **Phone:** Triangle 5-0313. **Power:** 500 watts on 1400 kc (shares time with WARD, WBEC 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

A NEW APPROACH TO THE NEW YORK MARKET

WBNX

Now 5000 WATTS DAY and NIGHT
Directional over New York
YOUR BEST NATIONAL SPOT BUY

THE New York Metropolitan Area—completely covered by the half millivolt signal of WBNX—contains eleven million persons of whom 69% are foreign born.

WBNX offers a highly specialized and intimate approach to this vast group with programs which appeal, also, to the English dialing audience.

WBNX-NEW YORK

NEW YORK STATIONS—Continued

patent medicines; beer and wine copy accepted; commercials must be submitted 24 hours prior to broadcast. **E. T. Library:** None. **News:** No service listed. **Commentators:** Israel Rosenberg (Jewish newscaster); Bernie Bloom (sports); Betty Pitt (fashions); Ceil Taylor (cooking; child training); Ruth Garvin (beauty); Richard Gould (college gossip); Frances Lipp (literary personalities).

WWRL, NEW YORK CITY

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

President, general manager, chief engineer: W. H. Reuman. **Office manager:** Edith Dick. **Program director:** Dudley J. Connolly. **Production and musical director:** Adolph Goebel. **Director of foreign programs:** Lou Cole. **Special events director:** Allen Strong. **Public relations:** Emil Dorer.

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; Davis & Schwegler. **News:** Local. **Commentators:** James J. Wilson (local news commentator); Sanford Baker (newscaster); Jacko Maxwell, and Allen Strong (sports); Esther Wallace (fashions; cooking; timely topics); Jean Patrick (current events at LaGuardia field); Martha Harrison (society); Kay Saron (interior decoration); Arthur Ford (Hollywood gossip); Sylvester Point Kowski (civil service).

WHDL, NIAGARA FALLS

Operator: The Niagara Falls Gazette Publishing Co. **Power:** 1,000 watts on 1260 kc (daytime only). **Affiliation:** None. **Opened:** 1940.

Rep: Headley-Reed Co.

Base rate: \$75.

Note: This station had only recently been put in operation at press time. Complete details are therefore unavailable.

WSLB, OGDENSBURG

Operator: St. Lawrence Broadcasting Corp., 2315 Knox St. **Phone:** 500. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** April 20, 1940.

President, commercial manager: Joseph R. Brandy. **Station manager, program director:** Harold J. Frank. **Chief engineer:** Clifford L. Gorsuch.

Rep: DeLisser-Boyd, Inc. **Seating facilities:** None listed. **Merchandising:** Issue cards, notify dealers of new campaigns, etc., without charge. **Foreign language programs:** No policy formulated. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising not accepted; all copy must meet with State and Federal regulations, and be subject to the approval of the management. **E. T. Library:** NBC Thesaurus. **News:** UP. **Commentators:** Prof. Charles Lightbody (news commentator); William Kent, Ken Wilson, John Goerss, Earl Kelly, and Harold J. Frank (newscasters); J. R. Brandy (newscaster; sports); Dan McConville (sports); Anne Meredith (women's features; social news); Mary Lou Callanan, and Mary Hook (women's features).

WHDL, OLEAN

Operator: WHDL, Inc., Exchange National Bank Bldg. **Phone:** 3300. **Power:** 250 watts on 1420 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 Gannett newspaper).

Station manager: Thomas L. Brown. **Program director:** Charles Sebastian. **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; World. **News:** UP from Olean Times-Herald. **Commentators:** H. R. Helsby (news commentator); Arthur Wakelee, and Fred Meyer (newscasters); Rocco Tito (sports); Dr. John A. Armstrong (civic affairs).

WMFF, PLATTSBURG

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

NEW YORK STATIONS—Continued

Treasurer, station and commercial manager: George F. Bissell. Chief of production, news and publicity: Donald Hart. Chief engineer: Jack Nazak. Musical director: Donald Hart.

Rep: George P. Hollingbery Co. 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; list about 30 artists. Base rate: \$75.

Copy restrictions: Accept beer, wine, liquor; all continuity subject to station approval. E. T. library: NBC Thesaurus. News: Transradio. Commentators: Donald Hart, Arthur Redwood, and Mrs. Kenneth C. Bowman (newscasters); Jack O'Reilly (newscaster; sports); Hortense Graves and Betty Swift (cooking).

WKIP, POUGHKEEPSIE

Operator: Poughkeepsie Broadcasting Corp. Power: 250 watts on 1420 kc.

At press time this station's construction

permit had only recently been covered. For all details consult the management.

WHAM, ROCHESTER

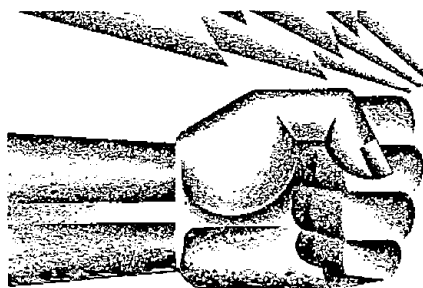
Operator: Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. Phone: Stone 1862. Power: 50,000 watts on 1150 kc. Affiliation: NBC Basic Red and Blue. Opened: 1922.

General manager: William Fay. Assistant manager: John Lee. Commercial manager: J. W. Kennedy, Jr. Program director: Charles Siverson. Technical supervisor: Kenneth J. Gardner. Musical director: Charles Siverson. Publicity director: Art Kelly.

Rep: George P. Hollingbery Co. Seating facilities: None listed. Merchandising: Pre-announcements and direct program publicity rendered gratis; other services rendered by outside organizations at cost. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$380.

Copy restrictions: No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good." E. T. li-

IN WESTERN NEW YORK



WHAM

THE FORCE BEHIND A SALES SUCCESS

Sales drives, backed by the power of WHAM's 50,000 watts, are profitable in Western New York. WHAM's power is double-edged—it not only reaches every one of this area's 900,000 radio homes, but it carries the local and national programs listeners prefer. Radio dials, tuned to WHAM's clear channel, await your sales message. And the whole of the WHAM 43 county area is yours for approximately one-third the cost of localized coverage.

50,000 Watts — Clear Channel — Full Time
NBC Blue and RED Networks

National Representatives: GEORGE P. HOLLINGBERY CO.

WHAM
ROCHESTER, N. Y.

The Stromberg-Carlson Station

NEW YORK STATIONS—Continued

brary: World. News: UP. Commentators: Fritz Brownell (news commentator); Tom Murray (newscaster; farm news); Jack Ross, Tom Pritchard, and Melvin Bartell (newscasters); Al Sisson (sports); Hazel Cowles (fashions; cooking; women's features); Joan Harding (merchandise); John Springer (film news and reviews); Edwin Murphy and John Barrows (Catholic news).

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. **Educational director:** Elizabeth Gledhill. **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:** Not accepted. **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. **Commentators:** Al Sigl (news commentator); Harry Le Brun and Ken French (newscasters); Lowell MacMillan (sports); Charlotte Edwards (women's features); Dorothy Benton (gossip).

WSAY, ROCHESTER

Operator: Brown Radio Service and Laboratory, Taylor Bldg. **Phone:** Stone 702.

Power: 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Sept. 26, 1936.

General manager, chief engineer: Gordon P. Brown. **Commercial manager:** Mortimer A. Nusbaum. **Sales manager:** Winston H. Thornburg. **Program director:** Kenneth Loysen.

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:** \$160.

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. **Commentators:** Frank Silva (news commentator; sports); Marian Karasick (fashions; cooking); Betty Scott (shopping guide; styles); Mort Nusbaum (popular music).

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. **Chief engineer:** Albert J. Kanze.

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:** Transradio. **Commentators:** Edward L. Trudeau and I. H. Roberts, Jr. (newscasters); William H. Carpenter (newscaster; sports); Richard C. Grinnell (sports); Ruth E. O'Connell and Virginia Carpenter (women's features).

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**

NEW YORK STATIONS—Continued

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:** \$420.

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 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. **Commentators:** James Healey (news commentator); Albert Zink, Wilbur Morrison, Victor Campbell, Thomas Martin, and Howard Tupper (newscasters); Leo Bolley, Waite Hoyt, and Gene O'Haire (sports); Betty Lennox (cooking); Martha Brooks (shopping); Emerson Markham, Merrill Phillips, and Ed. W. Mitchell (agri-cultural comment).

WFBL, SYRACUSE

Operator: Onondaga Radio Broadcasting Corp., Onondaga Hotel. **Phone:** 2-1147. **Power:** 5,000 watts on 1360 kc. **Affiliation:** CBS. **Opened:** January, 1922.

President: Samuel H. Cook. **Vice-president:** Robert G. Soule. **Station manager:** Samuel Woodworth. **Commercial manager:** Charles F. Phillips. **Program director,** artists bureau head: George M. Perkins. **Musical director:** Thelma MacNeil Curren. **Publicity director:** Harvey D. Sanderson.

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

WFBL
SYRACUSE

... *Now!*
5000 Watts NIGHTS!

With WFBL's increased power from 1000 to 5000 watts nights, your advertising dollar now works for you even harder, reaches more people with greater force.

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember, it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts BOTH day and night!

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, N. Y.

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives—Free & Peters, Inc.

NEW YORK STATIONS—Continued

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:** \$225.

Copy restrictions: All copy for beer, wine and patent medicines subject to approval and government regulations; no hard liquor copy accepted. **E. T. library:** World. News: INS. **Commentators:** Prof. C. Grove Haines (war background); Jim De Line, Jack O'Neil, John Batchelder, and Jack Curren (newscasters); Leo Bolley and Bud Wilkinson (sports); Jessie Brown (women's events); Lyn O'Neil (fashions; cooking; society); Fred Demong (regional market reports); Neal Moylan (special events).

WOLF, SYRACUSE

Operator: Civic Broadcasting Corp., Chimes Bldg. **Phone:** 2-7211. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** May 9, 1940.

President, station and commercial manager: T. S. Marshall. **Program director:** Louis W. Kaiser. **Chief engineer:** Lawrence Reilly. **Artists bureau head:** Wynne Sandefur. **Musical director:** Fred Shults. **Publicity director:** Martin Burstein.

Rep: Gellatly, Inc. **Seating facilities:** Auditorium studio can accommodate about 100 persons. **Merchandising:** Limited amount of window cards, sales letters, etc., provided gratis; additional services billed at cost. **Foreign language programs:** Programs only accepted; announcements must be in English. **Artists bureau:** Yes; talent list not available at this time. **Base rate:** \$120.

Copy restrictions: Beer, wine, and patent medicine copy subject to approval of the station. **E. T. library:** Standard. News: Transradio. **Commentators:** Robert Anthony, Hamilton Woodle, Roger Goodrich, Jerome Roberts, and Donald Volpe (newscasters); Red Parton, and Bob O'Hara (sports); Harriet Douglas (shopper's program); Wynne Sandefur, also known as Ann Wynn and Wynne Parrish (home-making; fashions; news).

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. **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:** Not accepted. **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. **Commentators:** Edmund R. Vadeboncoeur (news commentator); William Rothrum (newscaster; sports); Elliott Gove, Jan Costley, Ed Jones, and Kenneth Eggleston (newscasters); Nick Stemmler (sports); Ruth Chilton (women's features director); Patricia Allen (society); Marian Rodgers and Sally Franklin (foods); Ben Stanley (markets); Don Rich (radio).

* Also president of WTRY, Troy, N. Y., and WNBX (WKNE), Keene, N. H.

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: Wynant J. Williams.

NEW YORK STATIONS—Continued

Program and musical director: Algernon O. Niles. **Chief engineer:** Hiram D. Harris. **Publicity director:** Floyd 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:** None.

WTRY, TROY

Operator: Troy Broadcasting Co., Inc., 92 Fourth St. **Phone:** Troy 2100. **Power:** 1,000 watts on 950 kc (daytime only). **Affiliation:** New York Broadcasting System. **Opened:** April 15, 1940.

President: Harry C. Wilder.* **Station manager:** Fred R. Ripley. **Commercial manager:** W. A. Ripie. **Program director:** Woodbury Carter. **Chief engineer:** Al Chismark. **Musical director:** Tony Sharpe. **Women's director:** Kay Moser. **Publicity director:** A. F. Kinbacher.

Rep: Paul H. Raymer Co. **Seating facilities:** Proctor Theatre, seating 2,468, available. **Merchandising:** Courtesy announcements, distribution of window displays and point-of-sale aids, mailings, and service of merchandise man rendered without charge; extra activities billed at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine accounts accepted only if programs are used; hard liquor advertising not accepted; all copy subject to approval of the management. **E. T. library:** World; Lang-Worth; Hollywood Producers. **News:** UP. **Commentators:** Andy Kinbacher, Don Lyon, and Cecil Walker (newscasters); Al Parker (newscaster; financial reports); Jerry Lansing (newscaster; financial reports); Roy Schudt (sports); Kay Moser (women's features); Nick Carter (farm news).

* Also president of WSYR, Syracuse, N. Y., and WKNE, Keene, N. H.

WIBX, UTICA

Operator: WIBX, Inc., 187 Genessee Street. **Phone:** 2-2101. **Power:** 250

watts on 1200 kc. **Affiliation:** CBS. **Opened:** 1925.

President, general manager: Scott Howe Soven. **Business manager:** E. Kendall Johnson. **Program director:** Elliott Stewart. **Chief engineer:** Hubert M. Hathaway. **Traffic director:** Walter Griswold. **Merchandising director:** Nathan W. Cook. **Publicity director:** Michael R. Hanna.

Rep: M. L. Swars (New York City); Virgil P. Reiter (Chicago). **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:** Transradio.

WFAS, WHITE PLAINS

Operator: Westchester Broadcasting Corp., Hotel Roger Smith. **Phone:** White Plains 6400. **Power:** 250 watts on 1210 kc (divides time with WGBB and WBRB). **Affiliation:** None. **Opened:** Aug. 11, 1932.

President: J. Noel Macy (publisher, Westchester newspapers). **Vice-president, managing director:** Frank A. Seitz. **Treasurer:** William Fanning. **Secretary:** Harry Lippold. **Commercial manager:** Anthony Hyde Francis. **Program director:** Ran Kalcr. **Chief engineer:** Harry C. Laubenstein.

Rep: Headley-Reed Co. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** Information on application to the station. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: Copy must adhere to N.A.B. code stipulations. **E. T. library:** World; Lang-Worth. **News:** Through Westchester County Publishers, Inc. **Commentators:** Frank A. Seitz (newscaster); John Dillon (sports); Betty Patterson (women's features).

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		

WISE, ASHEVILLE

Operator: Radio Station WISE, Inc., Langren Hotel. **Phone:** 1213. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Southeastern Group. **Opened.** Oct. 20, 1939.

Owner, station manager, publicity director: Harold H. Thoms. **Commercial manager:** Baxter Barkley. **Program director:** Bernard Macy. **Chief engineer:** Ralph Kilbler.

Rep: Bryant, Griffith & Brunson, Inc. **Seating facilities:** Large viewing room, opening from lobby of the Langren Hotel, seats 100. **Merchandising:** Distribute window cards and furnish special publicity to the client gratis. **Foreign language programs:** Only ones accepted so far have been on world topics via NBC. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Standard. **News:** Transradio. **Commenta-**

tors: Zeb Lee and Kenneth Beachboard (newscasters); Tom Cushing (sports).

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 executive director: Don S. Elias. **Commercial manager:** John E. Thayer. **Program and production director:** Bob Bingham. **Assistant program director:** Steve Douglas. **Chief engineer:** Cecil B. Hoskins.

Rep: None. **Seating facilities:** No information given. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, without charge; special services rendered at actual

NORTH CAROLINA STATIONS—Continued

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: World; Associated. News: UP. Commentators: Bob Bingham and Steve Douglas (newscasters; sports); Norine Lowe (fashions; cooking; film reviews); Mardi Liles (farm-grain-produce reports).

WBT, CHARLOTTE

Operator: Columbia Broadcasting System, Inc., Wilder Bldg. Phone: 3-8833. Power: 50,000 watts on 1080 kc. Affiliation: CBS. Opened: 1921.

General manager: A. E. Joscelyn. Sales manager: Royal E. Penny. Program director: Charles 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 Broad-

casting 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: \$350.

Copy restrictions: Policies of Columbia Broadcasting System. E. T. library: None. News: UP. Commentators: William Winter (news analysis); Russ Hodges (newscaster; sports); Don Kerr (newscaster); Lee Kirby (sports); Marie Devant (women's features); Grady Cole (farm news, activities, and commodity market reports); Bill Bivens (market reports; agricultural news).

WSOC, CHARLOTTE

Operator: WSOC, Inc., Mecklenburg Hotel. Phones: 7130, 7133, 7139. Power: 250 and 100 watts on 1210 kc. Affiliation: NBC Southeastern Group; Mutual. Opened: Oct. 14, 1933.

President, general manager: Earle J. Gluck. Commercial manager: W. C. Irwin. Sales promotion manager, publicity director: Paul W. Norris. Program director:

Believe It or Not!—

the GREENSBORO (N.C.) Market is BIGGER than either Richmond or Atlanta!

Startling? Well, it's true! Just cast your eyes on the figures at the right for proof that the 50-mile circle around Greensboro is the richest and most populous equal area in the South, bar none!

Night and day, WBIG blankets this region of riches—plus a tremendous secondary area—at surprisingly low cost! Why not get *all* the facts—*now*?

POPULATION

Greensboro*	915,360
Richmond*	612,000
Atlanta*	876,000



INDUSTRIAL PAYROLL

Greensboro*	\$98,000,000
Richmond*	34,200,000
Atlanta*	45,900,000



FARM INCOME

Greensboro*	\$75,300,000
Richmond*	32,787,000
Atlanta*	58,090,000



*50-mile radius

W/BIG

5000 W. DAY — 1000 W. NIGHT
CBS Affiliate . . . Edney Ridge, Director
GREENSBORO, NORTH CAROLINA

NORTH CAROLINA STATIONS—Continued

Charles G. Hicks. Musical director: Boe Norris. Artists bureau head, assistant program director: George Brengel.

Rep: Headley-Reed Co. 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), offered gratis except for postage costs; 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. Commentators: George Brengel (news commentator; newscaster); Charles Hicks and Glenn Adams (newscasters); Paul Norris (newscaster; sports; film news); Bomar Lowrance (sports); Mrs. F. D. Powell (women's features—as "Aunt Sally").

WDNC, DURHAM

Operator: Durham Radio Corp., Chapel Hill St. Phone: R-155. Power: 250 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, musical and educational director: Robert J. Stratton. Chief engineer: Raymond A. Dalton.

Rep: Howard H. Wilson Co. Seating facilities: Auditorium studio seats 75; two small studios, one seating 15. Merchandising: Weekly publicity and program releases; annual remote studios at local exposition; 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. Commentators: Woody Woodhouse (newscaster; baseball); Robert Estes (newscaster); Clay Daniel (newscaster; entertainment news); Kenneth Gerard (football;

basketball); Mrs. J. Frank Jarman (fashions—as "Betty Lou").

WCNC, ELIZABETH CITY

Operator: The Albemarle Broadcasting Co., Colonial Ave. Phone: 1370. Power: 250 watts on 1370 kc. Affiliation: None. Opened: Sept. 26, 1939.

President, station manager: T. W. Aydeleft. Commercial manager: Nathan Frank. Program and musical director, artists bureau head, publicity director: Paul Moyle. Chief engineer: Lewis Hilland.

Rep: None. Seating facilities: Can accommodate about 100 persons. Merchandising: Newspaper tie-ins offered without charge. Foreign language programs: Accepted. Artists bureau: Setup nominal only. Base rate: \$65.

Copy restrictions: Beer and wine accounts accepted; no hard liquor. E. T. library: World. News: UP. Commentators: George W. Haskett (news commentator); Paul Moyle (newscaster; sports); Tommie Williams, and Louis Rigsbee (newscasters); Jennie Ruth McAliley (fashions; cooking); Edith Midgette (society).

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. Phone: 732. Power: 250 watts on 1420 kc. Affiliation: None. Opened: March 24, 1939.

Owner: F. C. Todd. Station manager: Pat McSwain. Commercial manager: F. C. Abernethy. Program director: Earl Holder. Chief engineer: Clarence Morse.

Rep: None. Seating facilities: Can accommodate about 50 persons. Merchandising: Will render reasonable amount of assistance gratis. Foreign language programs: Not accepted; station claims no audience for them in this area. Artists bureau: None. Base rate: \$50.

Copy restrictions: No commercial advertising whatsoever accepted on Sundays; no alcoholic beverage advertising; provisions of the N. A. B. code enforced. E. T. library: Standard. News: UP. Commentators: Pat McSwain (news commentator; sports); Dick Gray and Don Mack (newscasters; sports); Howard Turner (newscaster); Naomi Cunningham (fashions; cooking).

NORTH CAROLINA STATIONS—Continued

WGBR, GOLDSBORO

Operator: Eastern Carolina Broadcasting Co., P. O. Box 372. **Phone:** 1550. **Power:** 250 watts on 1370 kc. **Affiliation:** Carolina Network. **Opened:** Aug. 14, 1939.

Station director, chief engineer: M. H. Lance. **Commercial manager:** Robert L. Zealy. **Program director:** Mrs. John R. Morris. **Continuity director:** Harry Bright.

Rep: None. **Seating facilities:** None in studios; but station can arrange for outside accommodations. **Merchandising:** Any "reasonable" service rendered gratis; by "reasonable" is meant an amount of service not disproportionately high to the advertiser's expenditure for station time. **Foreign language programs:** Not considered feasible in this area. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: Accept beer and wine advertising; no other alcoholic beverages; patent medicine copy accepted subject to approval by the station. **E. T. library:** World. **News:** Transradio. **Commentators:** Jan King and David Sievers (newscasters); Harry Bright (newscaster; sports); Mrs. John R. Morris (women's features).

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:** Frank Harden. **Chief engineer:** Earl Allison. **Musical director:** Margaret Banks. **Publicity:** Virginia Wilson McKinney.

Rep: George P. Hollingsbery 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; Davis & Schwegler. **News:** Transradio. **Commentators:** Francis Elliott (news commentator); Frank Harden (newscaster; sports); Floyd Ryel and Phil Cameron

(newscasters); Dick Whitney (sports); Mrs. Frank Morton (fashions; decorating; as "Mary Jane"); Charles M. Brown (radio news; sports); Ruth Cameron (home economics).

WGTC, GREENVILLE

Operator: Greenville Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

WHKY, HICKORY

Operator: Catawba Valley Broadcasting Co., Inc. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WMFR, HIGH POINT

Operator: Radio Station WMFR, Inc., 156½ S. Main St. **Phone:** 4593. **Power:** 250 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.

WFTC, KINSTON

Operator: Jonas Weiland, Kinston. **Phone:** 1200. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Carolina Broadcasting System. **Opened:** March 1, 1937.

Owner and station manager: Jonas Weiland. **Commercial manager:** Bob Brenner. **Program director:** Ray Woodard. **Chief engineer:** Glen Neville.

Rep: Burn-Smith Co., Inc. **Seating facilities:**

NORTH CAROLINA STATIONS—Continued

ties: Studio seats 75 persons; auditorium seating facilities can accommodate 1,000. **Merchandising:** Services available; window card displays handled at cost. **Foreign language programs:** Will accept, if accompanied by running English translation. **Artists bureau:** Yes. **Stock:** Entirely held by Jonas Weiland. **Base rate:** \$65.

Copy restrictions: Station reserves right to edit all scripts. **E. T. library:** Standard; Lang-Worth; MacGregor. **News:** Transradio. **Commentator:** Ray Woodard (newscaster; sports).

WPTF, RALEIGH

Operator: WPTF Radio Co., Commercial Bldg. **Phone:** 8311. **Power:** 5,000 watts on 680 kc (has construction permit for 50,000 watts). **Affiliation:** NBC Southeastern Group. **Opened:** 1924.

President: J. R. Weatherspoon. **Station manager:** Richard H. Mason. **Commercial manager:** J. H. Field, Jr. **Program director:** Graham B. Poyner. **Chief engineer:** Henry Hulick. **Publicity director:** Add Penfield.

Rep: Free & Peters, Inc. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Limited service offered; letters to dealers; 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; no alcoholic beverages; all medical accounts subject to approval of medical director. **E. T. library:** NBC The-saurus; Lang-Worth; NAB. **News:** UP. **Commentators:** Carl Goerch (news commentator); Wesley Wallace, and Bob Dufour (newscasters); Add Penfield (sports).

WRAL, RALEIGH

Operator: Capitol Broadcasting Co., Inc., 130½ So. Salisbury St. **Phone:** 6411. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual. **Opened:** March 20, 1939.

President: A. J. Fletcher. **General manager:** Gillespie B. Murray. **Program and musical director:** Fred Fletcher. **Sales manager:** Fred W. Ayer. **Chief engineer:** L. B. Terry. **Continuity and publicity director:** William M. Carpenter.

Rep: Sears & Ayer, Inc. **Seating facilities:** One studio seats 30, another 20; city auditorium, seating 1,000, available. **Merchandising:** Car and window cards; sales letters; displays. **Foreign language programs:** Accepted only as sustaining features. **Artists bureau:** No formal setup; station can, however, supply talent. **Base rate:** \$72.

Copy restrictions: Wines or alcoholic beverages not accepted; patent medicines

accepted only if approved by the Medical Society. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Tom Bost (news commentator); Ken Givens and Fred Fletcher (newscasters); J. B. Clark (sports); Virginia Schudt (cooking; fashions); Allyn Robinson (religious news); Bob Bowers (entertainment news); Leigh Stevens (government reports); Rabbi Grossfield (Jewish news).

WCBT, ROANOKE RAPIDS

Operator: J. Winfield Crew, Jr. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEED, ROCKY MOUNT

Operator: William Avera Wynne, Box 391. **Phone:** 1420. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** September, 1933.

Station head, general manager: W. Avera Wynne. **Assistant manager in charge of sales:** B. W. Frank. **Program director:** Eddie Burwell. **Musical director:** Wally Williams. **Continuity director:** Tommy Snowden. **Accountant:** Roy Bechtol. **Chief engineer:** Ike Murphy.

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. **News:** Transradio. **Commentators:** Gill Shaw (newscaster; sports); Tommy Snowden (newscaster); Margaret Hadley Staton (women's features).

WSTP, SALISBURY

Operator: Piedmont Broadcasting Corp., Yadkin Hotel. **Phone:** 2121. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual. **Opened:** Jan. 2, 1939.

President: Bryce P. Beard. **Vice-president:** James F. Hurley. **Station and commercial manager, publicity director:** John W. Shultz. **Program director:** Bob Van Camp. **Chief engineer:** J. R. Yost.

Rep: Bryant, Griffith & Brunson. **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 request for same in this

NORTH CAROLINA STATIONS—Continued

area. Artists bureau: None. Base rate: \$57.50.

Copy restrictions: Wine and beer advertising accepted; all copy checked against, and subject to, station policy. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Walter Haislip (news commentator; newscaster); Johnny Shultz (newscaster; sports); Bob Van Camp and Earl Caton (newscasters); Naomi Randleman (women's features).

WMFD, WILMINGTON

Operator: R. A. Dunlea, Hotel Wilmington. **Phone:** 484. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** April 18, 1935.

Station manager: R. A. Dunlea. **Program director:** H. W. Lee. **Chief engineer:** William Crist.

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. **Commentators:** Harry W. Lee, Richard A. Dunlea, and Robert Bowden (newscasters); Julia Mae Johnston (cooking).

WGTM, WILSON

Operator: WGTM, Inc., 115 W. Nash St. **Phone:** 2188. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** July 18, 1937.

General manager: H. W. Wilson. **Commercial manager:** Allen Wannamaker. **Program director:** Billy Steadman. **Chief engineer:** Jack Hudson. **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:** \$50.

Copy restrictions: Accept beer, wine and patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship. **News:** Transradio. **Commentators:** Henry Sullivan and Clinton Faris (newscasters; sports); Al-

berta Carr (fashions); Billy Steadman (agriculture).

WAIR, WINSTON-SALEM

Operator: C. G. Hill, George D. Walker, and Susan H. Walker, Van Dyke Building. **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 100 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 except beer; medicine accounts subject to inspection by medical adviser; all copy subject to station approval. **E. T. library:** World; NAB. **News:** Transradio. **Commentators:** Dr. Francis C. Anscome (news analyst); William Gordon (newscaster); Rosser Fowlkes (sports); Lynn Davies (fashions; cooking; books; films); Bill Sharpe (local news).

WSJS, WINSTON-SALEM

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

Station manager: Norris L. O'Neil. **Sales manager:** Harold Essex. **Program director:** John Miller. **Chief engineer:** Phil Hedrick. **Publicity director:** Harold Essex.

Rep: Headley-Reed 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. **E. T. library:** Langworth; Davis & Schwegler. **News:** UP. **Commentators:** Glen Adams (newscaster); Johnny Miller (sports); Ada Browning (cooking); Dorothy Nicholson (fashions).

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	Trail	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: John Blair & 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: No information given. 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: Standard. News: AP. Commentators: Wayne Griffin, Mervin Clough, and Robert McLeod (newscasters); Fay Brown (sports).

KDLR, DEVILS LAKE

Operator: KDLR, Inc., 1025 Third St. Phone: 1090. Power: 250 watts on 1210 kc. Affiliation: Mutual; North Central Broadcasting System. 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: \$25 (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. Commentators: Hildur Marie Wick (newscaster; fashions; cooking; women's features); Bert Wick (newscaster; sports); Donald Donahue and William Weaver (sports).

WDAY, FARGO

Operator: WDAY, Inc., Black Bldg. Phone: 6800. Power: 5,000 watts 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. Produc-

NORTH DAKOTA STATIONS—Continued

tion manager: Dave Henley. Musical director: A. Andrews. Educational director: Howard Nelson. Farm editor: Bob Dobbins. Publicity and promotion director: Bill Dean.

Rep: Free & Peters, Inc. Seating facilities: Studio, 150 persons. Merchandising: Pre-announcements; promotional plugs throughout duration of contract; mentions in newspapers and shopping papers; window displays and street signs in downtown districts; bus signs on Fargo-Moorehead buses; dealer displays and cooperation; notification of all Fargo and Moorehead dealers; tear sheets, copies of announcements, and photographs of all promotional work furnished sponsor and agency at regular intervals. 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. Commentators: Jack Dunn (news commentator; newscaster); Howard Nelson, Ken Kennedy, and Bill Dean (newscasters); Don Elder (newscaster; sports); Margaret Foss (home economics); Esther Noess (county extension agent); Dick Burris (agriculture); Bob Dobbins (markets); Dave Henley (entertainment news).

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, programs recommended for territory. Artists bureau: None. Base rate: \$24 (½ hr.).

Copy restrictions: Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy

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

is that it be in good taste. E. T. library: Lang-Worth; Davis & Schwegler. News: Transradio. Commentators: Jimmy Valentine and John Mosely (newscasters); Bill Walker (newscaster; sports); Elmer Hanson and George Chance (sports); Gail Peterson (society); Mrs. W. G. Boylan (markets); Ed Butler (local radio column).

KRMC, JAMESTOWN

Operator: Roberts MacNab Co., Midland Railroad Bldg. Phone: 100. Power: 250 watts on 1370 kc. Affiliation: Mutual; North Central Broadcasting System. Opened: March 14, 1937.

Station and commercial manager: B. Harland Ohde. Chief engineer: Lloyd Amoo. Program director: Verna Bekken.

Rep: None. Seating facilities: One studio (capacity not listed); Jamestown Armory, 1,200. Merchandising: Place window displays, cards, etc. Foreign language programs: Accepted; German and Scandinavian preferable. Artists bureau: None. Base rate: \$60.

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.

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. Assistant manager, 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: \$50.

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. Commentators: "Mac" McCann (newscaster).

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: Ethel

NORTH DAKOTA STATIONS—Continued

H. Cooley. Station manager, program and publicity director; Richard J. Schmidt. Chief engineer; Carroll W. Baker. Artists bureau head; Leslie E. Maupin. Musical director; Kathryn Baker.

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: \$75.

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. Commentators: John B. Cooley (news commentator); Leslie E. Maupin, C. W. Baker, and Richard J. Schmidt (newscasters); Floyd L. Wynne (newscaster; sports; markets); Mary Lee

Ross (home economics); Ethel H. Cooley (agricultural specialist).

KOV. VALLEY CITY

Operator: KOVC, Inc., 312 Fifth Ave. Phone: 408. Power: 250 watts on 1500 kc. Affiliation: None. Opened: Oct. 19, 1938.

General manager: Dalton Le Masurier*. Station and program director, commercial manager: Robert E. Ingstad. Chief engineer: Kermit Holm.

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. Commentator: Robert E. Ingstad (newscaster; sports).

* See footnote to KFJM, Grand Forks.

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	5,980
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		

OHIO STATIONS—Continued

WADC, AKRON

Operator: Allen T. Simmons, First Central Tower. Phones: Hemlock 5151-2-3. Power: 5,000 watts on 1320 kc. Affiliation: CBS. Opened: April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. Promotion, educational, and publicity director: R. B. Wilson. Program director, musical director: H. L. Hageman. Chief engineer: John Aitkenhead, Jr.

Rep: George P. Hollingbery Co. 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.

Commentators: Harold Hageman and Roger Adams (newscasters); Ray Spencer (sports); Louise Taylor (fashions; society); Velma Golding (home economics); A. M. Griffin (farm commentator).

WAKR, AKRON

Operator: Summit Radio Corp. Power: 1,000 watts on 1530 kc.

At press time this station had a construction permit only.

WJW, AKRON

Operator: WJW, Inc., 41 S. High St. Phone: Jefferson 6111. Power: 250 watts on 1210 kc. Affiliation: None. Opened: October 1932.

President: W. M. O'Neil. Commercial manager: R. L. Bowles. Publicity director: Bill Griffiths. Production manager: Russ Salter.

Rep: Headley-Reed Co. Seating facilities: Akron Armory, 3,500 persons. Merchandising: Complete service available; devote space in local paper to new clients. Foreign language programs: Rules not listed. Artists bureau: No talent listed, although a setup is nominally maintained. Base rate: \$130.

Copy restrictions: Advertising of beer, wines and alcoholic beverages accepted. E. T. Library: World. News: UP. Commentator: Bill Griffiths (newscaster).

L. B. Wilson presents...

WCKY

POWERFUL AS ANY STATION IN THE

OHIO STATIONS—Continued

WICA, ASHTABULA

Operator: WICA, Inc., 221 Center St. Phones: 1211; 1311. Power: 1,000 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 W. Walrath. Chief engineer: George E. Gautney. Artists bureau head: Gerald C. O'Brien. Musical director: Harold Leaman. Publicity: Handled by Thurse F. Sigman Advertising.

Rep: Furgason & Walker. 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: Beer advertising accepted; no other alcoholic beverages. E. T. library: Associated. News: UP. Commentators: Thurse Sigman (newscaster); Walter Walrath (sports); Pauline Hopkins (fashions; cooking).

WHBC, CANTON

Operator: The Ohio Broadcasting Co., 550 S. Market Ave. Phone: 7166. Power: 250 watts on 1200 kc. Affiliation: Mutual Broadcasting System. Opened: May 1, 1925.

General manager: Felix Hinkle. Commercial manager: Bill Kirkendale. Program director: S. T. Mayers. Chief engineer: Kenneth Sliker. Publicity director: Frank Grosjean.

Rep: None. Seating facilities: Master studio available. Merchandising: Complete service rendered at actual cost. Foreign language programs: Accepted. Artists bureau: Setup nominal. Base rate: \$100.

Copy restrictions: No hard liquors; patent medicine copy must be worded in a manner acceptable to the average listener, and is subject to station approval. News: UP. Commentators: Truesdale Mayers, Jack Watts, and Bob Geis (newscasters); Joe Wilson (sports); Janet Baker (women's features).

WCKY, CINCINNATI

Operator: L. B. Wilson, Inc., Hotel Gibson. Phone: Cherry 6565. Power: 50,000



ENTIRE UNITED STATES

OHIO STATIONS—Continued

watts on 1490 kc. **Affiliation:** CBS. **Opened:** Sept. 16, 1929.

President, general manager: L. B. Wilson. **Sales manager:** E. C. Krautters. **Public relations director:** Elmer H. Dressman. **Merchandising manager:** Thomas Mitchell. **Station program manager:** Bev. Dean. **Chief engineer:** C. H. Topmiller. **Traffic manager:** Jeanette Fuller. **Chief accountant:** Marie Schulte.

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; WCKY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association, 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; publicity 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:** \$500.

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. **News:** Transradio. **Commentators:** Rex Davis and Jack Foster (newscasters; sports); Bill Robbins (newscaster); Verona Hughs (fashions; cooking; homemaking); W. B. Schlomer (weather and river reports); Mr. Peden (livestock prices).

WCPO, CINCINNATI

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

General manager: Mortimer C. Watters. **Commercial manager:** John P. Smith. **Program director:** Andre Carlon. **Continuity director:** Albert Stephan. **Auditor:** John G. Sweeney. **Promotion director:** Robert Bentley. **Traffic manager:** Evelyn Eppinger. **Publicity director:** Tom McCarthy.

Rep: The Branham Co. **Seating facilities:** Three studios, capacity about 150. **Mer-**

chandising: 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:** \$120.

Copy restrictions: All continuity subject to station approval; wine and liquor advertising not accepted. **E. T. library:** Associated; Standard. **News:** From Cincinnati Post; UP. **Commentators:** Tom McCarthy (news commentator; newscaster); Tim Elliott, Andre Carlon, and Joe Graham (newscasters); Harry Hartman (sports); Jane Ellen Eastey (social news; recipes; Hollywood news; women's features).

WKRC, CINCINNATI

Operator: The Cincinnati Times-Star Co., Hotel Alms. **Phone:** Woodburn 0550. **Power:** 5,000 and 1,000 watts on 550 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 5, 1924. (Note: This station is newspaper-owned by the Cincinnati Times-Star.)

General manager: Hulbert Taft, Jr. **Commercial manager:** Herman E. Fast. **Program and musical director:** Ruth Lyons. **Chief engineer:** John Tiffany. **Production manager:** Lin Mason. **Educational director:** Bernice Williams Foley. **Special events director:** George Sutherland. **Publicity director:** Margaret Maloney.

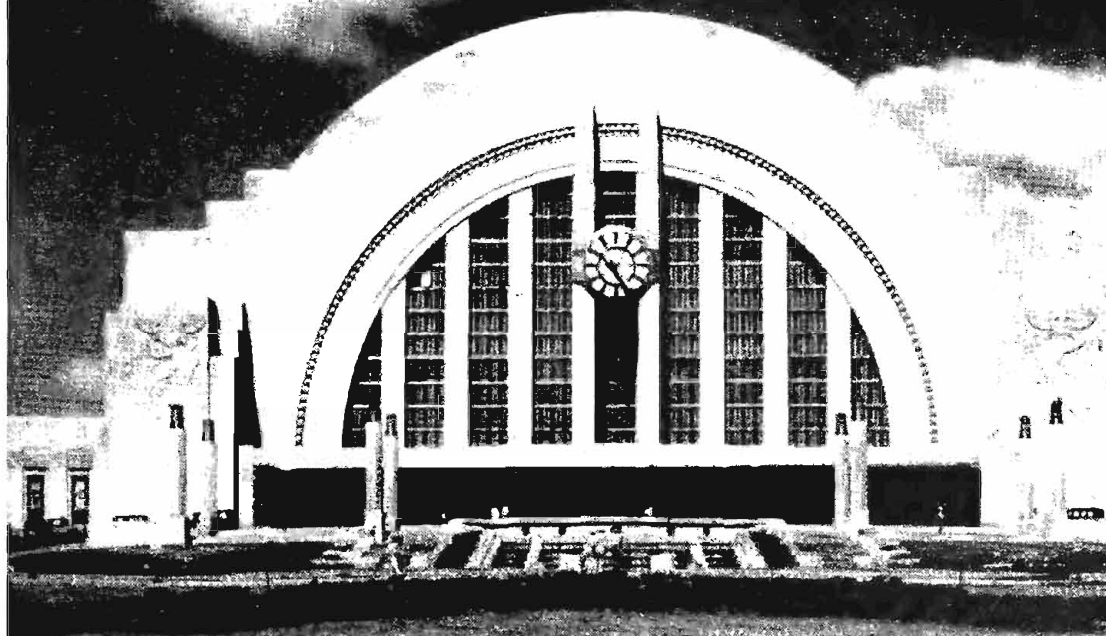
Rep: Weed & Co. **Seating facilities:** Auditorium studio seats 125 persons. **Merchandising:** Monthly merchandising letter to 1,450 retail and wholesale grocers and 488 wholesale and retail druggists; make surveys of from 20-50 retail outlets to determine sponsor's program popularity; window display 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 30 theatres. **Foreign language programs:** No rules. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: All copy and programs subject to approval of the station. **E. T. library:** Standard. **News:** AP. **Commentators:** Joseph Sagmaster and Joseph Garretson, Jr. (news commentators); Charles V. Lutz and Bill Welch (newscasters); Dwight Mallon (newscaster; stock market); George Sutherland (sports); Ruth Lyons (fashions; women's news); Virginia List (cooking); George Fithian (drama; literature).



2 GATEWAYS TO CINCINNATI

Two gateways lead into the \$600,000,000 Cincinnati market. Arriving at the world's most beautiful railway terminal, pictured here, your item is in the city limits. . . . To get it into the homes and hearts and buying habits of Greater Cincinnati, use WSAI. Cincinnati's Own Station opens up the market for your item by getting your sales messages into Greater Cincinnati's 400,000 homes — by backing your program with thorough promotion. In short, by making your product a "must" on the buying lists of 1,600,000 consumers



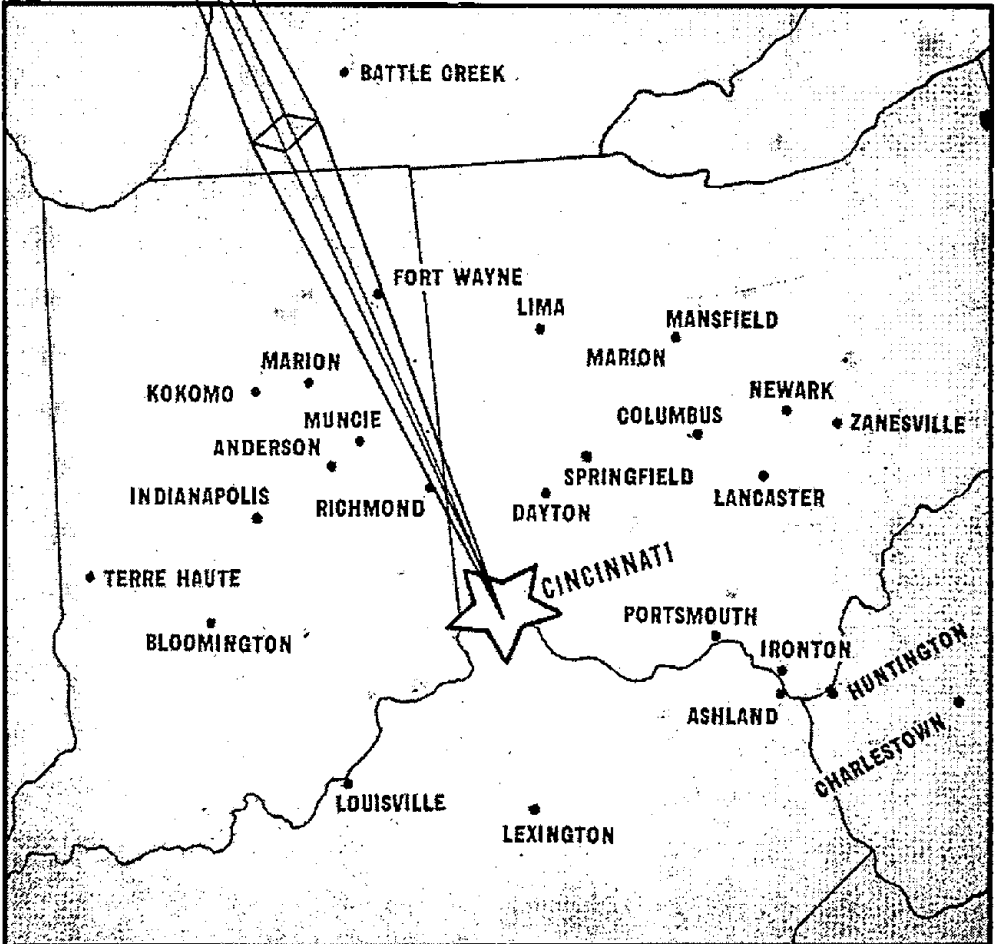
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OHIO STATIONS—Continued

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 Basic. **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 sales manager:** Eldon Park. **Technical advisor and assistant to the vice-president:** G. E. Branch. **Publicity director and assistant to the vice president:** Cecil Carmichael. **Program director:** George C. Biggar. **Technical supervisor:** R. J. Rockwell. **Sales service manager:** J. E. Rudolph. **Artists bureau head:** W. McClusky. **Musical director:** Josef Cherniavsky. **Research and promotion director:** William Oldham. **Merchandising director:** Beulah Strawway. **Continuity director:** Lee House.

Rep: Transamerican Broadcasting & Television Corp., New York; maintain own office in Chicago. **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; World. **News:** INS; AP. **Commentators:** Peter Grant, Michael Hinn, and Harvey Miller (newscasters); Roger Baker, Dick Bray, and Nixon Denton (sports); Jane Sheridan (homemaking); Ed Mason (agricultural features).

WSAI, CINCINNATI

Operator: The Crosley Corp., 1329 Arlington St. **Phone:** Kirby 4800. **Power:** 5,000 watts on 1330 kc. **Affiliation:** NBC Red and Blue Basic. **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. **Sales manager:** Archie Grinalds. **Technical advisor and assistant to vice-president:** G.

E. Branch. **Publicity director and assistant to vice-president:** Cecil Carmichael. **Sales promotion manager:** Richard A. Rupert. **Program director:** Clair Shadwell. **Technical supervisor:** R. J. Rockwell. **Artists bureau head:** George C. Biggar. **Musical director:** Josef Cherniavsky. **Research director:** William Oldham. **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 88 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; World; Lang-Worth. **News:** INS; AP. **Commentators:** Peter Grant and Michael Hinn (newscasters); Roger Baker and Dick Bray (sports); Marsha Wheeler (women's news; home economics).

WCLE, CLEVELAND

Operator: United Broadcasting Co., 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:** Robert Greenberg. **Program manager:** Russell Richmond. **Chief engineer:** E. L. Gove. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

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:** \$123.75.

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; beer and wines accepted if copy does not intend to

OHIO STATIONS—Continued

spread further use of these beverages; no hard liquors. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Jack Graney and Pinky Hunter (sports); Florence LaGanke (cooking; home economics); Eleanor Hanson (fashions; cooking; women's news); Lew Henry (farm news); Henry Hiser and Phil Coad (livestock reports); Lehman Otis (news editor); Ray McCoy (associate news editor).

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. **Merchandising manager:** Ellis C. Vander Pyl. **Program director:** Carl George. **Production manager:** David Baylor. **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; board display of premiums and give-aways. **Foreign language programs:** Will accept Sunday mornings only. **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 and wine accepted at any time; liquor not accepted; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** INS. **Commentators:** Carl George, Wayne Mack, Maurice Condon, Ted Hanna, and Ralph Worden (newscasters); Bob Kelley (sports); Ruth Merriam Wells (cooking hints; recipes; home economics); Nancy Dixon (news of stores); Sidney Andorn (local gossip); Jack Paar (Hollywood news).

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

WHK, CLEVELAND

Operator: United Broadcasting Co., 1311 Terminal Tower. **Phone:** Prospect 5800. **Power:** 5,000 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:** Robert Greenberg. **Chief engineer:** E. L. Gove. **Program manager:** Russell Richmond. **Musical supervisor:** Louis Rich. **Musical director:** Willard Pott. **Publicity director:** Milton C. Hill.

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:** Lang-Worth. **News:** UP. **Commentators:** Lehman Otis (city council proceedings); Newman Burnett, Alun Jenkins, Lew Henry, and Harry Brown (newscasters); Carl Mark (special events director); Ray McCoy (associate news editor); Jack Graney and Pinky

OHIO STATIONS—Continued

Hunter (sports); Eleanor Hanson (fashions; cooking; women's news); Jean Abbey (fashions; home economics).

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. **Musical director:** Lee Gordon. **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:** None; complete roster of talent available, however. **Base rate:** \$460.

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 Thesaurus. **News:** UP. **Commentators:** Harry Burge and John Murphy (newscasters); Tom Manning (newscaster; sports); Jane Weaver (home topics; fashions; cooking; golf); E. F. Potter (stock market reports); Ralph Mize (weather reports).

WBNS, COLUMBUS

Operator: WBNS, Inc., 33 N. High St. **Phone:** Adams 9265. **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. Orr. **Program director:** Jack Price. **Chief engineer:** Lester Nafzger. **Musical director:** Lowell Riley. **Promotion director:** Jim Yerian. **Publicity director:** Jerome C. Reeves.

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; maintain display window and house organ; 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 and wine accepted after 10 P.M.; patent medicines accepted only after station approves copy; "good taste angle carefully guarded." **E. T. library:** Associated; World. **News:** Transradio; AP. **Commentators:** Jim Cooper (newscaster; news commentator); Fern Sharp (women's features).

WCOL, COLUMBUS

Operator: WCOL, Inc., 33 North High St. **Phone:** Main 4581. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Red and Blue Supplementary. **Opened:** September, 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. **Commentators:** David Penn and Bill Wallace (newscasters); Charlie Warren (sports); Mildred Warner (women's news).

WHKC, COLUMBUS

Operator: United Broadcasting Co., 22 E. Gay Street. **Phone:** Adams 1101. **Power:** 500 watts on 640 kc (to sunset in Los Angeles). **Affiliation:** Mutual Broadcast-

OHIO STATIONS—Continued

ing System. **Opened:** 1921. (Note: This station is owned by the Cleveland Plain Dealer, also owners of WHK and WCLE, Cleveland).

General and station manager: Carl M. Everson. **Commercial manager:** Harry H. Hoessly. **Program director:** George Beebout. **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 United Broadcasting Co., 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:** Lang-Worth; Davis & Schwegler. **News:** UP. **Commentators:** Bob French (news commentator; newscaster); John B. Moses, Larry Lawrence, and George Beebout (newscasters); Budd Sweeney (sports); Virginia Bear (home economics); "The Boy Friend" (anonymous male commentator for women, giving fashions, recipes, etc.).

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:** James M. LeGate. **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. Hollingbery Co. **Seating facilities:** Can accommodate audiences up to 250. **Merchandising:** Calls on dealers; mailings to trade; mention of sponsor's program on broadcast summaries; deliver dis-

play material; 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. **Commentators:** Dick Cull (news commentator; grain-livestock markets); John Stillj (news commentator); Dick Roll (newscaster; sports); Lester Spencer and Lloyd Anderson (newscasters); Si Burick (sports); "Cornelia" (fashions); "Madeline" (cooking); Audrey Wilcke (women in the news; clubs); O. L. Cunningham (farm news); Georgia Burke Herman (women's farm news); H. C. Renolette (4-H club activities).

WING, DAYTON

Operator: WSMK, Inc., Loew's Theatre Bldg. **Phone:** AD 3288. **Power:** 500 and 250 watts on 1380 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** 1922.

General manager: Ronald B. Woodyard. **Production manager:** Walter Patterson. **Program manager:** Chester Porterfield.

Rep: Radio Advertising Corp. **Seating facilities:** 400 persons. **Merchandising:** Complete service, including publicity, window displays, etc., available; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Beer and light wine accounts accepted; patent medicines carefully checked prior to acceptance. **E. T. library:** NBC Thesaurus. **News:** Transradio; INS. **Commentators:** Douglas Fleming (newscaster); Ranny Daly (sports); Martha Gowdy and Marjorie Hayduck (women's features).

WLOK, LIMA

Operator: The Fort Industry Co., Lima Trust Bldg. **Phone:** Main 1316. **Power:** 100 watts on 1210 kc. **Affiliation:** NBC. **Opened:** Dec. 15, 1936. (Note: The Fort Industry Co. also operates WSPD, Toledo.)

President: George B. Storer*. **Vice-president:** J. H. Ryan†. **Managing director, commercial manager, sales manager:** Don Ioset. **Program director:** Howard Donahue. **Chief engineer:** R. E. Shettler.

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

† Also vice-president of above-named stations.

OHIO STATIONS—Continued

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:** \$69.50.

Copy restrictions: Accept beer and wines; no hard liquor. **E. T. library:** NBC Thesaurus; Davis & Schwegler; Lang-Worth. **News:** INS. **Commentators:** Harry Jay (newscaster); Howard Donahoe (sports); Ralph Elvin (sports; farm features); Helen Noonan (women's features).

WMAN, MANSFIELD

Operator: Richland, Inc., 140 Park Ave., West. **Phone:** Canal 1771. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Dec. 3, 1939.

Station and commercial manager: O. E. Fields. **Program director:** Gwen Fields. **Chief engineer:** Howard Jonard. **Musical director:** Earl P. Black.

Rep: None. **Seating facilities:** Studio seats 100 persons. **Merchandising:** Cooperate with clients on request. **Foreign language programs:** Accepted, subject to approval of program department. **Artists bureau:** None. **Base rate:** \$48.75 (½ hr.).

Copy restrictions: "Standard practices" observed. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Carl Raymond, Harry Lytell and Richard Oberlin (newscasters); Oscar Ruhl (sports); Bessie Blackman (fashions; beauty; women's features).

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:** Robert Horn. **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. **Commentators:** Robert Horn (newscaster); Paul Wagner and Lloyd Henderson (sports); Ann Smith (women's features); George E. Wood (farm news); Rev. Laurence L. Hucksoil (religious news).

WIZE, SPRINGFIELD

Operator: Radio Voice of Springfield, Inc. **Power:** 100 watts on 1310 kc.

At press time this station had a construction permit only.

WSTV, STEUBENVILLE

Operator: The Valley Broadcasting Co. **Power:** 250 watts on 1310 kc (specified hours; all hours not used by WSAJ, Grove City, Pa.).

At press time this station had a construction permit only.

WSPD, TOLEDO

Operator: The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 watts on 1340 kc. **Affiliation:** NBC Basic Red. **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:** Russell A. Gohring. **Production manager:** Robert K. Richards. **Chief engineer:** William Stringfellow. **Publicity director:** Merrill N. Pheatt.

Rep: The Katz Agency. **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 bureau:** None. **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; Davis & Schwegler. **News:** INS. **Commentators:** James W. Uebelhart, Edward C. Ames, and Miecieslaw Friedel (newscasters); Jack Solon (newscaster; market reports); Cornelius J. Desmond (sports); Mary Lucille Roth (home economics); Elmore Williams (agriculture); Rev. R. Lincoln Long (religion); Gordon Duncan (travelogue).

WTOL, TOLEDO

Operator: Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Basic Blue Supplementary group. **Opened:** Feb. 27, 1938.

OHIO STATIONS—Continued

President: Frazier Reams. **Vice-president, general manager:** Arch Shawd. **Promotion manager:** Herb Gilleland. **Program director:** George Morgan. **Chief engineer:** Frank E. Ridgeway.

Rep: Radio Advertising Corp. **Seating facilities:** Two studios, seating 40 and 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:** \$120.

Copy restrictions: No hard liquor advertising; all commercial copy subject to station approval. **E. T. library:** Associated; Standard. **News:** UP. **Commentators:** Ralph Sisson (news commentator); Herb Gilleland (newscaster; entertainment news); Karl Nelson and Joe Fields (newscasters); Stanley Wyszatycki (Polish newscaster); Bob Ingham (sports); Ruth Landwehr (fashions; films; women's news).

WFMJ, YOUNGSTOWN

Operator: William F. Maag, Jr., 101 W. Boardman St. **Phone:** 34121. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Group. **Opened:** Sept. 6, 1939. (Note: The owner of this station is also publisher of the Youngstown Vindicator.)

General manager: William F. Maag, Jr. **Commercial manager:** Leonard Nasman. **Program director:** Lee Bland. **Chief engineer:** Frank Dieringer. **Musical director:** L. R. Boals.

Rep: Headley-Reed Co. **Seating facilities:** Studio 1 will seat up to 300 persons. **Merchandising:** Complete facilities available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$100.

Copy restrictions: All stipulations of the N.A.B. code must be strictly followed as to product and copy. **E. T. library:** Standard; MacGregor; Lang-Worth. **News:** UP. **Commentators:** Robert Wylie and Frank B. Ward (sports).

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. **Station director:** J. L. Bowden.

Rep: Radio Advertising Corp. **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. **Commentators:** Will Douglas, Wayne Johnson, Charlie Lake, and Dwight Merriam (newscasters); Don Gardner (sports); Georgia Davidson (homemaking); Dr. Henry V. Sterns (music); Bert Dowling (stock market).

WHIZ, ZANESVILLE

Operator: WALR Broadcasting Corp., 48-52 N. Fifth St. **Phone:** Main 644. **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Basic Supplementary Group. **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:** "All local cooperation possible" offered. **Foreign language programs:** Accepted. **Artists bureau:** Set-up nominal only. **Stock:** 250 shares outstanding; principal holders are West Virginia Broadcasting Corp. (WWVA, Wheeling). **Base rate:** \$69.50.

Copy restrictions: Beer and patent medicines accepted; liquor not accepted. **E. T. library:** Standard; Lang-Worth. **News:** INS. **Commentators:** Jim Minium, and Allen Haid (newscasters); Nate Milder (sports); Mary Branas (fashions; cooking; women's news); William Bem Bower (farm news).

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	Mayer	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, North Broadway. Phone: 1212. Power: 250 watts on 1200 kc. Affiliation: Mutual; Oklahoma Network. Opened: Sept. 26, 1934.

Owner, station head: C. C. Morris. Station and commercial manager: James F. Griffith. Program director: Jack Cahill. Chief engineer: J. Leland Seay.

Rep: Arthur H. Hagg & Associates. Seating facilities: Limited; capacity not listed. Merchandising: Publicity, personal contacts, displays, etc., rendered. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting. E. T. library: None. News: Transradio. Commentators: Kenneth Lowe, Steve Cowan and James Griffith (newscasters).

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. Program director: Dolly Dutton.

Rep: None. 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. Commentators: Eugene Colley (newscaster; sports); Ramon Martin (newscaster); Dolly Dutton (fashions; cooking).

KASA, ELK CITY

Operator: E. M. Woody, Casa Grande Hotel. Phone: 730. Power: 100 watts on

OKLAHOMA STATIONS—Continued

1210 kc. **Affiliation:** Keystone Broadcasting System. **Opened:** Oct. 18, 1932.

Owner: E. M. Woody. **Station and commercial manager, publicity director:** F. E. Mayhew. **Program director, artists bureau head:** Johnny Carman. **Chief engineer:** George Fenter. **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. **Commentators:** F. E. (Tiny) Mayhew (news commentator; sports); Johnny Carman and Charles Welch (newscasters); Betty Adams (women's features); L. C. Freeman (poultry); Layne Betty (agriculture).

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: Arthur H. Hagg & Associates. **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 listed. **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: AP. **Commentators:** Dale Simpson (newscaster; sports); Bill Butterfield and George Reeves (newscasters); Carl Dalbey (newscaster; grain reports); Mabel Waken (household hints); Harold Baker (grain reports).

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:** O. C. Benjamin. **Sales manager:** Frank Rough. **Chief engineer:** Lester Harlow. **Program director, merchandising manager:** Mark Weaver.

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: AP. **Commentators:** Paul A. Bruner, Mark Weaver, Sigrid Floren and John Black (newscasters); Harold Baker (newscaster; sports); Sarah Doane (society; fashions; gossip; women's features); L. C. Gentry (farm news).

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., Plaza Court. **Phones:** 3-4333; 3-4646. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** 1925.

President: John D. Thomas. **Vice-president:** Charles Edward Johnson. **Secretary-treasurer:** M. S. McEldowney. **Station manager:** Matt H. Bonebrake. **Program director:** Marvin Krause.

Rep: None. **Seating facilities:** Studios A and B seat 100 persons each. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** Station can supply necessary talent. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquor; patent medicines taken only subject to station approval. **E. T. library:** Associated; NAB; MacGregor; Standard, News: UP. **Commentators:** Norman Rogers (newscaster); Russell Black (newscaster; Hollywood gossip); Ted Andrews (newscaster; sports); Ann Jordan (women in the news; fashions; cooking).

OKLAHOMA STATIONS—Continued

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, Oklahoma).

Manager: Neal Barrett. **Commercial manager:** Jack Howell. **Program director:** Jack Mitchell. **Director of promotion and publicity:** W. S. Lukenbill. **Musical director:** Paul Christensen. **Chief engineer:** M. W. Thomas.

Rep: Free & Peters, Inc. **Seating facilities:** Studio A seats 100; Studio B, 50. **Merchandising:** Regular service rendered gratis; additional services furnished at cost. **Foreign language programs:** Not accepted. **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:** World. **News:** UP. **Commentators:** Jack Mitchell, John Rogers, Jack Swineford, and Stewart Dean (newscasters); Bob Duren (sports); Catherine Cunningham (cooking; fashions; women's news).

KTOK, OKLAHOMA CITY

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

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

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Studio A, 50 persons. **Merchandising:** Complete service available. **Foreign language programs:** No demand for such programs in this territory. **Artists bureau:** Can supply all talent requirements. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no wine or hard liquors. **E. T. library:** Standard; NAB; Lang-Worth. **News:** UP; local. **Commentators:** Richard Peters (newscaster; reports on men's clubs); Dick Johnson (sports); Kay Parker (fashions; homemaking); Rada Sue Garrett (cooking).

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.; same owners control KLZ, Denver, and KVOR, Colorado Springs.)

Secretary-treasurer: Edgar T. Bell. **Station manager:** Gayle V. Grubb. **Commercial manager:** R. E. Chapman. **Program director:** Guy Runnion. **Musical director:** Allan Clark. **Traffic manager:** Daryl McAllister. **Continuity chief:** George Hamaker. **Special events director:** Perry Ward. **Publicity director:** Robert Eastman.

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. **Commentators:** Tommy Thompson and Robert Eastman (newscasters); Charles Inglis and Perry Ward (sports); Mrs. Mart Adams (homemaking—as "Aunt Susan"); Edyth Wallace (women's problems); Julie Benell (fashions and film news); George Coffelt (stock and grain reports); Terry O'Sullivan ("Odds and Ends"); Daryl McAllister (children's funny paper hour).

KHBG, OKMULGEE

Operator: Okmulgee Broadcasting Corp., McCulloch Bldg. **Phone:** 3546. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** October, 1937.

President, station manager: Pat Buford. **Commercial manager:** Lucille Buford. **Program director:** Verne Hiner. **Chief engineer:** Roger Hively. **Musical director:** Jane Winn. **Publicity director:** Hillis Bell.

Rep: None. **Seating facilities:** Can accommodate about 250 persons. **Merchan-**

OKLAHOMA STATIONS—Continued

dising; Can handle window cards and special publicity; direct mail issued to dealers when advertiser is attempting to increase his retail accounts. Foreign language programs: No rules listed. Artists bureau: None. Base rate: \$20 (½ hr.).

Copy restrictions: Beer advertising accepted; no hard liquors. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Verne Hiner (news editor); Leo Cross (newscaster; sports); Bill Fairley (special events); Charles Boyd (newscaster); Carol King (cooking); Bliss Harris (fashions; women's news).

WBBZ, PONCA CITY

Operator: Adelaide L. Carrell (Executrix of C. L. Carrell Estate), 615 W. Grand Avenue. **Phone:** 2300. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System; Oklahoma Network. **Opened:** 1027.

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. **E. T. library:** Standard. **News:** None listed.

KGFF, SHAWNEE

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

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: Arthur H. Hagg & Associates. **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. **Commentators:** Joe Lee and Weldon Stamps (newscasters); Frank Jackson (newscaster; news oddities; sports); Charles Cassidy and Orville Sherman (sports and special events); Maxine Eddy (fashions; cooking; society; women's features).

KOME, TULSA

Operator: Oil Capital Sales Corp., 910 S. Boston St. **Phone:** 3-4121. **Power:** 250 watts on 1310 kc. **Affiliation:** Mutual; Oklahoma Network. **Opened:** Dec. 25, 1938.

General manager and publicity director: Jack Whitney. **Commercial manager:** Harold Grimes. **Program director:** Joseph Gifford. **Chief engineer:** James Manship. **Musical director:** Myrt Alexander.

Rep: Arthur H. Hagg & Associates. **Seating facilities:** Auditorium studio, 200. **Merchandising:** Service available; details not listed. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Beer accepted; no other alcoholic beverages; abide by NAB Code of Ethics. **E. T. library:** Standard. **News:** Transradio. **Commentators:** James Neil (newscaster; news editor); Bill Hixon (sports); Jane Austin (fashions; cooking; homemaking).

KTUL, TULSA

Operator: Tulsa Broadcasting Co., Inc., National Bank of Tulsa Bldg. **Phone:** 2-3191. **Power:** 5,000 watts on 1400 kc. **Affiliation:** CBS. **Opened:** Jan. 22, 1934. (Note: Same stockholders also own KOMA, Oklahoma City, and operate a two-station hookup: "The Oklahoma Metropolitan Line").

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

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. **Ar-**

OKLAHOMA STATIONS.—Continued

tists 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:** Associated. **News:** UP. **Commentators:** Eddie Lyon (news commentator; newscaster); Don O'Brien (newscaster; sports); Ken Linn (newscaster); Kathryn Carlyle (etiquette; women's news).

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:**

Edward C. Coontz. **Chief engineer:** L. W. Stinson. **Merchandising director:** F. M. Hart.

Rep: Edward Petry & 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:** \$280.

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. **Commentators:** Ken Miller (newscaster); A. B. "Bud" Jackson, Jr. (sports); Dorothy McCune (women's features).

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 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. Program**

director: Sylvia L. Chandler. **Chief engineer:** Raymond Williams.

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;

OREGON STATIONS—Continued

region has 6,000 Finnish-speaking people. Artists bureau: None. Base rate: \$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. Commentators: James C. Wallace and Frank E. Marrion (newscasters); Barbara J. Beard (fashions; cooking; women's features).

KBKR, BAKER

Operator: Louis P. Thornton, Baker Loan Trust Bldg. Phone: 140. Power: 250 watts on 1500 kc. Affiliation: None. Opened: Dec. 3, 1939.

Station manager: E. W. Lippincott. Commercial manager: Fred Peiger. Program director: Herbert Haley. Chief engineer: R. R. Sutton.

Rep: None. Seating facilities: None. Merchandising: Assist in "all ways possible"; services rendered without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$12.50 (½ hr.).

Copy restrictions: Advertising of alcoholic beverages not accepted; beer and wine advertising accepted after 10 P.M. E. T. library: MacGregor; Davis & Schwegler. News: UP. Commentators: Ellwood W. Lippincott, and Herbert Haley (newscasters); Dr. E. L. Fons (sports); Helen Horting (women's features).

KBND, BEND

Operator: The Bend Bulletin, 1121 Wall St. Phone: 848. Power: 250 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: Robert Dickinson. Chief engineer: Gene Lovejoy.

Rep: Cox and Tanz; John Keating. 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. Commentators: Chet Wheeler (newscaster); Hal Byer (newscaster; sports).

KOAC, CORVALLIS

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

This station is non-commercial.

KODL, THE DALLES

Operator: Western Radio Corp. Power: 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

KORE, EUGENE

Operator: Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. Phone: 3. Power: 250 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. Commentators: William Tugman (news commentator); Day Foster and Freeman Patton (newscasters); Jack McCarty and Jim Lawson (sports); Marjorie Jackson (fashions; cooking).

KUIN, GRANTS PASS

Operator: Southern Oregon Broadcasting Co., Box 43. Phone: 192. Power: 250 watts on 1310 kc. Affiliation: None. Opened: Dec. 16, 1939. (Note: This station is newspaper-affiliated with the Grants Pass Daily Courier).

Station and commercial manager: John G. Bauriedel. Program director: C. C. Turner, Jr. Chief engineer: Wm. R. Rambo. Musical director: Edward Malone. Educational director: M. B. Winslow.

Rep: None. Seating facilities: None. Merchandising: Window tie-ins, dealer-distributor contacts, and newspaper publicity arranged without charge. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$20.

OREGON STATIONS--Continued

Copy restrictions: Advertising of alcoholic beverages not accepted. **E. T. library:** World; MacGregor. **News:** AP. **Commentators:** William Rambo, and Edward Malone (newscasters); Claude C. Turner, Jr. (sports).

KFJL KLAMATH FALLS

Operator: KFJL Broadcasters, Inc., 215 Main St. **Phone:** 5155. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** Aug. 4, 1923.

President: J. A. Kincaid. **Station manager:** George Kincaid. **Program director:** Jack Keating. **Chief engineer:** Lon Hunt.

Rep: John Blair & Co. **Base rate:** \$35.

Copy restrictions: Announcements limited to 100 words or one minute; no beer, wine, or liquor advertising accepted. **E. T. library:** World. **News:** UP. **Commentators:** Carroll Hansen (newscaster; sports); Aaron Funk (newscaster); Rubelle Leighty (women's features).

KLBM, LA GRANDE

Operator: Harold M. Finlay and Mrs. Eloise Finlay, Bouvy Bldg. **Phone:** 220. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** Sept. 30, 1938. (Note: Harold M. Finlay is also publisher of the La Grande Morning Observer.)

Manager: Harold M. Finlay. **Program director:** Raymond McKenzie.

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:** Standard. **News:** UP.

KOOS, MARSHFIELD

Operator: KOOS, Inc. Hall Building. **Phone:** 432. **Power:** 250 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July, 1928. (Note: Sheldon F. Sackett, president of KOOS, is also publisher of the Coos Bay Times.)

President: Sheldon F. Sackett. **General manager:** Ben E. Stone. **Commercial manager:** A. Thomas Morris. **Chief operator:** Roger L. Spaugh.

Rep: Burn-Smith Co., Inc. **Seating facilities:** None (can use local theatre when need arises). **Merchandising:** Full service available. **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: None. **News:** UP. **Commentators:** Roger L. Spaugh and Donald Anderegg (newscasters); Mark DeLaunay and Arnold Spaniol (sports); Ruth Wade (fashions).

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:** \$70.

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. **Commentators:** Logan Niningger (newscaster; sports); Ray Scott (newscaster).

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. **Commercial manager:** Ted Kooreman. **Sales manager:** Charles E. Couche. **Director commercial relations:** Harry Buckendahl. **Production manager:** Ted W. Cooke. **Program director:** Henry M. 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:** \$75 (½ hr.).

Copy restrictions: Alcoholic beverage and medicinal spot advertising not accepted. **E. T. library:** World; Associated; Langworth; NAB. **News:** INS; UP. **Com-**

OREGON STATIONS—Continued

mentators: Duncan B. McLeod, Robert Harris, and Robert Henderson (newscasters); Stanley Church (sports).

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 1160 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.)

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

Rep: Edward Petry & Co., Inc. **Seating facilities:** Studio A, 150 persons; studio C, 125 (facilities shared with KGW). **Merchandising:** Publicity and information accorded through newspaper affiliate. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; Stephen M. Janick, manager. **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. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

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).

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

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:** Yes; Stephen M. Janick, manager. **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. **Commentators:** Willis Ross, R. E. Thomlinson, and Philip Irwin (newscasters); Rollie Truitt (sports); Nancy Morris (cooking; homemaking); Katherine Jones and Vere Kneeland (fashions); Grace Elliot (film reporter); Will R. Mock, Jr. (civic events).

KOIN, PORTLAND

Operator: KOIN, Inc., New Heathman Hotel. **Phone:** Atwater 3333. **Power:** 5,000 watts on 940 kc. **Affiliation:** CBS. **Opened:** 1924. (Note: This station is affiliated with

When You Think

OREGON

Think

KOIN

Portland's
CBS Outlet

FREE & PETERS
National Representatives

OREGON STATIONS—Continued

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. **Director of commercial relations:** Harry Buckendahl. **Production manager, artists bureau head:** Johnnie Walker. **Program and educational 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:** \$110 (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. **Commentators:** Arthur R. Kirkham (newscaster; sports); James Tremont Wyatt, Duncan McLeod, and Marc Bowman (newscasters); Stanley B. Church (sports); Margaret Allen (women's features); Ivan Jones (general comment).

KWJJ, PORTLAND

Operator: KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. **Phone:** AT 4393. **Power:** 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:** \$28 (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:** UP. **Commentators:** Eddie McElroy and Frank Hemingway (newscasters); Art Morey (sports).

KXL, PORTLAND

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

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

Rep: None. **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.

*Also president of KFPY, Spokane, Wash.

KRNR, ROSEBURG

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

Manager: Marshall Pengra. **Chief engineer:** H. J. Chandler, Jr. **Program director:** Gilbert E. Walters.

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. **Commentators:** Harris Ellsworth (news commentator); Marshall Pengra (newscaster; sports); Bill Thomas, Henry Chandler, Jr., Max J. Frye, and Gilbert E. Walters (newscasters).

KSLM, SALEM

Operator: Oregon Radio, Inc., 633 N. Front St. **Phone:** 6131. **Power:** 1,000 watts

OREGON STATIONS—Continued

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, Jr.

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:** Davis & Schwegler. **News:** UP. **Commentators:** Herbert Johnston, Jr. (newscaster; sports; "interesting facts"); Thomas Nelson (newscaster); Maxine Buren (home economics).

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 the Lehigh Valley Broadcasting Co., and is affiliated with WSAN of the same city. For all data, see WSAN.

WSAN, ALLENTOWN

Operator: Lehigh Valley Broadcasting Co., 39-41 N. Tenth St. **Phone:** 9511. **Power:** 500 watts on 1440 kc. **Affiliation:** NBC Supplementary Basic Service. **Opened:** 1923. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city is affiliated with WSAN.)

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

Rep: None. **Seating facilities:** Studio accommodates about 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

PENNSYLVANIA STATIONS—Continued

carefully investigated; "sponsors are urged to act upon advice of station continuity director." **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Harold Lampel (news commentator); Shel Walker and Bill Davies (newscasters); Johnny Van Sant (sports).

WFBG, ALTOONA

Operator: The Gable Broadcasting Co., 1320 Eleventh Ave. (business office). **Phone:** 6467. **Power:** 100 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** Aug. 24, 1924.

President: George P. Gable. **Managing director:** Roy Thompson. **Chief engineer:** James E. Moffatt.

Rep: None. **Seating facilities:** None. **Merchandising:** Distribute window cards, arrange for window displays, and contact dealers via mail; slight charge for services. **Foreign language programs:** Accepted; station maintains Italian and German half-hour programs; continuity must be submitted in English as well as the foreign language. **Artists bureau:** None. **Base rate:** \$86.

Copy restrictions: All stipulations of the N.A.B. code strictly observed. **E. T. library:** World. **News:** INS.

WCED, DU BOIS

Operator: Tri-County Broadcasting Co. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

WEST, EASTON

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

President: Clair R. McCollough*. **Station and commercial manager:** Elwood Anderson. **Program director:** Wilbert Markle. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Pauline Davis. **Musical director:** Eugene Bethman. **Publicity director:** Shimer Serfass.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Offer usual services, including publicity and listings in newspaper radio columns. **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. **Commentators:** Ted Pierce (sports); Pauline Davis (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WERC, ERIE

Operator: Presque Isle Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only.

WLEU, ERIE

Operator: WLEU Broadcasting Corp., Commerce Bldg. **Phone:** 22-129. **Power:** 250 watts on 1420 kc. **Affiliation:** NBC Basic Blue Supplementary Service; Quaker State Network; Pennsylvania State Network. **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:** \$110.

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. **Commentators:** Leon Dryfoos (news commentator); Jim Hamilton (newscaster; stock reports); Ken Weber and Jimmie O'Shea (newscasters); Arthur Ingram (sports); Joan Clark (fashions; cooking; furniture; women's features).

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 and promotion director:** Rupe Werling.

Rep: None. **Seating facilities:** Studio seats 75; larger auditorium available. **Merchandising:** Complete facilities; details not listed. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: Beer and wine accepted; no hard liquor. **E. T. library:** None. **News:** UP. **Commentators:** Jim McCann (news commentator; newscaster); Douglas Arthur (newscaster; entertainment news); Hal Tunis (newscaster; sports); Rupe Werling (newscaster; local

PENNSYLVANIA STATIONS—Continued

gossip; school comment); Zella Drake Harper (fashions; cooking; films; entertainment news); Nathaniel F. Silsbee (aviation).

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.)

Managing director: G. S. (Pete) Wasser. **Assistant manager:** Howard Lewis.

Rep: William G. Rambeau Co. **Seating facilities:** Auditorium studio seats 180. **Merchandising:** None. **Foreign language programs:** Have programs directed towards Poles and Slovaks, but all announcements must be in English. **Artists bureau:** None. **Base rate:** \$76.

Copy restrictions: None listed. **E. T. library:** None. **News:** No service listed. **Commentators:** J. Herbert Angell (newscaster); Ruth Maxwell (books; travel).

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. **Local sales representative:** R. A. Maxwell. **Production director:** E. K. Smith. **Chief engineer:** Richard Duncan. **Musical director:** David Shoop. **Promotion and publicity director:** Dick Redmond.

Rep: John Blair & Co. **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, but can contact talent for the sponsor. **Base rate:** \$150.

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:** Standard; Lang-Worth. **News:** UP. **Commentators:** A. K. Redmond and John Van Cronkhite (news commentators); Ed Smith, George Cahan and Joe Tonkin (newscasters); Ed Gundaker (newscaster; sports); Nobe Frank (sports); Russ Brinkley (farm reports).

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; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1921.

Station executive: Clair R. McCollough.* **Station manager:** C. G. Moss. **Commercial manager:** George C. Smith. **Program and musical director:** Clyde Moser. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Elizabeth Hughes.

Rep: Paul H. Raymer Co. **Seating facilities:** Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. **Merchandising:** Usual services rendered, including publicity and listings in newspapers. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** World. **News:** UP. **Commentators:** Dave Bennett (sports); Kay Brothers (fashions; cooking; household hints).

* See footnote to WGAL, Lancaster, Pa.

WAZL, HAZLETON

Operator: Hazleton Broadcasting Service, Inc., Broad & Laurel Sts. **Phone:** 1488. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** 1932.

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

Rep: Paul H. Raymer Co. **Seating facilities:** None listed. **Merchandising:** Usual services rendered, including pub-

* See footnote to WGAL, Lancaster, Pa.

PENNSYLVANIA STATIONS—Continued

licity and listing in newspaper radio columns. 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. Commentators: Vic Diehm (sports); Kathryn Kahler (fashions; cooking; household hints).

WJAC, JOHNSTOWN

Operator: WJAC, Inc., Tribune Annex. Phone: 24-361. Power: 250 watts on 1370 kc. Affiliation: NBC Basic Red Supplementary Group. Opened: March, 1925. (Note: This station is owned by the Johnstown Tribune.)

President: Walter W. Krebs. General manager: J. C. Tully. Program director: J. P. Foster. Chief engineer: N. L. Straub.

Rep: Cox and Tanz. Seating facilities: None. Merchandising: Yes; complete information upon request. 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: \$100.

Copy restrictions: None listed. E. T. library: NEC Thesaurus; Standard; Lang-Worth. News: UP. Commentators: George Simon (newscaster); Ray Scott (sports); Jane Nichols (fashions; recipes; women's features).

WGAL, LANCASTER

Operator: WGAL, Inc., 8 W. King St. Phone: 5252. Power: 250 watts on 1500 kc. Affiliation: NBC Basic Supplementary Service; Mutual Broadcasting System; Mason-Dixon Radio Group. Opened: 1922.

Station executive: Clair R. McCollough.* Station and commercial manager: Walter O. Miller. Program and musical director: Ernest Stanziola. President, chief engineer: J. E. Mathiot. Publicity director: Ruth Hergemother.

Rep: Paul H. Raymer Co. Seating facilities: Can accommodate 250 persons. Merchandising: Usual services rendered, including publicity and listings in newspaper columns. Foreign language programs: Will accept. Artists bureau: Setup nominal only. Base rate: \$100.

Copy restrictions: All copy must conform to station standards. E. T. library: Davis & Schwegler; Lang-Worth; Transco. News:

* Also station executive of WORK, York, Pa.; WKBO, Harrisburg, Pa.; WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WAZL, Hazleton, Pa., and WEST, Easton, Pa.

Transradio. Commentators: Dave Brandt (sports); Jane Bradshaw (fashions; cooking; household hints).

WKST, NEW CASTLE

Operator: WKST, Inc., Cathedral Bldg. Phone: 5050. Power: 1,000 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: Herbert S. Kirk. Chief engineer: Howard Condelta. Publicity director: Len Taylor.

Rep: Burn-Smith Co., Inc. 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: \$85.

Copy restrictions: No 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. Commentators: Ray Wallace (news commentator: sports); Karl Bates and Len Taylor (newscasters); George Galley (farm reports).

WKPA, NEW KENSINGTON

Operator: Allegheny-Kiski Broadcasting Co. Power: 250 watts on 1120 kc (day-time only).

At press time this station had a construction permit only.

KYW, PHILADELPHIA

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

Station manager: Leslie W. Joy. Program manager: James P. Begley. Plant manager: Ernest H. Gager. Sales man-

WIP

"Philadelphia's Pioneer Voice"

610 K.C.

NOW

5,000 WATTS

24 Hours A Day

35 S. NINTH STREET

**In the Gimbel Bldg.
Philadelphia**

BENEDICT GIMBEL, JR.
President

EDWARD A. DAVIES
Director of Sales

PENNSYLVANIA STATIONS—Continued

ager: Griffith B. Thompson. **Sales promotion manager:** Lambert Beeuwkes. **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 preceding broadcast; all programs subject to station approval; beer and light wines are accepted; patent medicine acceptance dependent on the approval of KYW program and Westinghouse continuity acceptance departments. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Kerby Cushing and Joe O'Byrne (sports); William Lang (newscaster); John Thorpe (agriculture).

WCAU, PHILADELPHIA

Operator: WCAU Broadcasting Co., 1622 Chestnut St. **Phone:** Locust 7700; New York office: 485 Madison Ave., WI 2-2000. **Power:** 50,000 watts on 1170 kc. **Affiliation:** CBS. **Opened:** 1921.

President, station manager: Dr. Leon Levy. **Assistant managers:** Harry E. Ehrhart, Horace W. Feyhl. **Philadelphia commercial manager:** John S. K. Hamman. **New York commercial manager:** Robert A. Street. **Program director:** Stan Lee Broza. **Chief engineer:** John G. Leitch. **Publicity director:** Kenneth W. Stowman. **Educational director:** Harry Marble. **Musical director:** Joey Kearns.

Rep: Virgil Reiter & Co. (Chicago only); Bertha Bannan (Boston only); Paul H. Raymer Co. (Los Angeles; San Francisco). **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. **Commentators:** Taylor Grant (news commentator); Harry Marble and Harry McIlvain (newscasters); Laura May Stuart (fashions; homemaking; women's features); Powers Gouraud (gossip); Alan Scott ("Philadelphia Oddities").

WDAS, PHILADELPHIA

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

President: Alexander W. Dannenbaum, Sr. **Vice-President and station manager:** Patrick J. Stanton. **Commercial manager:** Alexander 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.

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. **Commentators:** M. Leonard Matt, Charles Ingersoll, and Nathan Fleisher (news commentators); Robert Knox and Gene Edwards (newscasters); Harold Davis (newscaster; sports); Jerry Stone (newscaster; theatre news); Pat Stanton (newscaster);

PENNSYLVANIA STATIONS—Continued

film and book comment); Lance McCurley (sports); Phyllis Cornell (cooking).

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. **Assistant to the general manager:** Fred Dodge. **Sales director:** John E. Surrick. **Program director:** James Allan. **Chief engineer:** Arnold Nygren. **Production manager:** Don Martin. **Musical director:** Erva Giles. **Educational director:** William Galleher. **Publicity and promotion manager:** Fred Dodge.

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. **Commentators:** George Earle Raiguel (International news comment); Alston Stevens, Tony Wheeler, Fred Temple, and Roy La Plante (newscasters); Hal Simonds (sports); Martha Laine (interviews; fashions); Ruth Barrett (interviews; chatter); Harriett Stem (women's news); William Galleher (agriculture; grain reports).

WHAT, PHILADELPHIA

Operator: Independence Broadcasting Co., Inc., 539 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: John B. Knox. **General manager:** Milton Laughlin. **Production and publicity director:** Samuel Serota.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Arrange for window cards and have 500 lines of newspaper space. **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:** \$50.

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:** 5,000 watts on 610 kc. **Affiliation:** Mutual; Inter-City Broadcasting System. **Opened:** March 16, 1922.

President: Benedict Gimbel, Jr. **Vice-president in charge of sales:** Edward A. Davies. **Program director:** Murray Arnold. **Technical supervisor:** Clifford C. Harris. **Production director:** Edward Wallis. **Musical director:** Joe Frassetto. **Public relations:** Robert L. Horn.

Rep: Radio Advertising Corp. **Seating facilities:** Studio A, 150 persons; auditorium, 1,200 persons. **Merchandising:** Use 2,000 lines weekly in the Philadelphia Record and Daily News for free sponsor plugs. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$293.12.

Copy restrictions: Accept beer and wine; rigid supervision over all copy. **E. T. library:** World. **News:** Transradio. **Commentators:** Howard Jones, John Facenda, and John Paul Weber (newscasters); George "Stoney" McLinn (sports).

WPEN, PHILADELPHIA

Operator: William Penn Broadcasting Co., 22nd and Walnut Sts. **Phone:** Rittenhouse 4140. **Power:** 1,000 watts on 920 kc. **Affiliation:** None. **Opened:** 1929.

General manager: Arthur Simon. **Program director:** Thomas B. Smith. **Chief engineer:** Charles Burtis. **Musical director:** Joseph Franzosa. **Publicity director:** Lillian Slater.

Rep: None. **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

PENNSYLVANIA STATIONS—Continued

and federal laws and station standards. **E. T. library:** Lang-Worth. **News:** INS. **Commentators:** Joseph Dillon, Lonny Starr, and Tom Livezey (newscasters); Ira Walsh (sports); Mable Love (household hints).

WTCL, 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:** INS.

KDKA, PITTSBURGH

Operator: Westinghouse Electric and Mfg. Co., Grant Bldg. **Phone:** Grant 4200. **Power:** 50,000 watts on 980 kc. **Affiliation:** NBC Basic Blue. **Opened:** Nov. 2, 1920.

Station manager: John A. Holman. **Commercial manager:** W. E. Jackson. **Program manager:** George Heid. **Chief engineer:** Joseph E. Baudino. **Artists bureau head:** E. J. Calahan. **Sales promotion manager:** W. B. McGill.

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 station approval. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Don Hirsch, William Hinds,

Robert Shield, Dave Garroway, Bill Sutherland, Ed Schaughency, and Paul Shannon (newscasters); Jack Hollister, Rosey Rowsell, and Bill Sutherland (sports); Evelyn Gardiner (home economics); Janet Ross (fashions).

KQV, PITTSBURGH

Operator: KQV Broadcasting Company, Chamber of Commerce Bldg. **Phone:** Grant 4860. **Power:** 1,000 watts on 1380 kc. **Affiliation:** Mutual Broadcasting System; 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:** Barron Elliott. **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:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Accept beer and wine; no liquor; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness. **E. T. library:** Standard; NAB; Davis & Schwegler. **News:** Transradio. **Commentators:** Lee Sellers and Louis L. Kaufman (news commentators); J. Herbert Angell, Jimmy Thompson, and Al Gray (newscasters); Johnny Boyer (sports); Carolyn Curtis (fashions); Hal Terkel (aviation); Howard McCartney (films).

* Also president of WJAS, Pittsburgh.

WCAE, PITTSBURGH

Operator: WCAE, Inc., Hotel William Penn. **Phone:** Atlantic 6900. **Power:** 5,000 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:** Cliff Daniel. **Chief engineer:** James Schultz. **Musical director:** Earl Truxell. **Publicity director:** James Murray. **Sales manager:** Willard Schroeder.

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

PENNSYLVANIA STATIONS—Continued

words; all copy subject to station approval or revision. E. T. library: World, News; INS. Commentators: Norman Twigger, Bob Donley, and Ralph Fallert (newscasters); Chet Smith (sports); Polly Malone (cooking; fashions); Jean Abbey (fashions).

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:** Not ac-

* Also president of KQV, Pittsburgh.

cepted. **Artists bureau:** None. **Base rate:** \$384.

Copy restrictions: Wine programs taken after 10:30 P.M.; no liquors. **E. T. library:** None. **News:** Transradio. **Commentators:** Beckley Smith, Ken Hildebrand, Jack Logan, and Ernest Neff (newscasters); Nancy Dixon (shopping service).

WWSW, PITTSBURGH

Operator: Walker and Downing Radio Corp., Hotel Keystone. **Phone:** Grant 5200. **Power:** 250 watts on 1500 kc. **Affiliation:** Quaker Network. **Opened:** May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

President: Paul Block. **Vice-president:** Oliver J. Keller. **Treasurer:** Leo Wise. **Secretary and general 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:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

SUCCESS STORY!



WILKINS Amateur Hour . . . **SIXTH** consecutive year . . . **RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE . . .** Sundays, 3:00 to 4:00 p.m. . . . Kaufmann's (Pittsburgh's largest advertiser) **SIXTH** consecutive year. **Transradio News 15-minutes, twice daily, 6 days a week . . .** Rating never less than 46 percent and up to 58 percent of the radio audience.

**THE COLUMBIA STATION
IN PITTSBURGH**

WJAS

PENNSYLVANIA STATIONS—Continued

Copy restrictions: Beer and wine advertising accepted "with restrictions"; all copy must conform to station standards and government regulations. **E. T. library:** Standard; Associated. **News:** INS; also from parent paper. **Commentators:** John Davis (news commentator; newscaster); Ray Schneider (newscaster; stock market comment); Lee Sellers (newscaster); Joe Tucker and Rosey Rowswell (sports); Nan Grayson (film news); Walt Framer (backstage interviews; film gossip); Dr. Bernard Clausen (forum programs).

WEEU, READING

Operator: Berks Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 1,000 watts on 830 kc (daytime). **Affiliation:** NBC Basic Red Supplementaries. **Opened:** 1932.

President, station manager: Clifford M. Chafey. **Commercial manager:** Robert J. Magee. **Program director:** Paul J. Breedy. **Chief engineer:** H. O. Landis.

Rep: George P. Hollingbery Co. **Seating facilities:** None. **Merchandising:** Facilities maintained; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$150.

Copy restrictions: Stipulations of the N. A. B. code are followed. **E. T. library:** Standard; Lang-Worth. **News:** Transradio.

WRWA, READING

Operator: Reading Broadcasting Co., 533 Penn St. **Phone:** 7335. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Basic Red Supplementary Group. **Opened:** 1923.

President: Clifford M. Chafey.* **Station manager:** Raymond A. Gaul. **Commercial manager, publicity director:** Robert G. Magee. **Program and musical director:** Paul J. Breedy. **Chief engineer:** Harold O. Landis.

Rep: George P. Hollingbery Co. **Base rate:** \$120.

Copy restrictions: Alcoholic beverage advertising accepted only after 10 P.M.; all copy subject to station approval. **E. T. library:** NBC Thesaurus. **News:** Transradio.

* Also president of WEEU, Reading.

WARM, SCRANTON

Operator: Union Broadcasting Co. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

WGBl, 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:** 50. **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 and wine advertising; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Bill Pierce, John Grollier, Jack Guinan, and Francis McLaughlin (newscasters); Dave Griffiths (sports); Wynne Weston (cooking).

WQAN, SCRANTON

Operator: The Scranton Times. **Power:** 1,000 and 500 watts on 880 kc (divides time with WGBl).

This station is non-commercial.

WPIC, SHARON

Operator: Sharon Herald Broadcasting Co., Pine Hollow Blvd. **Phone:** 4113. **Power:** 250 watts on 780 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 25, 1938.

President, station manager: John Fahline, Jr. **Vice-president:** A. W. McDowell. **Secretary-treasurer:** George E. Heiges. **Commercial manager:** J. T. Van Sweringen. **Program director, artists bureau head:** Paul Gamble. **Chief engineer:** A. Clyde Heck. **Musical director:** Margaret James. **Publicity director:** John MacDonald.

Rep: Howard H. Wilson Co. **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:** \$50.

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. **Commentators:** John MacDonald (news commentator); Harold Polonus, Bill McDowell, Jerry

PENNSYLVANIA STATIONS—Continued

Harshman, Joe Shatto, and Dick Nelson (newscasters); Herb Eyeman (newscaster; stocks); Elliott Jones (newscaster; sports); Tommy Gibbons, and Johnny Pepe (sports); Margaret James (fashions); Ruth Jones (women's news); Paul Gamble (film gossip).

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: Cox and Tanz. **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. **Commentators:** Reg Merriden (news commentator; newscaster); Paul Miller and Homer Smith (newscasters); Spike Simpson (sports).

WMBS, UNIONTOWN

Operator: Fayette Broadcasting Corp., Fayette Title and Trust Bldg. **Phone:** Uniontown 800. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1937.

Station manager: Joseph C. Burwell. **Commercial manager, publicity director:** Michael E. Slagel. **Program and musical director:** Sullivan Sages. **Chief engineer:** Kenneth 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. **Commentators:** Joseph Burwell, Charles Underwood and Louis Bennett (newscasters); Robert Lawson (sports).

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 1, 1922.

General manager: Hal Seville. **Commercial manager:** Dick Evans. **Program and musical director:** Kenneth Beghold. **Chief engineer:** John H. Stenger, Jr.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 1,800 persons. **Merchandising:** Complete department maintained. **Foreign language programs:** No information given. **Artists bureau:** Yes. **Base rate:** \$75.25.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** Lang-Worth. **News:** UP. **Commentators:** Jimmie Jennings (local news commentator); Ken Beghold, John Porterfield, and Richard E. Mawson (newscasters); Dick Evans and Jack Starr (sports).

WBRE, WILKES-BARRE

Operator: Louis G. Baltimore, 62 S. Franklin St. **Phone:** 3-3101. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Red and Blue Supplementary Basic Service; Quaker Network. **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:** \$95.

Copy restrictions: Accept beer, wine, and legitimate patent medicine advertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce. **E. T. library:** Davis & Schwegler; Lang-Worth. **News:** Transradio; local news. **Commentators:** E. A. "Tiny" Hamrick, S. J. Collini, and Ben Howells (newscasters); Franklin Coslett (newscaster; sports); Arnold Kraft (sports).

WRAC, WILLIAMSPORT

Operator: WRAC, Inc., 244 W. Fourth St. **Phone:** 2-6116. **Power:** 250 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.)

PENNSYLVANIA STATIONS—Continued

President: Ernest M. Case. **Treasurer:** W. Van Person. **Vice-president:** R. T. S. Steele. **Station manager:** George E. Joy. **Commercial manager:** T. M. Metzger. **Program director:** Irving R. Berndt. **Chief engineer:** Louis N. Persio. **Publicity director:** J. W. Mackey.

Rep: J. P. McKinney & Son. **Seating facilities:** Can accommodate 150 persons (admission by card only). **Merchandising:** Complete service rendered. **Foreign language programs:** None on station. **Artists bureau:** Setup nominal. **Base rate:** \$75.

Copy restrictions: No wine, beer or hard liquor advertising accepted. **E. T. library:** World; Standard. **News:** UP. **Commentators:** Paul Breining, Robert Ickes, and Irving Berndt (newscasters); Sol Wolf (sports); Dorothy Laylon (women's features).

WORK, YORK

Operator: York Broadcasting Co., Inc., 13 S. Beaver St. **Phone:** 6629. **Power:**

1,000 watts on 1320 kc. **Affiliation:** NBC Supplementary Basic Service; Mutual Broadcasting System; Mason-Dixon Radio Group. **Opened:** March 21, 1932.

Station executive: Clair R. McCollough.* **Station and commercial manager:** J. Robert Gulick. **Program and musical director:** Harold Miller. **Chief engineer:** J. E. Mathiot. **Artists bureau head:** Wilhelmina Hollinger. **Publicity director:** John Neff.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Usual services rendered including publicity and listings in newspaper radio columns. **Foreign language programs:** Accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: All copy must conform to station standards. **E. T. library:** Lang-Worth; Transco. **News:** Transradio. **Commentators:** Harold Miller (sports); Mrs. W. A. Emig (fashions; cooking; household hints).

* See footnote to 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		

PAWTUCKET

(Call letters not assigned)

Operator: Pawtucket Broadcasting Co. **Power:** 1,000 watts on 1390 kc.

At press time this station had a construction permit only.

WEAN, PROVIDENCE

Operator: The Yankee Network, Inc., The Crown Hotel. **Phone:** Dexter 1500. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** NEC Basic Blue; Yankee; Colonial; Mutual. **Opening:** June 5, 1922.

President: John Shepard III. **Supervisor:** Malcolm Parker. **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 (Josephine White) in Boston. **Base rate:** \$200.

Copy restrictions: Beer and wines accepted; patent medicine copy submitted to Proprietary Assn. **E. T. library:** Associated. **News:** Yankee Network News Service; local news. **Commentators:** Harold Clark, James Zerga, David Brooks, and Mowry Lowe (newscasters); Carolyn Wallace (women's features and variety); Do-

RHODE ISLAND STATIONS—Continued

lores Day (shopping). WEAN also carries the program of Yankee Network, Mutual-Colonial Network, and NBC commentators.

WJAR, PROVIDENCE

Operator: The Outlet Company (Department Store), Weybosset St. **Phone:** Gaspee 1971. **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. **Commentators:** Arthur Brunner, Winfield Scott, and William Troy (newscasters); Arthur Markey (sports); Mrs. Howard P. Wood (cooking); Grace Hall (fashions).

WPRO, PROVIDENCE

Operator: Cherry and Webb Broadcasting Co., 15 Chestnut St. **Phone:** Plantations 9776. **Power:** 5,000 watts on 630 kc. **Affiliation:** CBS. **Opened:** As WLSI in 1919; as WPAW in 1924.

President: William S. Cherry, Jr. **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:** Not accepted. **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. **Commentators:** Irwin M. Tobin (news commentator); Ed Pearson, Sterling Ludgate, Harmon Hyde, and Kenneth Curto (newscasters); Joe Fay (sports); Dorothy M. Hunniford (women's features).

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	15,370	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	3,530	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		

SOUTH CAROLINA STATIONS--Continued

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 W. Bray. **Program and musical director:** Dan Ferguson. **Chief engineer:** Robert L. Easley. **Artists bureau head:** Edith Hall. **Publicity director:** Helen Hall.

Rep: International Radio Sales. **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:** \$75.

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.

WCSC, CHARLESTON

Operator: South Carolina Broadcasting Co., Inc., Francis Marion Hotel. **Phone:** 7611. **Power:** 1,000 and 500 watts on 1360 kc. **Affiliation:** CBS. **Opened:** 1930.

President, station manager: John M. Rivers. **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. **Commentators:** Charles McMahon and Russell Long (newscasters); Phil Sutterfield (sports); Gladys Sage (women in the news; cooking; fashions; women's features).

WTMA, CHARLESTON

Operator: Atlantic Coast Broadcasting Co., 134 Meeting St. (commercial office), Wagener Terrace (studios). **Phones:** 5522 (commercial office); 2-2961 (studios). **Power:** 250 watts on 1210 kc. **Affiliation:** NBC Southeastern Group. **Opened:** June 15, 1939. (Note: This station is owned by the publishers of the Charleston News & Courier, and Charleston Post.)

Station manager, publicity director: W. D. Workman, Jr. **Program director:** C.

Wylie Calder. **Chief engineer:** D. M. Bradham. **Musical director:** Kenneth Dent.

Rep: George P. Hollingsbery Co. **Seating facilities:** Studios accommodate 50 and 25 persons respectively; main auditorium at Dock St. Theatre available, seating 600; Green Room, 150; additional studio, 50. **Merchandising:** Newspaper publicity, distribution of window cards and posters, and special exploitation and promotion in cooperation with local dealers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Conform to N.A.B. Code of Ethics. **E. T. library:** Associated. **News:** AP. **Commentators:** George R. Griswold (news commentator; newscaster); Major Peter Gething (news analyst); Kenneth Dent (newscaster; farm news); C. Wylie Calder, and Bill Workman (sports); Meredith Smith, and Alicia Rhett (fashions; cooking; homemaking); Vernon Bushong (farm news and comment).

WCOS, COLUMBIA

Operator: Carolina Advertising Corp., 1202 Main St. **Phone:** 2-5601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939.

Station and commercial manager: Roy A. Powell. **Program director:** Olin Tice. **Chief engineer:** C. A. Thoman. **Publicity director:** David Robinson.

Rep: Furgason & Walker, Inc. **Seating facilities:** Studio A seats 100 persons. **Merchandising:** Help advertiser make local contacts, issue publicity, etc.; services rendered gratis. **Foreign language programs:** No restrictions on such programs, but they are subject to station approval. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** Associated. **News:** Transradio. **Commentators:** Ed McGrath (newscaster; sports); Frederick Manness, Bill Bachman, Olin Tice and Frank Browne (newscasters); Ellen Stuart Thompson (fashions; cooking; women in the news; Hollywood gossip; local news); Coit Hendley (University of South Carolina news); Sarah Flynn (high school news); Harry Raymond (band-orchestra news).

WIS, COLUMBIA

Operator: Radio Station WIS (subsidiary of Liberty Life Insurance Co.), 1811 Main St. **Phones:** 2-2135; TWX Ciba 89. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** NBC Southeastern Group; also

SOUTH CAROLINA STATIONS—Continued

has fulltime line to WOLS, Florence, S. C. Opened: June, 1930.

Station manager: G. Richard Shaffo.*
Commercial manager: J. D. Saumenig. **Program director:** Floyd D. Rodgers, Jr. **Chief engineer:** Scott Helt. **Chief control operator:** R. D. Lambert, Jr. **Musical director:** Alyn Corris. **Publicity director:** Harry Findley.

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. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** John Cauthen (news commentator); Floyd D. Rodgers, Jr. (newscaster); Bill Mayhew (sports); Alyn Corris (film commentator).

*Also technical advisor of WCSC, Charleston, S. C.

WOLS, FLORENCE

Operator: O. Lee Stone, Sanborn Hotel. **Phone:** 48. **Power:** 250 watts on 1200 kc. **Affiliation:** NBC Southeastern Group. **Opened:** 1937.

Station manager: O. Lee Stone. **Commercial manager, publicity director:** Willard I. Miller. **Program director:** Rod O. Dorsey. **Chief engineer:** R. M. Wallace. **Musical director:** Mrs. Bernice Wallace.

Rep: None. **Seating facilities:** None. **Merchandising:** Facilities available; no charge made for a "reasonable amount" of merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: All programs and advertising copy subject to station approval. **E. T. library:** Associated. **News:** UP. **Commentators:** Melvin Purvis (news commentator; newscaster).

WFBC, GREENVILLE

Operator: Greenville News-Piedmont Co., Hotel Greenville. **Phone:** 363. **Power:** 5,000

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:** E. T. Whitmire. **Commercial manager:** Dan Crosland. **Program director, artists bureau head:** Charles Batson. **Chief engineer:** W. C. Etheridge. **Musical director:** James Reid. **Publicity director:** Norvin Duncan.

Rep: Weed & Co. **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. **Commentators:** James Dawson (news commentator); Jim Reid (newscaster; sports); Norvin Duncan, Joel Lawhon, and Charles Batson (newscasters); Jimmy Thompson and Dode Phillips (sports); Alice Wyman (news for women; homemaking); Betty Martin (fashions; shop talk); Mary Gall (Hollywood chatter); Jerry Feditch (farm news).

WMRC, GREENVILLE

Operator: Textile Broadcasting Co. **Power:** 250 watts on 1500 kc.

At press time this station had a construction permit only.

WORD, SPARTANBURG

Operator: Spartanburg Advertising Co. **Power:** 250 and 100 watts on 1370 kc. (Note: Same operators also own WSPA, Spartanburg.)

At press time this station had a construction permit only.

WSPA, SPARTANBURG

Operator: Spartanburg Advertising Co. **Phone:** 2900. **Power:** 1,000 watts on 920 kc (daytime). **Affiliation:** None. **Opened:** February 17, 1930.

Station head and manager: Walter J. Brown. **Commercial manager:** Thad E. Horton. **Program director:** Jack Walters. **Chief engineer:** Ralph Bennett.

Rep: None. **Seating facilities:** Can accommodate around 400 persons. **Merchandising:** Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all

SOUTH CAROLINA STATIONS—Continued

services rendered free. Foreign language programs: Would accept, but foreign population is practically non-existent. Artists bureau: None. Base rate: \$70.

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. **Commentators:** Grady Newman (news commentator; grain and farm reports); Zack Dowling (newscaster; film news); Miss Ray (fashions; cooking; homemaking).

WFIG, SUMTER

Operator: Julius S. Brody, 39 N. Main St. **Phone:** 93. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** March 16, 1940.

Owner: Julius S. Brody. **Station manager:** T. Doug. Youngblood. **Program director:** John S. Sherman. **Chief engineer:**

Robert E. Liverance. **Artists bureau head:** Allison Keels. **Musical director:** Graham Caddell. **Publicity director:** Charles Pointell.

Rep: None. **Seating facilities:** Facilities of National Guard Armory, seating 2,000, available; admission for the WFIG Jamboree is 25c and 15c. **Merchandising:** Window displays arranged if furnished by sponsor; letters to dealers issued at cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$50.

Copy restrictions: Hard liquor advertising, and cure-all copy and products not accepted; beer and light wines accepted; all programs and copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** John S. Sherman, T. Doug. Youngblood, and Graham Caddell (newscasters); Charles Pointell (newscaster; sports).

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	980
Corson	1,650	Kingsbury	2,360	Tripp	2,280
Custer	1,090	Lake	2,460	Turner	2,870
Davison	3,620	Lawrence	3,290	Union	2,190
Day	2,600	Lincoln	2,640	Walworth	1,710
Deuel	1,500	Lyman	1,220	Washabaugh	440
Dewey	1,180	McCook	1,890	Washington	300
Douglas	1,290	McPherson	1,430	Yankton	2,950
Edmunds	1,460	Marshall	1,670	Ziebach	740

KABR, ABERDEEN

Operator: Aberdeen Broadcast Co., Radio Bldg. **Phone:** 4626. **Power:** 5,000 watts

on 1390 kc. **Affiliation:** Mutual; North Central Broadcasting System. **Opened:** Jan. 21, 1935.

SOUTH DAKOTA STATIONS—Continued

President: H. C. Jewett, Jr. **Station manager:** A. A. Fahy. **Program director:** R. Thompson Malbe. **Chief engineer:** Delbert Hunt.

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:** \$100.

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. **Commentators:** Ed Falk (newscaster; sports); Aleen Johnson (women's features).

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, 203 W. Summit Ave. **Phone:** 2251. **Power:** 200 watts on 630 kc (operates specified hours). **Affiliation:** None. **Opened:** February, 1922.

Owner and station director: Ida A. McNeil. **Chief engineer:** Robert H. Dye.

Rep: None. **Seating facilities:** Can accommodate a small audience. **Merchandising:** Window cards and announcements in local papers rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** Rates on application to the management.

Copy restrictions: Patent medicine, beer, wine, or alcoholic beverage advertising not accepted. **E. T. library:** None listed. **News:** AP. **Commentators:** Ida A. McNeil (news commentator; newscaster; women's features; market reports); Robert B. Hipple (news commentator; newscaster); Lynn Oldaker and James B. Hipple (sports); James Hughes (farm news; scientific subjects); Robert Eubanks (drama).

KOBH, RAPID CITY

Operator: Black Hills Broadcast Co. of Rapid City, Alex Johnson Hotel. **Phone:** 2000. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** December, 1933.

Director, station manager: Robert J. Dean. **Business manager:** George E.

Bruntlett. **Program director:** Abner H. George. **Chief engineer:** M. J. Jones.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** No specific services; place dealer displays sent on transcription tie-up. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 45 artists. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no liquor advertising; all copy subject to review by the management. **E. T. library:** NBC Thesaurus. **News:** Transradio. **Commentators:** Abner H. George (news commentator; newscaster); Alvin S. Arnold (news commentator; newscaster; sports); Charles Curtis (newscaster); George E. Bruntlett (farm news).

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 watts on 1200 kc. **Affiliation:** NBC Red and Blue Supplementary Service. **Opened:** Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

President, manager: Joseph Henkin. **Vice-president, treasurer, publicity director:** S. 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, S. 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. **Commentators:** Gene McDonnell (newscaster); George "Bill" Rohn (sports; entertainment news); Lucille Smith (home-making); Rozena Sacks (home economics; shopping hints; fashions); Bernice Severson (women's commentator; interviewer); Warren Walsh (grain reports).

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:** S. 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. **Commentators:** See under KELO, Sioux Falls, S. D.

KUSD, VERMILLION

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

This station is non-commercial; university-owned.

KWAT, WATERTOWN

Operator: Midland National Life Insurance Co., Midland National Life Insurance Bldg. **Phone:** 5050. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** March 11, 1940.

Station and commercial manager: F. L. Bramble. **Program director:** Dale Russell. **Chief engineer:** Sherrill Zimmerman. **Artists bureau head:** W. Lowell Pitt. **Musical director:** Dorothy Vadakin. **Publicity director:** Morris Wiscott.

Rep: Cox and Tanz. **Seating facilities:** Reception room and studio accommodate about 100 persons. **Merchandising:** Pre-announcements and window cards rendered without charge on request. **Foreign language programs:** Will accept; interpretation

must be furnished in advance, and the programs must comply with station rules and regulations. **Artists bureau:** Setup nominal only. **Base rate:** \$55.

Copy restrictions: Beer and light wine advertising accepted; no patent medicines or hard liquors; all copy subject to station supervision. **E. T. library:** Davis & Schwegler. **News:** UP. **Commentators:** James McBath, and John Noonan (news commentators); Dale Russell (news commentator; newscaster); W. Lowell Pitt (newscaster); Dorothy Vadakin (women's features).

WNAX, YANKTON

Operator: WNAX Broadcasting Co., 2nd and Capitol Sts.; supplementary studios in the Orpheum Bldg., Sioux City, Ia. **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 is 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:** Phil Hoffman. **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:** Standard. **News:** UP. **Commentators:** Charles Worcester (news commentator; market information; farm news and activities; agricultural extension service); Jack Chase and Art Smith (newscasters); Ma Brown (cooking; human interest stories); Susan Taylor (cooking; fashions; homemaking); Vivian Swenson (4-H Club and Extension reports); Don Cunningham (livestock and grain reports).

TENNESSEE

(459,900 radio homes, or 67% ownership among the State's total of 639,000 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	Mauzy	6,060	Weakley	4,850
Grainger	1,780	Meigs	770	White	2,280
Greene	4,980	Monroe	2,910	Williamson	3,460
Grundy	1,630	Montgomery	5,090	Wilson	4,030
Hamblen	2,760	Moore	590		

WOPL BRISTOL

Operator: Radiophone Broadcasting Station WOPL, Inc., 410 State St. Phone: WOPL. Power: 250 watts on 1500 kc. Affiliation: None. Opened: June 15, 1929.

President-treasurer: W. A. Wilson. Commercial manager: Walter Pritchard. Chief engineer: R. H. Smith. Continuity director: Harry S. Hudson. Musical director: Fey Rogers. Advertising consultant: Hugh Swinton Potts.

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: \$37.50.

Copy restrictions: No hard liquor copy accepted. E. T. library: NBC Thesaurus; World. News: UP. Commentators: Harry Hudson (news commentator); Fey Rogers and Stuart O'Dell (newscasters); Mary Abell (fashions); Bryn Mortenson (cooking; beauty; housekeeping).

WAPO, CHATTANOOGA

Operator: W. A. Patterson, Read House. Phone: 6-6141. Power: 1,000 and 500 watts on 1120 kc. Affiliation: NBC additional to the Red Southcentral and Blue Southern Group. Opened: Nov. 9, 1936.

General and station manager: R. G. Patterson. Commercial manager: R. N.

TENNESSEE STATIONS—Continued

Krepps. Program and publicity director: Helen Patterson. Chief engineer: B. B. Barnes. Musical director: Jimmy Johnston.

Rep: Headley-Reed Co. 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: Set-up nominal only. Stock: WAPO is entirely owned by W. A. Patterson. Base rate: \$100.

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: None listed. News: INS. Commentators: Tom Nobles (news commentator); sports; Doc Johnston (news commentator); Robert Shinbaum and Gene Remington (newscasters).

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: Norman A. Thomas. Commercial manager: Carter Parham. Program director: Dorothy W. McCurdy. Chief engineer: J. C. Vessels.

Rep: Paul H. Raymer Co. Seating facilities: WDOD Radio Playhouse seats 650; admission to shows noonday 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; MacGregor. News: UP. Commentators: John Gray, Gaylor McPherson, John McKnight, and William Davies (newscasters); Chuck Simpson (sports).

WHUB, COOKEVILLE

Operator: M. L. Medley. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

WTJS, JACKSON

Operator: Sun Publishing Co., Inc., Market and Baltimore Sts. Phone: 3340. Power: 250 watts on 1310 kc. Affiliation: Mutual Broadcasting System. Opened: Sept. 29, 1931. (Note: Station is newspaper-owned by the Jackson Sun).

Vice-president: Albert A. Stone. Station manager, commercial manager: A. B. Rob-

inson. Studio manager: Leslie Brooks. Program director: Bill Winsett. Chief engineer: B. C. Brummel. Artists bureau head: Jack Denman. Musical director: James Allen. Publicity director: Val Morse. Director of religious programs: Donald F. Haynes.

Rep: The Branham Co. Seating facilities: Can accommodate 250 persons. Merchandising: Complete service; publicity in affiliated paper; advance distribution; surveys; letters to trade; window displays; monthly sales surveys; will help plan co-operative 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: World. News: UP; AP; station operates its own weather bureau. Commentators: Leslie Brooks (news commentator); Jack Denman (news commentator); sports; Denny McClain, and Bill Winsett (newscasters); Mary Merwin, and Claire Tuxford (women's features).

WJHL, JOHNSON CITY

Operator: WJHL, Inc., 412 S. Roan St. Phone: 998. Power: 250 watts on 1200 kc. Affiliation: None. Opened: Dec. 7, 1939. (Studios are also maintained in the Times Bldg., Kingsport.)

President, general manager: W. H. Lanchester. Commercial manager: Ken Marsh. Program and musical director: H. Frick. Chief engineer: O. K. Garland. Publicity director: George Barber.

Rep: Radio Advertising Corp. Seating facilities: Two studios, seating about 20 persons each. Merchandising: "Reasonable amount" of service supplied clients gratis on request. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$60.

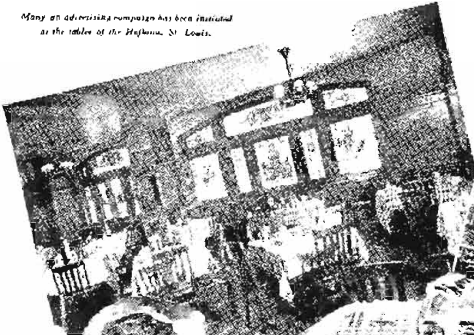
Copy restrictions: No rules listed. E. T. library: Standard; Associated. News: UP. Commentators: George Barber (news commentator; newscaster); Eddie Cowell (sports); Alice Friberg (women's features).

WKPT, KINGSPORT

Operator: C. P. Edwards, Jr., and Howard Long doing business as Kingsport Broadcasting Co. Power: 250 watts on 1370 kc.

At press time this station had a construction permit only.

Many an advertising campaign has been initiated at the tables of the Hofmann, St. Louis.

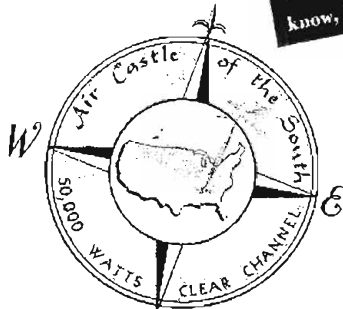


The Jefferson Grill, favorite luncheon place of many St. Louis advertising men.



"That's really a production record for WSM, three regular productions every week to NBC, one of them Commercial. To say nothing of the frequent special events that they feed the network. Who is the budding genius behind all of this?"

"No one genius, but one of radio's largest technical and talent staffs go to work for you when you use WSM. You know, WSM doesn't cost . . . it pays."



WSM

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY NATIONAL LIFE & ACCIDENT INS. CO., INC.
National Representatives, Edward Petry & Co., Inc.

TENNESSEE STATIONS—Continued

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. **Educational director:** K. E. Huddleston. **Publicity director:** C. B. Davis.

Rep: The Branham Co. **Seating facilities:** Large studio seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 6 paid shows weekly. **Merchandising:** Complete service including calls on dealers and window displays; also billboards, film trailers, program publicity in the News-Sentinel, window displays in street-front studios, displays on large studio stage, and announcement plugs on the air; taxicab tire covers; direct mail, etc.; specified amount of money must be spent with station to receive all or part of 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:** Standard. **News:** UP. **Commentators:** Tys Terwey (news commentator; newscaster); Mason Dixon and Jack Wyatt (newscasters); Joe Epstein and Lowell Blanchard (sports); Frances George (fashions; women in the news).

WROL, KNOXVILLE

Operator: Stuart Broadcasting Corp., 524 S. Gay St. **Phone:** 2-7112. **Power:** 250 watts on 1310 kc. **Affiliation:** NBC Supplementary Red Southcentral Group and Blue Southern Group. **Opened:** 1927.

President: Stuart Adcock. **General and commercial manager:** Claude 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:** \$100.

Copy restrictions: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval. **E. T. library:** NBC Thesaurus; MacGregor; Davis & Schwegler. **News:**

INS. Commentators: Joe Wheeler (newscaster); Harry Moreland and Allen Stout (newscasters; sports); Lorna Lord (Hollywood chatter); Gracie Ridenour (fashions; society).

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:** Gene Carr.

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:** \$120.

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; Davis & Schwegler; Standard. **News:** No service listed. **Commentators:** Robert Stevens (news comment and analysis); Bob Alburty (sports); Wilson Northcross (entertainment news).

WMC, MEMPHIS

Operator: Memphis Publishing Co., Hotel Gayoso. **Phone:** 8-7464. **Power:** 5,000 watts on 780 kc. **Affiliation:** NBC Red Southcentral Group; Southcentral Quality Network. **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 600. **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 loca-

TENNESSEE STATIONS—Continued

tion; 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; MacGregor; Davis & Schwegler. **News:** UP. **Commentators:** Herbert Harper and W. C. Teague (news analysis); Allan Jackson, Earl Moreland, and Aubrey Guy (newscasters); Bob Pigue (sports); Olivia Browne (women's features); Mary Jo Tate (film comment).

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; Mutual. **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. **Chief engineer:** Joe Epperson.

Rep: None. **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:** \$140.

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:** Standard. **News:** UP. **Commentators:** Lawrence Trexler and Igor Ivan (newscasters); Fred Vosse (sports).

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. **Commercial 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 re-

quests received to date. **Artists bureau:** None. **Base rate:** \$200.

Copy restrictions: Beer and patent medicine advertising accepted. **E. T. library:** World; Lang-Worth.

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:** S. O. Ward. **Chief engineer:** F. D. Binns. **Musical director:** Charles Nagy. **Merchandising manager:** Bob Mad-dux. **Publicity director:** Paul Olphant.

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 accepted; no wines or hard liquor; certain nationally known or well established medicinal remedies are accepted. **E. T. library:** World. **News:** UP. **Commentators:** Russ Huddleson (newscaster); Herman Grizzard (sports); Mary Lyles Wilson (cooking).

WSIX, NASHVILLE

Operator: WSIX, Inc., Nashville Trust Bldg. **Phone:** 5-5431. **Power:** 250 watts on 1210 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** 1927.

President: Jack M. Draughon. **Commercial director:** Eugene S. Tanner. **Chief engineer:** Bascom Porter. **Publicity director:** R. L. Chaudoin.

Rep: Headley-Reed Co. **Seating facilities:** Observation room adjoining studio A seats 40 persons. **Merchandising:** All ordinary services, including distribution of window cards and dealer contacts, rendered without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$125

TENNESSEE STATIONS—Continued

Copy Restrictions: Beer and wine copy accepted; no hard liquors; patent medicines must comply with all Federal Trade Commission rulings. **E. T. library:** Associated; Standard; MacGregor; Davis & Schwegler; Lang-Worth. **News:** Transradio. **Commentators:** James McMurry and Joe Wheeler (newscasters); Joe Calloway and Roger Phillips (sports).

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. **Local sales manager:** Winston Dustin. **Program director:** Jack Stapp. **Chief engineer:** J. H. DeWitt, Jr. **Artists bureau head:** David Stone. **Musical directors:** Peter Brescia and Beasley Smith. **Audience relations:** George D. Hay. **Merchandising director:** Albert L. Gibson. **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. **Commentators:** Dr. D. F. Fleming and Will R. Manier, Jr. (war analysts); Jack Harris (news commentator; sports); David Cobb and Ottis Devine (newscasters); Ann Ford (women's news and features); Mary Lyles Wilson (cooking); Linda Lane (Hollywood gossip).

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	Brown	5,000	Cooke	4,070
Andrews	130	Burleson	2,870	Coryell	2,790
Angelina	4,380	Burnet	1,560	Cottle	1,420
Aransas	360	Caldwell	4,890	Crane	570
Archer	1,550	Calhoun	750	Crockett	490
Armstrong	490	Callahan	1,950	Crosby	1,540
Atascosa	2,040	Cameron	13,120	Culberson	230
Austin	2,860	Camp	1,500	Dallam	1,590
Bailey	670	Carson	1,290	Dallas	76,570
Bandera	580	Cass	3,890	Dawson	2,010
Bastrop	3,560	Castro	640	Deaf Smith	930
Baylor	1,180	Chambers	850	Delta	1,810
Bee	2,420	Cherokee	6,100	Denton	5,480
Bell	8,560	Childress	2,780	De Witt	4,390
Bexar	61,820	Clay	2,100	Dickens	1,190
Blanco	530	Cochran	260	Dimmit	1,200
Borden	180	Coke	740	Donley	1,630
Bosque	2,330	Coleman	3,750	Duval	1,560
Bowie	8,130	Collin	7,150	Eastland	6,410
Brazoria	3,520	Collingsworth	2,220	Ector	690
Brazos	3,780	Colorado	3,040	Edwards	440
Brewster	1,190	Comal	2,380	Ellis	9,180
Briscoe	760	Comanche	2,810	El Paso	25,430
Brooks	780	Concho	1,060	Erath	3,370

TEXAS STATIONS—Continued

Falls	5,490	Kimble	650	Reeves	1,190
Fannin	6,320	King	150	Refugio	1,140
Fayette	4,360	Kinney	570	Roberts	240
Fisher	1,830	Kleberg	2,090	Robertson	3,920
Floyd	1,930	Knox	1,550	Rockwall	1,210
Foard	950	Lamar	7,910	Runnels	3,440
Fort Bend	4,060	Lamb	2,420	Rusk	4,260
Franklin	1,830	Lampasas	1,580	Sabine	1,730
Freestone	3,340	La Salle	1,170	San Augustine	1,650
Frio	1,360	Lavaca	4,130	San Jacinto	1,360
Gaines	370	Lee	1,760	San Patricio	3,330
Galveston	15,280	Leon	2,830	San Saba	1,480
Garza	790	Liberty	3,040	Schleicher	480
Gillespie	1,670	Limestone	6,000	Scurry	1,780
Glasscock	180	Lipscomb	690	Shackelford	1,130
Goliad	1,330	Live Oak	1,150	Shelby	3,960
Gonzales	3,930	Llano	870	Sherman	380
Gray	4,550	Loving	40	Smith	8,460
Grayson	12,340	Lubbock	7,470	Somervell	470
Gregg	2,660	Lynn	1,630	Starr	1,440
Grimes	3,450	McCulloch	2,110	Stephens	3,050
Guadalupe	4,130	McLennan	18,910	Sterling	240
Hale	3,600	McMullen	190	Stonewall	750
Hall	2,660	Madison	1,620	Sutton	440
Hamilton	2,000	Marion	1,500	Swisher	1,080
Hansford	560	Martin	760	Tarrant	46,660
Hardeman	2,400	Mason	840	Taylor	8,120
Hardin	2,400	Matagorda	2,960	Terrell	460
Harris	85,110	Maverick	1,040	Terry	1,160
Harrison	7,760	Medina	1,980	Throckmorton	770
Hartley	340	Menard	730	Titus	2,360
Haskell	2,480	Midland	1,600	Tom Green	7,620
Hays	2,380	Milam	5,440	Travis	14,840
Hemphill	700	Mills	1,190	Trinity	1,970
Henderson	4,240	Mitchell	2,250	Tyler	1,730
Hidalgo	12,410	Montague	3,160	Upshur	2,930
Hill	6,640	Montgomery	2,330	Upton	1,280
Hockley	1,220	Moore	230	Uvalde	2,160
Hood	890	Morris	1,350	Val Verde	2,700
Hopkins	4,300	Motley	940	Van Zandt	4,390
Houston	4,110	Nacogdoches	4,400	Victoria	3,370
Howard	4,590	Navarro	9,630	Walker	2,680
Hudspeth	550	Newton	1,830	Waller	1,620
Hunt	8,250	Nolan	3,840	Ward	810
Hutchinson	2,960	Nueces	9,380	Washington	4,010
Irion	340	Ochiltree	1,010	Webb	6,990
Jack	1,370	Oldham	220	Wharton	4,430
Jackson	1,470	Orange	2,770	Wheeler	2,430
Jasper	2,530	Palo Pinto	3,150	Wichita	16,030
Jeff Davis	290	Panola	3,100	Wilbarger	4,210
Jefferson	29,450	Parker	3,110	Willacy	1,490
Jim Hogg	670	Parmer	800	Williamson	7,090
Jim Wells	1,970	Pecos	1,370	Wilson	2,240
Johnson	5,850	Polk	2,510	Winkler	1,580
Jones	3,790	Potter	11,050	Wise	2,950
Karnes	2,970	Presidio	1,490	Wood	3,490
Kaufman	5,820	Rains	900	Yoakum	150
Kendall	820	Randall	1,390	Young	3,490
Kenedy	100	Reagan	610	Zapata	380
Kent	500	Real	340	Zavala	1,410
Kerr	1,880	Red River	4,290		

TEXAS STATIONS—Continued

KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. **Phone:** 6255. **Power:** 250 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:** A. D. Whisenant. **Chief engineer:** Fred Hammond.

Rep: None. **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: Liquor advertising not accepted; patent medicine copy strictly censored; commercials limited to 25 percent of program time, announcements to 100 words. **E. T. library:** Standard. **News:** AP; UP. **Commentators:** Geraldine Wright (newscaster); A. D. Whisenant (sports); Elizabeth Doss Blanton (fashions); Ann Smartt (menus).

KFDA, AMARILLO

Operator: Amarillo Broadcasting Corp., 109 E. 5th St. **Phone:** 5343. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Aug. 1, 1939.

Vice-president: Gilmore N. Nunn.* **Station and commercial manager:** Earl R. Strandberg. **Program director:** Carter Reynolds. **Chief engineer:** Howard Blaker. **Musical director:** Audre Lipscomb. **Publicity director:** Audre Lipscomb.

Rep: John H. Perry Associates. **Seating facilities:** Auditorium seats 200 persons. **Merchandising:** Newspaper publicity arranged; all other services at actual cost. **Foreign language programs:** No rules listed; station is not carrying any. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Patent medicine or liquor advertising not accepted; stipulations of the N. A. B. code followed. **E. T. library:** Standard; Davis & Schwegler. **News:** INS. **Commentators:** Carter Reynolds (news commentator; newscaster);

* Also president and managing director of WCMI, Ashland, Ky., and president of WLAP, Lexington, Ky.

Winkle Wileman and Sherwood Blasdel (newscasters); Harold "Sparky" Sparks (sports); Lois Fay (fashions; cooking; women's sports; women's features and news).

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; Lone Star Chain. **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:** James Stanberry. **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 the trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product. **E. T. library:** World; Lang-Worth. **News:** UP. **Commentators:** Wes Izzard and Dick Martin (newscasters); Bob Watson (sports); Ruth Delzell (book reviews); Robert Collman and Floyd Honeycutt (market reports).

*O. L. Taylor is also president of KRGV, Weslaco, KFYO, Lubbock, and KTSA, San Antonio.

KNOW, AUSTIN

Operator: Frontier Broadcasting Co., Norwood Bldg. **Phone:** 2-6213. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1929.

Station manager: Chas. B. Meade. **Program and artists bureau supervisor:** Pat Adelman. **Publicity director:** J. Mabel Clark.

Rep: None. **Seating facilities:** Two studios combined seat 250 persons. **Merchandising:** Rates upon request. **Foreign language programs:** No set rules. **Artists bureau:** Yes. **Base rate:** \$60.

Copy restrictions: All copy subject to station approval or revision. **E. T. library:**

TEXAS STATIONS—Continued

Standard. News: UP; AP. Commentators: Roger M. Busfield (news commentator); Conrad Vernon, Pat Adelman, Henry Woods, and Chas. B. Meade (newscasters); J. Mabel Clark (women's features).

KTBC, AUSTIN

Operator: State Capitol Broadcasting Association, Inc., Eighth and Colorado Sts. **Phone:** 8-4661. **Power:** 1,000 watts on 1120 kc (shares daytime hours with WTAW). **Affiliation:** None. **Opened:** Aug. 1, 1939.

Station manager: Aubrey H. Escoe. **Program director, artists bureau head:** Ted Ryan. **Chief engineer:** Harry Slife. **Musical director:** Melvin Roberts. **Publicity director:** Merle McMurry.

Rep: None. **Seating facilities:** Studio seats 50 persons; auditorium available, seating 500. **Merchandising:** Personal contact work; mailing of broadsides or direct mail if furnished by client; displays furnished at actual cost of installation and actual expenses; publicity; surveys and research upon inquiry. **Foreign language programs:** Scandinavian and Spanish programs deemed feasible; all foreign language broadcasts subject to strict station censorship. **Artists bureau:** Setup nominal only. **Base rate:** \$60.

Copy restrictions: Beer and light wine copy accepted; no hard liquors; all copy must comply with Federal regulations and the N. A. B. code. **E. T. library:** NBC Thesaurus. **News:** INS. **Commentators:** Fred Caldwell, and Ted Ryan (news commentators; newscasters); Bill Newkirk (news commentator; sports); Elbert Dukate (news commentator); Col. J. M. Baden (general comment).

KFDM, BEAUMONT

Operator: Beaumont Broadcasting Corp., P. O. Box 2950. **Phone:** 3882. **Power:** 1,000 watts on 560 kc. **Affiliation:** NBC Blue Southwestern Group. **Opened:** October, 1924.

President: C. W. Snider. **Secretary and treasurer:** D. A. Kahn. **General manager:** C. B. Locke. **Program and production director:** Len Finger. **Chief engineer:** Leonard Saye. **Musical director:** George W. Caldwell. **Publicity director:** Leon Taylor.

Rep: International Radio Sales. **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:** Book sustaining talent for outside engagements. **Base rate:** \$120.

Copy restrictions: Hard liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** UP. **Commentators:** Len Finger (newscaster; sports; entertainment news); Dan Paul (newscaster; sports); Leon Taylor and Jack Maynard (newscasters); Sam Falcon and Louis Palumbo (sports); Ione Towns Locke (fashions; cooking; women's features); William Wilson (stock market reports).

KRIC, BEAUMONT

Operator: KRIC, Inc., 130 Wall St. **Phones:** 4200—1—2. **Power:** 250 watts on 1420 kc. **Affiliation:** None. **Opened:** July 18, 1938. (Note: This station is newspaper-affiliated with the Beaumont Enterprise & Journal.)

President: Mrs. J. L. Mapes. **Vice-president, treasurer:** E. C. Davis. **Secretary:** Mrs. Eva Dujay. **Station supervisor:** E. C. Davis. **Program and musical director:** Franklin Whitehead. **Chief engineer:** Don Mitchell. **Production:** Edwin Henry.

Rep: The Branham Co. **Seating facilities:** Can accommodate about 200 persons. **Merchandising:** Window cards, mail, signs, and special announcements rendered without charge. **Foreign language programs:** No policies listed; station has had no occasion to make a ruling on this matter. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy must be in compliance with Federal regulations. **E. T. library:** World; MacGregor; Standard. **News:** INS. **Commentators:** Bob Akers (news commentator); Al Donaldson (sports).

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:** Howard Barrett. **Commercial manager, publicity director:** Jack Wallace. **Program and musical director, artists, bureau head:** Louis D. Palmer. **Chief engineer:** John B. Casey.

Rep: Texas State Network. **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

TEXAS STATIONS—Continued

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 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: Standard; Davis & Schwegler. News: UP through Texas State Network. Commentators: Jack Wallace (newscaster; sports); Tom Reynolds (sports).

KNEL, BRADY

Operator: G. L. Burns. **Phone:** 77. **Power:** 250 and 100 watts on 1500 kc. **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 Heart o' Texas News, Brady. **Commentators:** J. C. Rothwell and J. S. Sloane (news commentators; newscasters); Pearly Samuelson (sports); G. L. Burns (market reports).

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.

President: E. Jack Wilson. **Secretary-treasurer:** Ernest Wilson. **Station manager:** Bill Simpson. **Program director:** Dorothy Simpson. **Chief engineer:** Wil-

lis Wilson. **Maintenance engineer:** Kirby Smith.

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. **Commentators:** Willis Wilson (newscaster; theatrical comment); Bill Simpson (newscaster; sports); George Tankersley (newscaster); Mrs. M. J. Hunter (women's news).

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., Medical-Professional Bldg. **Phone:** 6354. **Power:** 500 watts on 1330 kc. **Affiliation:** NBC additional to Red or Blue Southwestern Group; Lone Star Chain. **Opened:** September, 1937. (Note: This station is newspaper-affiliated with the Corpus Christi Caller-Times).

General manager: T. Frank Smith. **Station manager, chief engineer:** H. B. Lockhart. **Commercial manager:** E. C. Hughes. **Program director:** Ben A. Glusing.

Rep: The Branham Co. **Seating facilities:** None listed. **Merchandising:** Dealer calls and mentions in newspaper radio column offered without charge. **Foreign language programs:** Spanish programs and/or announcements accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer advertising accepted; no hard liquor; approved patent medicines accepted; all copy subject to station approval. E. T. library: None listed. News: INS. **Commentators:** Ben Glusing, and Eston Page (newscasters); Chick Whittier (newscaster; sports); Mary Hickerson (women's features); Herbert Garrett (market quotations).

KAND, CORSICANA

Operator: Navarro Broadcasting Assn., State National Bank Bldg. **Phones:** 29, 30. **Power:** 100 watts on 1310 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** May 17, 1937.

Personnel: Station policy does not permit such listing.

Rep: None. **Seating facilities:** Main studio

TEXAS STATIONS—Continued

accommodates 100; theatre available seating 800. Merchandising: Issue direct mail to dealers; distribute window cards. Foreign language programs: Accepted. Artists bureau: None. Base rate: \$50.

Copy restrictions: Beer, wine, and patent medicines accepted providing copy conforms to Federal Trade Commission regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** George Erwin and Tommie Lawson (newscasters); Burton Boatwright and Lawrence "Sadie" Ransom (sports); Fern Stevenson (fashions).

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:** \$240 (½ hr.).

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. **Commentators:** Meador Lowrey (news commentator); Royce Colon and Dave Chapman (newscasters; sports); Roy George (newscaster); Marjorie Hoy (shopping information and fashions—as "Jean Abbey"); Albertine Berry (cooking; domestic science); Francis D. Burke (religious news).

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 Red 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.

Technical supervisor: Raymond Collins. **Chief engineer:** Paul Barnes. **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:** \$440.

Copy restrictions: Advertising must conform to NAB Code of Ethics; beer accepted; no wine or other alcoholic beverages. **E. T. library:** NBC Thesaurus; Langworth. **News:** UP. **Commentators:** Peter Molyneaux (news commentator); James Alderman and Cecil Hale (newscasters); Dan Riss (newscaster; sports); Hal Thompson (sports); Barbara Brent and Alma Cunningham (fashions; cooking; home-making); F. C. Dehn, R. J. Murray, and J. S. French (markets).

WRR, DALLAS

Operator: City of Dallas, Municipal Radio Bldg., Fair Park, Dallas. **Phone:** 3-6101. **Power:** 500 watts on 1280 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** 1920. (Note: This is a municipally-owned station.)

Managing director: Charles B. Jordan. **Commercial manager:** Dale Drake. **Program director:** Pete Teddlie. **Chief engineer:** D. J. Tucker. **Musical director:** Murray Lambert.

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:** Bookings on a small scale. **Base rate:** \$65 (½ hr.).

Copy restrictions: Accept beer and wines; station is "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste. **E. T. library:** None. **News:** Transradio. **Commentators:** Hal Smith and Taylor Branch (newscasters); Dale Drake (newscaster; sports); Pete Teddlie, Hal Smith, and Charles Jordan (sports); Alta Faye (films).

TEXAS STATIONS—Continued

KDNT, DENTON

Operator: Harwell V. Shepard, Jackson Building. Phone: 276. Power: 100 watts on 1420 kc. Affiliation: None. Opened: June 1, 1938. (Note: KDNT also maintains studios in Gainesville, Tex.).

Owner, station commercial manager and program director: Harwell V. Shepard. Chief engineer: Bill Honeycutt.

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: \$60.

Copy restrictions: No alcoholic beverage advertising of any kind accepted. E. T. library: None. News: UP. Commentators: Mickey Murphy and Bob Syler (newscasters); Betty Ann (fashions; household hints); Opal Roderick (interpretive reading); Dot Harris (campus gossip).

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.

Owner, operator: C. C. Baxter. Manager: M. D. Gallagher. Commercial manager: J. D. Gallagher. Continuity and program director: Erma M. Carr. Chief engineer: C. B. Williams, Jr. Publicity director: D. B. Tipton.

Rep: None. Seating facilities: None listed. Merchandising: Sound system, radio page in Brownwood-Bulletin, wholesale-retail contacts, etc., available at actual cost. Foreign language programs: Not accepted. Artists bureau: None; station can, however, supply talent. Base rate: \$40.

Copy restrictions: Station is located in a dry county; public service wine and beer accounts accepted for audiences in wet territory. E. T. library: None listed. News: Via Brownwood-Bulletin. Commentators: Mike Gallagher (news commentator; newscaster); John McAfee (news commentator); Will Ray Long (newscaster); David Tipton (sports); Erma Mae Carr, Francis Bolinger, and Joy Lester (women's features); J. E. Fitzgerald (discussion of today's and yesterday's news); Sen. J. Manley Head ("This Week in Austin"); Rep. Garrett ("This Week in Washington").

KROD, EL PASO

Operator: Dorrance D. Roderick. Power: 250 watts on 1500 kc.

At press time this station had only recently been put into operation.

KTSM, EL PASO

Operator: Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. Phones: Main 46-47-48. Power: 250 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.

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. Hollingbery 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: NBC Thesaurus; Standard. News: UP. Commentators: John Conrad (newscaster; general comment); John Harrison (newscaster); Roy T. Chapman (newscaster; sports); Frank Junell (sports); Dell Bee Kommendo, and Sunny Jones (women's features).

WDAH, EL PASO

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

This station is non-commercial.

KFJZ, FORT WORTH

Operator: Tarrant Broadcasting Co., Inc., 1201 W. Lancaster. Phone: 3-3474. Power: 1,000 watts on 1240 kc. Affiliation: Mutual; Texas State Network. Opened: 1921.

President: Elliott Roosevelt. Manager: Gene L. Cagle. Program director: Helen Jane Behlke. Chief engineer: Truett Kimzey.

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: \$125.

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

TEXAS STATIONS—Continued

contracted time on programs may be used for commercials. **E. T. library:** Standard. **News:** UP. **Commentators:** Russ Lamb (news commentator; newscaster; sports); John Hopkins, Marshall Pope, and Jimmie McClain (newscasters); Zack Hurt (sports); Gail Northe (women's features).

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; Lone Star Chain. **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. **Commercial manager:** Jack Keasler. **Program and musical director:** Ed Lally. **Chief engineer:** R. C. Stinson. **Publicity and merchandising director:** Elbert Haling.

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; cooperative tie-up with 50 Texas newspapers; 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. **Commentators:** Howard Carraway (news commentator); Porter Randall (newscaster); Tee Casper (sports); Frances Warren (women's features); Fred Sawyer (livestock); H. E. Wooten (grain); Eddie Boyle (stocks-bonds); Frank Mills (Dallas gossip).

WBAP, FORT WORTH

Operator: Carter Publications, Inc., Blackstone Hotel. **Phone:** 2-4466. **Power:** 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. **Manager:** G. Cranston. **Production director:** A. M. Woodford. **Musical director:** Eugene Baugh. **Publicity director:** Elbert Haling. **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:** \$440.

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. **Commentators:** Presley Bryant (news commentator); James A. Byron, Jr. (newscaster); Tee Casper (sports); E. Brents Wooten (cotton-grain reports); F. R. Sawyer (livestock reports).

KLUF, GALVESTON

Operator: KLUF Broadcasting Co., 60th and Broadway. **Phone:** 6676. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **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.

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:** AP. **Commentators:** Max Jacobs (news analysis); Jack McGrew, Howard Woodard, and Brice Dickson (news commentators); Bruce Layer, Lloyd Gregory, Ralph Anderson, and Roland Schweer (sports); Alfred Daniel (food; home economics); Mrs. Ralph Conselyea (gardening; travel).

KTRH, HOUSTON

Operator: KTRH Broadcasting Co., Rice Hotel. **Phone:** Preston 4361. **Power:** 5,000

TEXAS STATIONS—Continued

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:** Can accommodate 200 persons. **Merchandising:** Complete service offered. **Foreign language programs:** Accepted, providing they "conform with a high standard." **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Beer and wine 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. **Commentators:** Harry Grier (news commentator; newscaster; sports); Ted Nabors (newscaster; livestock reports).

KXYZ, HOUSTON

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

Base rate: \$200.

No other information available.

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, station manager: H. G. Webster. **Assistant manager, program director:** Don T. Phillips. **Chief engineer:** Loyd Costelow. **Musical director:** Gordon Pace.

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:** Christian Science Monitor; from Sam Houston State Teachers College. **Commentators:** Don Phillips (newscaster; sports); James Jones (general comment).

KOCA, KILGORE

Operator: Oil Capitol Broadcasting Association, Radio Bldg. **Phone:** 616. **Power:**

250 watts on 1210 kc. **Affiliation:** None. **Opened:** Dec. 23, 1936.

President and general manager: Roy G. Terry. **Program and musical director:** Tuck Young. **Chief engineer:** Karem Soule.

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". **Commentators:** Tuck Young (news commentator; newscaster); Neil Fletcher (newscaster; sports).

KPAB, LAREDO

Operator: Mervel M. Valentine. **Power:** 250 watts on 1500 kc. **Affiliation:** None. **Opened:** June 1, 1938.

Owner, general manager, program and publicity director: Mervel M. Valentine. **Commercial manager:** Ray V. Jensen. **Chief engineer:** Fred C. Hammond. **Musical director:** Mrs. Travis Bruce Bunn.

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:** \$30.

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. **Commentators:** Stanley Hemenway and William O. Vela (news commentators; sports).

KFRO, LONGVIEW

Operator: Voice of Longview, Glover-Crim Building. **Phone:** 411. **Power:** 1,000 watts on 1340 kc. **Affiliation:** None. **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:** \$100.

TEXAS STATIONS—Continued

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; Lang-Worth; MacGregor. **News:** UP. **Commentators:** James R. Curtis (news commentator); Jerry Doggett (newscaster; sports); Lynn Williams (newscaster); Joan Thompson (fashions; cooking).

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, Atchison (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 engineer:** 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:** Not accepted. **Artists bureau:** Has supply of local talent which is put directly under contract to advertiser on commercial programs. **Base rate:** \$60.

Copy restrictions: Follow Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry). **E. T. library:** Standard; NAB. **News:** UP. **Commentators:** Wesley Youngblood (newscaster); DeWitt Landis (newscaster; sports); R. B. McAlister (sports); Ruby Lea Leary (fashions).

* Also president of KRGV, Westaco, and KGNC, Amarillo.

KRBA, LUFKIN

Operator: Red Lands Broadcasting Association, 108½ S. First St. **Phone:** 272. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** June, 1938.

President: Ben T. Wilson. **Station and**

commercial manager: Darrell E. Yates. **Assistant commercial manager:** Richman Lewin. **Program director:** Robert Thornton. **Chief engineer:** Earle Pettey.

Rep: Cox & Tanz. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Complete service available without charge. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: All copy subject to approval of the management. **E. T. library:** Standard. **News:** Transradio. **Commentators:** William Robert Thornton and Richman Lewin (newscasters).

KRLH, MIDLAND

Operator: Clarence Scharbauer, 117 S. Loraine St. **Phone:** 1070. **Power:** 100 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 20, 1935. (Note: Station also maintains studios in Odessa, Tex.)

Owner: Clarence Scharbauer. **General manager:** W. H. McCumber. **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:** UP. **Commentators:** Glenn Sheppard, and C. A. Roark (newscasters); E. P. Helm (newscaster; sports); Claudine Hogan (women's features).

KNET, PALESTINE

Operator: Palestine Broadcasting Assn., John and Crawford Sts. **Phone:** 411. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** 1936.

President: Dr. Bonner Frizzell. **Station manager, publicity director:** John Sullivan. **Commercial manager:** James G. Sullivan. **Program director:** Dennis Sullivan. **Chief engineer:** Donald Mulcahy. **Musical director:** Leland Adams.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate about 30 persons. **Merchandising:** Conduct window card and mail campaigns; cooperate closely with all accounts; services rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy subject to station approval well in advance

TEXAS STATIONS—Continued

of broadcast. **E. T. library:** Standard. **News:** No service listed. **Commentators:** John Sullivan (news commentator); James G. Sullivan (newscaster; sports); Dennis Sullivan (newscaster); Elizabeth Cagg (fashions; cooking; homemaking; child care).

KPDN, PAMPA

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

General and station manager, chief engineer: H. E. Kreiger. **Program and publicity director, artists bureau head:** Dave Clark. **Musical director:** Ken Bennett. **Continuity editor:** Bob Morris.

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. **E. T. library:** World; Davis & Schwegler. **News:** AP.

KPLT, PARIS

Operator: North Texas Broadcasting Co., Corner South Main and Austin Sts. **Phone:** 1124. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Dec. 15, 1936.

General and commercial manager: Frank O. Myers. **Office secretary:** Mary Jo Mayse. **Chief engineer:** Weldon Jeffus.

Rep: None. **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". **E. T. library:** Standard. **News:** UP (from Texas State Network).

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 Hawkins. **Commercial manager:** Paul Cox. **Chief engineer:** Grady Cotten. **Program and musical director:** W. D. Martin, Jr. **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:** None listed. **News:** Transradio. **Commentators:** W. D. Martin, Jr. (newscaster); Jack Hawkins (sports).

KPAC, PORT ARTHUR

Operator: Port Arthur College, 1500 Procter Street; studios located at 1515 Lakeshore Drive. **Phone:** 7458. **Power:** 500 watts on 1220 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** August 24, 1934. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

General manager: Jack Neil. **Program director:** Charles Bush. **Chief engineer:** Joe Walters.

Rep: Radio Advertising Corp. **Seating facilities:** None listed. **Merchandising:** Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. **Foreign language programs:** Accepted if English script is supplied. **Artists bureau:** Setup nominal only. **Base rate:** \$110.

Copy restrictions: Do not accept alcoholic beverages of any kind; all copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Charles L. Rhodes and Jack Alexander (newscasters); A. B. Carroll and Gabbert Stephens (sports).

KGKL, SAN ANGELO

Operator: KGKL, Inc., St. Angelus Hotel. **Phones:** 6715; 6716; 5516. **Power:** 250 watts on 1370 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** Sept. 28, 1928. (Note: Houston Hart, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KREC, Abilene.)

TEXAS STATIONS—Continued

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.

250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** September, 1926.

President: R. Early Willson. **General manager:** Hardy Harvey. **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. **Artists bureau:** Set-up nominal only. **Base rate:** \$90.

Copy restrictions: Beer advertising accepted weekdays; no whisky or hard liquors; copy subject to station approval and FCC regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Dave Young (sports).

KABC, SAN ANTONIO

Operator: Alamo Broadcasting Co., Inc., Milam Bldg. **Phone:** Garfield 4241. **Power:**

KMAC, SAN ANTONIO

Operator: Walmac Co., Smith Young Tower. **Phone:** Cathedral 6211. **Power:**

Come and get it!

... a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market—on a platter.

Cheerily we say, "Come and get it!"



WOAI

50,000 WATTS
CLEARED CHANNEL
1190 KILOCYCLES

MEMBER TON • AFFILIATE NBC
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

TEXAS STATIONS—Continued

250 watts on 1370 kc (shares time with KONO). Affiliation: None. Opened: July 28, 1930.

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

Rep: Burn-Smith Co. 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: Mexican Commercial Hour broadcast daily. Artists bureau: None. 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 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: Forjoe & Co. (New York); Allied Representation Co. (Chicago). Seating facilities: Studio, 150. 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: \$18.50 (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: MacGregor. News: La Prensa (Spanish). Commentator: Perfecto Barbosa (newscaster—Spanish).

KTSA, SAN ANTONIO

Operator: Sunshine Broadcasting Co., Gunter Hotel. Phone: Garfield 1251.

Power: 5,000 and 1,000 watts on 550 kc. Affiliation: CBS; Lone Star Chain. Opened: 1928.

Station manager: George W. Johnson. Commercial manager: Charles W. Balthrope. Program director: Wm. C. Bryan. Chief engineer: W. G. Egerton. Musical director: Rex Preis.

Rep: Howard H. Wilson Co. News: UP. 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: \$180.

Copy restrictions: Beer and wine accepted; all copy subject to station approval or revision. E. T. library: World. News: UP. Commentators: Charles C. Shaw (news analyst); Ken McClure (newscaster); John Boyer, Ward Lang, Douglas Romine, and Frank Stewart (newscasters); Jack Mitchell (sports; grain and livestock markets); Nell Read (women's features).

WOAI, SAN ANTONIO

Operator: Southland Industries, Inc., WOAI Bldg. Phone: Garfield 4221. Power: 50,000 watts on 1190 kc. Affiliation: NBC Red 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: \$300.

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: Lang-Worth; NBC Thesaurus; Davis & Schwegler. News: UP; INS. Commentators: Corwin Riddell and Henry Guerra (newscasters); Pat Flaherty (sports); Leona Bender (women's news; fashions; child care; cooking; etc.).

KRRV, SHERMAN

Operator: Red River Valley Broadcasting Corp., 1910 S. Crockett St. Phone: 201.

TEXAS STATIONS—Continued

Power: 1,000 watts on 880 kc. **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:** Emory Reece. **Program director:** Orvin Franklin. **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. **Commentators:** Dorothy Cox (fashions; cooking; women's features); Lillian Wommack (general comment).

KXOX, SWEETWATER

Operator: Sweetwater Radio, Inc., Sweetwater. **Phone:** 2341. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Nov. 19, 1939. (Note: This station is affiliated with the Sweetwater Reporter.)

Station manager, program and publicity director: Russell Bennitt. **Commercial manager:** J. H. Hubbard. **Chief engineer:** G. W. Dotson.

Rep: None. **Seating facilities:** None listed. **Merchandising:** Window news pictures are used by station to publicize itself and its programs. **Foreign language programs:** No rules listed. **Artists bureau:** No formal set-up; but station maintains a supply of talent. **Base rate:** \$60.

Copy restrictions: Rules of good taste govern at all times; copy subject to approval of the management. **E. T. library:** NBC Thesaurus; R. U. McIntosh drama library. **News:** UP. **Commentators:** Russell Bennitt (newscaster); Bill Hilburn (sports); John Daugherty (farm reports, etc.).

KTEM, TEMPLE

Operator: Bell Broadcasting Co., Kyle Hotel. **Phone:** 4646. **Power:** 250 watts on 1370 kc. **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:** Burton Bishop.

Rep: None. **Seating facilities:** Studio-auditorium, seats 500 persons. **Merchandising:** Complete merchandising and promotion service available. **Foreign lan-**

guage programs: Not accepted. **Artists bureau:** Operated for booking purposes only. **Stock:** Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. **Base rate:** \$45.

Copy restrictions: All copy subject to station approval, and must meet requirements of NAB code. **E. T. library:** MacGregor. **News:** UP. **Commentators:** Edwin Callaway (newscaster); Burton Bishop (sports).

KCMC, TEXARKANA

Operator: KCMC, Inc., 317 Pine Street. **Phone:** 833. **Power:** 250 watts on 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: Cliff Tatam. **Program director, artists bureau head:** Jerry Fisher. **Chief engineer:** Harvey Robertson. **Traffic manager:** Pauline Sorsby.

Rep: None. **Seating facilities:** Studio, 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:** Standard. **News:** UP; AP. **Commentator:** Jerry Fisher (sports).

KGKB, TYLER

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

TEXAS STATIONS—Continued

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. **Commentators:** David Crockett, and Al Hall (newscasters); Jack Kretsinger (newscaster; sports; "Listeners Club"); M. E. Danbom (sports).

KVWC, VERNON

Operator: Northwestern Broadcasting Co., 1813 Wilbarger St. **Phone:** 1048. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Texas State Network. **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: Herman Cecil. **Chief engineer:** M. W. Fowler, Jr.

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:** Standard. **News:** AP. **Commentators:** R. H. Nichols (news commentator); Herman Cecil (newscaster; sports); W. D. Dixon (local gossip).

KVIC, VICTORIA

Operator: Radio Enterprises, Inc., P. O. Box 725. **Phone:** 1268. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Jan. 1, 1940.

General and commercial manager: Charles C. Shea. **Program director:** Kenneth Smith. **Chief engineer:** John Cameron.

Rep: None. **Seating facilities:** None. **Merchandising:** Complete service available; small charge is made for any incidental expenses incurred. **Foreign language programs:** Accepted, providing they do not violate any regulations of the Federal Communications Commission or the Fed-

eral Trade Commission. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all copy must comply with Federal Trade Commission standards. **E. T. library:** Standard. **News:** UP. **Commentators:** Charles C. Shea (news commentator); Kenneth Smith and John Cameron (newscasters); Richard Harn (sports; local news); A. M. Respondek (farm and ranch news).

WACO, WACO

Operator: Frontier Broadcasting Co., Amicable Bldg. **Phone:** 2700. **Power:** 250 watts on 1420 kc. **Affiliation:** Mutual; Texas State Network. **Opened:** July, 1922.

General manager: R. E. Lee Glasgow. **Program director:** Bernard Helton. **Chief engineer:** L. H. Appleman.

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

Copy restrictions: Beer copy accepted, but no liquor advertising. **E. T. library:** Standard. **News:** INS. **Commentators:** Frank Baldwin (news commentator); Bernard Helton (newscaster); Jack Thomas (sports); Mary Holiday (women's features).

KRGV, WESLACO

Operator: KRGV, Inc., P. O. Box 5. **Phones:** 375; 376; 118. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Additional to Red and Blue Southwestern Group; Lone Star Chain. **Opened:** Sept. 6, 1926.

President: O. L. Taylor*. **Station manager:** Ken Lowell Sibson. **Commercial manager:** Guy Bradford. **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 tendered without extra charge. **Artists bureau:** None. **Base rate:** \$120.

* Also president of KFYO, Lubbock, and KGNC, Amarillo, Tex.

TEXAS STATIONS—Continued

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; Davis & Schwegler. **News:** UP. **Commentators:** Ty Cobb (news commentator); Tom Browne (newscaster; night news editor); Benjamin Cuellar (Spanish newscaster); Brad Smith (newscaster; chief news editor).

KWFT, WICHITA FALLS

Operator: Wichita Broadcasting Co., Kemp Hotel. **Phone:** 4182. **Power:** 5,000 and 1,000 watts on 620 kc. **Affiliation:** CBS. **Opened:** July 15, 1939.

President: Joe B. Carrigan. **Station and commercial manager:** Charles S. Clough. **Program director:** Dick Norman. **Chief**

engineer: John Adams. **Musical director, artists bureau head:** Lucille Crouch.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio can accommodate up to 150 persons; nearby theatre and Convention Hall in Kemp Hotel available. **Merchandising:** Program listings and publicity in newspapers; showcase and counter displays at studios; complete service available without cost. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$125.

Copy restrictions: Light wine and beer advertising accepted; no hard liquors; all copy subject to approval by the station. **E. T. library:** Associated. **News:** UP. **Commentators:** Dr. A. F. Edwards (news commentator); John Ausland, Perry Dickey and Dick Norman (newscasters); Mignon Sanford (fashions; book reviews); Ed Killelea (markets).

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	Plute	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: Southern Utah Broadcasting Co., 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. library:** NBC Thesaurus; MacGregor. **News:** Transradio.

KVNU, LOGAN

Operator: Cache Valley Broadcasting Co., 41 So. Main St. **Phone:** 1400. **Power:** 250 watts on 1200 kc. **Affiliation:** None. **Opened:** Dec. 20, 1938.

Station manager, publicity director: Reed Bullen. **Commercial manager:** Jack Luther. **Chief engineer:** Clarence N. Layne.

Rep: Adams & Adams. **Seating facilities:** None. **Merchandising:** Publicity service rendered at no extra cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$38.50.

Copy restrictions: Recommendations of the NAB Code of Ethics observed. **E. T. library:** Standard. **News:** UP. **Commentators:** Glacus Merrill, Paul Coburn, Ernest

UTAH STATIONS—Continued

Moffett, and George Ellsworth (newscasters); Frantzen Todd (sports); Joan Vanderhoff (fashions; cooking); H. P. Anderson (grain, livestock, wool, and produce market reports).

KLO, OGDEN

Operator: Interstate Broadcasting Corp., Hotel Ben Leonard. **Phone:** 84. **Power:** 5,000 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.

Rep: George P. Hollingbery Co. **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. **Commentators:** Bill Kilmer (newscaster); Hal Parkes (newscaster; sports); Merrill J. Bunnell (sports); Ethel G. Clark (women's clubs and affairs); May Mann (Hollywood news).

KEUB, PRICE

Operator: Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. **Phone:** 200. **Power:** 250 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. **E. T. library:** World. **News:** Transradio.

KOVO, PROVO

Operator: Clifton A. Tolboe, 108 W. Center St. **Phone:** 1680. **Power:** 250 watts on 1210 kc. **Affiliation:** None. **Opened:** Sept. 21, 1939.

Owner: Clifton A. Tolboe. **Station manager:** Arch L. Madsen. **Commercial manager:** Evelyn Hansen. **Chief engineer:** C. R. Miller. **Educational director:** Dr. T. Earl Pardoe. **Publicity director:** Jack Davies.

Rep: None. **Seating facilities:** Can accommodate up to 1,800 persons (week days only). **Merchandising:** Station has tie-up with 12 local weekly newspapers in service area for special publicity; no charges, except an actual-cost billing for any expenses incurred. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: No patent medicine, beer, wine, or alcoholic beverage copy accepted; all copy must comply with N.A.B. code. **E. T. library:** NBC Thesaurus; Standard. **News:** Transradio. **Commentators:** Arthur Gaeth (news analyst); Jack Davies (newscaster); George Killian (sports); Evelyn Hansen (fashions; news); Jack Branagual (entertainment news).

IN THE
INTERMOUNTAIN MARKET

Showmanship
for
Results

KDOYL

The POPULAR Station
Salt Lake City

National Representative:
JOHN BLAIR & CO.

**NBC
RED
NETWORK**

UTAH STATIONS—Continued

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:** Emerson Smith. **Production manager:** George Provol. **Musical director:** By Woodbury. **Chief engineer:** John M. Baldwin. **Publicity director:** Charles S. Buck.

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 8,000; no admission charged. **Merchandising:** Display in KDYL's Radio Playhouse lobby show cases and windows; four station-owned billboards; 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 ap-

proval of Federal Trade Commission. **E. T. library:** World; NBC Thesaurus, News; Transradio. **Commentators:** Douglas Gourlay, Tom Cafferty, Charles S. Buck, and Barry Grey (newscasters); David N. Simmons and Nelson McIninch (sports); Jerry Lane (fashions; women's features); Emerson S. Smith and Tom Cafferty (inquiring reporters).

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. **Auditor:** Dan H. Vincent. **Commercial manager:** Lennox Murdoch. **Sales manager:** Edward J. Broman. **Technical director:** Eugene G. Pack. **Chief engineer:** Willice E. Groves. **Production manager:** Glenn Shaw.

Rep: Edward Petry & Co., Inc. **Seating facilities:** KSL Concert Hall seats 800. **Merchandising:** Circular letters calling at-

Made To Measure

KSL is tailored to fit the Intermountain West. Its 50,000 watts reach *all* the buying area surrounding Salt Lake City. Its programs are built for Western listening habits. Without fanfare, KSL does a day-in, day-out job of serving *more* listeners *more hours per day!* For KSL *knows* its market, serves its listeners, gives you *complete* Intermountain coverage.

K S L

SALT LAKE CITY

EDWARD PETRY & CO., NATIONAL REPRESENTATIVE

UTAH STATIONS—Continued

tention 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 Lake Tribune, and several Salt Lake City citizens.

Base rate: \$300.

Copy restrictions: Length of commercial copy must comply with N.A.B. code; no alcoholic beverages accepted; patent medicines not accepted unless approved by the American Medical Association. **E. T. library:** Associated; Standard; MacGregor. **News:** INS; UP. **Commentators:** Wally Sandack (news commentator; newscaster; sports); Rod O'Connor (news commentator; newscaster); Roy Drushall and Ted Kimball (newscasters); Dotty Smart, Harriet Howe and Mrs. E. H. Chapman (women's features).

KUTA, SALT LAKE CITY

Operator: Utah Broadcasting Co., Belvedere Apartment Hotel. **Phone:** 3-2737. **Power:** 250 watts on 1500 kc. **Affiliation:** NBC Blue Mountain Group. **Opened:** Aug. 1, 1938.

Station manager: Frank C. Carman. **Assistant manager:** William B. Sears. **Special events director:** Bob Hansen. **Chief engineer:** Lyle Walquist. **Musical director:** Paul Alexander. **Artists bureau head, publicity director:** Verne Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Can accommodate about 50 persons. **Merchandising:** Pre-announcements and extensive direct mail campaign rendered gratis; billboards, car cards, and film trailers also available. **Foreign language programs:** None. **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. **Commentators:** Bill Sears and Bob Hansen (newscasters; sports); Paul Alexander (newscaster); Bunty Fabian (women's features).

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. **Phone:** 4880. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS. **Opened:** November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

President and manager: Charles P. Hasbrook. **Production manager:** Herman B. Wight. **Chief engineer:** J. W. Tierney.

Rep: Weed & Co. **Seating facilities:** About 75 persons. **Merchandising:** Supply advance courtesy announcements, dealer and distributor contacts, market analyses, and newspaper promotion. **Foreign language programs:** Will accept; French program current; large French population

claimed in station area. **Artists bureau:** None. **Base rate:** \$100.

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:** Associated; MacGregor. **News:** UP (for general news and sports); AP; also local news from parent paper. **Commentators:** Herman B. Wight and Robert Burger (news commentators; newscasters); Laurence "Whitey" Killick and John Swan (sports); Carol King (cooking; home-making); Mrs. Helen Boyce (fashions; shopping); Reginald Nash (gossip, entertainment news).

VERMONT STATIONS—Continued

WSYB, RUTLAND

Operator: Philip Weiss Music Co., 80 West Street. **Phone:** 1247. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Yankee; Colonial Networks. **Opened:** December 7, 1930.

President, publicity director: P. Weiss. **Station manager:** J. H. Weiss. **Chief engineer:** J. R. Houser.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available within the city of Rutland. **Foreign language programs:** No information given. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of products. **E. T. library:** Lang-Worth. **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.

General manager: T. F. Allen. **Chief engineer:** E. J. Regan. **Program director:** Alex Coursey. **Farm director:** Jim Platt.

Rep: None. **Seating facilities:** Studio seats 100; remote facilities from three theaters 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:** Lang-Worth. **News:** Transradio. **Commentators:** Ed Anderson (newscaster; sports); Jane Pierce (women's features).

WNBX, SPRINGFIELD

See WKNE, Keene, N. H.

WDEV, WATERBURY

Operators: Lloyd E. Squier and William G. Ricker. **Phones:** Waterbury 13-2; Montpelier 200. **Power:** 1,000 watts on 550 kc (to local sunset). **Affiliation:** None. **Opened:** July, 1931.

General and station manager: Lloyd E. Squier. **Commercial manager, publicity director:** William G. Ricker. **Program director:** Mal Weaver. **Chief engineer:** Paul Turner. **Musical director:** Mal Weaver.

Rep: Howard H. Wilson Co. **Seating facilities:** Blush Hill studio, 30. **Merchandising:** Make recommendations only; details on request. **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:** NBC Thesaurus. **News:** UP. **Commentators:** Lloyd E. Squier and William Ricker (news commentators; newscasters); Harold "Jake" Deal (newscaster; sports); Mal Weaver (newscaster; farm comment); Evelyn Minott, Dorothy Gilbert, Wini Hight, and Dorothy Drohdt (women's features).

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	Bland	750	Chesterfield	3,860
Albemarle	7,150	Botetourt	2,170	Clarke	1,030
Alleghany	4,640	Brunswick	2,440	Craig	510
Amelia	1,110	Buchanan	1,730	Culpeper	1,900
Amherst	2,350	Buckingham	1,730	Cumberland	950
Appomattox	1,060	Campbell	11,660	Dickenson	1,870
Arlington	10,960	Caroline	1,880	Dinwiddie	8,210
Augusta	7,870	Carroll	2,820	Elizabeth City	4,720
Bath	1,090	Charles City	640	Essex	930
Bedford	3,930	Charlotte	1,950	Fairfax	3,930

VIRGINIA STATIONS—Continued

Fauquier	2,940	Louisa	1,950	Pulaski	3,080
Floyd	1,450	Lunenburg	1,800	Rappahannock	970
Fluvanna	990	Madison	1,140	Richmond	890
Franklin	2,910	Mathews	1,200	Roanoke	22,120
Frederick	4,550	Mecklenburg	4,010	Rockbridge	3,900
Giles	1,660	Middlesex	1,100	Rockingham	5,800
Gloucester	1,630	Montgomery	4,230	Russell	3,290
Goochland	970	Nansemond	5,220	Scott	2,940
Grayson	2,610	Nelson	2,080	Shenandoah	3,290
Greene	710	New Kent	620	Smyth	3,350
Greensville	1,790	Norfolk	47,910	Southampton	3,400
Halifax	5,090	Northampton	2,910	Spotsylvania	2,810
Hanover	2,310	Northumberland	1,560	Stafford	1,120
Henrico	49,810	Nottoway	2,090	Surry	1,030
Henry	3,750	Orange	1,800	Sussex	1,620
Highland	580	Page	2,190	Tazewell	4,540
Isle of Wight.....	1,890	Patrick	1,840	Warren	1,270
James City	1,120	Pittsylvania	12,120	Warwick	9,120
King and Queen....	920	Powhatan	730	Washington	6,440
King George	750	Prince Edward	2,100	Westmoreland	1,180
King William.....	1,110	Prince George	3,600	Wise	7,260
Lancaster	1,330	Prince William	1,990	Wythe	2,900
Lee	4,010	Princess Anne	2,440	York	1,250
Loudoun	3,060				

WCHV, CHARLOTTESVILLE

Operator: Community Broadcasting Corp., 4th & E. Market Sts. **Phone:** 2500. **Power:** 250 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. **Station manager:** Pat La Marr Padgett. **Commercial manager:** Charles Barham, Jr. **Business manager:** Marcia Arrington. **Program director:** Alden Aaroe. **Chief engineer:** Walter W. Gray. **Continuity director:** Charles Peidra.

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. **Commentators:** Pat Padgett (news commentator; newscaster; sports); Charles Peidra (newscaster); Joe Handlin (sports); Pat La Marr (farm news).

WBTM, DANVILLE

Operator: Piedmont Broadcasting Corp., Hotel Danville Bldg. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Bi-City Group (WBTM and WLVA). **Opened:** May 24, 1930.

President: L. N. Dibrell. **Station manager:** James L. Howe. **Sales manager:** John M. Croft. **Program director:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

Rep: None. **Seating facilities:** Radiatorium can accommodate about 600 persons. **Merchandising:** Complete service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine accounts accepted; no hard liquors; patent medicine copy subject to strict censorship; no fixed rules for copy, other than that it conform to good taste. **E. T. library:** MacGregor; Standard; NBC Thesaurus. **News:** Transradio. **Commentators:** Carl Saunders (newscaster); Albert Drew (sports); Mildred Brown (women's news); Lovey Landrum (fashions).

WFVA, FREDERICKSBURG

Operator: Fredericksburg Broadcasting Corp., Farmers Creamery Bldg. **Phone:** Fredericksburg 1260. **Power:** 250 watts on 1260 kc (daytime). **Affiliation:** None. **Opened:** Sept. 1, 1939.

Station manager, chief engineer: Richard Lewis. **Commercial manager:** Lee Smith. **Program director:** Carl Saunders. **Musical director:** Everett Howard. **Promotion and publicity director:** Ronald Dawson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 75 persons. **Merchandising:** Show cards, handbills, engraved invitations and similar printed material issued for cost of printing and material. **Foreign language programs:** No policy indicated; none current on station. **Artists bureau:** No formal setup; station

VIRGINIA STATIONS—Continued

can, however, supply talent. Base rate: \$35.

Copy restrictions: Alcoholic beverage advertising not accepted. **E. T. library:** Not listed. **News:** Transradio. **Commentators:** Carl Saunders, Everett Howard, and Fred Boyle (newscasters); Nan Winkler and Norma Edwards (fashions); Ronald Dawson (film comment).

WSVA, HARRISONBURG

Operator: Shenandoah Valley Broadcasting Corp., Main & Market Sts. (Staunton, Va.: studios and office, Hotel Beverley). **Phones:** 875; in Staunton, 647. **Power:** 1,000 watts on 550 kc (daytime). **Affiliation:** None. **Opened:** June 9, 1935.

General and commercial manager: Charles P. Blackley. **Program director:** Wendell Siler. **Chief engineer:** U. L. Lynch.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Auditorium, County Court House, 275 with 10c. and 20c. admission. **Merchandising:** Full service and merchandising cooperation throughout territory. **Foreign language programs:** Not accepted; foreign population very small. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicine copy subject to station approval. **E. T. library:** World. **News:** Transradio. **Commentators:** Wendell Siler (newscaster); Fulton King (newscaster; sports); Helen K. Berry (fashions); Charles Ballou (radio gossip); Phillips Carper (agricultural information).

WLVA, LYNCHBURG

Operator: Lynchburg Broadcasting Corp., Allied Arts Bldg. **Phone:** 3030. **Power:** 250 watts on 1200 kc. **Affiliation:** Bi-City Stations. **Opened:** April 21, 1930.

President: Edward A. Allen. **Station manager:** Philip P. Allen. **Commercial manager:** Glenn E. Jackson. **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:** As-

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.

FIRST—



IN VIRGINIA*

HUNDREDS of millions of dollars appropriated for ship-building and naval activity make this rich Tidewater Virginia market the permanent white spot on Nation's Business map. Payrolls and other indices are zooming. Retail sales are skyrocketing. Cash in on this boom—put WTAR on your schedules.

* The Norfolk metropolitan market (Newport News, Portsmouth, Norfolk and Hampton) ranks first in population, retail sales and home owners.

WTAR

National Representatives:
EDWARD PETRY & CO.

VIRGINIA STATIONS—Continued

sociated; Lang-Worth; Davis & Schwegler; MacGregor; NAB. News: Transradio. Commentators: Eric Lund and Bill Kyle (newscasters); Glenn Jackson (sports); Harriette Holmes (fashions; local news; cooking; women's features).

WMVA, MARTINSVILLE

Operator: William C. Barnes and Jonas Weiland doing business as Martinsville Broadcasting Co. **Power:** 250 and 100 watts on 1420 kc.

At press time this station had a construction permit 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 27031; Portsmouth 991. **Power:** 250 watts on 1310 kc. **Affiliation:** None. **Opened:** December, 1928. (Note: This station is newspaper-affiliated with the Newport News papers, Daily Press and Times-Herald.)

President: Major Raymond D. Bottom. **Vice-president, station manager:** Edward E. Bishop. **Commercial manager:** Edward E. Edgar. **Program and publicity director:** Gene D. Stratton. **Chief engineer:** Raymond P. Aylor, Jr. **Artists bureau head:** Joel Wahlberg. **Musical director:** Wilby Goff.

Rep: Sawyer-Ferguson-Walker Co. **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:** \$75.

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:** Standard; NAB; Lang-Worth. **News:** AP. **Commentators:** G. Edward Travis (news commentator); Hoge Wilkinson (newscaster); Stan Kennon (sports); Audrey Clegg (fashions; home economics); Arthur Barrett (films and stage).

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 Southeastern Group 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:** Joseph J. Friedman. **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; Lang-Worth; Standard. **News:** UP. **Commentators:** Winder R. Harris and W. E. Debnam (news commentators); John Carl Morgan (newscaster); Jeff Baker, Bill Searle, and Blair Eubanks (newscasters; sports); Tom Haines (sports); Mrs. Delavan Cowles (fashions; thrift; home economics); Shirley Enright (cooking); Lucy Witt (fashions); F. R. Barrett (market reports).

WPID, PETERSBURG

Operator: Petersburg Newspaper Corp. **Power:** 250 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:** R. E. Mitchell. **Program director:** Garnet Tate. **Chief engineer:** Wilfred Wood. **Artists bureau head:** Jack Hooper. **Publicity director:** Katherine Hawks.

VIRGINIA STATIONS—Continued

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. **Commentators:** William T. Amis (news commentator); Paul Vincent (newscaster); Jack Hooper (sports).

WRNL, RICHMOND

Operator: Richmond Radio Corp., 323 E. Grace St. **Phone:** 3-4242. **Power:** 1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1927.

Manager: E. S. Whitlock. **Program director:** G. Mallory. **Chief engineer:** Wal-

ter R. Selden. **Artists bureau head:** Graham Brown.

Rep: Sawyer-Ferguson-Walker Co. **Seating facilities:** Studio seats 200. **Merchandising:** Service available; rates on application. **Foreign language programs:** Not accepted. **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; Lang-Worth. **News:** UP. **Commentators:** Dr. Douglas S. Freeman, Merritt Ruddock and Chester Brown (news commentators); Ted Booth and Earnest Bowman (newscasters; sports); Meb Davis and Billings Ruddock (sports);

WRVA LEADS THE PARADE IN VIRGINIA!

You're 'way out in front when you cover the rich Virginia markets served by this ONE station at ONE cost! Dozens and dozens of wise advertisers are doing it now on

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

PAUL H. RAYMER CO., *Nat. Representative*
NEW YORK CHICAGO DETROIT SAN FRANCISCO



VIRGINIA STATIONS—Continued

Hendre Osborne (Hollywood news; fashions; food; women's features); G. Malary Freeman (general comment).

WRTD, RICHMOND

Operator: The Times Dispatch Radio Corp., State Planters Bank Bldg. **Phone:** 3-7471. **Power:** 100 watts on 1500 kc. **Affiliation:** NBC Blue Supplementary Basic Service. **Opened:** June 27, 1937. (Note: This station is licensed to the firm publishing the Richmond Times Dispatch.)

Manager: Ovelton Maxey. **Assistant to the manager:** Grace E. Gatling. **Program director:** Robert W. Ehrman. **Chief engineer:** David Bain. **Sales promotion director:** Bernard M. Dabney, Jr. **Musical director:** G. C. Rianhard, Jr.

Rep: Edward Petry & Co., Inc. **Merchandising:** Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors. etc. **Foreign language programs:** Not accepted. **Artists bureau:** Yes. **Base rate:** \$105.

Copy restrictions: Accept beer and wine, but no hard liquor; proprietary medicines must be approved by station. **E. T. library:** Davis & Schwegler; Standard. **News:** Transradio; Christian Science Monitor; local. **Commentators:** Robert W. Ehrman (news commentator); Hugh Carlyle (sports); Grace Gatling (cooking); Edith Lindeman (stage-screen comment).

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. **Program service 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:** \$350.

Copy restrictions: No beer, wines or hard liquors at any time; no laxatives after 6 P.M.; in all other copy, rules of good taste are to be observed. **E. T. library:** World; Lang-Worth; Davis & Schwegler.

News: UP. **Commentators:** Warde Adams and James Clark (newscasters); Spritter Adkins (sports); E. V. Covell (farm news and comment).

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:** Ray P. Jordan. **Commercial manager:** Frank D. Kesler. **Chief engineer:** James W. Robertson. **Artists bureau head, musical director:** Mary A. Henson. **Program and publicity director:** Jack Weldon. **Studio director:** Paul Reynolds.

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:** UP. **Commentators:** Irving Waugh, and Eber Lineberger (newscasters); Bob Youse (newscaster; sports).

WLPM, SUFFOLK

Operator: Suffolk Broadcasting Corp., 105 Bank St. **Phone:** 1420. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** March 17, 1940.

President, station manager: Fred L. Hart. **Commercial manager:** Robert Wasdon. **Program director:** Ken Given. **Chief engineer:** Jack Siegal. **Musical director:** Bill Brown. **Publicity director:** Robert Wasdon.

Rep: None. **Seating facilities:** None. **Merchandising:** Service, including placing of store displays and window cards, available. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** Card not sent.

Copy restrictions: Light wine and beer copy accepted; no hard liquors; patent

VIRGINIA STATIONS—Continued

medicines must comply with local regulations and the standards of the American Medical Assn. E. T. library: NBC The-saurus. News: UP. Commentators: Ken

Given (newscaster; sports); Don Smith and Bill Brown (newscasters); Sandra Griggs (fashions).

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 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. Production manager: Arthur Lindsay. Traffic manager: Edith Garrett. Publicity director: Stan Spiegle.

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. E. T. library: World. News: UP. Commentators: Burdette Miller and Art Lindsay (news commentators); Ben K. Weatherwax and Kenneth Grinde (newscasters); Robert Hoonan and John Forbes (sports); Jane Towne and Glad Bailey (fashions).

KVOS, BELLINGHAM

Operator: KVOS, Inc., 1321 Commercial St. Phone: 4200. Power: 250 watts on 1200

kc. Affiliation: Mutual; Don Lee Broadcasting System. Opened: 1927.

Station director: Rogan Jones.* Commercial manager: Arthur Q. Moore.

Rep: None. Seating facilities: Small facilities at studios (no number given); have access to outside facilities. Merchandising: Subject to arrangement with each account. Foreign language programs: Accepted; station runs regular Scandinavian program. Artists bureau: None. Stock: Principally held by Rogan Jones. 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.

* Also president of KPQ, Wenatchee, Wash.

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:

WASHINGTON STATIONS—Continued

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:** Finnish program current. **Artists bureau:** None. **Base rate** \$35.

Copy restrictions: Beer and light wine accounts accepted; all copy subject to approval by station. **E. T. library:** Lang-Worth; Davis & Schwegler. **News:** Transradio. **Commentators:** Paul Corbin (newscaster); sports; Gene Holce, Bud Morris, Sam Norin, and Vincent Voegelé (newscasters); Red Hartwell (sports); Kay Baker (women's features); Arnold Weiner (general comment).

KRKO, EVERETT

Operator: Lee E. Mudgett, 300 Clarke Bldg. **Phone:** Main 526. **Power:** 50 watts on 1370 kc (divides time with KEVR). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** January, 1922.

Manager: Lee E. Mudgett. **Commercial manager:** W. F. Knehr. **Production and music:** P. A. Mudgett.

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:** Yes; name not listed. **News:** Transradio; Christian Science Monitor.

KWLK, LONGVIEW

Operator: Twin City Broadcasting Corp., 1262 Fourteenth Ave. **Phone:** Lv. 1-500. **Power:** 250 watts on 1370 kc. **Affiliation:** 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: A. H. Green. **Commercial manager:** Bill Gillin. **Program director:** Rod Whalen. **Chief engineer:** Ben Swisher. **Publicity director:** Dorothy Hamilton.

Rep: John Blair & Co. **Seating facilities:** Auditorium seats 50. **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. Mc-

Clelland (25%), Ray McClung (34%), Hugh McClung (22%). **Base rate:** \$25.

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:** MacGregor. **News:** AP. **Commentators:** Rod Whalen (newscaster); Lyle D. Stillwell (sports); Dorothy Hamilton (women's features).

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 10 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: Tom Olsen. **Commercial manager:** J. Harris Don. **Traffic manager:** Jean Walters. **Program director:** Don White. **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. **Commentators:** Sam Crawford (news commentator; newscaster); Brockett Hiley (newscaster); Don White (newscaster; sports; local gossip).

KWSC, PULLMAN

Operator: State College of Washington. **Phone:** 376M. **Power:** 5,000 watts on 1220 kc (divides time with KTW). **Opened:** Dec. 11, 1922.

This station is non-commercial; college-owned.

KEVR, SEATTLE

Operator: Evergreen Broadcasting Corp., Smith Tower. **Power:** 100 watts on 1370 kc (shares time with KRKO). **Affiliation:** None.

Base rate: \$25.

No further information available.

WASHINGTON STATIONS—Continued

KIRO, SEATTLE

Operator: Queen City Broadcasting Co., 66 Cobb Bldg. **Phone:** Seneca 1500. **Power:** 10,000 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: Free & Peters, Inc. **Seating facilities:** Yes; capacity not listed. **Merchandising:** Direct mail; window displays and posters. **Foreign language programs:** Not accepted. **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. **Commentators:** Peter Mertens, Carroll Foster, and Alan Botzer (newscasters); Maury Rider (sports); Lois Delano (women's features); Tommy Thomas (theatre and radio); Bill Moshier (farm news).

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. **Commentators:** Dick Keplinger, and Jerry Morris (newscasters); Robert Ferris (newscaster; sports); Leo Lassen (sports); Ann Sterling (women's features); Bob Nichols (radio gossip); Oscar Jorgenson (Scandinavian reporter).

KOL, SEATTLE

Operator: Seattle Broadcasting Co., Inc., Northern Life Tower. **Phone:** Main 2312.

for SEATTLE and western WASHINGTON

- * the FIRST 10,000 watt station
- * the FIRST CLASS 1 assignment
- * INCREASED LOCAL SALES LEADERSHIP

CBS
Affiliate

KIRO

710
Kilocycles

"THE FRIENDLY STATION"

National Representatives: FREE & PETERS, INC.

WASHINGTON STATIONS—Continued

Power: 5,000 and 1,000 watts on 1270 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1922.

Vice-president, station manager: Archie Taft. **Commercial manager:** Oliver A. Runchey. **Production manager:** Wheeler Smith. **Chief engineer:** Perry Lind. **Musical director:** Don Isham. **Publicity director:** Fair Taylor.

Rep: Reynolds-Fitzgerald, Inc. **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. **E. T. library:** NAB; MacGregor; Standard. **News:** UP. **Commentators:** Baxter Schwel-lenbach, Johnny Forrest, and Howard Edelson (newscasters).

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: Spiritous liquor advertising not accepted. **E. T. library:** NBC Thesaurus. **News:** None. **Commentators:** Ruth Glascott (women's features); Helen Malloy (cooking); Patty Jean (health); Bob Nichols (radio gossip).

KRSC, SEATTLE

Operator: Radio Sales Corp., 2939 Fourth Ave., South. **Phone:** Main 0110. **Power:** 1,000 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 Meves. **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:** \$150.

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; Associated; Davis & Schwegler. **News:** Transradio; also gather own. **Commentators:** Ted Bell (newscaster; sports); N. J. Rifkin (newscaster); Leo Lassen (sports).

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:** 1,000 watts on 760 kc. **Affiliation:** None. **Opened:** May 1, 1928.

President, general manager: R. F. Meg-gee. **Station manager:** Florence Wallace. **Commercial manager:** Frank S. Powers. **Program director:** Jackson Latham. **Chief engineer:** Maurice M. McMullen. **Continuity director:** Dorothy Ryder.

Rep: None listed. **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. **Commentators:** Jackson Latham (news-caster); Gordon Hopkins (sports); Lucille Le Clercq (fashions); Georgia Eaton (gardening); Clarence Bailey (stock and grain markets); Tom Herbert (entertainment news and comment).

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: Arthur L. Smith. **Program and musical director:** G. Longmeier.

Rep: None. **Seating facilities:** Studio seats 50 persons; two theatres, seating 350 each. **Merchandising:** None. **Foreign lan-**

WASHINGTON STATIONS—Continued

guage programs: Swedish and Italian programs current. Artists bureau: None. Stock: Owned by Arthur L. Smith. Base rate: \$48.

Copy restrictions: No alcoholic beverages of any kind; no medicinal accounts. **E. T. library:** MacGregor; Lang-Worth. **News:** UP; local. **Commentators:** Richard Clark Ross (newscaster); Ruby Rand (household facts; cooking).

KFPY, SPOKANE

Operator: Symons Broadcasting Co., Symons Bldg., Phone: Main 1218. **Power:** 5,000 watts on 890 kc. **Affiliation:** CBS. **Opened:** Oct. 22, 1922.

President: T. W. Symons, Jr.* **Vice-president:** Arthur L. Bright. **Program director:** R. Wallace Brazeal. **Continuity director:** Lowell S. Hawley. **Chief engineer:** George Langford. **Musical director:** James B. Clark.

Rep: The Katz Agency. **Seating facilities:** "Golden Concert Studio" seats 400. **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:** Standard; NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** John Mallow and Ed Butherford (newscasters); Edna Storms (women's features); George McGowan (farm flashes).

* 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:** Lang-Worth. **News:** Transradio. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson and Lou Gillette (newscasters); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KHQ, SPOKANE

Operator: Louis Wasmer, Inc., Radio Central Bldg. Phone: M-5383. **Power:** 5,000 watts on 590 kc. **Affiliation:** NBC Pacific Coast Red; Northwest Triangle Network. **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:** Lang-Worth. **News:** UP. **Commentators:** Capt. Robin Flynn (news commentator); Ken Hutcheson (newscaster); Del Cody (sports); Barbara Dale (diets; beauty); Susan Allen (recipes; club announcements); Harry Lantry (farm and stock reports; special events).

KMO, TACOMA

Operator: Carl E. Haymond, 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. **Program director:** Dick Ross. **Chief engineer:** Joe Kolesar. **Publicity director:** Larry Huseby.

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;

WASHINGTON STATIONS—Continued

all copy strictly censored. **E. T. library:** Lang-Worth; Davis & Schwegler; MacGregor. **News:** UP. **Commentators:** Max Bice (newscaster); Larry Huseby (newscaster); sports; Jerry Geehan (sports); Mary Terry (women's features); Hal Nelson (films).

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 watts on 570 kc. **Affiliation:** CBS. **Opened:** February, 1929.

President, general manager: Mrs. Vernice Irwin. **Assistant manager, program and publicity director:** Dorothy Doernbecher. **Commercial manager:** E. T. Irwin. **Promotion director:** Elvin E. Evans. **Chief engineer:** James W. Wallace. **Musical director:** Jane Powers.

Rep: None. **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:** \$100.

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:** MacGregor. **News:** AP (not for sponsorship); local. **Commentators:** Lennard Higgins, (newscaster); Norm Runions (newscaster; sports); Dorothy Ann Simpson (women's features; fashions); Dr. J. W. Kalkus (farm talks; produce reports).

KVAN, VANCOUVER

Operator: Vancouver Radio Corp. **Power:** 250 watts on 880 kc (daytime). **Affiliation:** None. **Opened:** September, 1939.

General manager: Walter L. Read. **Commercial manager:** S. W. McCready. **Technical supervisor:** Paul W. Spargo.

Rep: None. **Seating facilities:** None. **Merchandising:** Service available through regular sales department. **Foreign language programs:** No rules listed. **Artists bureau:** None. **Base rate:** \$37.50.

Copy restrictions: All copy must meet approval of the station, as well as comply with all state and federal regulations. **E. T. library:** Standard. **News:** UP. **Commentators:** Marion Sexton, Walter L. Read, and S. W. McCready (newscasters).

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 Arnes. **Program director:** Richard Clodius. **Musical director:** Roy Dorr. **Chief engineer:** Milton McLafferty. **Publicity director:** Al Amundsen.

Rep: John Blair & Co. **Seating facilities:** Studio, small number. **Merchandising:** Surveys; contacts; letters to trade; other services at cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$25 (½ hr.).

Copy restrictions: Beer accounts accepted; no other alcoholic beverages; 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; MacGregor. **News:** UP. **Commentators:** Richard Clodius (newscaster; general comment); Robert Lewis and Birney Blair (newscasters); "Jerry" Jensen (sports); Esther Carter (women's features).

* Also owner of KRLC, Lewiston, Idaho.

KPQ, WENATCHEE

Operator: Westcoast Broadcasting Co., KPQ Bldg. **Phone:** 45. **Power:** 250 watts on 1500 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1929.

President: Rogan Jones.* **Station manager:** Cole E. Wylie. **Program director:** Dorothy Lee.

Rep: John Blair & Co. **Seating facilities:** None. **Merchandising:** Assist advertisers in distributing promotional matter of all kinds. **Foreign language programs:** Not accepted. **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:** World. **News:** INS.

* Also president of KVOS, Inc., Bellingham, Wash.

KIT, YAKIMA

Operator: Carl E. Haymond, 414 E. Yakima Ave. **Phone:** 8115. **Power:** 1,000 watts

WASHINGTON STATIONS—Continued

on 1250 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** April 9, 1929. (Note: Carl E. Haymond also operates KMO, Tacoma).

General manager: Carl E. Haymond. **Station manager:** J. A. Murphy. **Commercial manager:** A. A. Miller. **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:** No information given. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Beer and wine copy accepted; no hard liquor. **E. T. library:** Davis & Schwegler; Lang-Worth. **Commentators:** Wallace Beebe and Robert Vaughn (newscasters); Art Cheyne (sports); Mrs. J. B. Graham (women's features).

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 watts on 1210 kc. **Affiliation:** None. **Opened:** March 5, 1939.

Manager: Joe L. Smith, Jr. **Commercial manager:** C. H. Murphey, Jr. **Program director:** Kathryn Riddick. **Chief engineer:** Marion McDowell. **Publicity director:** V. Z. Neal.

Rep: None. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** All services rendered at actual cost. **Foreign language programs:** Hungarian, Polish and Italian programs accepted. **Artists bureau:** None. **Base rate:** \$50.

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

E. T. library: NBC Thesaurus; Davis & Schwegler. **News:** UP. **Commentators:** Charles R. Armentrout (news commentator); Jack Gelder (newscaster; stock markets; entertainment news; gossip); Duane Nelson (newscaster); Barnes H. Nash (sports); Helen Armentrout (child care; fashions); Betty Dale (fashions); Kathryn Riddick, and Gertrude Stinnette (cooking; fashions); William Barrett (farm news).

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

WEST VIRGINIA STATIONS—Continued

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:** Can accommodate about 200 persons. **Merchandising:** Plug programs in columns of the Telegraph and Sunset News. **Foreign language programs:** Have a 30 minute Hungarian program. **Artists bureau:** Complete setup. **Base rate:** \$70.

Copy restrictions: Beer accepted; no wines or whiskeys. **E. T. library:** World; Lang-Worth. **News:** AP; Christian Science Monitor. **Commentators:** Louis Douthat (news commentator; newscaster); Melvin Barnett, and Jim Pryor (sports); Vivian Bolten (women's features); Tom Stewart (entertainment news).

WCHS, CHARLESTON

Operator: Charleston Broadcasting Co., West Virginia Network Bldg. **Phones:** 28-131. **Power:** 5,000 and 500 watts on 580 kc. **Affiliation:** CBS; West Virginia Network. **Opened:** February, 1935.

President, general manager: John A. Kennedy.* **Station director:** Howard Chernoff. **Program director:** Don McWhorter. **Chief engineer:** Odes Robinson. **Publicity director:** Leo Peters.

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. **E. T. library:** World. **News:** UP. **Commentators:** George Gow (newscaster; sports); Marvin Cade (newscaster; farm reports; stock market; entertainment news); Ted Eiland and Jack Sheldon (newscasters; stock market; entertainment news); Melva Graham (fashions; cooking; sports; Hollywood news); W. C. Handlan (grain and livestock reports).

*Also president and general manager of WBLK, Clarksburg, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

WGKV, CHARLESTON

Operator: Kanawha Valley Broadcasting Co., 1016 Lee St. **Phone:** 37-541. **Power:**

100 watts on 1500 kc. **Affiliation:** NBC Basic Supplementary Group. **Opened:** Sept. 24, 1939.

President: W. A. Carroll. **Station and commercial manager:** R. F. Sowers. **Program director:** Joe B. Matthews. **Chief engineer:** Sherwood Glotfelty. **Musical director:** John Batley. **Publicity director:** Frederick Richards.

Rep: None. **Seating facilities:** None. **Merchandising:** All types of service available at cost. **Foreign language programs:** No policy has been formulated; station claims no market for such programs here. **Artists bureau:** None. **Base rate:** \$117.

Copy restrictions: Beer copy accepted; no hard liquors; all copy must be in good taste, and subject to approval of the management; solicitation of funds not allowed. **E. T. library:** Associated. **News:** UP. **Commentators:** Joe B. Matthews and Ray Hill (newscasters); Carl Kent (sports); Jared Masters (entertainment news).

WBLK, CLARKSBURG

Operator: The Exponent Co., Robinson Grand Theatre Bldg. **Phone:** 3040. **Power:** 250 watts on 1370 kc. **Affiliation:** NBC Basic Supplementary Group; 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:** George C. Blackwell. **Chief engineer:** Russell W. Banks. **Program and 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:** \$90.

Copy restrictions: Beer, wines and patent medicines accepted pending approval and restrictions of the station. **E. T. library:** World. **News:** UP. **Commentators:** Bob Short and Arnold Silvert (newscasters); Charles Snowdon (sports); Charlotte Umberger (women's features).

*Also president and general manager of WCHS, Charleston, W. Va.; WSAZ, Huntington, W. Va.; and WPAR, Parkersburg, W. Va.

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 engi-**

WEST VIRGINIA STATIONS—Continued

near: James R. Heck. Musical director: Wallace MacManus. Continuity director: Wade Swiger. Publicity director: William Ferguson.

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 the program director. **Artists bureau:** Yes; complete roster of talent available. **Base rate:** \$110.

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; Davis & Schwegler. **News:** INS. **Commentators:** Pat Moran (newscaster; farm commentator); Howard Wolfe (newscaster; sports); Bill Edwards (sports); Mrs. Murrell Poor (home economics); Austine Slater (home lighting and cooking).

WSAZ, HUNTINGTON

Operator: WSAZ, Inc., Keith-Albee Theatre Bldg. **Phone:** 4106. **Power:** 1,000 watts on 1190 kc (operates to 8 P.M.). **Affiliation:** West Virginia Network. **Opened:** April 5, 1927. (Note: This station is newspaper-affiliated with the Huntington Advertiser and Herald-Dispatch.)

President and general manager: John A. Kennedy.* **Commercial manager:** Mike Layman. **Program director:** William J. Adams. **Chief engineer:** Boris Momiroff. **Artists bureau head:** Lillian Swann. **Musical director:** Frank Knutti. **Publicity director:** Bill Birke.

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:** \$75.

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:** NBC Thesaurus; Standard; Lang-Worth. **News:** AP and

*Also president and general manager of WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; and WPAR, Parkersburg, W. Va.

local. Commentators: Joe Herget, Bill Adams, and Bob Drexler (newscasters); Gene Kelly (sports); Polly Buffington (fashions; foods; personalities); Catherine Enslow (theatre commentator and critic); Marion Houck (food research; dietetics).

WLOG, LOGAN

Operator: Clarence H. Frey and Robert O. Greever. **Power:** 100 watts on 1200 kc (daytime).

At press time this station had a construction permit only.

WAJR, MORGANTOWN

Operator: West Virginia Radio Corp. **Power:** 250 watts on 1200 kc.

At press time this station had a construction permit only.

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; WCHS, Charleston, and WSAZ, Huntington, W. Va.)

President, general manager: John A. Kennedy. **Station and commercial manager:** A. Rauch. **Program director:** Len Carl. **Chief engineer:** Wm. A. Sodaro. **Musical director:** Sarah Louise Heermans. **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.

WBRW, WELCH

Operator: McDowell Service Co. **Power:** 250 watts on 1310 kc.

At press time this station had a construction permit only.

WWVA, WHEELING

Operator: West Virginia Broadcasting Corp., Hawley Bldg. **Phone:** Wheeling 5383. **Power:** 5,000 watts on 1160 kc (divides time with WOWO). **Affiliation:** CBS. **Opened:** Dec. 16, 1926. (Note: West Virginia Broadcasting Corp. is also a stockholder in WHIZ, Zanesville, O.)

WEST VIRGINIA STATIONS—Continued

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. **Chief engineer:** Glenn Boundy. **Musical director:** Earl Summers.

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:** \$165.

* Also president of WSPD. Toledo.

Copy restrictions: Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules strictly observed. **E. T. library:** NBC Tresaurus; Davis & Schwegler. **News:** INS. **Commentators:** Cliff Allen (news commentator; newscaster); Lester Smith, Bill Thomas, and Willard H. Scott (newscasters); Ed Sprague and Paul J. Miller (sports); Hazel Hanley (home economics); Jane Morrison (radio gossip); Bob Reno (farm reports).

WBTH, WILLIAMSON

Operator: Williamson Broadcasting Corp. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** 1939.

Base rate: \$25.

No other information available.

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	Iowa	3,860	Portage	5,950
Ashland	4,010	Iron	1,750	Price	2,990
Barron	6,100	Jackson	2,830	Racine	20,470
Bayfield	2,660	Jefferson	8,270	Richland	3,610
Brown	14,030	Juneau	3,320	Rock	17,340
Buffalo	2,730	Kenosha	14,040	Rush	2,760
Burnett	1,820	Kewaunee	2,880	St. Croix	4,660
Calumet	2,940	La Crosse	11,970	Sauk	6,610
Chippewa	6,460	Lafayette	3,500	Sawyer	1,570
Clark	5,700	Langlade	3,940	Shawano	5,580
Columbia	6,540	Lincoln	4,140	Sheboygan	15,920
Crawford	3,080	Manitowoc	12,000	Taylor	2,800
Dane	24,700	Marathon	12,580	Trempealeau	4,140
Dodge	10,490	Marinette	6,260	Vernon	5,050
Door	3,360	Marquette	1,820	Vilas	1,360
Douglas	10,120	Milwaukee	170,490	Walworth	6,980
Dunn	5,000	Monroe	5,370	Washburn	1,980
Eau Claire	8,950	Oconto	4,460	Washington	5,140
Florence	670	Oneida	3,200	Waukesha	10,630
Fond du Lac	12,690	Ozaukee	3,440	Waupaca	6,600
Forest	1,790	Pepin	1,390	Waushara	2,690
Grant	7,720	Pierce	3,940	Winnebago	17,220
Green	4,680	Polk	4,560	Wood	7,290
Green Lake	3,010				

WHBY, APPLETON

Operator: WHBY, Inc., 600 S. Law St. **Phone:** 1162. **Power:** 250 watts on 1200 kc. **Affiliation:** Wisconsin Broadcasting Co. **Opened:** March 25, 1925. (Note: this station is owned by St. Norbert College, as is WTAQ, Green Bay, Wis.).

Managing director: Rev. James A. Wagner, O. Praem. **Station Manager:** Bill MacDonald. **Commercial manager:** William Chapin. **Program director:** Harold Thurber. **Chief engineer:** George Merkl. **Musical director:** Noel (Red) Frazen. **Publicity director:** William Lozier.

WISCONSIN STATIONS—Continued

Rep: Reynolds-Fitzgerald, Inc. **Seating facilities:** Studio A seats 40 persons. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers without charge to advertiser. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all federal and state regulations; all copy subject to station approval. **E. T. library:** Standard. **News:** UP. **Commentators:** William MacDonald (news commentator); Noel Franzen (newscaster); Virginia Graham (women's activities; cooking; shopping news).

WATW, ASHLAND

Operator: Upper Michigan-Wisconsin Broadcasting Co., Inc., Northern State Bank Building. **Phone:** 1420. **Power:** 100 watts on 1370 kc. **Opened:** May 1, 1940. (Note: Same operator also owns WJMS, Ironwood, Mich.)

General Manager: N. C. Ruddell. **Commercial manager:** John K. Hubbard, Jr. **Program director:** Mrs. Ruth Wright. **Chief engineer:** R. L. Johnson.

Rep: None. **Seating facilities:** None. **Merchandising:** Send letters to the retail trade advising them of forthcoming sponsored schedule; will co-operate to "any reasonable" extent in promoting program and announcement schedules. **Foreign language programs:** Accepted, providing that the material and announcer meet station approval. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Beer and wine advertising accepted, but not on Sunday; patent medicines subject to approval of Federal Trade Commission; all copy must conform to regulations of Government agencies and approval of station. **E. T. library:** Standard. **News:** UP; Transradio. **Commentators:** Jack Hubbard (newscaster; sports); Claude Pray (newscaster); Ruth Wright (women's features).

WEAU, EAU CLAIRE

Operator: Central Broadcasting Company, 203 S. Barstow St. **Phone:** 6149. **Power:** 5,000 and 1,000 watts on 1050 kc (daytime). **Affiliation:** None. **Opened:** April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

General, station and commercial man-

ager: 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:** \$60.

Copy restrictions: Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations. **E. T. library:** World. **News:** UP. **Commentators:** Robert Allen, Kenneth Zank, and James Hulwi (newscasters); Arthur Hanstrom (sports); Helen Turner (fashions; recipes; women in the news).

KFIZ, FOND DU LAC

Operator: Reporter Printing Co., 18 W. First St. **Phone:** 356. **Power:** 100 watts on 1420 kc. **Affiliation:** Wisconsin Broadcasting System. **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. **Continuity director:** Bernice Hobbs.

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:** Standard. **News:** UP. **Commentators:** Claude S. Pray (news commentator); Wen Meyers, Lynn Fairbanks, and Don Marshall (newscasters); Louise Lange and Wally Konz (sports).

WTAQ, GREEN BAY

Operator: WTAQ Broadcasting Co., Bellin Bldg. **Phone:** Adams 1. **Power:** 5,000 watts on 1330 kc. **Affiliation:** CBS. **Opened:** Feb. 9, 1936. (Note: WTAQ is owned by St. Norbert College, as is WHBY, Appleton, Wis.)

Managing director: Rev. James A. Wagner, O. Praem. **Station manager:** Haydn R. Evans. **Commercial manager:** Val Schneider. **Production head:** Johnnie Olson. **Chief engineer:** Wally Stangel. **Artists bureau head:** Irvin Lent. **Musical director:** Herman Daumler. **Educational director:** Frank Conwell. **Program and publicity director:** Al Michel.

Rep: Reynolds-Fitzgerald, Inc. **Seating**

WISCONSIN STATIONS—Continued

facilities: Studio A seats 50; Columbus Club (owned by station) seats 2,000, admission price varying with different shows. **Merchandising:** Distribute window cards, posters, handbills, etc., and place publicity in 15 Wisconsin newspapers at no cost to the advertiser. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists 15 musicians, 2 orchestra leaders, 3 writers, 2 producers, and 6 announcers. **Base rate:** \$140.

Copy restrictions: Beer advertising accepted at any time; liquors and wines only after 10 P. M. with commercials limited to brand name and manufacturer; patent medicines must comply with all state and federal regulations; all copy subject to station approval. **E. T. library:** World. **News:** UP. **Commentators:** Stanley Stewart (news commentator); Johnnie Olson, William Burt, and Sydney Rich (newscasters); Al Michel (sports); Ann Coleman (fashions; cooking; shopping news); Ernie Smith (farm news; market reports).

WCLO, JANESVILLE

Operator: Gazette Printing Company, 200 E. Milwaukee St. **Phone:** 2500. **Power:** 250 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. **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. **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. **Commentators:** Paul Ruhle (news commentator; newscaster); Lyell Ludwig and James Kyler (sports); Dorothy Alan (cooking).

WKBH, LA CROSSE

Operator: WKBH, Inc., Radio Building. **Phone:** 450. **Power:** 1,000 watts on 1380

kc. **Affiliation:** CBS. **Opened:** 1923. **President, station manager:** Otto M. Schlabach. **Commercial manager:** Ed Cuniff. **Program director:** Berneice Callaway. **Chief engineer:** Al Leeman.

Rep: Howard H. Wilson Co. **Seating facilities:** 100 persons. **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:** Yes; all types of talent available. **Base rate:** \$95.

Copy restrictions: None indicated aside from standard rate card clauses. **E. T. library:** World. **News:** UP.

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:** Norman Hahn.

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 political and controversial talks; other copy restrictions upon application. **E. T. library:** NBC Thesaurus; World. **News:** UP. **Commentators:** W. E. Walker (newscaster; sports); Al Gilbert (newscaster); Art Lenz (sports).

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: Fran-

WISCONSIN STATIONS—Continued

cis M. Kadow. Studio and program manager: Fred Hessler. Director of women's features: Marguerite Meyer. Chief engineer: W. C. Dubin.

Rep: None. **Seating facilities:** Town Hall studio seats 900; Concert Hall studio seats 200. **Merchandising:** Provide lobby aids, use of Town Hall for cooking schools, etc., theatre trailers, and window cards. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$42.

Copy restrictions: None listed. **E. T. library:** None. **News:** UP; local. **Commentators:** William Coats and Luther Sowd (newscasters); Fred Hessler (sports); Marguerite Meyer (women's features).

WMAM, MARINETTE

Operator: M & M Broadcasting Co., 400 Wells St. **Phone:** 570. **Power:** 250 watts on 570 kc (to local sunset). **Affiliation:** None. **Opened:** Oct. 14, 1939.

Station and commercial manager: M. F. Chapin. **Program and musical director:** Paul F. Skinner. **Chief engineer:** Werner C. Schwarz.

Rep Reynolds-Fitzgerald, Inc. **Seating facilities:** Main studio seats about 80 persons. **Merchandising:** Services vary in accordance with individual contracts; sponsors must furnish merchandising materials. **Foreign language programs:** Accepted, subject to approval of the management, and providing a script with translation is furnished in advance. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; patent medicines accepted only upon written consent of the station management. **E. T. library:** Standard; Associated. **News:** UP; Transradio. **Commentators:** Howard Emich (newscaster; sports); Paul Skinner, Richard Tripp, Merrill Chapin, and Ben Holmes (newscasters); Morgan Sexton (sports); Judith Ann (fashions; cooking; sports; women's features).

WEMP, MILWAUKEE

Operator: Milwaukee Broadcasting Company, 711 Empire Bldg. **Phone:** Marquette 7722. **Power:** 250 watts on 1310 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** October 15, 1935.

General and station manager: C. J. Lanphier. **Commercial manager:** Ben Wolff. **Program director:** Charles LaForce. **Chief engineer:** Ray Host. **Artists bureau head:** Florence Kelly. **Musical director:** Elmer Ihrke. **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; Italian, Jewish, and Czechoslovak weekly. **Artists bureau:** Setup nominal only. **Base rate:** \$115.

Copy restrictions: All copy subject to station approval and government regulations. **E. T. library:** NAB; Davis & Schwegler. **News:** UP; local. **Commentators:** Charles LaForce, Carl Zimmermann, Bruce MacDonald, Allen Timm, Fahey Flynn, and Bert Mulroy (newscasters); Mickey Heath and Tom Andrews (sports).

WISN, MILWAUKEE

Operator: Hearst Radio, Inc., 123 W. Michigan Street. **Phone:** Daly 3900. **Power:** 1,000 and 250 watts on 1120 kc. **Affiliation:** CBS. **Opened:** July, 1922. (Note: This station is affiliated with the Milwaukee Sentinel).

General manager: G. W. Grignon. **Program director:** Woods Dreyfus. **Chief engineer:** D. A. Weller. **Artists bureau head, musical director:** Elmer Krebs. **Merchandising manager:** Hugh O'Malley. **Publicity director:** D. Lindsay.

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:** No information given. **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. **Commentators:** Alan Hale (news commentator; sports); James Conway (newscaster); Hal Walker (newscaster; sports); Ann Leslie (women's comment; fashions; cooking; homemaking; beauty); Mary Ann LeMay (civic and club news; educational news; entertainment news).

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 (general radio manager of The Milwaukee Journal). **Station manager:** L. W. Herzog. **Assistant station manager, program director:** R. G. Winnie. **Commercial manager:** W. F. Dittmann. **Chief engineer:** D. W. Gellerup. **Musical director:** W. J. Benning. **Continuity director:** Russel Tolg.

WISCONSIN STATIONS—Continued

WRJN, RACINE

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:** \$340.

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.; length of commercial copy must conform to N.A.B. code stipulations. **E. T. library:** Associated. **News:** AP. **Commentators:** George Comte, Warren Mead, and Bill Evans (newscasters); Charlie Nevada and Russ Winnie (sports); Nancy Grey (women's features).

Operator: Racine Broadcasting Corp., American Bank Bldg. **Phone:** Jackson 290. **Power:** 250 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.)

President: F. R. Starbuck. **Secretary-treasurer:** H. R. Le Poidevin. **Station manager:** Harold J. Newcomb. **Program director:** Herbert Mann. **Chief engineer:** F. Lee Dechant. **Publicity and commercial continuity director:** Kenneth Hegard.

Rep: Furgason & Walker, Inc. **Seating facilities:** 150 persons. **Merchandising:** Assist in distribution; letters to dealers and wholesalers; publicity and listings through Journal-Times. **Foreign language programs:** Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine 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; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour program. **E. T. library:** MacGregor; Lang-Worth. **News:** INS. **Commentators:** H. Mann, B. Beichl, and K. Hegard (newscasters); Jules Oravetz (sports); Beulah Meikle (home-making; cooking); "Tex" Reynolds (local news and gossip).

WJMC, RICE LAKE

Operator: Northern State Broadcasting Co., 401 N. Main St. **Phone:** 550. **Power:** 250 watts on 1210 kc (daytime only). **Affiliation:** None. **Opened:** March 15, 1939.

General and commercial manager, program: C. C. Leonard. **Chief engineer:** L. Bruner. **Artists bureau head:** J. J. McGenty. **Musical directors:** Robert Wells (instrumental); Norma Perry (vocal). **Educational director:** Mrs. Lloyd Palm Sherman. **Farm director:** I. O. Hembre. **Publicity director:** Dr. J. H. Wallace.

Rep: None. **Seating facilities:** Studio seats 50 persons; remote facilities available, seating from 250 to 1,000. **Merchandising:** Usual services rendered gratis; slight charge if special requirements are made. **Foreign language programs:** Accepted. **Artists bureau:** Yes; lists various musical units, announcers, etc. **Base rate:** \$45.

Copy restrictions: Station reserves the right to reject any copy not complying with its policies. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Dennis McGenty (news commentator); Dell

WIBU, POYNETTE

Operator: William C. Forrest, Poynette. **Phone:** 97 R 5. **Power:** 250 watts on 1210 kc. **Affiliation:** Wisconsin Radio System. **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. **Commentators:** Fred Hessler and Charles Harrison (newscasters); Art Bramhall (sports); Doris MacPherson (women's features).

WISCONSIN STATIONS—Continued

Florida (newscaster; sports); Helmar Baland (newscaster); Mrs L. P. Sherman (women's news and features); Vera McDowell (women's features); I. O. Hembre (farm news and comment); Sid Scoville (gossip; entertainment news).

WHBL, SHEBOYGAN

Operator: The Press Publishing Company, The Press Bldg. **Phone:** 1900. **Power:** 1,000 and 250 watts on 1300 kc. **Affiliation:** Wisconsin Broadcasting System. **Opened:** 1924. (Note: This station is newspaper-owned by the Sheboygan Press).

Station director: Wayne W. Cribb. **Program director:** Mona J. Pape. **Chief engineer:** Herbert Mayer.

Rep: Howard H. Wilson Co. **Seating facilities:** Can accommodate 40 persons. **Merchandising:** Complete service available. **Foreign language programs:** Accepted; news broadcast in German current. **Artists bureau:** Currently being organized. **Base rate:** \$80.

Copy restrictions: Beer advertising accepted. **E. T. library:** NBC Thesaurus; Standard. **News:** UP. **Commentators:** Clair Stone, James Ramsey, and Glen James (newscasters); Frank Barnard (sports); Mona J. Pape (women's features).

WLBL, STEVENS POINT

Operator: State of Wisconsin, Department of Agriculture. **Power:** 5,000 watts on 900 kc (daytime).

This station is non-commercial; state-owned.

WDSM, SUPERIOR

Operator: WDSM, Inc., Board of Trade Bldg. **Phones:** Superior 3200; Mel. 7234. **Power:** 100 watts on 1200 kc. **Affiliation:** Mutual Broadcasting System. **Opened:** Oct. 9, 1939. (Note: WDSM also maintains studios and offices in the Spaulding Hotel, Duluth, Minn.).

Station and commercial manager: Robert D. Kennedy. **Chief engineer:** Olaf N. Gabrielson. **Publicity director:** Leo M. Fremont.

Rep: William G. Rambeau Co. **Seating facilities:** Studio can accommodate about 125 persons. **Merchandising:** Distribute window cards, contact dealers and jobbers, etc., without charge; Tel-Pic service rates on request. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Patent medicines subject to station approval prior to acceptance; beer and wine copy accepted, but not broadcast on Sundays; alcoholic beverage programs only after 10 p. m. weekdays. **E. T. library:** Standard. **News:** Transradio. **Commentators:** Sam Keilley (sports); Caroline Lohmiller, Bea Lade (women's features).

WSAU, WAUSAU

Operator: Northern Broadcasting Company, Inc., 113-115 Third St. **Phone:** 6521. **Power:** 250 watts on 1370 kc. **Affiliation:** North Central Broadcasting System. **Opened:** January 30, 1937.

Station manager: Ben F. Hovel. **Commercial manager:** J. W. Killeen. **Program director:** Donald R. Burt. **Chief engineer:** Roland 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. **Commentators:** Richard Conrad (news commentator; newscaster); Joe Killeen (newscaster; sports); George Bundner, and Bill Rhodes (newscasters); Lenore De Vried (fashions; cooking; homemaking).

WFHR, WISCONSIN RAPIDS

Operator: William F. Huffman. **Power:** 250 and 100 watts on 1310 kc.

At press time this station had a construction permit only.

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 Park	60
Fremont	2,310	Platte	1,890		
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. **Commentators:** Frederic W. Hufsmith (news commentator; sports); Evers Fleming, Marc Nichols, and Floyd Wickenkamp (newscasters); W. Harrison Brewer (sports); Florence Gooder (women's news; fashions).

KYAN, CHEYENNE

Operator: J. Cecil Bott, Matilda Lannen and Nettie Bott, doing business as The Western Broadcasting Co. of Wyoming. **Power:** 250 watts on 1370 kc.

At press time this station had a construction permit only.

KVRS, ROCK SPRINGS

Operator: Wyoming Broadcasting Co., 1307 Wyoming Ave. **Phone:** 93. **Power:** 250 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:** Will Eastery. **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. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$20.

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. **Commentators:** Michael Reid (newscaster; sports); Lottie Peach (newscaster); Ann Cook (KVRS test kitchen).

KWYO, SHERIDAN

Operator: Big Horn Broadcasting Co., 340 N. Main Street. **Phone:** 601. **Power:** 250 watts on 1370 kc. **Affiliation:** None. **Opened:** July 9, 1934.

Manager: Herbert Siebert. **Treasurer:** Bill Anthony. **Advertising manager:** Leonard McLean. **Program director:** Jim Carroll. **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

WYOMING STATIONS—Continued

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. **Commentators:** James Abbe (news commentator); Jim Carroll and Paul Boyer (newscasters); Herb Siebert (newscaster; sports); Nova Spracklen (fashions; cooking).

ALASKA

KFQD, ANCHORAGE

Operator: Anchorage Radio Club, Inc., Anchorage. **Phones:** 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.

KFAR, FAIRBANKS

Operator: Midnight Sun Broadcasting Co., Lathrop Bldg. **Power:** 1,000 watts on 610 kc. **Affiliation:** None. **Opened:** Oct. 1, 1939. (Note: This station is newspaper-affiliated with the Fairbanks Daily News Miner.)

President: Capt. A. E. Lathrop. **Station manager:** Jack Winston. **Commercial manager:** Bud Foster. **Program director:** Al Bramstedt. **Chief engineer:** Stanton Bennett.

Rep: None. **Seating facilities:** Can accommodate about 100 persons, with standing room for an additional 50. **Merchandising:** Station publishes a full page monthly in the Fairbanks Daily News Miner, devoting space to its national advertisers in proportion to their contract. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Copy must conform to the N.A.B. Code of Ethics. **E. T. library:** NBC Thesaurus; MacGregor. **News:** Transradio; AP. **Commentators:** George Nelson Meyers (news commentator; newscaster); August Hiebert, and Wilson K. Foster (newscasters); Bud Foster (sports); Mary Cash (women's features); Jack Winston (music news and comment).

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:** \$65.

Copy restrictions: No liquor advertising accepted. **News:** AP; Transradio.

RGBU, 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: Hawaiian Broadcasting System, Ltd. 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 250 watts on 1200 kc. **Affiliation:** CBS; Mutual. **Opened:** May 1, 1936. (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 language programs:** Accept limited number of announcements for participating Japanese and Filipino programs. **Artists bureau:** None, as such, but have local clearing house for talent. **Base rate:** \$32; with KGMB; \$80.

Copy restrictions: All copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations. **E. T. library:** World; MacGregor. **News:** UP. **Commentators:** See under KGMB, Honolulu.

KGMB, HONOLULU

Operator: Hawaiian Broadcasting System, Ltd., 1129 Kapiolani Blvd. **Phone:** 2323. **Power:** 5,000 watts 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: All copy must conform to NAB and Federal Trade Commission regulations. **E. T. library:** World; Associated; MacGregor; NAB. **News:** UP. **Commentators:** Bob Stanley (newscaster; sports); Webley Edwards (sports); Gene Sawyer (shopping; household hints); Henry C. Putnam (shipside interviewer).

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:** Richard McGuire. **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. **E. T. library:** Davis & Schwegler; Langworth; NBC Thesaurus. **News:** Transradio.

KTOH, LIHUE

Operator: Garden Island Publishing Co., Ltd. **Power:** 250 watts on 1500 kc.

At press time this station's construction permit had just been covered. For further details consult management.

Critical

FRED ALLEN

With Portland Hoffa, Peter Van Steeden, Harry Von Zell, Merry Macs, Lynn Murray Choir, Minerva Pious, Eileen Douglas, Johnny Brown, Charlie Cantor.

Variety
60 Mins.

BRISTOL-MYERS

Wed., 9 p.m.

WEAF-NBC, New York

(Young & Rubicam)

Fred Allen took up last Wednesday (5) where he had left off last June with but a single change in his weekly pattern. He's eliminated all the hub-dub about it's being Town to other in

JUDY VALLEE HOUR

With Rae Samuels, Freddy Bartholomew, Helen Claire, Wally Brown, George Givot

Variety
60 Mins.

STANDARD BRANDS

Thurs., 8 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

Standard Brands' Thursday evening event seems to have entrenched itself in a humdrum bog. Zest for novelty is largely gone, the air about the whole thing suggests a chore that had been given a quick and round

WARDEN LA

30 Mins.

SLOAN'S LINE

Friday, 8 p.m.

WJZ-NBC, New York

(Warwick)

This is becoming a standard. Off of prison melodramas. It remains good, but also hokey, but also plausible way to get the element being aimed at.

PEOPLE'S RALL

30 Mins.

MENNEN'S

Sunday, 3:30 p.m.

WOR-Mutual, New York

(Kieser)

Here's a common radio idea for the forum. Pretty received on both sides.

collect its share of listeners. Time of day is fairly good, and the presence of the New York Philharmonic SOUSA MEMORIAL

With E. A. Rolfe, William A. Brady, Mrs. Sousa, Robert Ripley, Arthur Fryor, Concert Band, University Glee Club of N. Y., Combined High Schools Band

30 Mins.

Sustaining

Saturday, 7 p.m.

WABC-CBS, New York

An inspirational program, the first of the series in a campaign to raise funds memorializing John Philip Sousa the 'march king.' Clicked

SIR CEDRIC HARDWICKE

'Merchand of Venice'

With Charles Warburton, Elizabeth Sitton, Ivor Lewis, William Strange, George Patton, Allen King, Rupert Caplan, Gordon Forsythe, A. J. Rostance, Betty Boylan, Robert Elliot, Reginald Stewart and Orch.

Dramatic

60 Mins.

Sustaining

Sunday, 9 p. m.

CBM, Montreal

This is one of the shows that Canadian 'ix money and American commercials built. And if the tre-

KATE SMITH, Commentator

With Ted Collins

15 Mins.

DIAMOND CRYSTAL SALT

Tu-Th-Sa; 12 Noon

WABC-CBS, New York

(Benton & Bowles)

Among ranking radio names, the duo of Rudy Vallee and Kate Smith can be set down as a pair with a real head full of sense. Vallee realized long ago that tooting a saxophone or singing through the nose

JACK HALEY

With Virginia Verrill, Lucille Ball, Artie Auerbach Ted Fio-Rito Orchestra

30 Mins.

WONDER BREAD

Friday, 7:30 p.m.

WABC-CBS, New York

(Benton & Bowles)

Jack Haley presides over a hockey-pokey half hour that piles up quite a few giggles and will qualify as okay mass entertainment. It is neither a rival of the best in radio comedy, nor a fellow-sufferer with the problem shows. It shapes up as akin to vaudeville's once important intermediate time, the catered

BING CROSBY

With Bob Burns, John Scott Trotter, Ken Carpenter, Walter Connolly, Joan Bennett, Johnny Mercer

Variety

60 Mins.

KRAFT CHEESE

Thurs., 10 p.m.

WEAF-NBC, New York

(J. Walter Thompson)

With the return of Bing Crosby last Thursday (20) this choice radio dish again became complete. But only for one installment. Crosby

TOSCANINI NBC SYMPHONY

With Samuel Chotzinoff, commentator

30 Mins.

Sustaining

Sat., 10 p.m.

WJZ-NBC, New York

Toscanini is back on NBC. He starts at 10 p.m. and so does W. C. Fields on WABC. Most of the symph-maniacs won't know about that or much care, but it may be a predicament for those borderline

AL PEARCE

With Portland Hoff

Reviews That Command Respect

(Young & Rubicam)

Morris has been in the East doing personal appearances between pictures. His stage turn consists of a skit and a bit of magic, but television hasn't arrived yet and radio can't project rabbit producing bits into the

HOBBY LOBBY

With Dave Elman, Harry Salter orch.

30 Mins.

FELS & CO.

Wed., 8:30 P.M.

WJZ-NBC, New York

(Young & Rubicam)

Program picked up new (its third) sponsor a week and a half after fading from the Jello spot it occupied as a summer replacement. New goal is to convince the housewife that Fels-Naptha Chips do a better job

WILLIAM A. BRADY

With Elliott Reed, Janet Gilbert

Drama

15 Mins.

SWEETHEART SOAP

Friday, 7:45 p.m.

WEAF, New York

(Peck)

A review of this stanza must presuppose one major inconsistency in the whole setup; the sponsor wants drama; he has gone to the expense of getting Wolf Associates to produce the show and William A. Brady, a w.k. legit producer, to m.c. it; he has hired okay actors and scripters;

which is usually identified with straight music, booming auctioneers and frequent commercials (but don't forget Jack Pearl as one comedy association), has stuck W. C. Fields into its Saturday frolic on CBS. Thereby sending that show

TEXACO STAR THEATRE

With Bette Davis, Adolphe Menjou, Una Merkel, Jane Froman, Kenny Baker, David Broekman orchestra, Charles Buggles, Ned Sparks, Max Reinhardt

60 Mins.

TEXAS CO.

Thursday, 9:30 p. m.

WABC-CBS, New York

(Buchanan)

Although the Max Reinhardt insert starring Bette Davis was a flaming dramatic plum pudding, the Texaco banquet was otherwise a ho-hum hodge-podge. It stands in need of plenty of fixing. Most of all there's too much variety and too little co-

BENNY GOODMAN Orchestra

With Bert Parks

30 Mins.

CAMEL

Saturday, 10 p. m.

WEAF-NBC, New York

(Esty)

Shifted to a Saturday night groove on the Camel program—the giggle account now has three slots a week. Benny Goodman's new live show (picked up this time from the Golden Gate International Exposition) essays a wince-instruction pattern.

Independent

AGENCIES

SPONSORS

STATIONS

VARIETY

The Newspaper of Broadcasting

When you advertise—

Reach the smart men of the trade by advertising in the only trade publication that dares to—

Slam . . .

Rebuke . . .

Challenge . . .

VARIETY'S readership and reputation is founded on Independence.

Mechanics

VARIETY

A Trade Paper Sold on Newsstands

PUBLISHED WEEKLY

25 Cents a Copy • \$10 a Year (Canada \$11)

Established in 1905

Adopted Newspaper Format in 1920

Radio Dept. Inaugurated Nov. 10, 1924



Forms Close Tuesdays, 12 Noon in New York

Printed on Newsprint Stock

Carries 55 Screen Cuts

Five columns to page, two-inch wide column

Page dimensions, 15 inches deep, 10 inches wide

Note: Variety is printed on Newsprint stock, and production managers preparing copy are asked to remember the reproduction limitations of 55 screen halftones.

Rates

VARIETY

A Frequency Discount System Up to 25%

	Times	Frequency Price
1/10 Page (105 lines)	1	\$42.50
	13	37.50
	26	35.00
	39	32.55
	52	30.00
1/8 Page (131 lines)	1	\$55.00
	13	47.50
	26	43.75
	39	40.61
	52	37.50
1/5 Page (210 lines)	1	\$85.00
	13	75.00
	26	70.00
	39	65.10
	52	60.00
1/4 Page (262 lines)	1	\$110.00
	13	95.00
	26	87.50
	39	81.22
	52	75.00
1/2 Page (525 lines)	1	\$210.00
	13	190.00
	26	175.00
	39	162.75
	52	150.00
1 Page (1,050 lines)	1	\$400.00
	13	375.00
	26	350.00
	39	325.00
	52	300.00

These rates apply to display advertising by Radio Stations, Networks, Station Representatives, Advertising Agencies, Transcriptions and Radio Equipment.
For national non-trade advertising rates consult Standard Rate and Data.

Respected

Because they have millions of dollars—and careers—invested in radio, such organizations and personages as those listed below regularly read *VARIETY* for the expert, forthright, unfrightened, hard-hitting reviews and comment.

- A. & P.
Acme White Lead
Affiliated Products
American Home Products
American Oil Co.
American Tel. & Tel. Co.
American Tobacco Co., Inc.
Lee Anderson
Armour
Aretic Nu-Air Corporation
Associated Oil Co.
Assn. of Nat. Advertisers
Atlantic Refining Co.
Atherton & Currier
Aubrey, Moore & Wallace
Auspitz & Lee
N. W. Ayer
B. T. Babbit, Inc.
Badger & Browning, Inc.
Bagnaley, Horton & Hoyt
Baker Aty. Agency, Ltd.
Barbasol Co.
Bater & Black
Bayer Co., Inc.
B. E. D. & O.
Beaumont & Hobman, Inc.
Beech Nut Packing Co.
Benton & Bowles
George Blair, Inc.
Blow Company, Inc.
M. R. Blackburn
Blackett-Sample-Hummert
Hill Blackett
Blue Coal
Borden Co.
Boston Fruit & Prod. Exch.
Bostonford, Constantine & Gardner
Chester R. Bowles
Bowell & Jarvis, Inc.
Luckey Boyman
Emil Brischner
Bristol-Meyers—J. M. Allen
Brooke, Smith & French, Inc.
D. P. Brother
Brown & Tatcher, Inc.
Buchanan
Arde Bulova
Leo Burnett
Kenneth Burton
John L. Butler
Ralph Starr Butler
Calkins & Holden
Calsolene Co., Inc.
Campa Corp.
Campbell-Evrad Company
Lawton Campbell
Campbell Soup
Carleton & Hovey Co.
Carnation Milk
Carter Medicine Co.
James M. Cecil
Central Hanover Bank
Cleveland H. Chase
Chevrolet Motor Co.
E. J. Churchill
Cities Service
Climacene Co.
Clements
Colgate-Palmolive-Peet
Russell C. Conier Advertising
Computer Advertising, Inc.
Continental Baking
Coolidge Advertising Co.
J. Ralph Corbett
Cora Products
C. H. Cottingham
Walter Craig
Cramer-Krasselt Co.
Cream-O-Wheat
Critchfield & Company
Thomas Churchill
Samuel C. Croot Co.
Powel Crosley, Jr.
Daggett & Rausstiel
D'Arco
R. H. Davis Co.
Louis deGarmo
James De Cesare
Dodge
Donahue & Coe, Inc.
- Doremus & Company
Dorland International
Fruz Trade Products
B. C. Duff
E. I. DuPont De Nemours
Roy S. Durstine
Eglin Watch
E. A. Elliott
Sberman K. Ellis
Benjamin Esheleman Company
William Esty
John C. Esty
Ex-Lax
Mitchell Faust
Reed Adv. Agency, Inc.
Fels & Co.
R. A. Fellers
Ferry-Hardy Company
Firestone Tire & Rubber Co.
First United Broadcasters
F. W. Flitch Co.
Irving Forshelm
L. A. Folger & Co.
Ford Motor Co.
Freitag
Charles Daniel Frey Company
Krigeldire Corp.
Harry Frost
Harry M. Frost Co., Inc.
Guller & Smith & Ross, Inc.
Gardner Advertising Company
Sidney Garfinkel Advertising
General Cigars
General Foods Corp.
General Mills
General Motors
Geser, Cornell & Newell, Inc.
J. Sterling Getchell
G. L. Ghirardelli
Gillette Safety Razor Co.
Goodreads & Co.
Good Gulf
Gold Dust Corp.
Gotham Advertising Company
Gotham Life Insurance
James A. Greeno & Co.
Grove Advertising Agency, Inc.
Grove Laboratories, Inc.
Gruen Watch Co.
Guenther-Bradford & Co., Inc.
Gulf Refining Co.
Lawrence Gumbauer
Haufl Metzger
Kirby Hawkes
Hays MacFarland
Health Products Corp.
Henth-Seehof
H. J. Heinz Co.
Holtz-Pickering
E. W. Hellwig
Henri, Hurst & McDonald
George W. Hill
Mann Hollner
Lawrence Holcomb
Houmann Tatcher
Frances Hooper
Kings Wallace Hopper
Horlick's Malted Milk Corp.
George A. Hormel Co.
Household Finance Corp.
Houston Railway Car Co.
W. S. Hill (Pittsburgh)
Hughes Churman & Dwight
Hutchins
Hutchinson
Frank Hummert
E. F. Hutton & Co.
Janus Dillard
Johns-Manville Corp.
Kasper Gordon
Joseph Katz
Kastor, H. W. & Sons
Henry J. Kaufman
Keeler & Sittes Company, Inc.
Kelllogg Co.
Kiesewetter, M. H.
Gerald King
W. S. King
Marlorie King
Kirtland-Kogel
- Kenyon & Eckhardt
Edgar Kobak
Kolynos
Kraft-Phoenix Cheese Corp.
Kroger Grocery & Baking Co.
Kruser Agency
Arthur Kurland
Lady Esther Co.
Laubert & Feasley
Lamont Corliss & Co.
Eleguor L. Larsen
Chester La Roche
Latus & Bros. Co.
Edward Lasker
Lehn & Fluk Products Corp.
Lever Bros.
Leighton & Nelson
Leunen & Mitchell
Sam Matrolo Levy
Libby, McNeill & Libby
Carr Liggett
L. E. Liggett
Liggett & Meyers
Liverpool & Knight
W. E. Long
Louis-Hayes Co.
Lord & Thomas
Tom Luckenbill
J. Shovalter Lynch
Lyou & Healy
Macfadden Publications, Inc.
MacManus, John & Adams
MacWilliams & Cole, Inc.
Manhattan Soap Co.
Mantle Lamp Co. of America
Richard Marcia
Marshchalk and Pratt, Inc.
J. M. Mathes
Matteson-Pogarty-Jordan
Maybelline
McCann-Erickson
McCutcheon-Gerson
George P. McGarratt
H. L. McClintock
McJunkin
McKee & Albright
McKnight & Jordan
John E. McMillin
Maurice Carpenter McMillen
Maxon, Inc.
E. Meisel, Inc.
Mennen Co.
C. E. Milderley
Altes Laboratories
Mitchell Faust
Molle
Phillip Morris & Co.
Phillip Morris
Morris Windmuller & Enzinger
C. G. Mortimer
Muelter-Macromont Co.
J. P. Muller
Mutual Life
National Life & Accident Co.
Needham Louis & Broly
Neisser-Meyershoff
Elizabeth Black Nelson
H. P. Newcomb
Newell-Emmett
New York Life—H. Z. Coffee
New York Telephone Co.
J. H. North
Northern Warren Corp.
Norwich Pharmaceutical Co.
Nunnsmar Co.
E. H. Ohlmacher
Clarence Olmstead
Omega Chemical
Oriental Mills Co.
Osakoshi Overall Co.
Premier Taba
Paris & Peart
Pacific Borax
Packard
Clifford P. Parcher
P. G. Parker
Peck Advertising Agency, Inc.
Pedlar & Ryan
- Penn Tobacco Co.
Pennzell Co.
Pepper Co.
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Peppercorn Co.
Pet Milk Sales Corp.
Ellis Perry
G. J. Potts
Phelps-Enzel-Phelps
Frank Presbury
Procter & Gamble
Arthur Pryor, Jr.
Preston H. Pumphrey
Quaker Oats
Ralston-Purina Co.
L. W. Rausser
RCA-Victor
W. H. Rankin
Real Silk Hosiery
John T. Reber
Reynolds-Ellis-Younggreen-Phin
R. J. Reynolds
Harold E. Ritchie & Co., Inc.
Harlow P. Roberts
Stanley D. Roberts
Thomas Bevere
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S.S.S. Co.
Schenley
Lester Schneider
Reggie Schuebel
Schwinn Realty Co.
Sellers Service
Shell Oil
Sindelar
D. P. Smelser
Smith Bros.
Smith & Drum
Sorony Vacuum
Standard Brands, Inc.
Stack-Goble
Strasska Laboratories
Sterling Products
Stewart Hanford & Frohman
Street & Finney
Studebaker Corp.
J. L. Sugaen
Sun Oil—E. S. Canton
Sweeney-James
Swift & Co.
Tastycust, Inc.
J. Walter Thompson Co.
Todd & Brown
Topping & Lloyd
Tracy-Loche-Dawson, Inc.
United Drug Co.
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United States Tobacco Co.
Vick Chemical Co.
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Wander Co.
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R. L. Watkins Co.
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Willard Tablet Co.
John H. Woodbury Co.
Wm. Wrigley Co.
Wyeth Chemical
Young & Rubicam
Frederick Ziv

Leadership

DEFEND RADIO!

Reprinted from Variety, April 14, 1937

RADIO

SCREEN

STAGE

VARIETY

Published Every Wednesday in New York City

RADIO NEEDS SMART ANSWERS

... ceaseless propaganda about the alleged superiority of the British but they form the rooting section behind the pickaxe brigade that would like to tear down commercial radio to build, in its place, what they naively believe would be a superior type of radio.

Typical of many of the attacks made upon radio broadcasting is the just-published Vanguard volume, 'Not To Be Broadcast,' by Ruth Brindze. It's a sample of protest literature and radio may as well start getting smart with some answers. Witness the experience of the drug and food boys and the advertising biz itself.

New book depicts the radio situation as being in the hands of three chains who supervise 93% of the wattage. Chains in turn are in the hands of bankers and big advertisers, atop of which the newspaperers are crowding in. And astride the whole heap is the F.C.C., which is accused of political tinkering as well as exercising a law both forbidding and demanding censorship. In short, the F.C.C. can't censor; but it can revoke licenses because of public interest, convenience and necessity. These propositions are depicted as mutually contradictory.

Cited are some 35 cases of alleged censorship. And some proffered solutions. One is a government network paralleling the commercial system. Others: (1) free discussion periods for controversial topics without liability to stations; (2) checking domination of the air by small groups; (3) periodically announcing ownership of stations and propaganda groups; and (4) abolition of the president's emergency take-over powers of radio.

Just... cate a government web, and at the... but being contradictory, especially... with the F.C.C., isn't clear. It also... cases available, or what part of... sample, because no indication... domination... ment... of... pe... ng

are ap... efforts at improvement. But... t. Radio admittedly is willy... at you can't call a guy a... been as sensitive to this... boys were trying to take... where to jump. solely... ect... you... rrors... cause

In short, radio is pretty sensitive to pressure of any kind. And this is the... rantee to date of no tomfoolery. Checks of various kinds more or less cancel each other out.

It's easy to poke up reform, but the question is: what kind? How about the various screw-ball movements advocating this or that, and then selling out lock, stock and barrel to the boys with the money? In finding banker connections, it might be interesting to investigate a few of the protest crowd.

\$10 a year
154 West 46 St.
New York City

The Weekly
Newspaper of
Broadcasting