

BROADCASTING

Vol. 12 • No. 12

CLINTON JAMES

WASHINGTON, D. C.

JUNE 15, 1937

Broadcast Advertising

Section II

\$3.00 the Year
15c the Copy

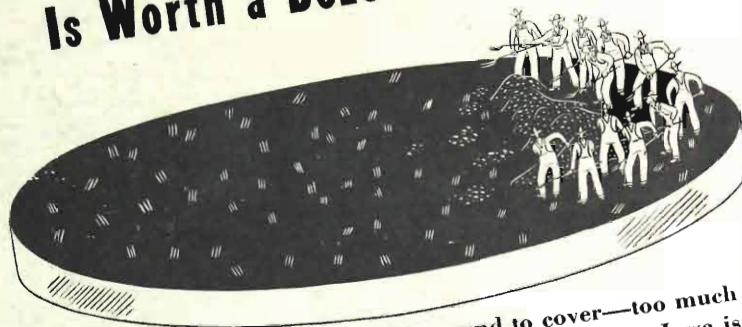
Foreign
\$4.00 the Year

Published Semi-Monthly, 25th Issue (Yearbook Number) Published in February

Reprinted at the suggestion of many radio executives, this advertisement outlines a vital reason why WHO provides the most effective means of selling the Iowa market.



WHERE YOU HAVE GROUND TO COVER
ONE GOOD SPREADER
Is Worth a Dozen Pitchforks



In selling Iowa, you have plenty of ground to cover—too much ground to be covered efficiently by pitchfork methods. Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. But trying to cover all these markets with smaller stations would prove too costly to be practical. In selling Iowa by radio, you need the one station big enough to reach all Iowa at once—Station WHO. In fact, all other Iowa stations together do not cover the state so effectively as does WHO—because, where you have ground to cover, one good spreader is worth a dozen pitchforks.

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, Manager
Phone 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

WHO-Des Moines - 50,000 watts

An Organization of Qualified Radio Engineers
Dedicated to The Service of Broadcasting



C. M. JANSKY, JR.



S. L. BAILEY



M. M. GARRISON



R. H. CULVER



L. M. POAST

THE OBJECTIVE of Jansky & Bailey Engineering is to produce the fundamental facts essential to the most effective use of Broadcasting as an Advertising medium

*Jansky & Bailey Engineers Are All Graduates From
Engineering Colleges of Fully Accredited Universities*

JANSKY & BAILEY

NATIONAL PRESS BLDG.

WASHINGTON, D. C.

THIS ORGANIZATION HAS NO CONNECTION WITH ANY
MANUFACTURER OF BROADCAST EQUIPMENT OR TOWERS

Here's Your LOW COST Proving Ground

NEW England is the proving ground for many successful radio campaigns.

Its great concentration of buying power within a comparatively small area makes it ideal test territory.

Added to that is the fact that a sizeable "sample" can be obtained at low cost, without limiting the campaign to one or two cities.

Going a step further—it is possible to conduct a New England-wide test, using the Colonial Network, and still keep the cost down.

The 15 stations of the Colonial group cover the six New England states, including the largest cities within their intensive listening areas.

Colonial stations have the local popularity needed for strong, direct coverage of concentrated markets. Their popular network programs command a large regular audience.

Make the Colonial territory your proving ground—for quick response in a larger market than it is possible to reach with any other group of stations at comparably low cost.



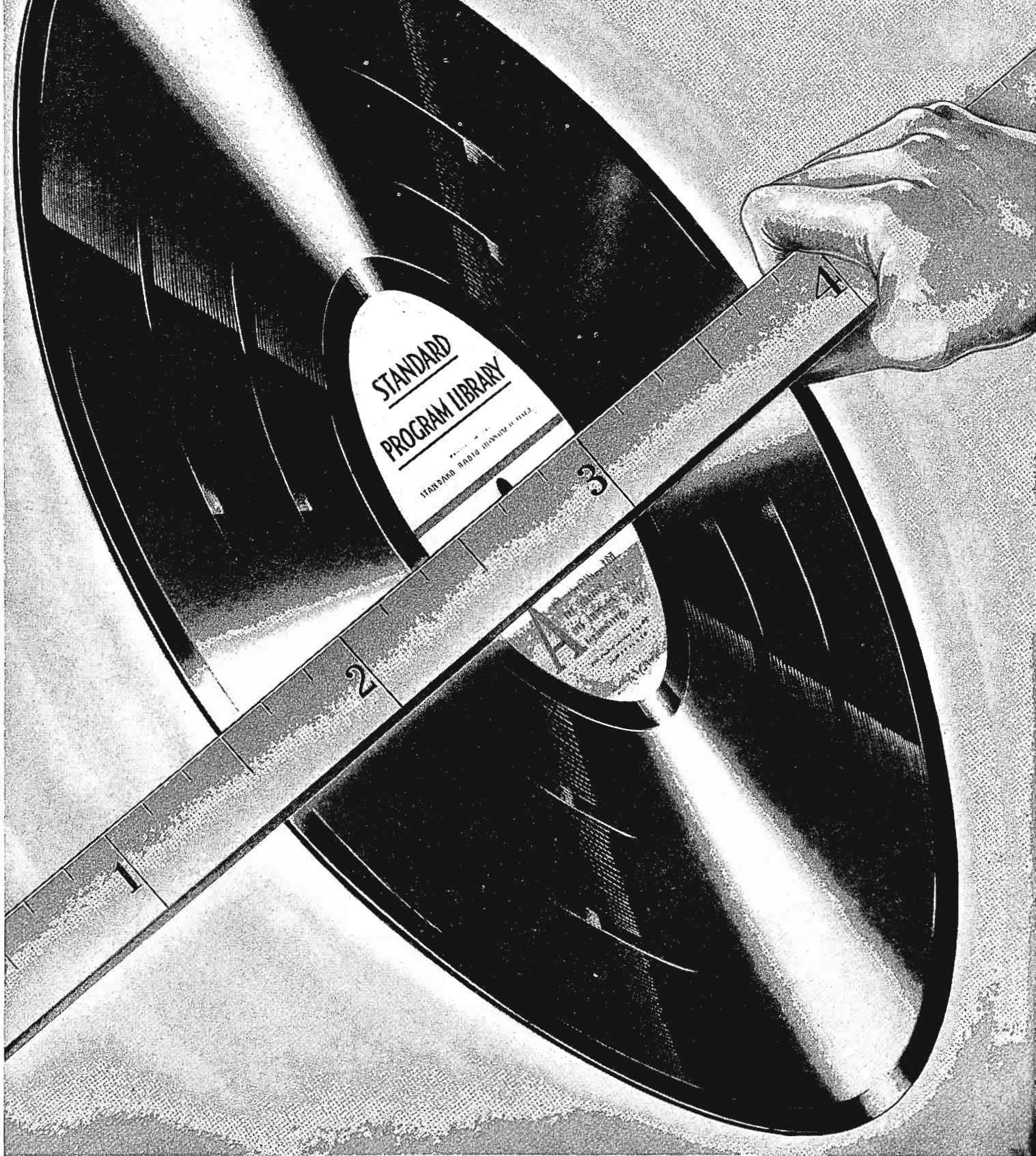
WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport	WNBH	New Bedford
	New Haven	WLLH	Lowell
WTHT	Hartford	WBRY	Waterbury
WNLC	New London	WLNH	Laconia
WSAR	Fall River	WRDO	Augusta
WSPR	Springfield, Mass.	WNBX	Springfield, Vt.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Are your transcriptions



up to Standard?

MEASURE THEM WITH THE STANDARD YARDSTICK

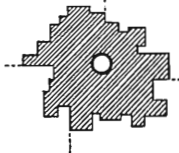
1—Popular Selections. The Standard Program Library gives you the most popular selections, rushed to you from Hollywood, where most of the real hits are born. New, popular tunes are delivered monthly, in advance of their peak of popularity, insuring maximum life to subscribers. For example, May and June releases alone, contained over 60 popular selections besides other types of music.



2—Public Domain. The vast musical wealth of the Standard Program Library is especially rich in public domain selections. And if your requirements for public domain are unusually high, Standard Radio offers two optional libraries which bring the total public domain to *well over fifty playing hours*.



3—Exclusive Territories. Where desired, Standard Radio can arrange exclusive use of the Standard Program Library in selected territories. Considered in the light of the distinctive interpretations of every type of music by Standard's outstanding artists, this exclusive feature becomes impressively valuable.

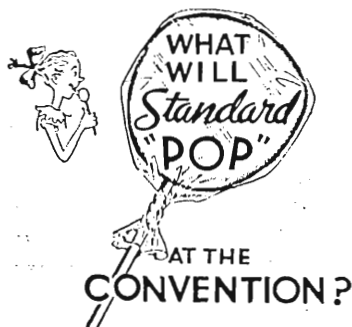


4—Continuity Service. A total of 52 hours per month of continuity, intelligently planned and smartly written by Hollywood's crack script writers. This integral part of Standard's service is depended upon by subscribers in simplifying production and programming.



THE CONVENTION—The LOGICAL TIME to CHECK UP

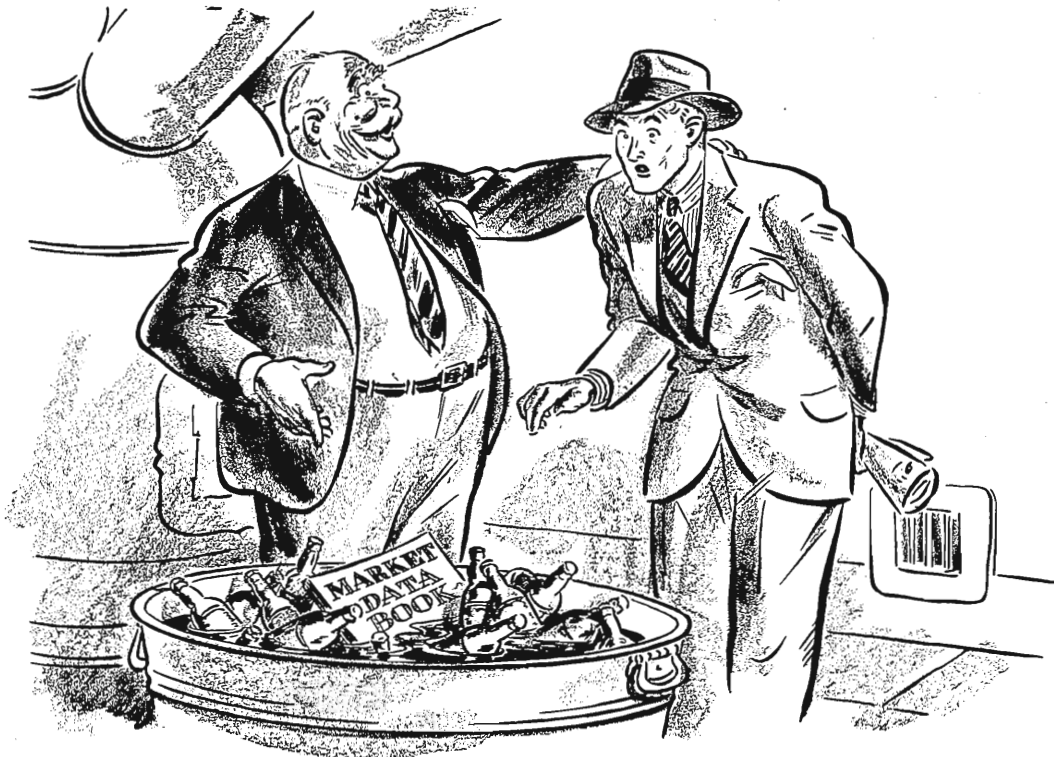
The Convention is a good time to apply the STANDARD YARDSTICK to your transcriptions. You may be amazed at what it reveals, not only in the features listed above, but in many other vital aspects.



Standard Radio

180 North Michigan Avenue Chicago, Illinois
6404 Hollywood Boulevard Hollywood, California

Rooms: 108-109-110 SHERMAN HOTEL
DURING THE CONVENTION



"I use it to cool beer!"

FACTS are cold. Columns of radio statistics can reveal Truth — but you know and we know that they can also conceal it. (If only by being so durned dull that few people will take the time and trouble to interpret them.)

Free & Peters, Inc. believe in facts. We have spent thousands of hours digging up and checking the statistics of our stations and of spot broadcasting. But we know that

statistics alone often aren't worth the paper they cover unless they are accompanied by equally significant facts which sometimes cannot be reduced to tabular form.

Ask us for facts, and we'll give you ALL of them — the facts that can be shown in tables and charts PLUS those intangibles which enable certain stations, like certain men, to sell more goods at less cost. Why not give us a "telephone test" — NOW?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK 110 East 42nd St. Lexington 2-8660	CHICAGO 100 N. Michigan Franklin 6373
DETROIT New Center Bldg. Trinity 2-8444	SAN FRANCISCO One Eleven Sutter Sutter 4353
LOS ANGELES C. of C. Bldg. Richmond 6184	

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRG	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

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Atherton & Currier	
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Benson & Parker Advertising Co.	
The Biow Co.	
Bazell & Jacobs	
J. Carson Brantley	
R. C. Broth	
Rosland Broiles Co.	
Calm, Miller & Nyburg	
Campbell-Mithum	
Carter-Owens Advertising Agency	
Edward Cave Co.	
Central Advertising Corp.	
C. P. Clark	
Harold S. Chamberlin & Associates	
Condon Co.	
Coolidge Advertising Co.	
Crossley Co.	
W. H. Davis Advertising	
David, Inc.	
Elmer H. Doe Advertising Agency	
Albert H. Dorsey Advertising Agency	
Dunlap Advertising Agency	
Albert Evans Advertising	
Fairall & Co. Advertising Agency	
Robert G. Fields & Co.	
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Fuller & Smith & Ross	
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Harry S. Goodman	
Julian Gross Advertising Agency	
Hart Conway Co.	
George H. Hartman Co.	
Harvey Massengale Co.	
Hays Advertising Agency	
W. S. Hill Co.	
Houck & Co.	
Charles W. Hoyt Co.	
Howard & Gymer	
Hutchinson Advertising Co.	
Kal Advertising Agency	
Henry I. Kaufman Advertising	
M. Keelson Co.	
Kelsey, Prins & Keifer	
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Lan'shett & Warman	
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Raymond R. Morgan Co.	
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Pettinella Advertising Co.	
Ralph L. Power	
Presba, Fellers & Presba	
Rawson Morrill	
Reiss Advertising	
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Shappe Advertising	
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Simons Michelson Co.	
George W. Smith Advertising	
Stevens & Wallis	
Strang & Prosser	
Thompson Advertising Agency	
J. Walter Thompson Co.	
Wales Advertising Co.	

Pioneers in Broadcasting look to

Pioneers in Sound Control!



One of the new WWJ studios treated on walls and ceilings with J-M Sound-Control Materials and isolated from the rest of the structure by the J-M system of sound isolation. Note the adaptability of the material to the modern decorative style.



At this new KDKA studio, an interesting decorative theme was carried out with no sacrifice in acoustical efficiency. Here, too, complete sound control is achieved by the use of Johns-Manville Materials and the J-M system of sound isolation.

Newest studios of America's two oldest stations...KDKA and WWJ...are designed and built in accordance with the latest sound-control methods developed by J-M

TWO NAMES that have made broadcasting history are Pittsburgh's KDKA and Detroit's WWJ... oldest U. S. stations.

That they should call upon the pioneers in sound control for improving and protecting broadcasting quality in their newest studios is far more than a matter of sentiment. It is based purely on their knowledge of the fact that since those first pioneering days, Johns-Manville's work in the field of sound control has kept abreast of progress in broadcasting.

And that, today—the best assurance of perfect acoustical conditions lies in studios designed and built in accordance with the present-day sound-control methods developed by Johns-Manville.

Attending the N. A. B. Convention in Chicago? If there are any sound-control questions you'd like to discuss, visit Room 1408, Hotel Sherman. J-M Acoustical Engineers will be there, ready to place at your disposal the most comprehensive sound-control experience now available in the broadcasting world.

STATIONS WITH "STUDIOS BY JOHNS-MANVILLE"

Leaders in broadcasting look to the leader in sound control!

Each station in the following list has been equipped with one or more "Studios by Johns-Manville"

- | | | |
|-------------------------|------------------------|--------------------------|
| KDKA—Pittsburgh, Pa. | WDBJ—Roanoke, Va. | WKY—Oklahoma City, Okla. |
| KMBC—Kansas City, Mo. | WDRG—Hartford, Conn. | WLS—Chicago, Ill. |
| KRLD—Dallas, Texas | WEAF—New York, N. Y. | WMAQ—Chicago, Ill. |
| KWKH—Shreveport, La. | WENR—Chicago, Ill. | WNAX—Yankton, S. D. |
| WABC—New York, N. Y. | WGN—Chicago, Ill. | WOR—Newark, N. J. |
| WBBM—Chicago, Ill. | WJSV—Washington, D. C. | WOW—Omaha, Nebraska |
| WCCO—Minneapolis, Minn. | WJZ—New York, N. Y. | WWJ—Detroit, Mich. |
| | WKRC—Cincinnati, Ohio | |

Johns-Manville
SOUND-CONTROL MATERIALS
and ACOUSTICAL
ENGINEERING SERVICE

*Actually it costs no more to use
the best acoustical
materials*

NEW ORLEANS **W W L** LOUISIANA

LOYOLA UNIVERSITY

Announces the Appointment of



Vincent F. Callahan

as

General Manager

A decade of radio experience comes to WWL with Mr. Callahan. In directing the commercial operations of the National Broadcasting Company's two Washington Stations—WRC-WMAL—since 1927, he has been the spearhead of many successful radio campaigns and the creator of program and merchandising efforts that have consistently brought results.

Mr. Callahan will bring new blood into New Orleans' radio activities with his 10-year background of radio success.

WWL, occupying a choice clear channel on the dial at 850 kilocycles, with 10,000 watts power, is proud to add an executive of Mr. Callahan's capabilities to its staff.

Captain A. C. Pritchard, many years associated with WWL, has been appointed Assistant General Manager.

J. D. Bloom, Jr., B. E. E., has been named Chief Engineer of WWL.

HAROLD A. GAUDIN, S.J.,
President, Loyola University.

**"NEW ORLEANS' MOST
POWERFUL STATION"**

★ **W W L** ★

**ROOSEVELT HOTEL
10,000 WATTS • 850 KC.**

Affiliated with Columbia Broadcasting System

Transcript

301
EAST
ERIE
STREET
CHICAGO



on

Headquarters

in CHICAGO

• The insistent and steadily increasing demand, by midwest advertisers, for World's modern method of vertical recording, has led to larger and finer facilities for World Broadcasting System in Chicago.

At the new World Broadcasting System building, conveniently located at 301 East Erie Street, only two blocks east of Michigan Avenue, World's new Chicago studios and processing plant are now placed on a par with the original Transcription Headquarters in New York.

Designed and built under the supervision of the same engineers who last year constructed the 711 Fifth Avenue headquarters, these up-to-date facilities combine the background, skill and scientific resources of Bell Telephone Laboratories, Western Electric Company, Electrical Research Products, Inc., and World Broadcasting System.

Here, in the heart of Chicago's radio and advertising district, you will find the best in sound recording facilities. Three acoustically-perfect studios, of varying size scientifically designed to meet every program requirement; complete production, processing and audition

facilities—all housed in a modern, air-conditioned building devoted exclusively to World Broadcasting System.

Operating TRANSCRIPTION HEADQUARTERS in New York, Chicago and Hollywood, World Broadcasting System makes its leadership more and more keenly felt among national, regional and local advertisers, and among the prominent radio stations that subscribe to WORLD PROGRAM SERVICE. This leadership can best be measured by the excellence and breadth of the service it renders, service which in turn is measured by the millions of dollars of revenue per year to American broadcasters, which World has developed—by the increasing millions which satisfied advertisers invest each year in this highly resultful advertising and selling medium.



While you are in Chicago for the NAB Convention, come to 301 East Erie Street for a personally-conducted tour of Transcription Headquarters. Or write for illustrated brochure, describing World's new Chicago facilities.

WORLD BROADCASTING SYSTEM

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON

ONE IF BY LAND AND TWO IF BY SEA



But now over both land and along the New England sea coast, WBZ and WBZA will carry your sales message. In '76 word was carried from house-to-house; today through WBZ and WBZA 1,156,000 New England families, can be told-and-sold—simultaneously. These two modern “Paul Reveres” do a complete selling job for the advertisers.

WBZ

50,000 WATTS

NBC Blue Network

BOSTON, MASS.

WBZA

1,000 WATTS

NBC Blue Network

SPRINGFIELD, MASS.

Completely programmed and represented by NBC

UNITED STATES

- Connecticut*
WTIC *Hartford*
- Iowa*
KGLO *Mason City*
- Illinois*
WHBF *Rock Island*
- Indiana*
WIND *Gary*
- Maine*
WLBZ *Bangor*
WCSH *Portland*
- Massachusetts*
WCOP *Boston*
WTAG *Worcester*
- Missouri*
KWOS *Jefferson City*
- Nebraska*
KFOR *Lincoln*
- New Hampshire*
WFEA *Manchester*
- New York*
WABY *Albany*
WMFF *Plattsburg*
- Rhode Island*
WJAR *Providence*

CANADA

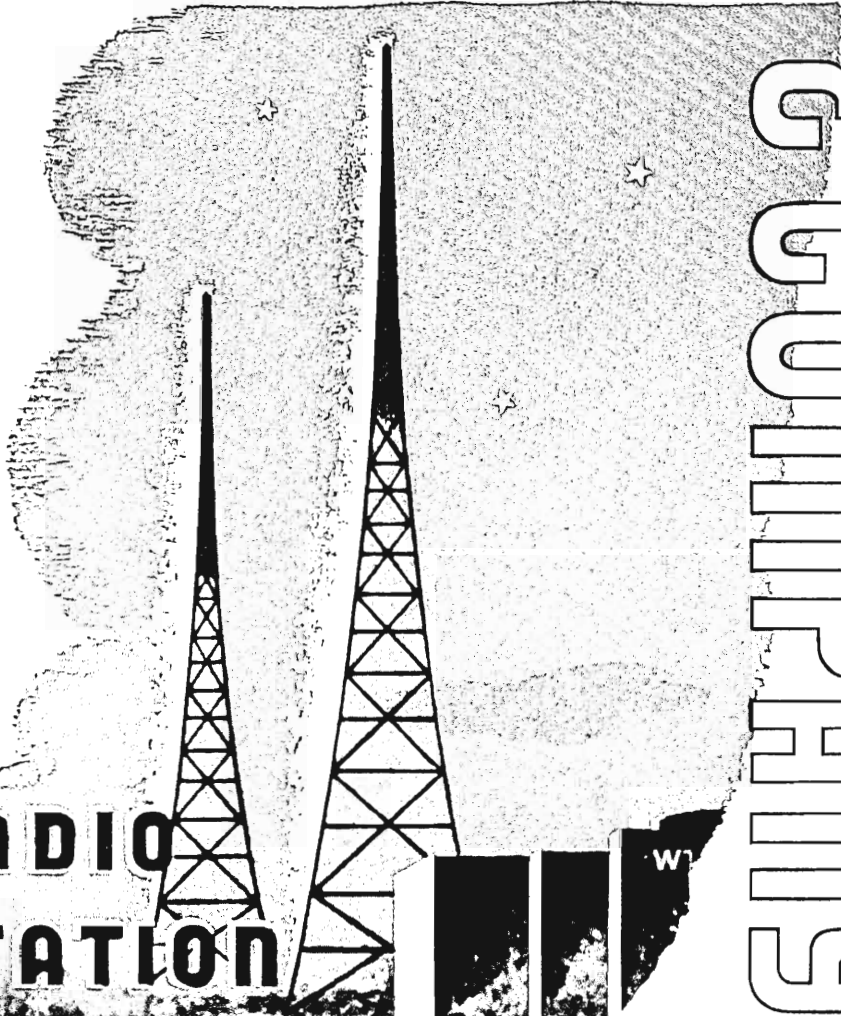
- Alberta*
CFAC *Calgary*
CJCA *Edmonton*
CJOC *Lethbridge*
- British Columbia*
CJAT *Trail*
CKWX *Vancouver*
- Manitoba*
CKX *Brandon*
CKY *Winnipeg*
- Quebec*
CFCF *Montreal*
- Saskatchewan*
CKCK *Regina*

RESULTS COUNT MOST



● THE INTERNATIONAL SCOPE AND SOUND GROWTH OF THIS ORGANIZATION ARE THE REWARDS OF EXPERIENCE AND SERVICE APPLIED TO STATION REPRESENTATION.

WEED



**RADIO
STATION**

**3
G
O
M
P
A
N
Y**

REPRESENTATIVES

**NEW YORK
DETROIT
CHICAGO**



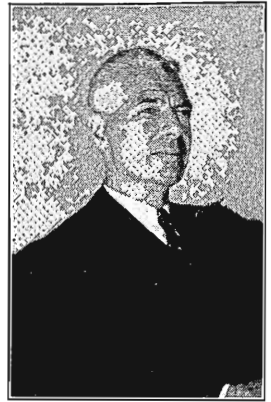
"Otis"

OTTIS L. LUCAS



"Watso"

LOREN L. WATSON



"Brownie"

PERCY M. BROWN

SUITE - 5 4 1 - 5 4 2 - 5 4 5

at

H O T E L S H E R M A N

in

C H I C A G O

June 19th to June 24th

To Welcome All Interested in Electrical
Transcriptions of Quality

The Aristocrat of the Turntable

**ASSOCIATED
RECORDED PROGRAM
SERVICE**

ASSOCIATED MUSIC PUBLISHERS, INC. 25 WEST 45th STREET NEW YORK CITY



THE NETWORK THAT COULDN'T BE BUILT

The dream that couldn't come true—a network of the stations and by the stations—has hummed to a \$1,000,000 billing each six months. 21% of all network advertisers in 1936 placed radio campaigns over the Mutual Broadcasting System.

- Build the long expected other major network? Unite half a hundred independents into a nation-wide network, as a *mutual* organization?
- The network that couldn't be built now thrives to 23 current accounts, among them Willys Motor Cars, Procter & Gamble, Libby, McNeill & Libby.
- The call letters of another major network have rung out from the Political Conventions, from the White House, from Westminster Abbey in London, England, and from the World Series.

- The words "This is the Mutual Broadcasting System" have preceded the exclusive broadcasts of this year's World Hockey Championship, the lone descriptions of the Eastern Racing Classics, the first message ever re-broadcast from a plane flying the Atlantic.
- In the months to come, Mutual, with significant new program and advertising power in Texas, Oklahoma, Ohio, the South, and California, stands ready to offer advertisers a wider selection of major markets than ever before. 23 of the Nation's first 30 markets are now dominantly served by Mutual stations.

THIS IS THE MUTUAL BROADCASTING SYSTEM

Offices: Chicago --WGN • New York --WOR • California -- Don Lee Network
 Detroit -- CKLW • Boston -- Colonial Network • Coulsdon -- Surrey, England.

• COAST TO COAST

- The Mutual Broadcasting System expresses its appreciation to its affiliated stations and advertisers whose help and generous co-operation have made these strides possible.

SPEAKING OF "MAIL PULLS"

The "MARY WARD" program, originated for Montgomery Ward & Co. by Ferry-Hanly Co.—Account Executive, Ed Warner—and carried over Radio Station KFRU, resulted in 5,990 answers by mail in two weeks time from listeners in the KFRU primary area.

How well these returns were distributed is told in this letter from Ferry-Hanly Co.

FERRY-HANLY COMPANY

Advertising
3200 DELTY BUILDING KANSAS CITY MO
May 27, 1937

Mr. W. E. Weller
Radio Station KFRU
Columbia, Missouri

Dear Mr. Weller:

In answer to your request, here is the total mail response received by Montgomery Ward & Company in their Easter Outfit Contest from your primary area.

Linn	334	Franklin	18
Macon	369	Cascadia	72
Shelby	171	Osage	83
Marion	19	Cole	228
Halls	149	Manitou	184
Monroe	119	Cooper	280
Randolph	229	Pettis	356
Chariton	267	Johnson	258
Carroll	322	Henry	395
Lafayette	249	Benton	131
Saline	295	Vergen	171
Howard	164	Hiller	133
Boone	305	Maurice	27
Callaway	154	Crawford	43
Audrian	118	Phelps	92
Montgomery	72	Pulaski	116
Warren	14	Camden	125

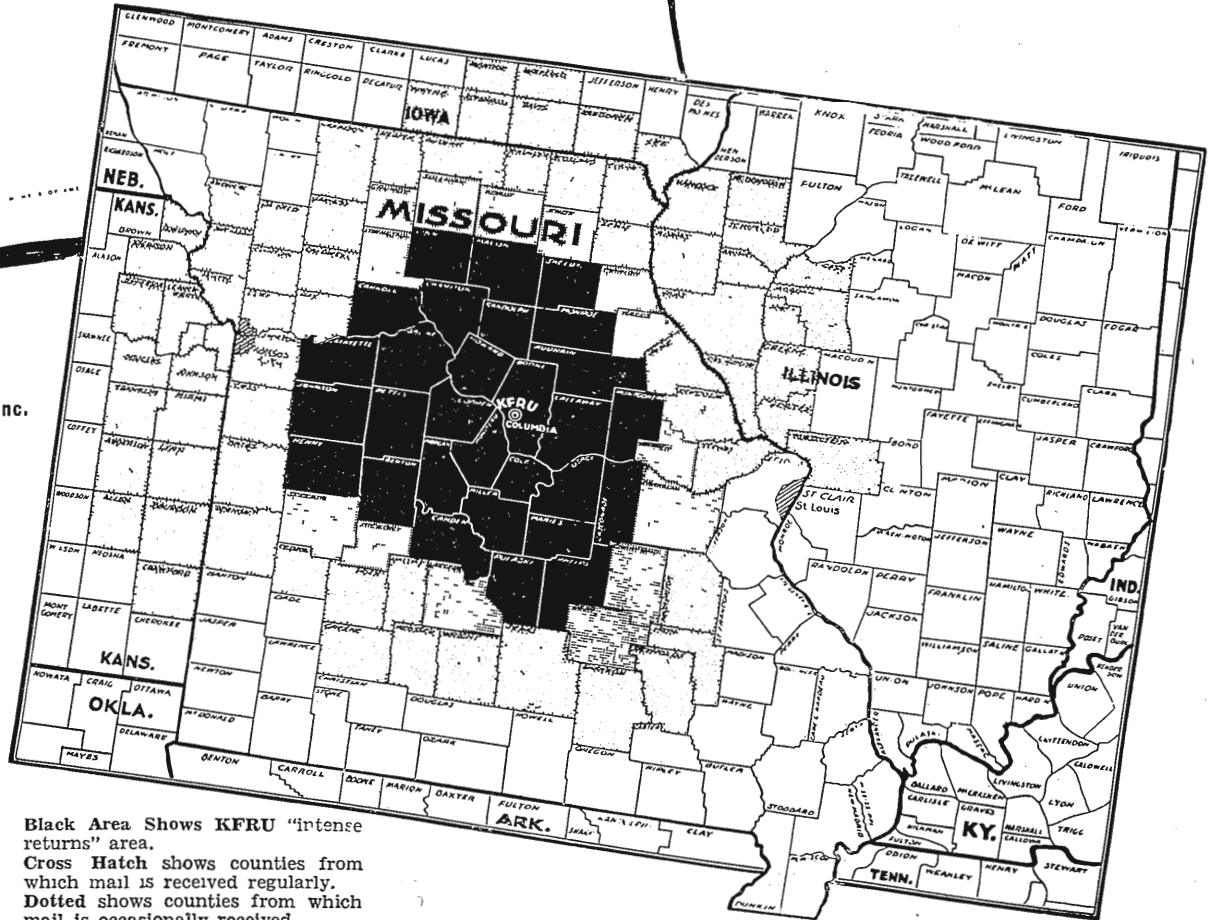
Yours very cordially,

Ed Warner
for FERRY-HANLY COMPANY

Ed Warner:dc

Radio Station
KFRU
at Columbia, Missouri
630 Kilocycles
1000 watts day time
500 watts night time

Represented by
Ferguson & Aston, Inc.
New York City
Detroit
Chicago
Kansas City

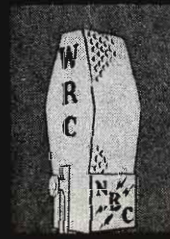


Black Area Shows KFRU "intense returns" area.
Cross Hatch shows counties from which mail is received regularly.
Dotted shows counties from which mail is occasionally received.

A Sales Message Over KFRU Covers the Center of Missouri



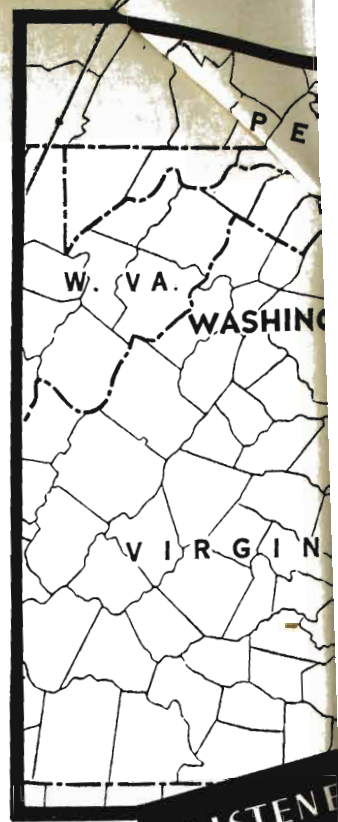
The New
NBC



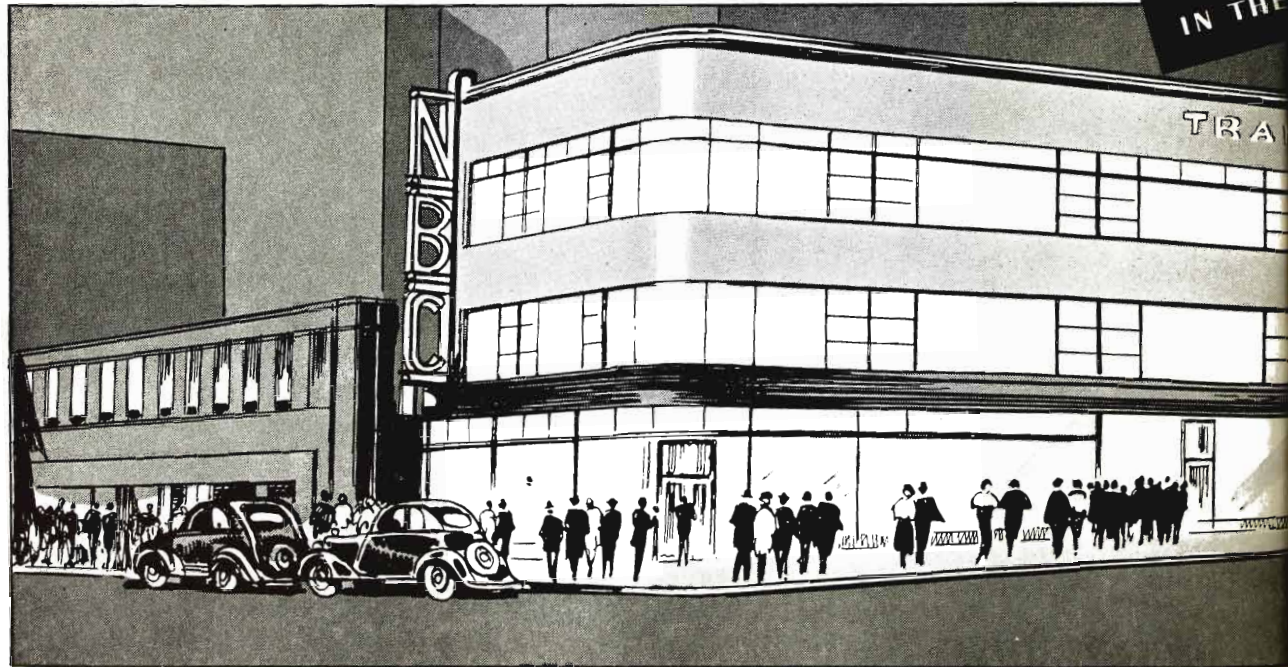
IN WASHINGTON D.C.

New Studios New Transmitter More Power

Shortly, NBC will occupy new headquarters in Washington. New studios, completely new broadcasting equipment, more power, will provide a finer service in every respect for listeners and advertisers. Their preference for stations WRC and WMAL, NBC's Washington outlets, has made this expansion and improvement possible.



Below is a pen and ink drawing of the building which houses NBC's new headquarters in Washington.



LISTENERS
W
W
IN THE

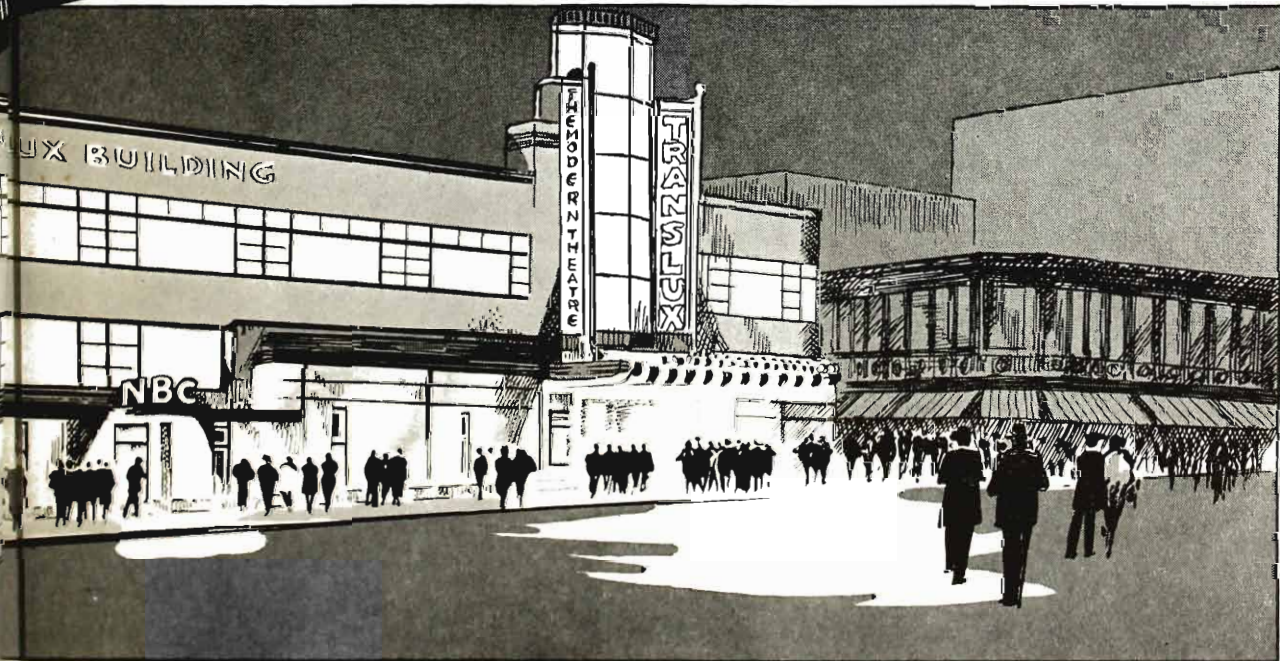
To Serve Listeners and Advertisers Better . . .

Both local and national advertisers have continued, in 1937, to show a decided preference for WRC and WMAL. To date 35% more spot and local business has been placed on these stations than during the same period of 1936. And now, with these new facilities, advertisers are assured greater audiences and greater sales.

WRC, Basic Red Network, and WMAL, Basic Blue Network, are completely programmed and represented by NBC.



REFER
C
AL
ON'S CAPITAL



*YOU ARE CORDIALLY INVITED
TO VIEW THE NEW
COLLINS BROADCAST TRANSMITTERS
AND STUDIO EQUIPMENT
ON DISPLAY AT THE
NAB CONVENTION*

COLLINS RADIO COMPANY

BROADCASTING

and

Broadcast Advertising

1937 Market Data Edition
AND
NAB CONVENTION NUMBER

Published by
BROADCASTING
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J. FRANK BEATTY, Managing Editor
F. G. TAYLOR, Advertising Manager
MAURICE H. LONG, Advertising Assistant
BERNARD PLATT, Circulation Manager

National Press Building
Washington, D. C.
Telephone - METropolitan 1022

Executive and Editorial Offices: NATIONAL PRESS BUILDING, WASHINGTON, D. C.

NEW YORK OFFICE
1270 Sixth Ave., Rockefeller Center
Telephone: COLUMbus 5-3015
Bruce Robertson, Norman Goldman

CHICAGO OFFICE
360 No. Michigan Ave.
Telephone: CENTral 4115
Hal Tate

LOS ANGELES OFFICE
6331 Hollywood Blvd.
Telephone: GLADstone 7353
David Glickman

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Vol. 12—No. 12

WASHINGTON, D. C., JUNE 15, 1937

\$3.00 Per Year, Section II

THE WHITE HOUSE
WASHINGTON

June 11, 1937

My dear Mr. Taishoff:

I have learned that the broadcasters again are preparing for their convention and business meetings. It is a pleasure, therefore, to extend greetings and good wishes to the industry on the occasion of the Fifteenth Annual Convention of the National Association of Broadcasters.

Much has transpired in both government and industry in the year that has elapsed since your last convention. Radio has shown remarkable development. The manner in which radio threw open its facilities for relief work during the devastating floods of the Ohio and the Mississippi early this year was a revelation of its tremendous public service value in time of emergency, and a credit to the spirit of helpfulness on the part of the broadcasters of the nation.

The problems that present themselves to you broadcasters are not insoluble. In your industry there are no problems that cannot be solved by intelligent management, good programming and an awareness of public responsibility.

Very sincerely yours,



Mr. Sol Taishoff,
Editor, Broadcasting Magazine,
Washington, D. C.

National Association of Broadcasters: 1936-7 Officers and Committees

Headquarters Office: 970 National Press Bldg., Washington, D. C. Phone: NAtional 8470

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Ella L. Pharoah, *Stenographer*
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Code of Ethics of the National Association of Broadcasters

Adopted at 1935 Convention

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.
2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.
3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.
4. Each member station shall refuse any advertising matter regarding products or services injurious to health.
5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.
6. Each member station shall refuse to accept any business on a cost

per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

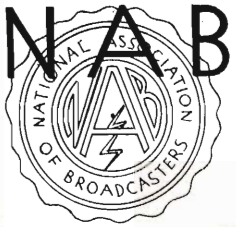
RUFUS H.

DARBY PRINTING COMPANY

905 E STREET, N.W.

WASHINGTON, D. C.

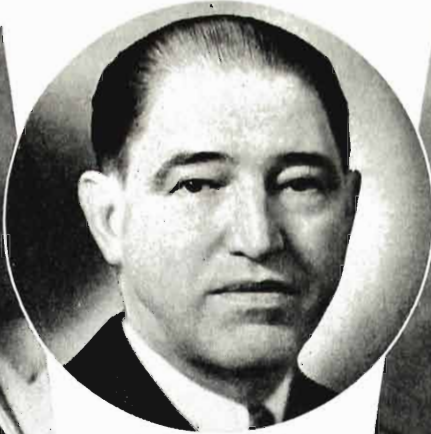
Magazines - Periodicals - Brochures - Folders - Briefs



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W C K Y



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W H O



T. W. SYMONS JR.
K F P Y - K X L



E. W. CRAIG
W S M

Without Hesitation



she reaches for the product she heard advertised over KGO. This faith in KGO advertised products, built and maintained over a period of thirteen years, creates an unparalleled opportunity for advertisers interested in selling Northern California—particularly when introducing a new product to this rich market.

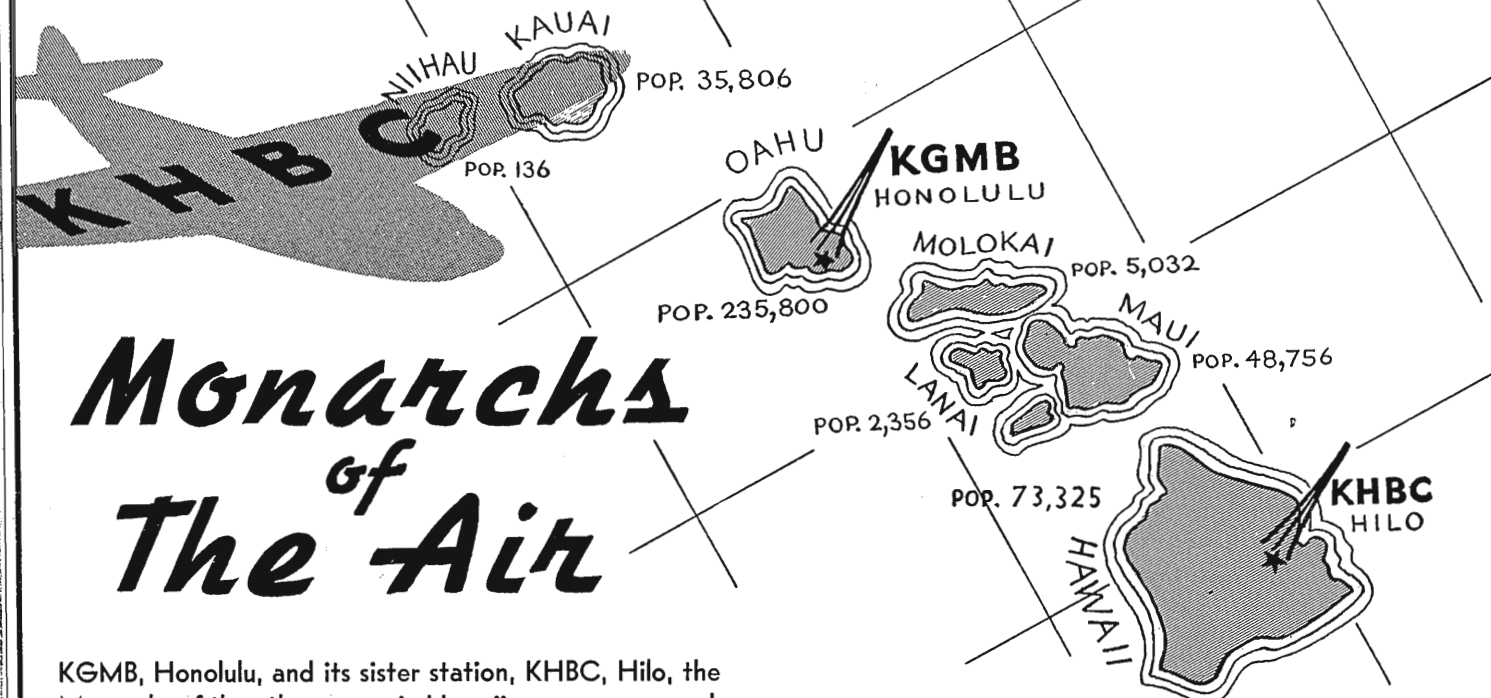
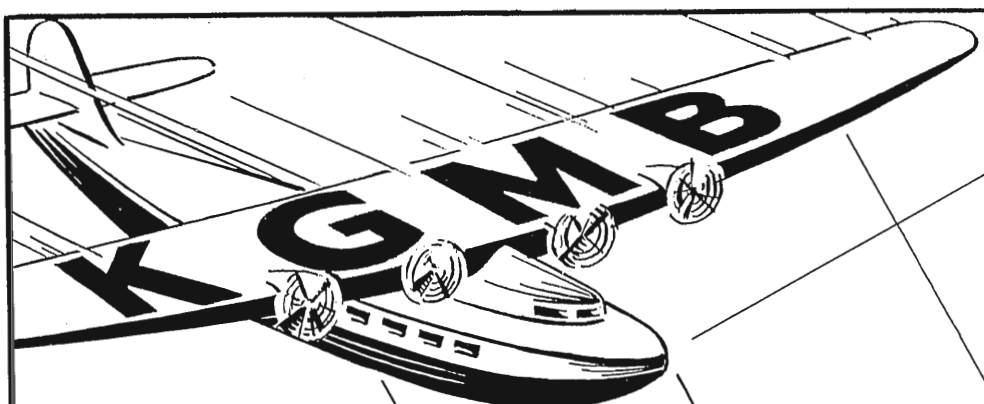
Quality in products advertised has gained listeners' confidence. Quality in programs broadcast has gained their favor. As Key Station of the NBC Pacific Coast BLUE Network, KGO offers the finest of western and transcontinental programs. It's axiomatic—better programs build larger listening audiences. Today, more than ever before, all Northern California* is getting "the KGO habit."

KGO

790 KILOCYCLES • 7500 WATTS

San Francisco

*551,000 radio homes in KGO's "Airea One" (primary service area)



Monarchs of The Air

KGMB, Honolulu, and its sister station, KHBC, Hilo, the Monarchs of the ether waves in Hawaii, cover every nook and cranny of Hawaii's \$85,743,998 annual market. For this reason plus fine programs, showmanship and service they enjoy

ISLAND LISTENER PREFERENCE

A Radio Survey completed this year gives these two stations 64.4% of the total Island Radio Audience.

ISLAND ADVERTISER PREFERENCE

Better than 62% of the Local Island Merchants Radio Budgets are spent with KGMB and KHBC.

NATIONAL ADVERTISER PREFERENCE

The following imposing list of National accounts using KGMB and KHBC is the "proof of the pudding"—

- | | | |
|------------------------|--------------------------|---------------------|
| General Electric | Associated Oil | Norge Refrigerators |
| General Motors | Chesterfield | Electro-Lux |
| Alka Seltzer | Gillette | Philco Radio |
| California Rice Assn | Lucky Strike | RCA Radio |
| Colgate Palmolive Peet | Blasco-Lifebuoy | Zenith Radio |
| Durkee | Schillings | G. E. Washers |
| Duart | Standard Brands | ABC Washers |
| Max Factor | Standard Oil | Esy Washers |
| General Mills | Ford Motor | Albers Milling |
| Knox Chemical | Anacin | White King Soap |
| Propylactle | Oldsmobile | Sloan's Linament |
| Vicks Chemical | Packard | Elmo Cosmetics |
| Sherwin-Williams | Dodge | Kool & Raleigh |
| Kolynos | Grunow Refrigerators | Chairs Corsets |
| Procter & Gamble | Frigidaire Refrigerators | Yogue Foundations |
| Chevrolet | G. E. Refrigerators | Glidden Paint |
| Stewart Warner | Kelvinator Refrigerators | Prudential Life |
| | Bulova Watches | |

KGMB
HONOLULU, OAHU

For more details, consult
THE HAWAIIAN BROADCASTING SYSTEM
Hotel Californian, San Francisco
CONQUEST ALLIANCE CO.

NEW YORK: 515 Madison Ave. CHICAGO: 228 N. LaSalle St.
729 So. Western Ave. MACGREGOR & SOLLIE Hollywood

KHBC
HILO, HAWAII

KGMB, Honolulu and KHBC, Hilo are Hawaiian outlets for C.B.S. and M.B.S.
THE HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST-IT PAYS

CANADA



- ALBERTA **CFAC** *Calgary*
- CJCA** *Edmonton*
- CJOC** *Lethbridge*
- BRITISH COLUMBIA **CJAT** *Trail*
- CKWX** *Vancouver*
- MANITOBA **CKX** *Brandon*
- CKY** *Winnipeg*
- QUEBEC **CFCF** *Montreal*
- SASKATCHEWAN **CKCK** *Regina*

THESE STATIONS, EACH A LEADER
IN ITS OWN PROVINCE, OPEN
THE DOOR TO THIS VAST UN-

TAPPED CANADIAN MARKET.
WEED
& COMPANY
NEW YORK
DETROIT
CHICAGO

United States Representatives



NBC THESAURUS

presents its

"Records of Achievement" at the NAB Convention—Chicago

Suite 101-104 of The Hotel Sherman

•
SEE AND HEAR

What the Future Holds for Subscribers
to the Enlarged and Improved NBC THESAURUS

EIGHT SALEABLE NEW THESAURUS PROGRAMS
COMPLETELY REVISED THESAURUS CONTINUITY SETUP
USEFUL NEW SAMPLE AUDITION RECORDS
ELABORATE NEW GUIDEBOOK TO THE USE OF THESAURUS
And Many More "Added Attractions"

*Ask For Your Copy of the
New Portfolio*



NBC THESAURUS PLEDGE *For 1937—1938*

More Programs... More Selections... Greater
Variety... Important New Artists... More
Saleable Features... Increased Sales Promotion
...More "Extra Dividend" Programs



KFBK
SACRAMENTO

KOH
RENO

KWG
STOCKTON

KMJ
FRESNO

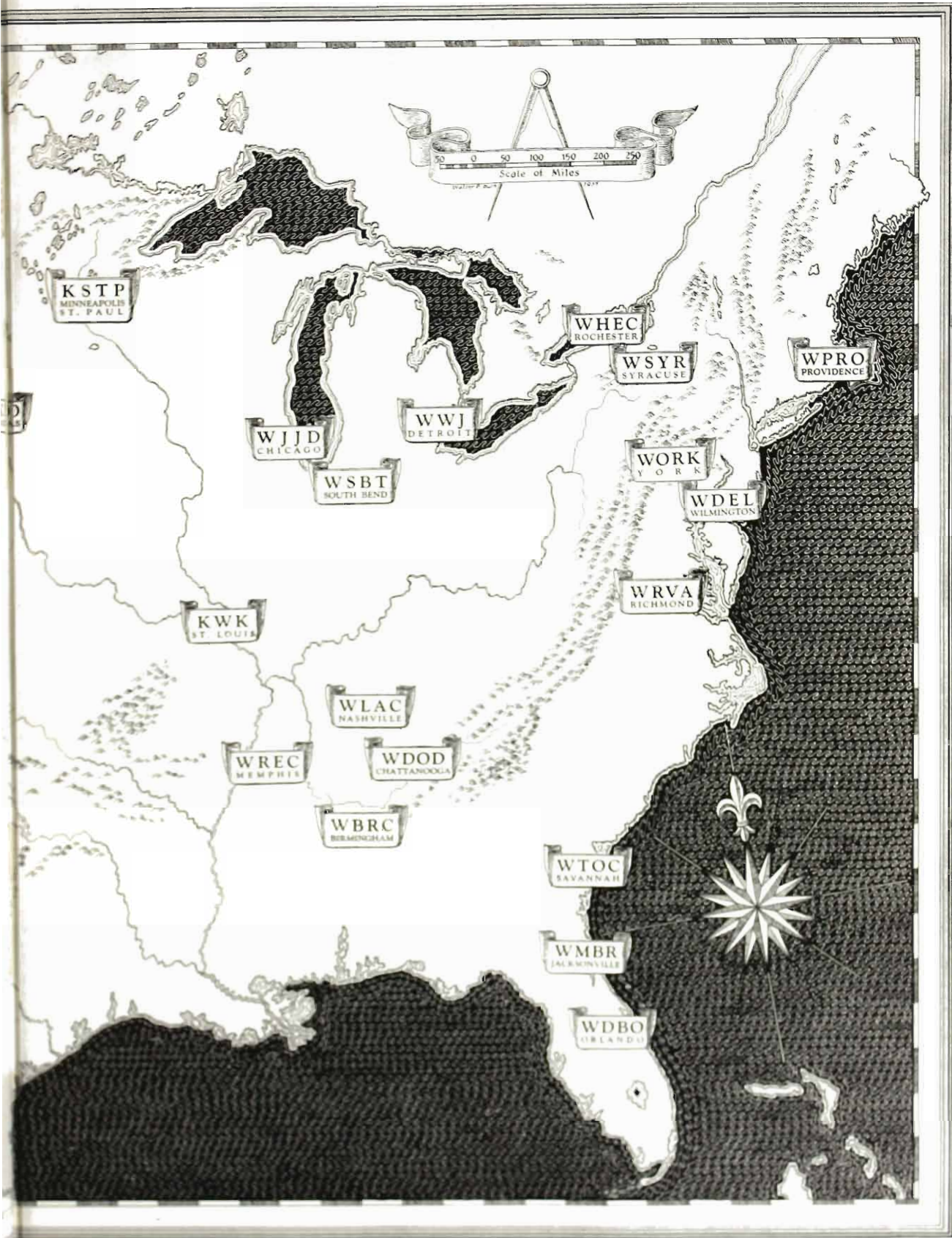
KERN
BAKERSFIELD

PAUL H. RAYMER
COMPANY

Radio

STATION REPRESENTATIVES

NEW YORK CHICAGO
DETROIT SAN FRANCISCO



A GREAT CO



WMCA

"NEW YORK'S
OWN STATION"

"DOUBLES" COMBINATION!

And TOPS in "SINGLES" too!

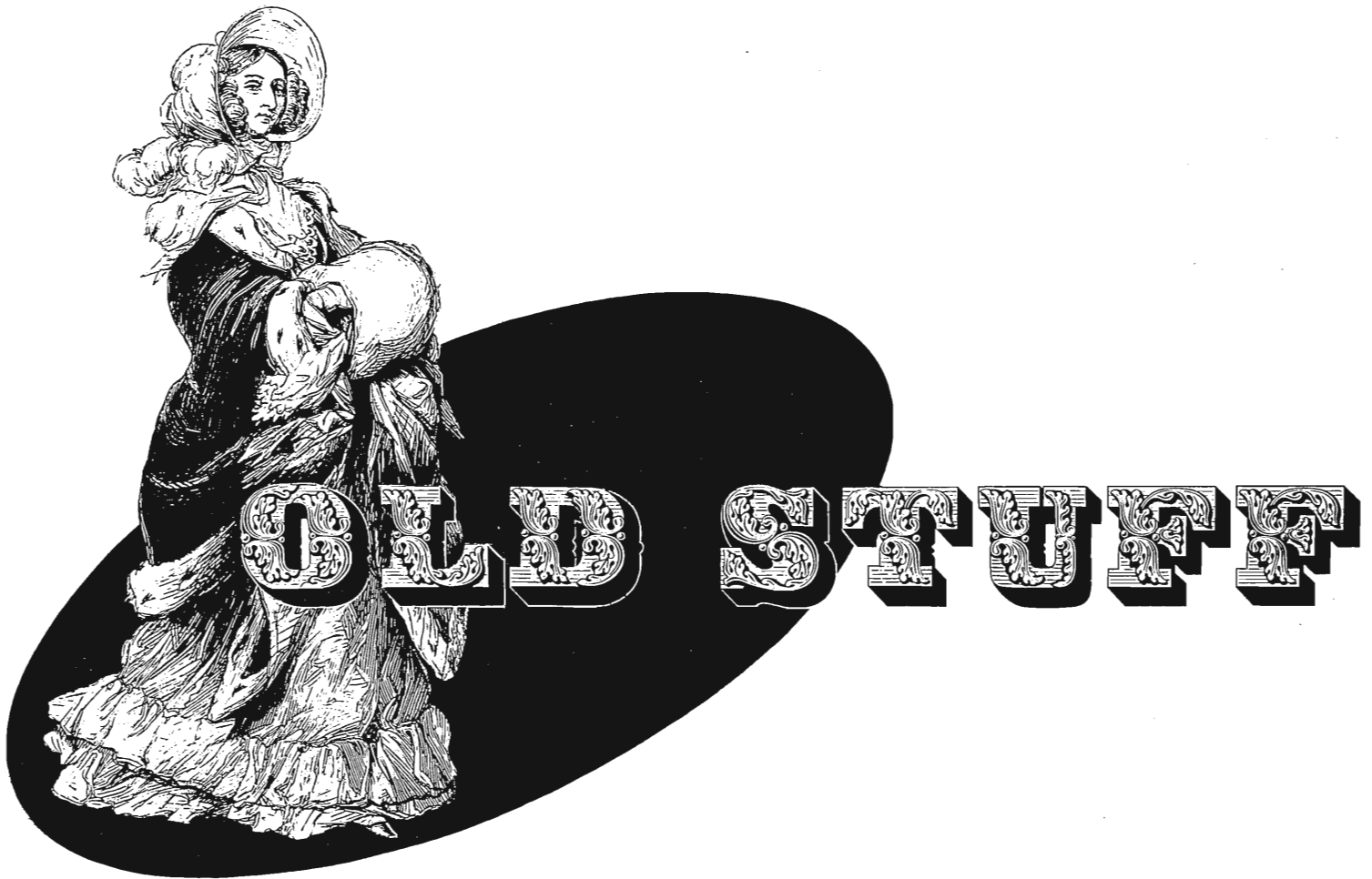
No matter how good a tennis player may be individually, it takes **TEAM WORK** to make a good doubles combination.

WMCA, New York, and WIP, Philadelphia, are a radio team of top flight stations working in perfect harmony. Fundamentally both stations are geared to the same style of play. Both serve major markets of vast potentialities. Both are pioneers. Both excel in local showmanship. Both are dedicated to serving the popular interests of the mass audience. Alike in power. Alike in top dial position. Alike in sales effectiveness.

Used individually or in combination, WMCA-WIP represent the greatest dollar-for-dollar buy in radio today!

WIP

**"PHILADELPHIA'S
PIONEER VOICE"**



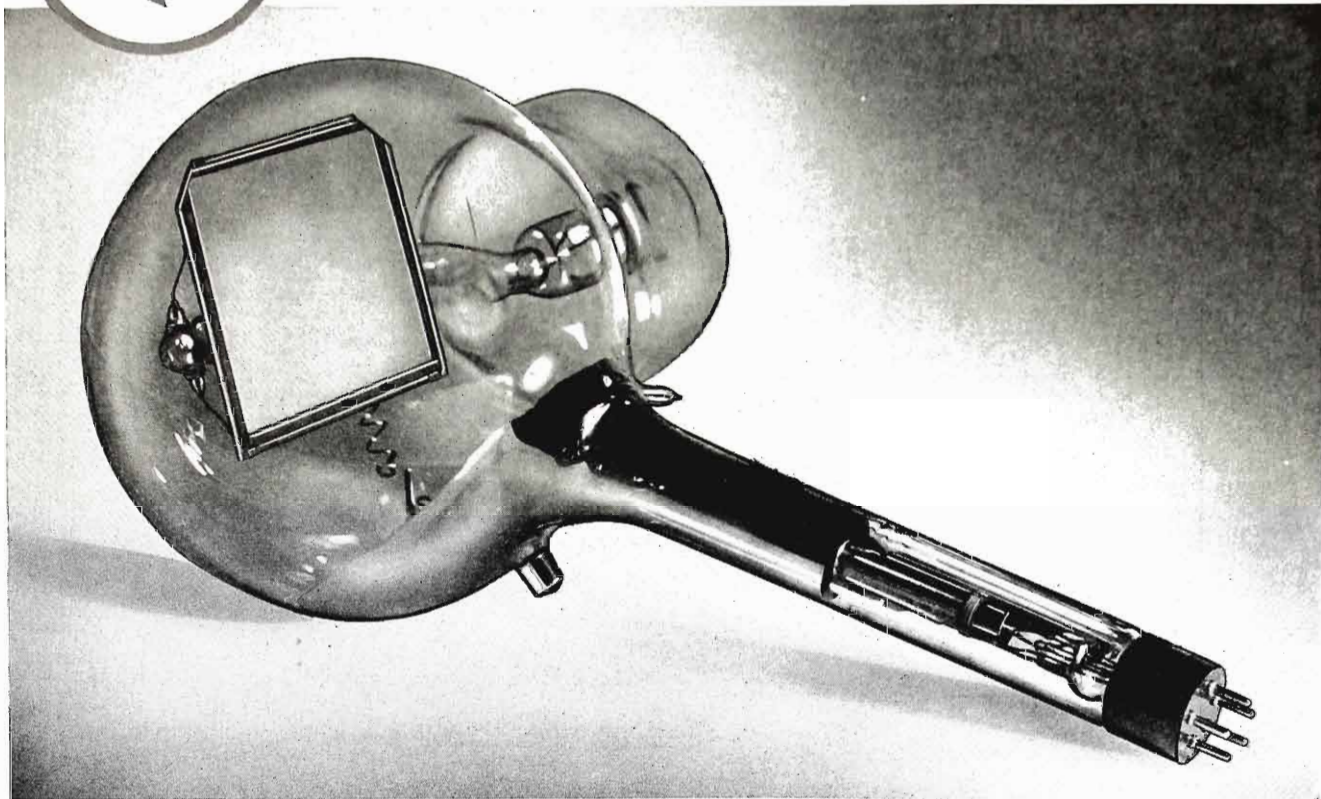
WE don't know just why, but somehow the idea persists that there's nothing unusual about a sponsor attaining overnight success while using WOR. People who come to us seem to have that strongly impressed upon their minds. No sooner do we roll up our sleeves and prepare to tell them what WOR can do, than they wag a warning finger and say, "Shh-h, save it. Old stuff!" This attitude at times embarrasses us. We have no delusions of greatness. We have to work just as hard as we ever

did. We have just as many headaches and are just as proud of a good selling job as when we started. Of course we are a much better station than when we were small . . . and we were fairly good then. In fact, we never tire of telling about the job we did for . . . "Shh-h, save it. Old stuff!"

WOR



Symbol of the Radio Age



MMUSIC, drama, news, laughter...messages across oceans and mountain ranges...directions to mariners at sea...whenever electric images of sound travel through space, their passage has been facilitated by the research and technology of RCA.

Each individual phase of radio is represented by an RCA service that is a specialist in that particular field. Each of these services does better work in its own line for the fact that it freely taps the knowledge and experience of all the other RCA services.

In this fast-moving radio age, merchants, broad-

casters, and advertisers who associate their interests with RCA products or facilities automatically participate in every modern development of the radio art.

RCA REVIEW

A quarterly of Radio Progress, and a source of news and reference material of value to engineers and laymen alike who wish to keep abreast of progress in radio and allied arts.

RCA Review now offers most attractive subscription terms of \$1.50 for one year, or \$2.50 for two years, or \$3.50 for three years, to U.S. and Canada; to other countries, add 35 cents per year.

RCA INSTITUTES TECHNICAL PRESS

75 Varick Street, New York

RADIO CORPORATION OF AMERICA

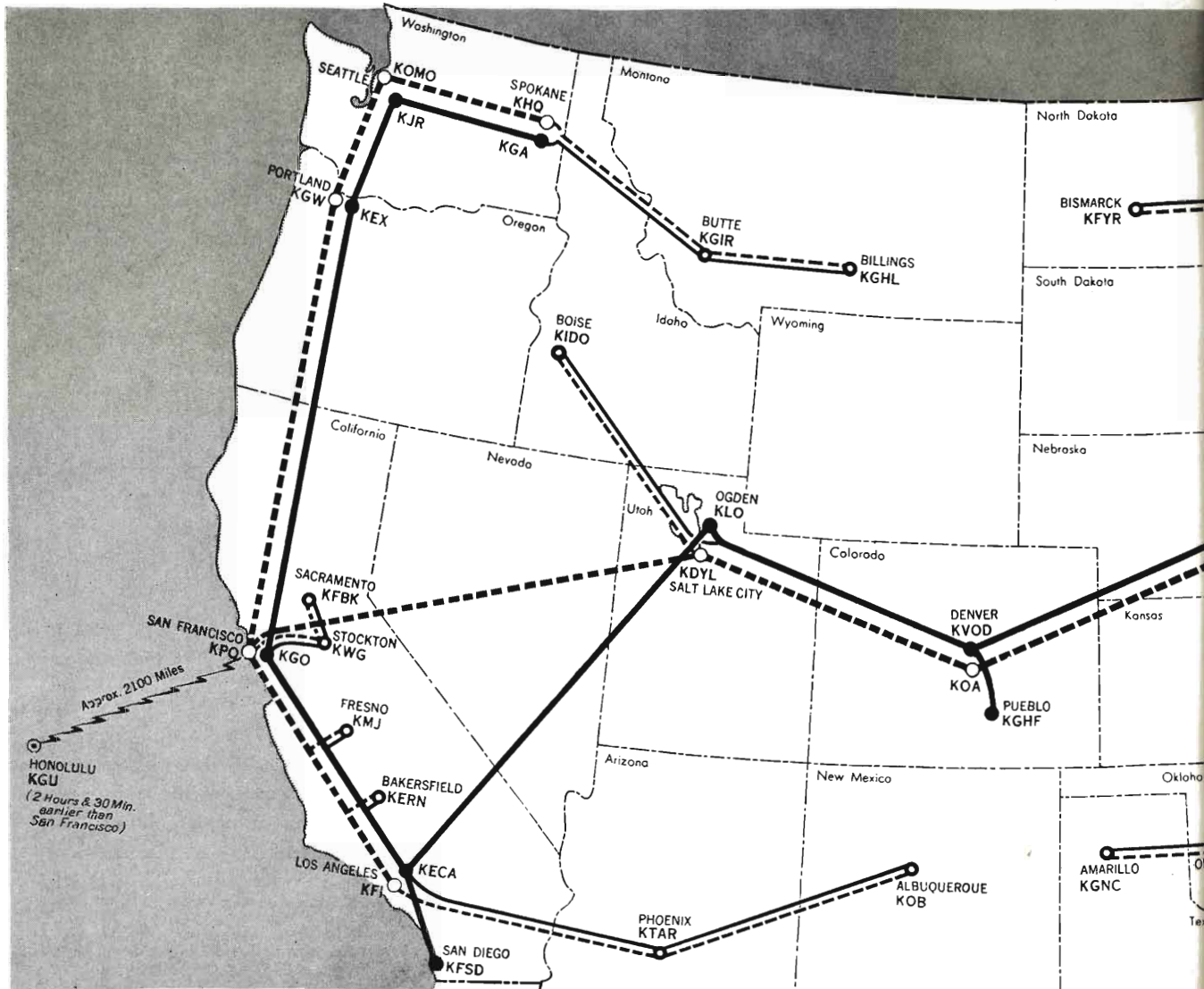
RCA Building, New York

Radiomarine Corporation of America • RCA Manufacturing Company, Inc. (RCA Victor products)
RCA Institutes, Inc. • National Broadcasting Company • RCA Communications, Inc.

RCA PRESENTS THE "MAGIC KEY" EVERY SUNDAY, 2 TO 3 P. M., E. D. T., ON COMPLETE NBC BLUE NETWORK
BROADCASTING • Broadcast Advertising

June 15, 1937 • Page 33

"This is the National



**NETWORK FACILITIES OF THE
NATIONAL BROADCASTING COMPANY
AS OF MAY 2, 1937**

Blue Network
 Red Network

 Supplementary to either Blue or Red

Broadcasting Company"



NEW STATIONS AUTHORIZED BY THE FCC SINCE JAN. 1, 1936

* Asterisks denote station was reported on the air as of June 1, 1937

ALABAMA

- *WBHP, Huntsville—CP issued to Wilton Harvey Pollard; 100 watts on 1200 kc.
- *WJRD, Tuscaloosa—CP issued to James R. Doss Jr., operator of WMFO, Decatur; 100 watts to local sunset on 1200 kc.

ARIZONA

- KYCA, Prescott—CP issued to Southwest Broadcasting Co. (Albert Stetson, president); 100 watts night, 250 watts day on 1500 kc. (ordered for rehearing).

CALIFORNIA

- *KROY, Sacramento—CP issued to Royal Miller, local automobile dealer; 100 watts to local sunset on 1310 kc.
- *KVCV, Redding—CP issued to Golden Empire Broadcasting Co. (William Schied, Harold Smithson and Sydney R. Lewis, also owners of KHSL, Chico, Cal.); 100 watts on 1200 kc.
- KVSC, San Diego—CP issued to Pacific Acceptance Corp. (K. L. Banning and Willard Ponda), 100 watts on 1200 kc. (CP stayed pending rehearing).
- *KVEC, San Luis Obispo—CP issued to Valley Electric Co. (Christina M. Jacobson, electrical dealer), 250 watts to local sunset on 1200 kc.
- KSRO, Santa Rosa—CP issued to Press Democrat Publishing Co. (Ernest L. Finley, publisher); 250 watts daytime on 1310 kc.
- *KYOS, Merced—CP issued to Merced Star Publishing Co. (Ray, Hugh and Peter McClung); 250 watts daytime on 1040 kc.
- *KHUB, Watsonville—CP issued to F. W. Atkinson, publisher of *Watsonville Pajaronian and Register*, 250 watts daytime on 1310 kc.
- KTKK, Visalia, Cal.—CP issued to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%, Homer A. Wood publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register and Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel and Journal*, 12½%), 250 watts daytime on 1190 kc.
- KTMS, Santa Barbara, Cal.—CP issued to News Press Publishing Co., publisher of *Santa Barbara News and Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

COLORADO

- KOKO, La Junta, Col.—CP issued to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%, Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

CONNECTICUT

- *WNLC, New London—CP issued to Thames Broadcasting Co. (Roderick L. Morey, Edwin J. Morey and Daniel E. Noble), 100 watts daytime on 1500 kc.

FLORIDA

- *WFOY, St. Augustine—CP issued to Fountain of Youth Properties Inc. (Mayor Walter B. Fraser, Mrs. Fraser and Frank Upchurch); 100 watts on 1210 kc.
- WKAT, Miami Beach—CP issued to A. Frank Katzentine, former mayor of Miami Beach; 100 watts on 1500 kc.

GEORGIA

- *WAYX, Waycross—CP issued to Waycross Broadcasting Co. (Dr. E. F. Sapp and S. F. Sapp), 100 watts night and 250 watts day on 1200 kc.

ILLINOIS

- *WDWS, Champaign—CP issued to Champaign News Gazette Inc. (D. W. Stevick, publisher), 100 watts on 1370 kc.

INDIANA

- *WHIP, Hammond—CP issued to Hammond-Calumet Broadcasting Corp., also operators of WWAE, Hammond, 5,000 watts daytime on 1480 kc.
- *WGRC, New Albany—CP issued to Northside Broadcasting Corp. (Arthur L. Harris, Charles Lee Harris and Adolph L. Zeller); 250 watts daytime on 1370 kc.
- WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney, 1,000 watts daytime on 1050 kc.

IOWA

- *KGLO, Mason City—CP issued to Mason City Globe Gazette Co. (Lee Syndicate newspaper, Lee P. Loomis, publisher); 100 watts night and 250 watts day on 1210 kc.

KANSAS

- KOAM, Pittsburg—CP issued to Pittsburg Broadcasting Co. (A. Staneart Graham, E. V. Baxter and Norman Baxter); 1,000 watts daytime on 790 kc. (CP stayed pending litigation).
- KSAL, Salina—CP issued to R. J. Laubengayer, publisher of *Salina Journal*, 100 watts on 1500 kc.
- *KANS, Wichita—CP issued to Charles C. Theis; 100 watts on 1210 kc.
- *KVGGB, Great Bend—CP issued to Ernest Edward Ruehlen; 100 watts on 1370 kc.

KENTUCKY

- WLMU, Middleboro—CP issued to Lincoln Memorial University, Harrogate, Tenn.; 100 watts night and 250 watts day on 1210 kc.

MAINE

- WGAN, Portland—CP issued to Portland Broadcasting System Inc.; 247 of 500 shares owned by Gannett Publishing Co., publishers of *Portland Press-Herald*, 500 watts to local sunset on 640 kc.

MICHIGAN

- WJOY, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each, 500 watts daytime on 950 kc.

MINNESOTA

- KATE, Albert Lea, Minn.—CP issued to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler*, Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice president of Meyer Wolf & Sons Co., Albert Lea Furniture dealers, Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul, L. B. Farrington, St. Paul, William B. Wolf, Austin); 250 watts daytime on 1420 kc.
- *KDAL, Duluth—CP issued to Red River Broadcasting Co., 100 watts on 1500 kc.
- KVOX, Moorhead—CP issued to Robert K. Herbst, owner of Herbst Department Store, 100 watts on 1310 kc.
- KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager of *Winona Republican-Herald*, Herman R. Weick, editor of *Winona Republican-Herald*, Harry Dahl, chief owner of WKBH, LaCrosse, Otto M. Schlabach, LaCrosse attorney); 100 watts daytime on 1200 kc.
- *WMIN, St. Paul—CP issued to Edward Hoffman, owner of Edward Hoffman Co., furniture dealers; 100 watts night and 250 watts day on 1370 kc.

MISSISSIPPI

- WMFN, Grenada—CP issued to Attala Broadcasting Corp., operators of WHEF, Kosciusko, Miss.; 100 watts on 1210 kc. (WMFN formerly was operated in Clarksdale, Miss.)

MISSOURI

- *KWOS, Jefferson City—CP issued to Tribune Printing Co., publisher of *Jefferson City Capital-News and Post-Tribune*, 100 watts daytime on 1310 kc.
- KXOK, St. Louis—CP issued to Star-Times Publishing Co. (Elzey Roberts and John C. Roberts Jr.), also owners of KFRU, Columbia, Mo., 1,000 watts on 1250 kc. (Grant suspended pending litigation)

MONTANA

- KDNC, Lewistown—CP issued to Democrat-News Inc. (Harry E. Lay, E. G. Ivins and Tom Stout); 100 watts night and 250 watts day on 1200 kc.
- KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%, E. B. Craney, Butte, 40%, Sam C. Ford, Helena, 10%), 100 watts night and 250 watts day on 1210 kc.

NEW JERSEY

- WSNJ, Bridgeton, N. J.—CP issued to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%), 100 watts daytime on 1210 kc.

NEW YORK

- WNNY, Watertown—CP issued to Black River Valley Broadcasts Inc. (Henry A. Wise, president), ownership interlocks with WFBL, Syracuse, 100 watts night and 250 watts to sunset on 1420 kc. (CP pending rehearing).

NEW MEXICO

- *KLAH, Carlsbad—CP issued to Carlsbad Broadcasting Co. (Jack W. Hawkins, Barney H. Hubbs, A. J. Crawford and Harold Miller); 100 watts on 1210 kc.
- *KAWM, Gallup—CP issued to A. W. Mills; 100 watts on 1500 kc.

NORTH CAROLINA

- *WFTC, Kinston—CP issued to Jonas Weiland, radio engineer; 100 watts night and 250 watts to local sunset on 1200 kc.
- *WAIR, Winston-Salem—CP issued to C. C. Hill, George D. Walker and Susan H. Walker; 250 watts to local sunset on 1250 kc.
- WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

NORTH DAKOTA

- *KRMC, Jamestown—CP issued to Roberts McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach); 100 watts on 1370 kc.
- *KOVV, Valley City—CP issued to KOVC Inc. (George B. Bairey); 100 watts on 1500 kc.

OHIO

- *WBLY, Lima—CP issued to Herbert Lee Blye; 100 watts daytime on 1210 kc.
- WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon*; 250 watts daytime on 940 kc.

PENNSYLVANIA

- WMBS, Uniontown, Pa.—CP issued to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echarad, superintendent, Pennsylvania State Highway Department, 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney, 20%); 250 watts daytime on 1420 kc.

SOUTH CAROLINA

- WOLS, Florence—CP issued to O. Lee Stone; 100 watts daytime on 1200 kc.

SOUTH DAKOTA

- *KOBH, Rapid City—CP issued to Black Hills Broadcast Co. (Robert Lee Dean, C. A. Quarnberg and H. C. Jewett Jr.), 100 watts on 1370 kc.
- *KELO, Sioux Falls—Licensed to Sioux Falls Broadcast Association Inc., operator of KSOO, Sioux Falls; 100 watts on 1200 kc.

TENNESSEE

- *WAPO, Chattanooga—CP issued to W. A. Patterson, oil dealer; 100 watts daytime on 1420 kc.

TEXAS

- *KRBC, Abilene—CP issued to Reporter Broadcasting Co. (*Abilene Reporter*, M. B. Hanks, George S. Anderson and Houston Harte); 100 watts on 1420 kc.
- *KBST, Big Spring—CP issued to Big Spring Herald Broadcasting Co. (Joe Galbraith, M. B. Hanks and Houston Harte); 100 watts on 1500 kc.
- *KAND, Corsicana—Navarro Broadcasting Association (J. C. West, president); 100 watts daytime on 1310 kc.
- KROD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*, 100 watts on 1500 kc.

TEXAS—(Continued)

- *KOCA, Kilgore—CP issued to Oil Capital Broadcasting Association (James G. Ulmer, president, is also manager of KGKB, Tyler); 100 watts on 1210 kc.
- *KPLT, Paris—CP issued to North Texas Broadcasting Co. (A. G. Mayse, president, M. B. Hanks and Houston Harte, stockholders); 100 watts daytime on 1500 kc.
- KRIS, Corpus Christi, Tex.—CP issued to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times*; John A. Mobley and Margaret Browning); 500 watts night and 500 watts day on 1330 kc.
- *KRRV, Sherman—CP issued to Red River Valley Broadcasting Corp. (George H. Wilcox, publisher of *Sherman Democrat*, president); 100 watts daytime on 1310 kc.
- *KTEM, Temple—CP issued to Bell Broadcasting Co. (same ownership as *Temple Telegram*); 250 watts daytime on 1370 kc.
- KGVL, Greenville, Tex.—CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner*; J. L. Collins and Nobel W. Young); 100 watts daytime on 1200 kc.

UTAH

- KSUB, Cedar City—CP issued to Harold Johnson and Leland M. Perry; 100 watts on 1310 kc.
- KUTA, Salt Lake City—CP issued to Utah Broadcasting Co. (Frank C. Carman, David G. Smith and Grant Wrathall); 100 watts on 1500 kc. (Construction held up pending court appeal).
- *KEUB, Price—CP issued to Eastern Utah Broadcasting Co. (Sam G. Weiss); 100 watts on 1420 kc.

VIRGINIA

- WRTD, Richmond, Va.—CP issued to Times Dispatch Publishing Co., publisher of *Richmond Times Dispatch*; 100 watts on 1500 kc. (Scheduled to start June 27)

WEST VIRGINIA

- *WBLK, Clarksburg—CP issued to Clarksburg Exponent Co. (John A. Kennedy); 100 watts daytime on 1370 kc.

WISCONSIN

- *WEAU, Eau Claire—CP issued to Central Broadcasting Co. (Eau Claire Press Pub. Co., Morgan Murphy, and Walter Bridges); 1000 watts daytime on 1050 kc.
- *WSAU, Wausau—CP issued to Northern Broadcasting Co. Inc. (M. F. Chapin and Donald R. Burt); 100 watts unlimited on 1370 kc.
- WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

PUERTO RICO

- WPRA, Mayaguez—CP issued to Puerto Rico Advertising Co. (Manuel Marin, et al); 100 watts on 1370 kc.



Mirror-ground surfaces make keen cutting edges for perfect recordings on acetate.
 Grant Laboratories, Chicago: "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."
 KCU, Honolulu: "Very pleased with the results."

RANGERTONE, INC.
 ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.



**Successful
Creative Selling**

**New and Exclusive
Program Sources**

**Unanimous Endorsement
By Advertisers**

**Confidence and Support
Of The Industry**

**Development Of A
Practical Television
Program Technique**

It is incidental that Transamerican in its first ten months sold over \$2,000,000 worth of broadcasting time. The fact most important to the broadcasting industry is that *most* of this volume would not have gone to radio stations without creative sales effort. Advertisers did not *buy* this time — Transamerican *sold* it.

TRANSAMERICAN

BROADCASTING & TELEVISION CORPORATION

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK

CHICAGO

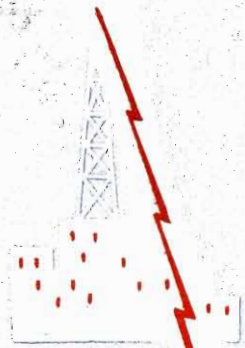
HOLLYWOOD

521 Fifth Ave.
MUrray Hill 6-2370

333 N. Michigan Ave.
STAte 0366

5833 Fernwood Ave.
Hollywood 5315

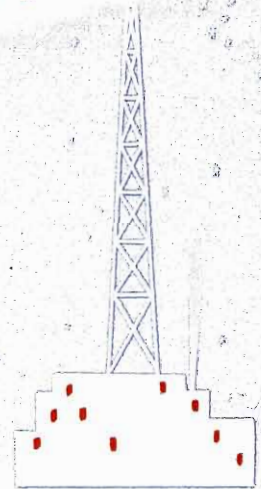
CHICAGO



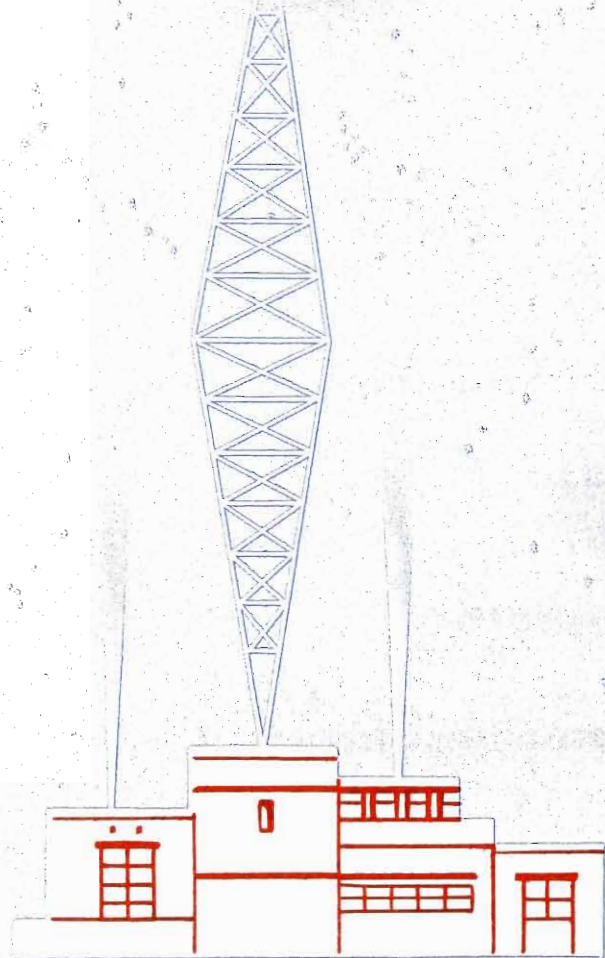
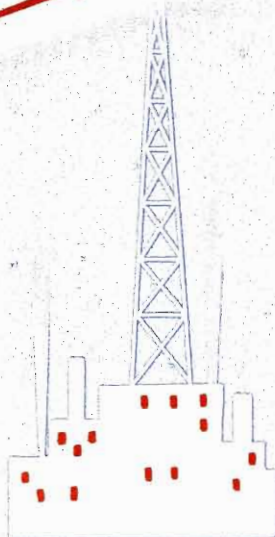
DETROIT



PHILADELPHIA



PITTSBURGH



WLW
CINCINNATI

THE WLW LINE

Brings To Advertisers—

A flexibility that permits them to test, then expand without changing facilities. The WLW Line in itself is "The Most Sensible Buy In Broadcasting", but its greater value is as a nucleus for national coverage that can be utilized as and when needed.

Brings To Stations—

A creative source of new and profitable business for Transamerican affiliates everywhere.

THE MOST SENSIBLE BUY IN BROADCASTING



SOLE AGENTS

**TRANSAMERICAN BROADCASTING
and
TELEVISION CORPORATION**

JOHN L. CLARK, President

New York

Chicago

Hollywood

NEW YORK

CONTINUED

1937-1938-1939-1940-1941-1942-1943-1944

PROGRESS

TRANSAMERICAN recognizes the program and production problems that will confront the radio industry when television becomes practical, and has taken definite steps to meet them. The benefits of this development work can be utilized immediately and are available now to the broadcasting industry.

TRANSAMERICAN

BROADCASTING & TELEVISION CORPORATION



NEW YORK
521 Fifth Avenue
MURRAY Hill 6-2370

CHICAGO
333 North Michigan Ave.
STAtE 0366

HOLLYWOOD
5833 Fernwood Ave.
HOLLYWOOD 5315

PRESTO Rooms 639-640 SHERMAN HOTEL

Complete line on demonstration . . .
day and evening during N. A. B. Convention



NEW STATIONARY RECORDER

A complete, two speed, recording turntable with many improvements that will appeal to the experienced recording engineer. Designed for use in radio stations and studios cutting commercial electrical transcriptions on either wax or Presto discs.

Important features of the stationary recorder are (1) New PRESTO wide range cutting head, (2) heavy cast iron turntable, perfectly balanced, (3) adjustable mounting feet for levelling the table, (4) forty power microscope on extension arm, (5) new, heavy duty, self starting, synchronous motor with dynamically balanced armature to eliminate vibration, (6) cam operated lever for lowering cutting needle on disc.

GREEN SEAL DISC

The original cellulose coated disc, first produced commercially by PRESTO. Used for instantaneous recording and for master recordings from which shellac or vinyl-acetate pressings are made. PRESTO discs are always shipped the day the order is received.

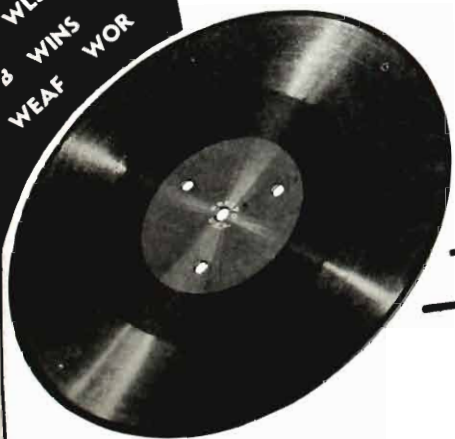
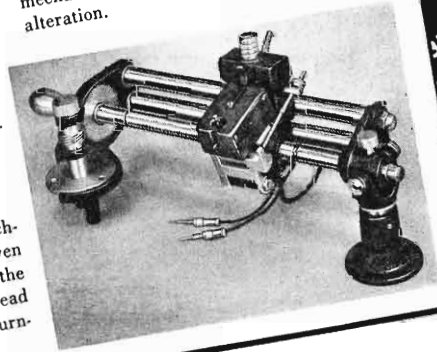
RECORDING MECHANISM

The Presto positive overhead feed mechanism consisting of feed screw, driven through worm gear from the center of the table, cutting head and cutting head mounting. May be attached to any turntable suitable for recording.



TRANSCRIPTION TABLE

A 16", two speed (78 & 33-1/3 RPM) transcription turntable with the Presto rim drive that eliminates vibration . . . assures perfect speed regulation. Speed change is accomplished by simply shifting a lever. Equipped with high quality lateral magnetic pickup. Provision is made for attaching recording mechanism or vertical pickup without alteration.



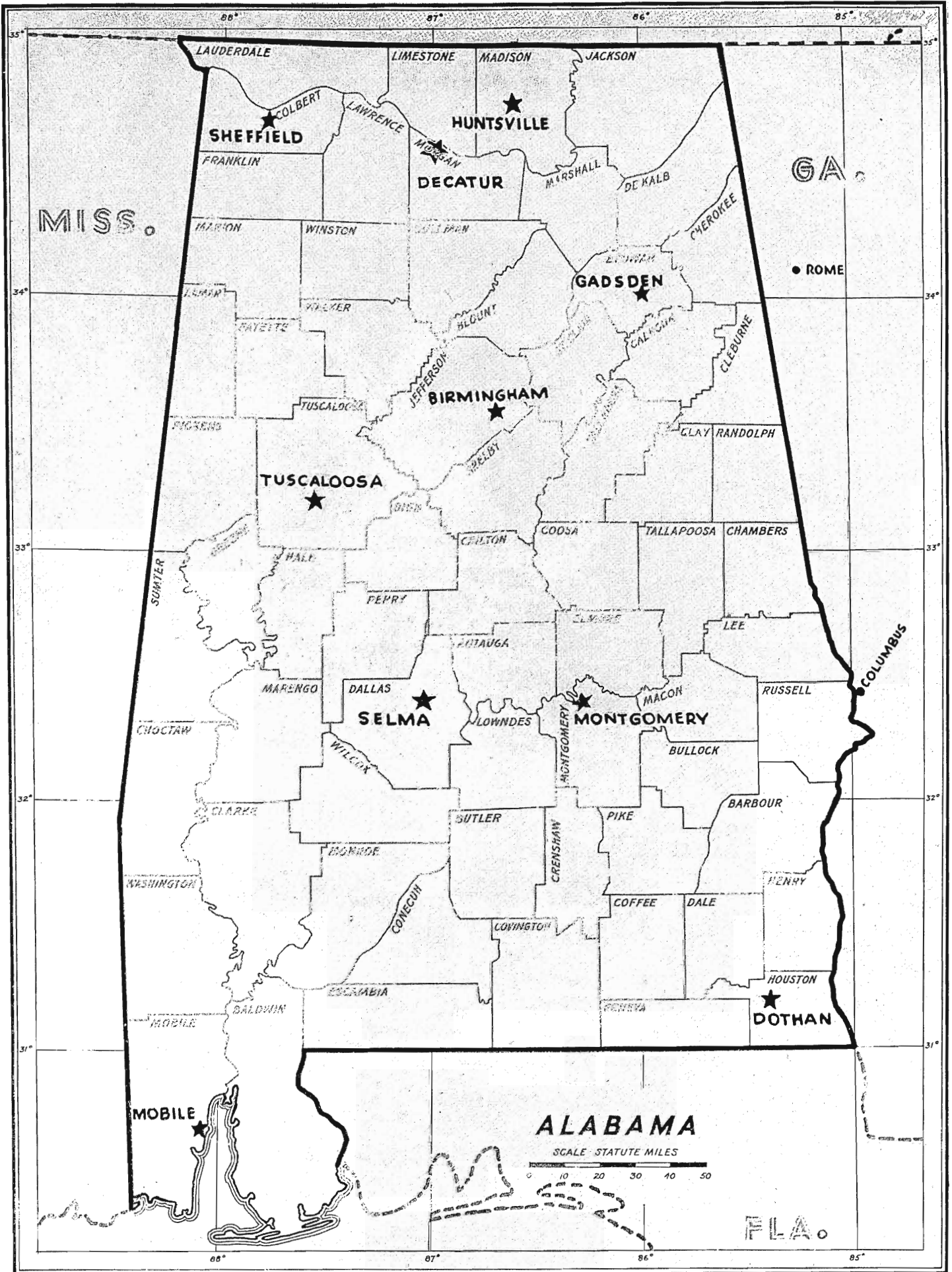
PRESTO

RECORDING CORPORATION

147 WEST 19th STREET

NEW YORK, N. Y.

161 Broadcasters Now Use Presto Equipment



Names THAT ARE NEWS

appear EXCLUSIVELY
ON THE PROGRAMS OF —

WSGN

THE NEWS-AGE-HERALD
STATION IN BIRMINGHAM

For WSGN is the station Birmingham listeners tune in for the BIG radio features.

- 1—TOM MIX, Movie Star.
- 2—COLLEEN MOORE, Movie Star.
- 3—GEORGE OLSEN and His Band.
- 4—SENATOR CLAUDE PEPPER of Florida.
- 5—BLACKSTONE, the Magician.

... are just a few of the exclusives of national prominence who have appeared over WSGN within the past few weeks.

In addition, well selected programs all day ... plus such exclusive local features as *The Birmingham News-Age-Herald* Carrier Party, and the All-Negro Amateur Hour ... which broke all station records for mail on its initial broadcast ... keep Birmingham home-folks tuned steadily to WSGN.



HENRY P. JOHNSON
Vice Pres.-Director

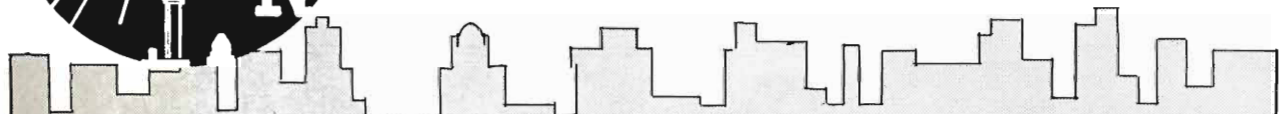
National Representatives

THE KELLY-SMITH COMPANY

New York Chicago Detroit

PROGRAM PUBLICITY

ALL PROGRAMS over WSGN are backed by more than forty columns weekly of news and display publicity in the South's Greatest Newspapers. ALL COMMERCIAL programs are backed by strong publicity, PLUS sound merchandising, PLUS follow-ups to the trade that insure maximum listener interest, and maximum sales results. For the ONLY complete radio selling job in Alabama you need WSGN!



THE NEWS-AGE-HERALD STATION
HOTEL TUTWILER, BIRMINGHAM (1310 KILOCYCLES)

ALABAMA

Population (1936)	2,864,000
Persons Per Family (1930 U. S. Census)	4.5
Total Radio Homes (1936)	258,000

Retail Trade, 1935

No. of Stores	22,167
Sales	\$337,217,000
Food Stores	74,814,000
General Merchandise Group (including department, dry goods and variety stores)	43,548,000
Apparel Group	19,783,000
Automotive Group	51,772,000
Filling Stations	21,439,000
Furniture-Household Group	14,876,000
Lumber-Building-Hardware Group	15,480,000
Eating and Drinking Places	12,405,000
Drug Stores	14,882,000
All others	19,601,000

Wholesale Trade, 1935

No. of Establishments	1,668
Net Sales	\$304,549,000

Farms, 1935

No. of Farms	273,455
Valuation of Farm Lands and Buildings	\$368,220,000
Gross Income From Farm Production and Livestock	\$158,311,000

Census of Manufactures, 1935

No. of Establishments	1,723
Value Added by Manufac- ture	\$159,453,697

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$1,885,157
Total Corporation Income Tax Collections, 1936	\$1,967,736
No. of Individual Income Tax Returns, 1935	26,370

Savings Deposits (as of April, 1936)

Savings Deposits in Classi- fied Banks	\$81,387,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	70,100
Total	115,000

Automotive Registrations, 1936

Total	271,142
Passenger Cars	226,444
Trucks, Buses, etc.	44,698

Life Insurance Sales, 1936

Total	\$42,551,000
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Places of Amusement, 1935

No. of Establishments	495
Receipts	\$4,539,000

ALABAMA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Birmingham				Mobile			
WAPI . . .	1140	5,000	5,000	WALA . . .	1380	1,000	500
WBRC . . .	930	1,000	1,000	Montgomery			
WSGN . . .	1310	250	100	WSFA . . .	1410	1,000	500
Decatur				Selma			
WMFO . . .	1370—D	100	---	WHBB . . .	1500—D	100	---
Dothan				Sheffield			
WAGF . . .	1370—D	250	---	WMSD . . .	1420	100	100
Gadsden				Tuscaloosa			
WJBY . . .	1210	100	100	WJRD . . .	1200—D	100	---
Huntsville							
WBHP . . .	1200	100	100				

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency D—Day only.

Data corrected to June 1, 1937

Alabama Radio Homes by Counties

Autauga	1,300	Dale	1,700	Madison	6,300
Baldwin	2,300	Dallas	5,600	Marengo	2,600
Barbour	2,500	De Kalb	2,800	Marion	1,700
Bibb	1,400	Elmore	2,700	Marshall	3,200
Blount	1,700	Escambia	2,800	Mobile	19,300
Bullock	1,400	Etowah	6,800	Monroe	2,000
Butler	2,400	Fayette	1,300	Montgomery	15,400
Calhoun	5,900	Franklin	2,000	Morgan	4,800
Chambers	2,700	Geneva	2,100	Perry	1,900
Cherokee	1,200	Greene	1,300	Pickens	1,600
Chilton	2,000	Hale	1,600	Pike	2,800
Choctaw	1,100	Henry	1,500	Randolph	2,000
Clarke	2,000	Houston	4,300	Russell	1,900
Clay	1,300	Jackson	2,500	St. Clair	1,800
Cleburne	800	Jefferson	62,100	Shelby	2,200
Coffee	2,300	Lamar	1,200	Sumter	1,800
Colbert	2,700	Lauderdale	4,500	Talladega	4,200
Conecuh	1,800	Lawrence	1,600	Tallapoosa	2,500
Coosa	800	Lee	3,500	Tuscaloosa	6,700
Covington	3,500	Limestone	2,700	Walker	5,100
Crenshaw	1,800	Lowndes	1,300	Washington	1,000
Cullman	3,500	Macon	2,000	Wilcox	1,600
				Winston	1,800

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

PAUL F. GODLEY
and Associates
CONSULTING RADIO ENGINEERS



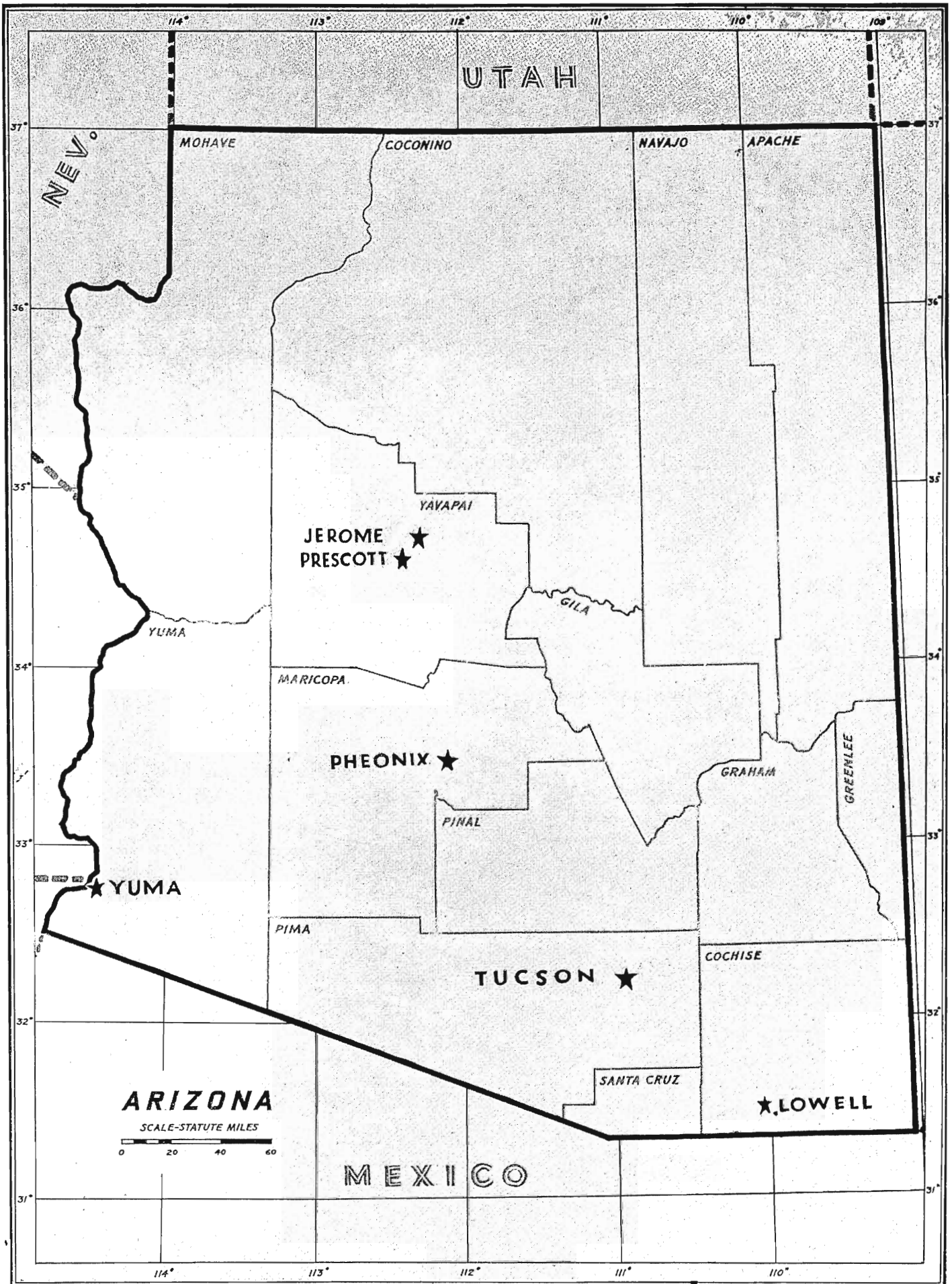
“25 Years of Professional Background”



10 Marion Road

Montclair, N. J.

Telephone Montclair 2-7859



ARIZONA

Population (1936)	406,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	62,500

Retail Trade, 1935

No. of Stores	5,214
Sales	\$121,083,000
Food Stores	25,313,000
General Merchandise Group (Including dept., dry goods and variety stores)	18,323,000
Apparel Group	4,129,000
Automotive Group	21,980,000
Filling Stations	8,513,000
Furniture-Household Group	3,814,000
Lumber-Building-Hardware Group	8,421,000
Eating and Drinking Places	9,066,000
Drug Stores	5,575,000
All others	8,058,000

Wholesale Trade, 1935

No. of Establishments	541
Net Sales	\$78,046,000

Farms, 1935

No. of Farms	18,824
Valuation of Farm Lands and Buildings	\$132,650,000
Gross Income From Farm Production and Livestock	\$46,766,000

Census of Manufactures, 1935

No. of Establishments	279
Value Added by Manufac- ture	\$16,711,044

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$629,501
Total Corporation Income Tax Collections, 1936	\$574,440
No. of Individual Income Tax Returns, 1935	14,330

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$21,840,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	23,800
Total	44,000

Automotive Registrations, 1936

Total	115,035
Passenger Cars	94,473
Trucks, buses, etc.	20,562

Life Insurance Sales, 1936

Total	\$13,841,000
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Places of Amusement, 1935

No. of Establishments	158
Receipts	\$2,379,000

ARIZONA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Jerome KCRJ	1310	*250	100
Lowell KSUN	1200	250	100
Phoenix KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott †KYCA	1500	250	100
Tucson KGAR	1370	250	100
KVOA	1260	1,000	1,000
Yuma KUMA	1420	100	100

† Construction permit † Special authorization. * CP for increase in power or change in frequency D—Day only

Data corrected to June 1, 1937

Arizona Radio Homes by Counties

Apache	1,400	Mohave	1,000
Cochise	4,900	Navajo	2,700
Coconino	2,500	Pima	9,400
Gila	3,000	Pinal	2,100
Graham	1,200	Santa Cruz	1,300
Greenlee	700	Yavapai	4,200
Maricopa	25,500		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

ARKANSAS

Population (1936)	2,023,000
Persons Per Family (1930 U. S. Census)	4.2
Total Radio Homes (1936)	187,300

Retail Trade, 1935

No. of Stores	18,292
Sales	\$240,724,000
Food Stores	52,047,000
General Merchandise Group (Including dept., dry goods and variety stores)	25,589,000
Apparel Group	10,913,000
Automotive Group	38,091,000
Filling Stations	18,170,000
Furniture-Household Group	6,683,000
Lumber-Building-Hardware Group	15,874,000
Eating and Drinking Places	9,113,000
Drug Stores	10,647,000
All others	12,594,000

Wholesale Trade, 1935

No. of Establishments	1,504
Net Sales	\$180,309,000

Farms, 1935

No. of Farms	253,013
Valuation of Farm Lands and Buildings	\$376,088,000
Gross Income From Farm Production and Livestock	\$137,595,000

Census of Manufactures, 1935

No. of Establishments	1,070
Value Added by Manufac- ture	\$49,039,322

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$999,256
Total Corporation Income Tax Collections, 1936	\$1,044,919
No. of Individual Income Tax Returns, 1935	14,626

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$42,893,000
<small>(Includes National, Private, Trust Companies, State and Mutual Savings Banks)</small>	

Telephones, 1937

Residence Telephones	54,300
Total	89,300

Automotive Registrations, 1936

Total	219,783
Passenger Cars	169,652
Trucks, buses, etc.	50,131

Life Insurance Sales, 1936

Total	\$30,137,000
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Places of Amusement, 1935

No. of Establishments	448
Receipts	\$3,756,000

ARKANSAS RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Blytheville				Little Rock			
KLGN	1290—D	100	-	KARK	890	1,000	500
El Dorado				KGHI	1200	250	100
KELD	1370	100	100	KLRA	1390	2,500	1,000
Fort Smith						*5,000	
KFPW	1210	100	100	Pine Bluff			
Hot Springs				KOTN	1500—D	100	
KTHS	1040	10,000	10,000	Siloam Springs			
Jonesboro				KUOA	1260—D	2,500	
KBTM	1200—D	100	-				

† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only

Data corrected to June 1, 1937

Arkansas Radio Homes by Counties

Arkansas	2,700	Garland	5,900	Newton	600
Ashley	2,100	Grant	700	Ouachita	3,300
Baxter	700	Greene	2,300	Perry	400
Benton	3,900	Hempstead	2,800	Phillips	4,600
Boone	1,800	Hot Spring	1,400	Pike	800
Bradley	1,800	Howard	1,600	Poinsett	2,300
Calhoun	600	Independence	2,200	Polk	1,400
Carroll	1,500	Izard	800	Pope	2,500
Chicot	2,000	Jackson	2,400	Prairie	1,200
Clark	2,500	Jefferson	7,200	Pulaski	24,900
Clay	2,100	Johnson	1,600	Randolph	1,300
Cleburne	800	Lafayette	1,300	St. Francis	2,900
Cleveland	900	Lawrence	1,800	Saline	1,200
Columbia	2,300	Lee	1,900	Scott	1,000
Conway	1,800	Lincoln	1,400	Searcy	700
Craighead	4,900	Little River	1,100	Sevier	1,300
Crawford	1,900	Logan	2,900	Sharp	700
Crittenden	3,100	Lonoke	2,500	Stone	500
Cross	2,100	Madison	900	Union	7,000
Dallas	1,300	Marion	600	Van Buren	700
Decha	2,000	Miller	3,800	Washington	5,900
Drew	1,600	Mississippi	6,900	White	3,400
Faulkner	2,500	Monroe	1,700	Woodruff	1,800
Franklin	1,200	Montgomery	700	Yell	1,500
Fulton	700	Nevada	1,600		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 Market Data Handbook of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from Automotive Industries; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

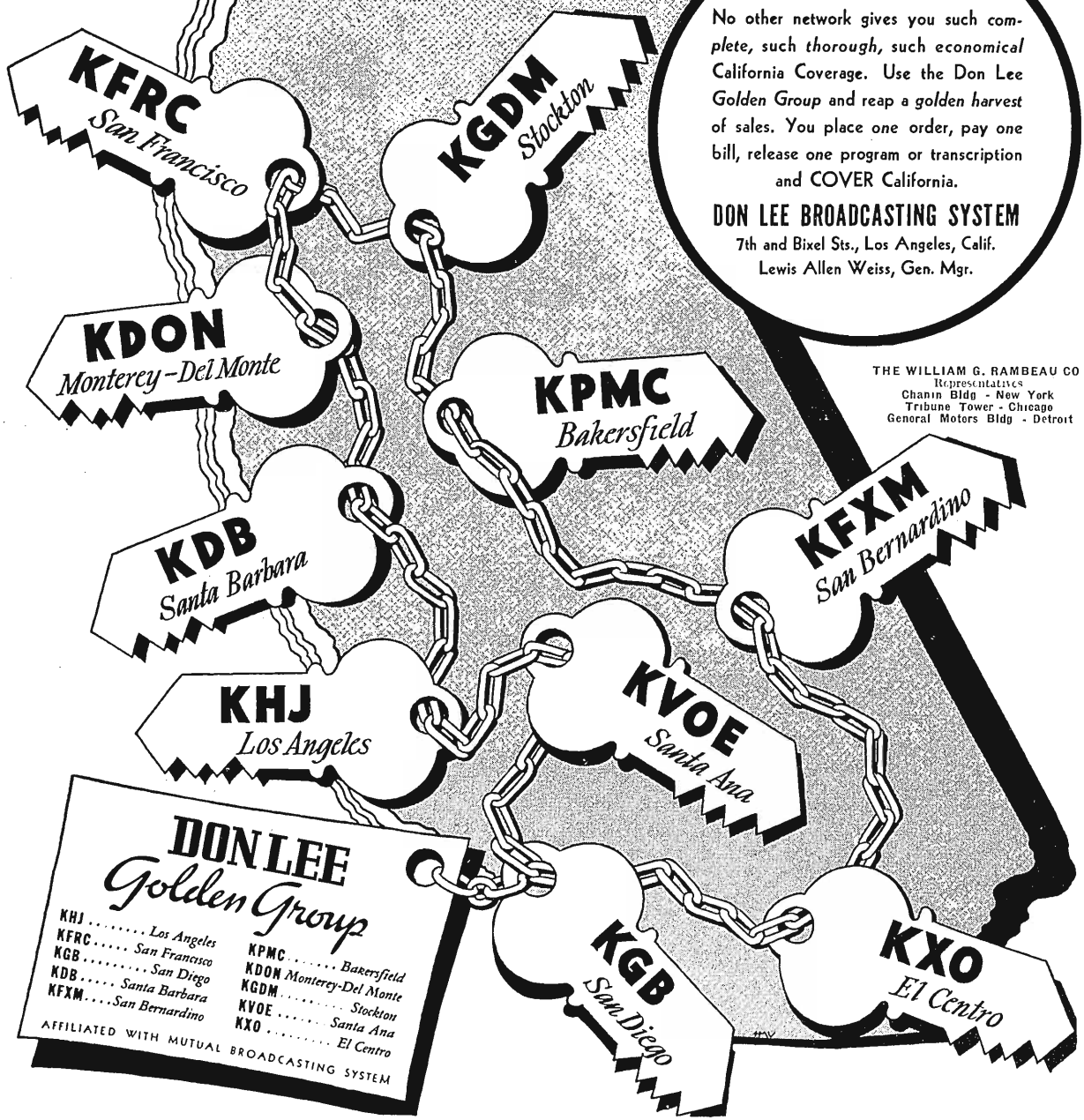
10 KEYS ON A CHAIN

San Francisco, Los Angeles, Monterey,
Santa Barbara, San Diego along the coast -
Stockton, Bakersfield, San Bernardino,
Santa Ana, El Centro in California's
fertile Valleys.

No other network gives you such complete, such thorough, such economical California Coverage. Use the Don Lee Golden Group and reap a golden harvest of sales. You place one order, pay one bill, release one program or transcription and COVER California.

DON LEE BROADCASTING SYSTEM
7th and Bixel Sts., Los Angeles, Calif.
Lewis Allen Weiss, Gen. Mgr.

THE WILLIAM G. RAMBEAU CO
Representatives
Chanin Bldg - New York
Tribune Tower - Chicago
General Motors Bldg - Detroit



DON LEE Golden Group

KHJ..... Los Angeles	KPMC..... Bakersfield
KFRC..... San Francisco	KDON Monterey-Del Monte
KGB..... San Diego	KGDM..... Stockton
KDB..... Santa Barbara	KVOE..... Santa Ana
KFXM..... San Bernardino	KXO..... El Centro

AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

CALIFORNIA

Population (1936) 6,059,000
 Persons Per Family (1930 U. S. Census) 3.5
 Total Radio Homes (1936) 1,398,900

Retail Trade, 1935

No. of Stores	100,874
Sales	\$2,329,009,000
Food Stores	561,468,000
General Merchandise	
Group	300,871,000
(Including dept. dry goods and variety stores)	
Apparel Group	189,645,000
Automotive Group	379,936,000
Filling Stations	153,666,000
Furniture-Household Group	112,755,000
Lumber-Building-Hardware	
Group	141,780,000
Eating and Drinking Places	189,029,000
Drug Stores	89,517,000
All others	184,055,000

Wholesale Trade, 1935

No. of Establishments	12,342
Net Sales	\$2,975,253,000

Farms, 1935

No. of Farms	150,360
Valuation of Farm Lands and Buildings	\$2,325,446,000
Gross Income From Farm Production and Livestock	\$529,752,000

Census of Manufactures, 1935

No. of Establishments	10,387
Value Added by Manufacture	Not reported.

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$44,217,900
Total Corporation Income Tax Collections, 1936	\$40,163,521
No. of Individual Income Tax Returns, 1935	377,470

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classified Banks	\$1,926,945,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	883,000
Total	1,452,200

Automotive Registrations, 1936

Total	2,288,734
Passenger Cars	2,142,055
Trucks, buses, etc.	146,679

Life Insurance Sales, 1936

Total	\$382,199,000
-------	---------------

Places of Amusement, 1935

No. of Establishments	2,619
Receipts	\$66,805,000

CALIFORNIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bakersfield				Pasadena			
KERN	1370	100	100	KPPC	1210	100	100
KPMC	1550	1,000	1,000	Redding			
Berkeley				KVCV	1200	100	100
KREY	1370	250	100	Sacramento			
Chico				KFBK	1490	5,000	5,000
KHSL	950—D	250	—	KROY	1210—D	100	—
El Centro				San Bernardino			
KXO	1500	100	100	KFXM	1210	100	100
Eureka				San Diego			
KIEM	1450	500	500	KFSD	600	1,000	1,000
Fresno				KGB	1330	1,000	1,000
KMJ	580	1,000	500	KVSC	1200	100	100
Glendale				San Francisco			
KIEV	850—D	250	—	KFRC	610	5,000	1,000
Long Beach				KGGC	1420	100	100
KFOX	1250	1,000	1,000	KGO	790	7,500	7,500
KGER	1360	1,000	1,000	KJBS	1070	500	500
Los Angeles				KPO	680	50,000	50,000
KECA	1430	5,000	1,000	KSFO	560	1,000	1,000
KEHE	780	5,000	1,000	KYA	1230	1,000	1,000
KFAC	1300	1,000	1,000			*5,000	
KFI	640	50,000	50,000	San Jose			
KFSG	1120	250	500	KQW	1010	1,000	1,000
KFVD	1000—D	250	—	San Luis Obispo			
KFWB	950	5,000	1,000	KVEE	1200—D	250	—
KGFJ	1200	100	100	Santa Ana			
KHJ	900	5,000	1,000	KVOE	1500	100	100
KMPC	710	500	500	Santa Barbara			
KMTR	570	1,000	1,000	KDB	1500	250	100
KNX	1050	50,000	50,000	†KTMS	1220	500	500
KRKD	1120	2,500	500	Santa Rosa			
Merced				†KSRO	1310—D	250	—
KYOS	1040—D	250	—	Stockton			
Modesto				KGDM	1100—D	1,000	100
KTRB	740—D	250	—	KWG	1200	100	100
Monterey				Visalia			
KDON	1210	100	100	†KTKC	1190—D	250	—
Oakland				Watsonville			
KLS	1280	250	250	KHUB	1310—D	250	—
KLX	880	1,000	1,000				
KROW	930	1,000	1,000				

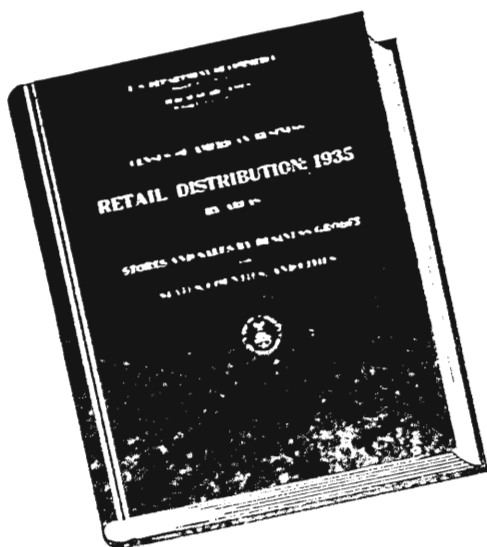
† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

California Radio Homes by Counties

Alameda	132,100	Marin	9,300	San Mateo	18,600
Alpine	20	Mariposa	670	Santa Barbara	16,900
Amador	1,600	Mendocino	3,900	Santa Clara	38,400
Butte	7,200	Merced	6,100	Santa Cruz	9,100
Calaveras	730	Modoc	990	Shasta	3,200
Colusa	2,200	Mono	200	Sierra	300
Contra Costa	13,500	Monterey	13,200	Siskiyou	4,500
Del Norte	910	Napa	4,900	Solano	7,800
Eldorado	1,500	Nevada	3,000	Sonoma	16,300
Fresno	32,100	Orange	21,900	Stanislaus	12,700
Glenn	2,300	Placer	4,800	Sutter	1,700
Humboldt	7,900	Plumas	1,100	Tehama	2,700
Imperial	9,700	Riverside	14,300	Trinity	380
Inye	1,100	Sacramento	33,400	Tulare	12,900
Kern	17,600	San Benito	2,200	Tuolumne	1,600
Kings	4,400	San Bernardino	25,900	Ventura	11,300
Lake	1,200	San Diego	54,300	Yolo	4,300
Lassen	2,300	San Francisco	170,060	Yuba	3,000
Los Angeles	592,800	San Joaquin	22,300		
Madera	2,400	San Luis Obispo	6,700		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



A Valuable Book but often TOO Conservative

It forgets to mention, IN ADDITION TO a total resident population of 6,566,170, who live in nearly 1,400,000 radio

homes, drive 2,178,038 pleasure vehicles, and boast an average spendable income of \$732 (U.S. average \$513)

CALIFORNIA OFFERS

America's greatest year-round transient population... people who can be sold BY RADIO while visiting California.

Each summer thousands upon thousands of tourists from all parts of the country will visit San Francisco's two great fairs, and Hollywood's World's Fair

site... Los Angeles - mecca of radio and motion picture fans... California's scenic wonders and national parks.

Cash in on this BONUS market by buying the network that delivers you the most listeners per dollar, with concentrated coverage in California's heaviest buying areas.

THE CALIFORNIA RADIO SYSTEM

KEHE

KFBK

KYA

KMJ

KERN

KWG

HEARST RADIO: Network National Representatives

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO

DALLAS

**THAT'S WHERE
OUR MONEY
GOES!**



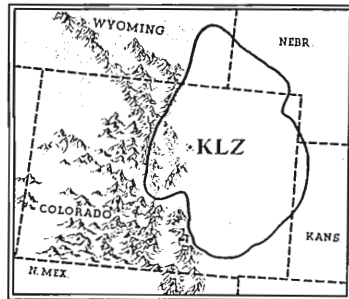
Local Retailers and Jobbers Are Spending Their Money With KLZ!

• You can count on the local boys keeping a close watch on the box office. You won't catch them angeling an air show just to foster a great ideal. The money they spend today has to bounce back with a profit tomorrow.

The money of Denver merchants and jobbers goes where the audience is . . . where most of their customers are. They have watched KLZ take on new life, color and personality. They

understand why KLZ has the crowd coming its way. They know that KLZ can give them the coverage they need in the Denver-Rocky Mountain region.

That's why KLZ is getting the big share of local business in Denver . . . and a pretty sound reason why advertisers on the outside should check closely how their money is being spent in Denver. The local boys may have something there!



KLZ *Denver*



• UNDER AFFILIATED MANAGEMENT WITH WKY OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY • REPRESENTED BY E. KATZ SPECIAL ADVERTISING AGENCY

• Within KLZ's 0.5 mv. contour (daytime) are 71% of Colorado's radio homes and within this area is spent 76c out of every retail dollar spent in the state.

COLORADO

Population (1936)	1,066,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	206,600

Retail Trade, 1935

No. of Stores	14,273
Sales	\$302,559,000
Food Stores	70,230,000
General Merchandise Group (Including dept., dry goods and variety stores)	43,112,000
Apparel Group	16,047,000
Automotive Group	51,108,000
Filling Stations	23,554,000
Furniture-Household Group	9,706,000
Lumber-Building-Hardware Group	16,446,000
Eating and Drinking Places	17,627,000
Drug Stores	16,359,000
All others	27,636,000

Wholesale Trade, 1935

No. of Establishments	1,884
Net Sales	\$324,382,000

Farms, 1935

No. of Farms	63,644
Valuation of Farm Lands and Buildings	\$418,757,000
Gross Income From Farm Production and Livestock	\$97,477,000

Census of Manufactures, 1935

No. of Establishments	1,173
Value Added by Manufac- ture	\$75,283,203

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$4,272,565
Total Corporation Income Tax Collections, 1936	\$5,067,541
No. of Individual Income Tax Returns, 1935	34,279

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$88,668,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	122,000
Total	192,600

Automotive Registrations, 1936

Total	307,658
Passenger Cars	277,764
Trucks, buses, etc.	29,894

Life Insurance Sales, 1936

Total	\$52,245,000
-------------	--------------

Places of Amusement, 1935

No. of Establishments	452
Receipts	\$4,861,000

COLORADO RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Alamosa				Grand Junction			
KGIW	1420	100	100	KFXJ	1200	250	100
Colorado Springs				Greeley			
KVOR	1270	1,000	1,000	KFKA	880	1,000	500
Denver				La Junta			
KFEL	920	500	500	†KOKO	1370	100	100
KLZ	560	5,000	1,000	Lamar			
KOA	830	50,000	50,000	KIDW	1420	100	100
KPOF	880	500	500	Pueblo			
KVOD	920	500	500	KGHF	1320	500	500
Durango				Sterling			
KIUP	1370	100	100	KGEK	1200	100	100

† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Colorado Radio Homes by Counties

Adams	3,000	Fremont	3,200	Montrose	2,300
Alamosa	1,910	Garfield	1,840	Morgan	3,300
Arapahoe	3,600	Gilpin	250	Otero	4,400
Archuleta	460	Grand	460	Ouray	350
Baca	1,150	Gunnison	1,040	Park	460
Bent	1,260	Hinsdale	80	Phillips	1,270
Boulder	7,600	Huerfano	2,100	Pitkin	230
Chaffee	1,720	Jackson	340	Prowers	2,200
Cheyenne	460	Jefferson	3,400	Pueblo	14,000
Clear Creek	460	Kiowa	350	Rio Blanco	460
Conejos	920	Kit Carson	1,380	Rio Grande	1,700
Costillo	460	Lake	1,270	Routt	1,500
Crowley	690	La Plata	2,400	Saguache	800
Custer	230	Larimer	6,800	San Juan	350
Delta	2,600	Las Animas	4,900	San Miguel	350
Denver	73,800	Lincoln	1,150	Sedgwick	920
Dolores	120	Logan	3,700	Summit	230
Douglas	500	Mesa	5,600	Teller	920
Eagle	580	Mineral	120	Washington	1,150
Elbert	800	Moffat	800	Weld	10,000
El Paso	13,100	Montezuma	1,040	Yuma	2,070

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau. Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

THE



KVOR

NEW MANAGEMENT AND FACILITIES Under its new management, KVOR has arrived as a dominant force in the Pikes Peak region. New transmission facilities have been installed. Its new studios are the most modern and elaborate to be found anywhere in cities of similar size. They typify the brand of service which KVOR's new management is giving this area.

NEW PROGRAMMING AND COMMUNITY SERVICE Says superintendent of Colorado Springs public schools: "We appreciate your fine policy of cooperation with public affairs." Physical director of Y.M.C.A. says: "KVOR is a vital social and economic asset to this region." From city manager of Colorado Springs: "KVOR is a great asset to the city and state . . . we appreciate your willingness and readiness to cooperate in every good community movement." President of local automobile company says: "The station is becoming a vital force in our community life." Sales manager of local coal mining firm says: "People everywhere are talking about KVOR. Your audience is increasing by leaps and bounds." From president of Colorado College: "The general type of program which you are offering makes the station very representative of the best offerings in the region!"

NEW POWER TO MOVE THIS MARKET TO BUY Agriculture, mining and year 'round tourist business make this a moneyful region. It is a region of high spending power. Per capita retail sales are double the national average. KVOR has geared itself so closely to the civic, cultural, religious and economic life of the Pikes Peak region that its dominant influence is being translated profitably into effective selling power.

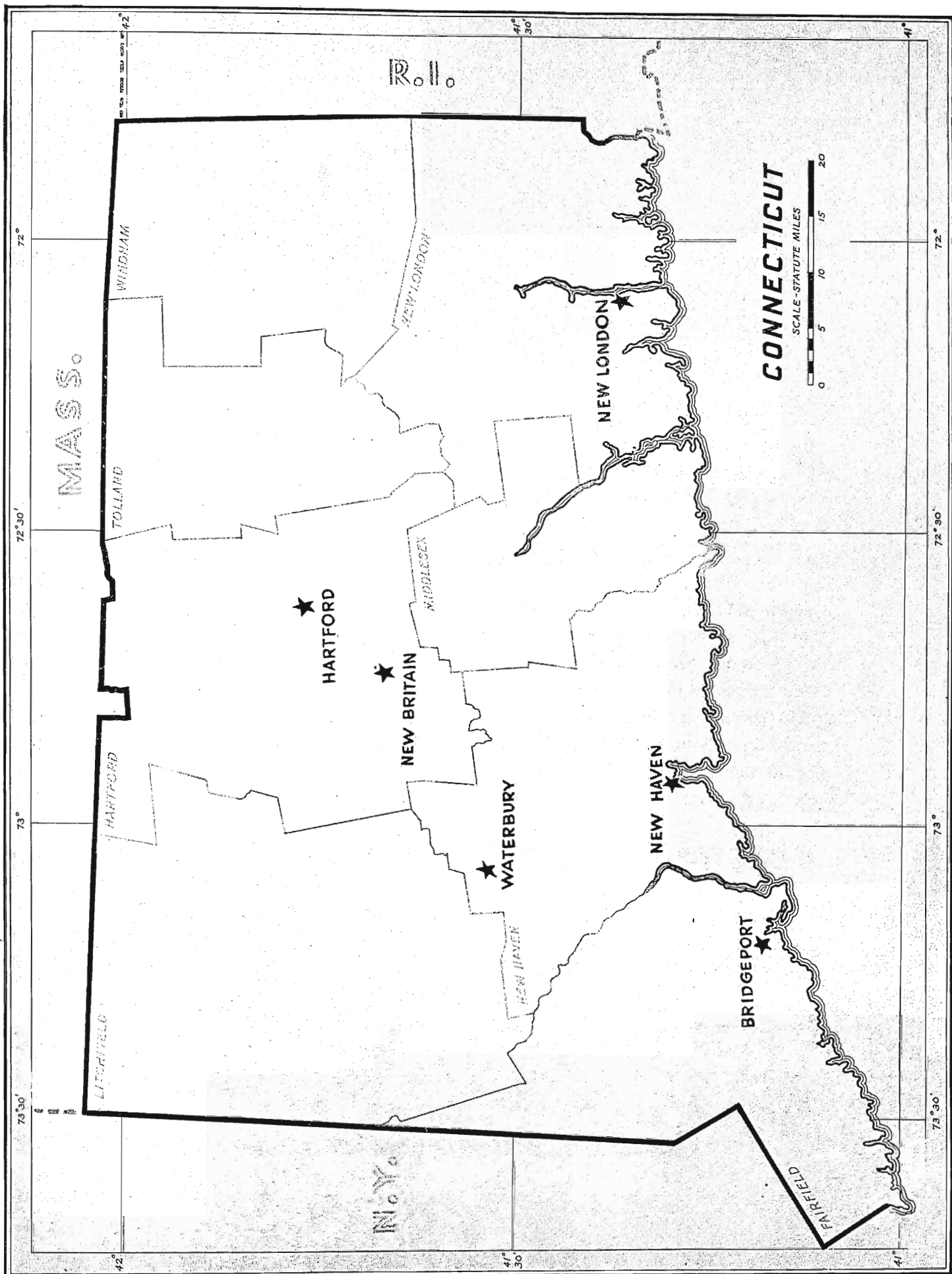
KVOR

Colorado Springs



FULL TIME
1000 WATTS

• AFFILIATED WITH THE COLORADO SPRINGS GAZETTE AND TELEGRAPH • UNDER AFFILIATED MANAGEMENT WITH KLZ - DENVER, WKY - OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY • REPRESENTED BY THE E. KATZ SPECIAL ADVERTISING AGENCY



WDRC GIVES YOU COMPLETE, INTENSIFIED COVERAGE OF CONNECTICUT'S MAJOR MARKET

PLUS

*a merchandising
plan that assures
maximum results!*

WDRC supplies the missing link that brings together the product, the program and the station . . . a merchandising plan that FOLLOWS THRU! We give you the market* and help you with distribution . . . backed by direct mail to dealers, display cards and windows, personal contact, publicity, etc., etc. . . . a thorough job at surprisingly low rates!

Write for this booklet
NOW . . . It explains
in detail WDRC's
Radio Merchandising
Plan.

*One of the most active Retail Markets in the country! . . . an attentive audience of more than 1,000,000 people within-in a 30-mile radius; people whose employment is exceptionally stable, whose incomes are higher-than-average, who have money to spend and (this IS important) who SPEND IT! We know that audience and that audience knows WDRC.

WDRC RADIO
MERCHANDISING
SERVICE

WDRC

"THE ADVERTISING TEST STATION
IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

CONNECTICUT

Population (1936)	1,734,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	372,200

Retail Trade, 1935

No. of Stores	24,464
Sales	\$556,722,000
Food Stores	164,037,000
General Merchandise Group (Including dept., dry goods and variety stores)	61,814,000
Apparel Group	50,926,000
Automotive Group	70,580,000
Filling Stations	28,603,000
Furniture-Household Group	24,640,000
Lumber-Building-Hardware Group	25,704,000
Eating and Drinking Places	38,685,000
Drug Stores	19,566,000
All others	68,631,000

Wholesale Trade, 1935

No. of Establishments	1,481
Net Sales	\$306,078,000

Farms, 1935

No. of Farms	32,157
Valuation of Farm Lands and Buildings	\$283,884,000
Gross Income From Farm Production and Livestock	\$46,632,000

Census of Manufactures, 1935

No. of Establishments	2,853
Value Added by Manufac- ture,	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$16,319,032
Total Corporation Income Tax Collections, 1936	\$12,362,063
No. of Individual Income Tax Returns, 1935	101,777

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$879,561,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	212,900
Total	328,900

Automotive Registrations, 1936

Total	394,870
Passenger Cars	345,000
Trucks, buses, etc.	49,870

Life Insurance Sales, 1936

Total	\$115,754,000
-------	---------------

Places of Amusement, 1935

No. of Establishments	550
Receipts	\$11,522,000

CONNECTICUT RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bridgeport				New Haven			
WICC	600	1,000	500	WELI	900-D	500	---
Hartford				New London			
WDRC	1330	5,000	1,000	WNLC	1500-D	100	---
WTHT	1200-D	100	---	Waterbury			
WTIC	1060	50,000	50,000	WATR	1190	100	100
New Britain				WBRY	1530	1,000	1,000
WNBC	1380-D	250	-				

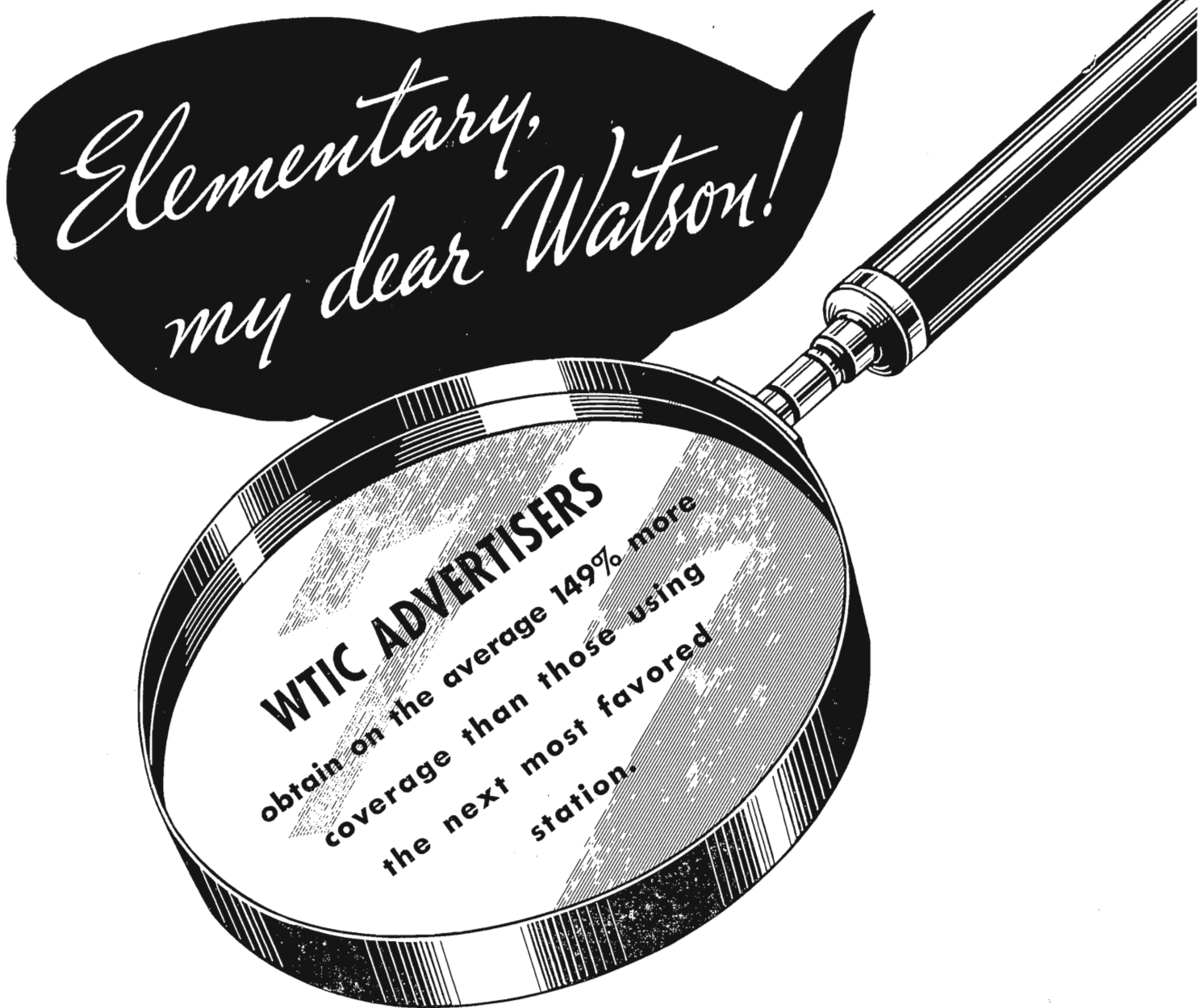
† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only

Data corrected to June 1, 1937

Connecticut Radio Homes by Counties

Fairfield	90,300
Hartford	98,500
Litchfield	19,600
Middlesex	11,600
New Haven	106,100
New London	27,400
Tolland	6,200
Windham	12,500

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



Here's a clue to covering the Hartford market that cannot be overlooked. And here's how it was discovered.

From February 28th to March 6th we engaged the fact-finding Ross Federal research Bureau to analyze the listening habits of the Hartford market. They made thousands of telephone calls and here are the facts which speak for themselves.

- 60.72% were tuned to WTIC.
- 24.37% were tuned to the next most popular station
- 6.54% were tuned to the third most popular station
- 2.28% were tuned to the fourth most popular station
- 6.09% were tuned to all other stations.
- 100.00% Total Calls

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626, making a total potential audience of 3,398,436.

Write today for the booklet containing full facts on the Ross Federal Survey.

WTIC

THE TRAVELERS BROADCASTING SERVICE CORP.

Paul W. Morency, General Manager

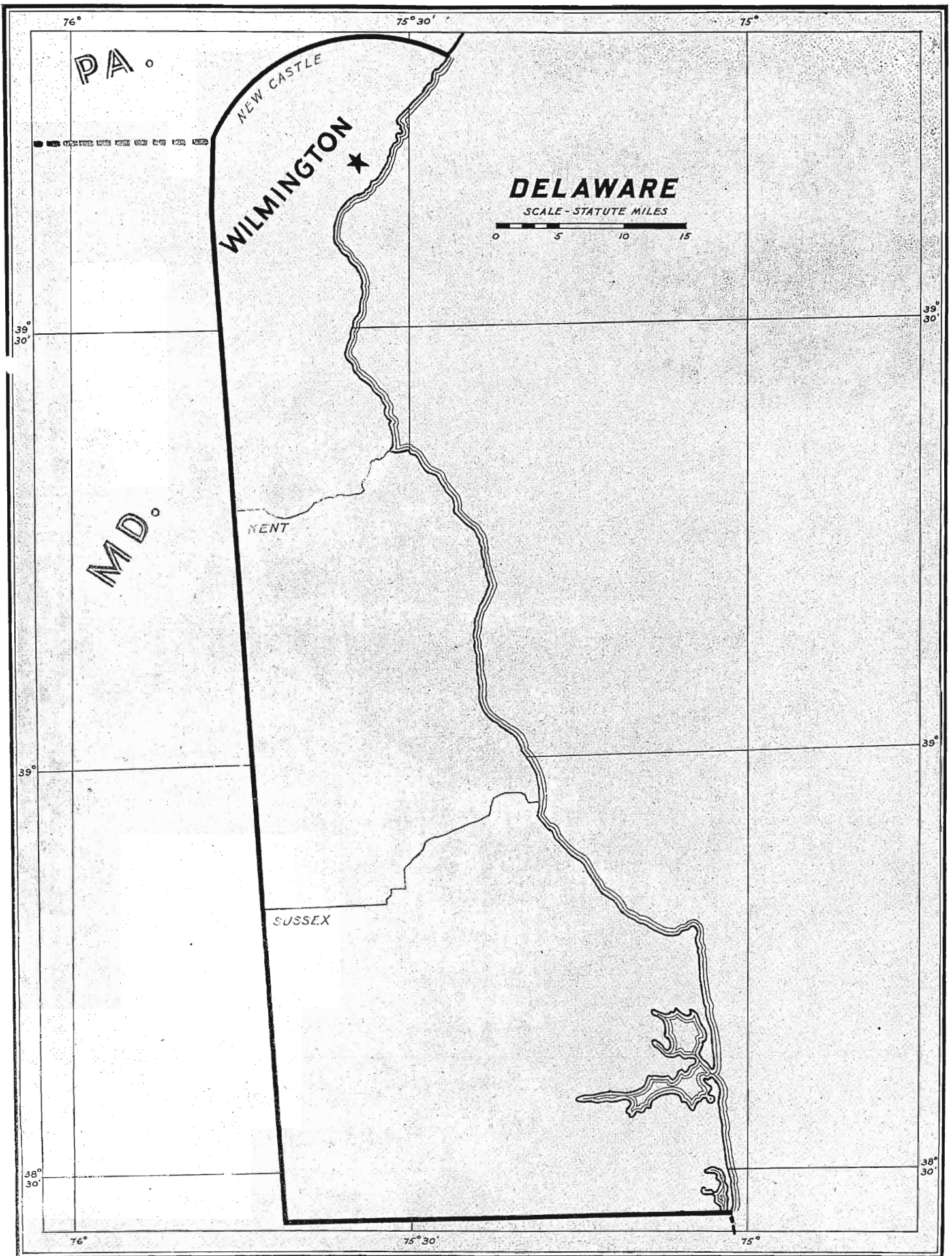
Representatives: Weed & Co., 350 Madison Ave., New York, N. Y. — 203 N. Wabash Ave., Chicago, Ill.

Michigan Building, Detroit, Mich.

50,000 WATTS HARTFORD, CONN.

Member NBC Red Network and Yankee Network

James F. Clancy, Business Manager



AN IDEAL COMBINATION...



WDEL and
Basic NBC Red



A strategically situated radio market with large portions of four states within the day and night primary service areas. A single glance at any map points out more clearly than words why you need WDEL on your lists.

This station in this individual territory demands the attention of any time-buyer. National representatives—The Paul H. Raymer Company, New York-Chicago-Detroit-San Francisco.

WDEL **WILMINGTON**
DELAWARE...

DELAWARE

Population (1936)	259,000
Persons Per Family (1930 U. S. Census)	4.0
Total Radio Homes (1936)	47,100

Retail Trade, 1935

No. of Stores	4,390
Sales	\$76,877,000
Food Stores	20,742,000
General Merchandise Group (Including dept., dry goods and variety stores)	6,523,000
Apparel Group	6,558,000
Automotive Group	11,800,000
Filling Stations	4,742,000
Furniture-Household Group	3,871,000
Lumber-Building-Hardware Group	4,465,000
Eating and Drinking Places	4,446,000
Drug Stores	2,066,000
All others	10,583,000

Wholesale Trade, 1935

No. of Establishments	262
Net Sales	\$106,300,000

Farms, 1935

No. of Farms	10,381
Valuation of Farm Lands and Buildings	\$51,476,000
Gross Income From Farm Production and Livestock	\$17,468,000

Census of Manufactures, 1935

No. of Establishments	343
Value Added by Manufac- ture	\$38,698.214

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$11,365,152
Total Corporation Income Tax Collections 1936	\$20,020,261
No. of Individual Income Tax Returns, 1935	11,704

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$69,585,000
(Includes National, Private Trust Companies State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	22,200
Total	36,900

Automotive Registrations, 1936

Total	59,560
Passenger Cars	49,550
Trucks, buses, etc.	10,010

Life Insurance Sales, 1936

Total	\$19,909,000
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Places of Amusement, 1935

No. of Establishments	70
Receipts	\$1,083,000

DELAWARE RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Wilmington			
WDEL	1120	500	250
WILM	1420	100	100

Data corrected to June 1, 1937

Delaware Radio Homes by Counties

Kent	5,100
New Castle	35,000
Sussex	7,000

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau. Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

HEADLINE NEWS

AT TOP SPEED -

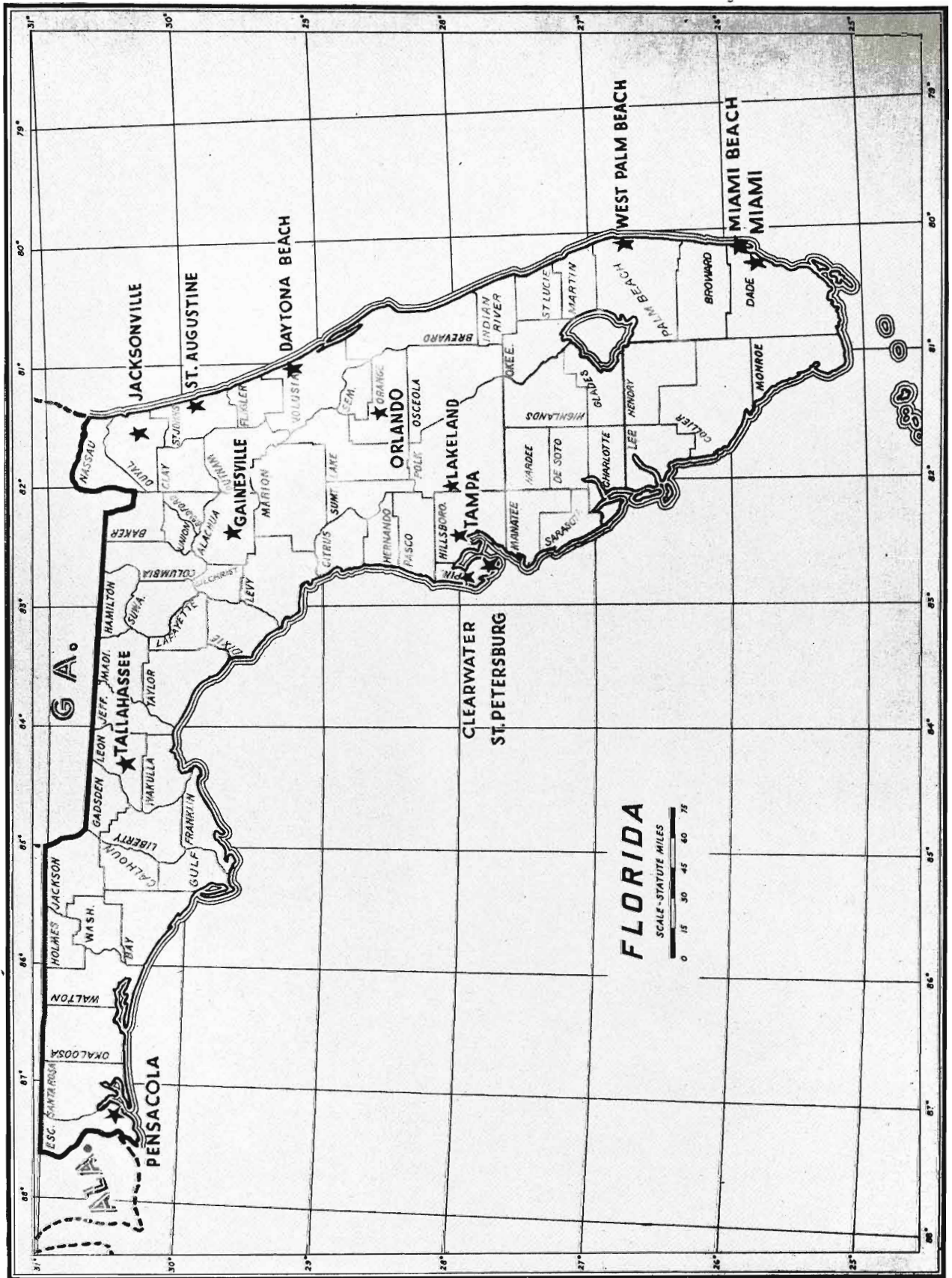
The sharpest eyes and ears in existence . . . the eyes and ears of United Press correspondents the world over, are on the alert to give radio stations using the United Press radio news service headline news at top speed.

Around the world, around the clock, this army of trained writers gather the news in the two hemispheres as quickly as it occurs, and flash it with lightning speed by radio, cable and leased telephone and telegraph wires to stations using the United Press radio news report.

Traditional United Press Accuracy and Speed distinguish the United Press radio news report in the radio field just as these qualities have distinguished the United Press report in the newspaper field for many years.

UNITED PRESS

WORLD WIDE NEWS COVERAGE





WSUN



ST. PETERSBURG FLORIDA

	Total	Secondary Area	Primary Area
1936 Population	1,186,890	407,980	378,910
1936 Families	304,333	155,892	148,441
% Urban, Based on 1930	43.7%	32.9%	51.9%
% Rural, Based on 1930	56.3%	67.1%	48.1%
1939 Radio Families	154,900	65,900	89,000
1936 Potential Audience	604,110	297,010	347,100



	Primary Area	Secondary Area	Total
All Retail—Stores	8,942	7,688	16,630
Sales	\$146,992,000	\$115,308,000	\$262,300,000
Food Stores—Stores	2,614	2,387	5,001
Sales	\$ 38,157,000	\$ 27,633,000	\$ 65,790,000
Automotive Group—Stores	593	416	1,009
Sales	\$ 24,874,000	\$ 19,068,000	\$ 44,942,000
Filling Stations—Stores	1,685	1,433	3,118
Sales	\$ 13,137,000	\$ 10,721,000	\$ 23,858,000
Drug Stores—Stores	851	584	1,435
Sales	\$ 7,735,000	\$ 5,398,000	\$ 13,133,000

Business Office

5000 W - DAY

RECREATION PIER • ST. PETERSBURG, FLA.

620 KC

1000 W - NIGHT

HAROLD MEYER, General Manager

FLORIDA

Population (1936)	1,642,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	233,900

Retail Trade, 1935

No. of Stores	24,330
Sales	\$425,807,000
Food Stores	103,431,000
General Merchandise Group (Including dept. dry goods and variety stores)	45,323,000
Apparel Group	29,178,000
Automotive Group	69,818,000
Filling Stations	35,549,000
Furniture-Household Group	22,522,000
Lumber-Building-Hardware Group	26,829,000
Eating and Drinking Places	29,118,000
Drug Stores	22,349,000
All others	29,363,000

Wholesale Trade, 1935

No. of Establishments	2,239
Net Sales	\$399,290,000

Farms, 1935

No. of Farms	72,857
Valuation of Farm Lands and Buildings	\$321,078,000
Gross Income From Farm and Livestock	\$112,162,000

Census of Manufactures, 1935

No. of Establishments	1,912
Value Added by Manufac- ture	\$85,743,161

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$8,074,483
Total Corporation Income Tax Collections, 1936	\$3,114,626
No. of Individual Income Tax Returns, 1935	39,514

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$61,603,000
(Includes National, Private, Trust Companies State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	91,200
Total	174,700

Automotive Registrations, 1936

Total	386,905
Passenger Cars	320,490
Trucks, buses, etc.	66,415

Life Insurance Sales, 1936

Total	\$57,992,000
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Places of Amusement, 1935

No. of Establishments	594
Receipts	\$11,349,000

FLORIDA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Clearwater WFLA	620	5,000	1,000	Orlando WDBO	580	1,000 *5,000	1,000
Daytona Beach WFMJ	1420	100	100	Pensacola WCOA	1340	500 *1,000	500
Gainesville WRUF	830	5,000	5,000	St. Augustine WFOY	1210	100	100
Jacksonville WJAX	900	5,000	1,000	St. Petersburg WSUN	620	5,000	1,000
WMBR	1370	250	100	Tallahassee WTAL	1310	100	100
Lakeland WLAK	1310	100	100	Tampa WDAE	1220	5,000	1,000
Miami WIOD	1300	1,000	1,000	West Palm Beach WJNO	1200	100 *250	100
WQAM	560	1,000	1,000				
Miami Beach †WKAT	1500	100	100				

† Construction permit † Special authorization * CP for increase in power or change in frequency D—Day only

Data corrected to June 1, 1937

Florida Radio Homes by Counties

Alachua	4,400	Hamilton	700	Okeechobee	400
Baker	500	Hardee	1,100	Orange	10,400
Bay	1,600	Hendry	500	Osceola	1,000
Bradford	800	Hernando	600	Palm Beach	10,200
Brevard	1,900	Highlands	1,600	Pasco	1,200
Broward	3,200	Hillsborough	28,100	Pinellas	15,500
Calhoun	500	Holmes	700	Polk	11,900
Charlotte	600	Indian River	800	Putnam	2,200
Citrus	500	Jackson	2,800	St. Johns	2,900
Clay	600	Jefferson	900	St. Lucie	1,300
Collier	300	Lafayette	300	Santa Rosa	1,100
Columbia	1,300	Lake	3,300	Sarasota	2,400
Dade	35,800	Lee	2,500	Seminole	2,500
De Soto	1,200	Leon	3,500	Sumter	800
Dixie	600	Levy	800	Suwannee	1,300
Duval	30,800	Liberty	200	Taylor	1,200
Escambia	8,200	Madison	1,200	Union	400
Flagler	300	Manatee	3,500	Volusia	7,300
Franklin	600	Marion	3,700	Wakulla	300
Gadsden	2,500	Martin	700	Walton	1,100
Glades	300	Monroe	1,600	Washington	900
Gulf	200	Nassau	800		
		Okaloosa	700		

SOURCES Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau. Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA AAAA and NAB. Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



WIOD

KEEPS PACE WITH THE NATION'S FASTEST-GROWING MARKET

Miami was THIRTEENTH, Miami Beach FOURTEENTH in building among U. S. cities in 1936! In Greater Miami 1937 is a bigger year! Unsurpassed year around per capita purchasing power, and a huge wintertime PLUS value.

National Representatives, **CRAIG & HOLLINGBERY, Inc.**

THE ONLY
50,000-WATT STATION

IN
GEORGIA

IS
STATION

W S B

For Fifteen Years
“The Voice of the South”



Represented Nationally by Edward Petry & Co.

●
“THE JOURNAL COVERS DIXIE LIKE THE DEW”

GEORGIA

Population (1936)	3,060,000
Persons Per Family (1930 U. S. Census)	4.4
Total Radio Homes (1936)	334,500

GEORGIA RADIO STATIONS

Retail Trade, 1935

No. of Stores	31,310
Sales	\$484,693,000
Food Stores	108,034,000
General Merchandise Group (Including dept., dry goods and variety stores)	76,893,000
Apparel Group	34,477,000
Automotive Group	74,901,000
Filling Stations	34,558,000
Furniture-Household Group	20,712,000
Lumber-Building-Hardware Group	22,703,000
Eating and Drinking Places	22,047,000
Drug Stores	21,206,000
All others	32,716,000

Wholesale Trade, 1935

No. of Establishments	2,667
Net Sales	\$605,272,000

Farms, 1935

No. of Farms	250,544
Valuation of Farm Lands and Buildings	\$429,755,000
Gross Income From Farm Production and Livestock	\$191,392,000

Census of Manufactures, 1935

No. of Establishments	2,827
Value Added by Manufac- ture	\$194,875,495

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$4,207,892
Total Corporation Income Tax Collections, 1936	\$5,672,721
No. of Individual Income Tax Returns, 1935	47,367

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$109,918,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	112,200
Total	182,800

Automotive Registrations, 1936

Total	411,126
Passenger Cars	337,857
Trucks, buses, etc.	73,269

Life Insurance Sales, 1936

Total	\$73,122,000
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Places of Amusement, 1935

No. of Establishments	671
Receipts	\$5,248,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Albany				Griffin			
WGPC	1420	100	100	WKBU	1500—D	100	---
Athens				Macon			
**WTFI	1450	500	500	WMAZ	1180	1,000	1,000
Atlanta				Rome			
WATL	1370	250	100	WRGA	1500	250	100
WGST	890	5,000	1,000	Savannah			
WSB	740	50,000	5,000	WTOC	1260	1,000	1,000
Augusta				Thomasville			
WRDW	1500	100	100	WPAX	1210—D	100	---
		*250		Waycross			
Columbus				WAYX	1200	100	100
WRBL	1200	250	100			*250	

† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency D—Day only **To be moved into Atlanta on or about July 1 and operate under call letters WAGA

Data corrected to June 1, 1937

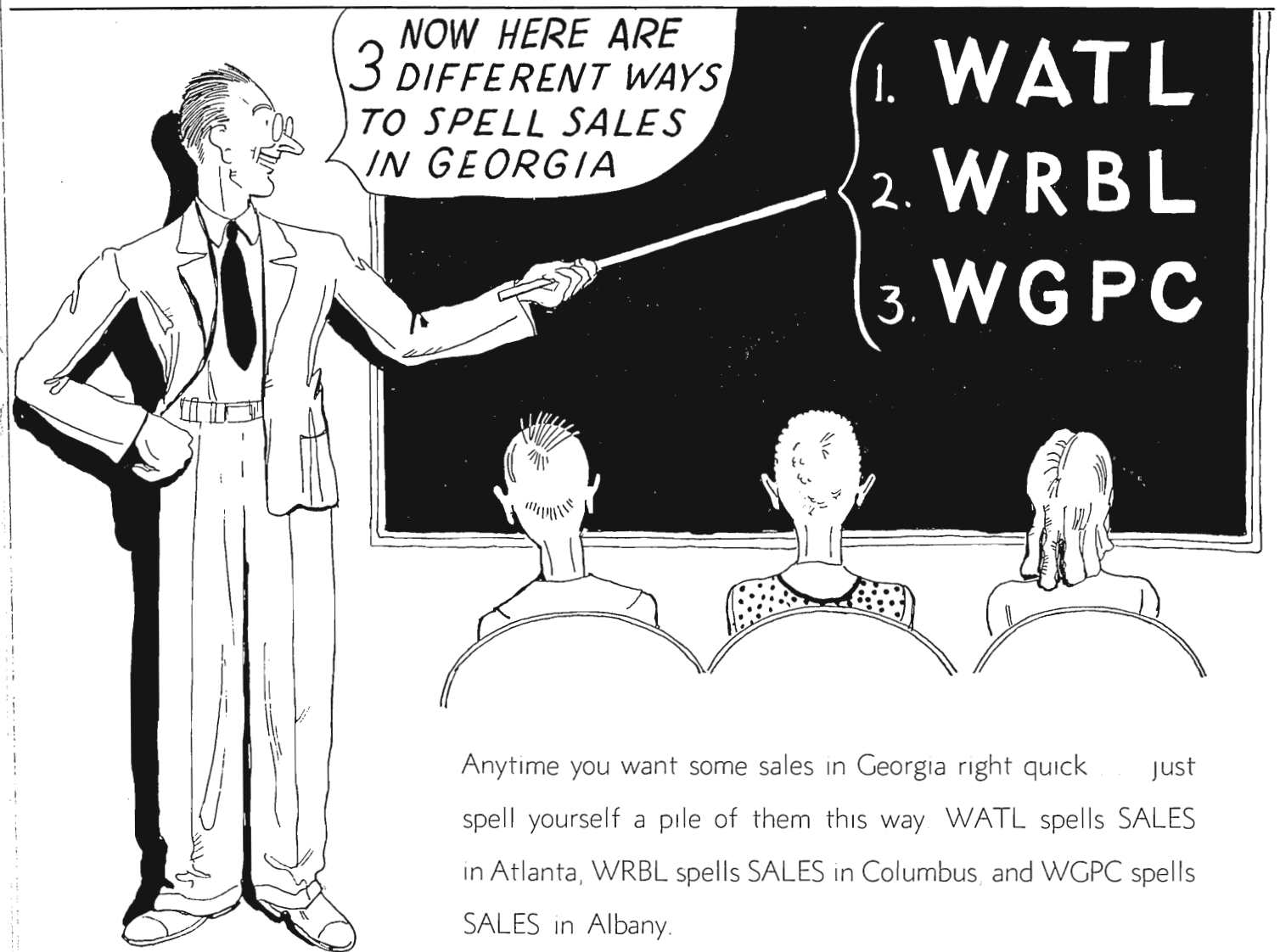
Georgia Radio Homes by Counties

Appling	1,100	Evans	600	Muscogee	12,700
Atkinson	500	Fannin	800	Newton	1,900
Bacon	600	Fayette	600	Oconee	400
Baker	600	Floyd	7,600	Oglethorpe	800
Baldwin	2,300	Forsyth	600	Paulding	800
Banks	500	Franklin	1,200	Peach	1,100
Barrow	1,100	Fulton	65,300	Pickens	900
Bartow	2,400	(Incl. Campbell & Milton)		Pierce	900
Ben Hill	1,500	Gilmer	400	Pike	700
Berrien	1,100	Glascok	300	Polk	2,800
Bibb	14,200	Glynn	2,800	Pulaski	800
Bleckley	800	Gordon	1,400	Putnam	700
Brantley	400	Grady	1,500	Quitman	200
Brooks	1,600	Greene	1,100	Rabun	500
Bryan	400	Gwinnett	2,300	Randolph	1,400
Bulloch	1,900	Habersham	1,200	Richmond	13,500
Burke	2,300	Hall	3,800	Rockdale	600
Butts	900	Hancock	900	Schley	400
Calhoun	900	Haralson	1,100	Screven	1,500
Camden	500	Harris	800	Seminole	500
Campbell (Incl. in Fulton)	700	Hart	1,200	Spalding	3,300
Candler	700	Heard	500	Stephens	1,200
Carroll	3,100	Henry	1,200	Stewart	900
Catoosa	600	Houston	900	Sumter	2,800
Charlton	400	Irwin	800	Talbot	600
Chatham	18,900	Jackson	1,700	Taliaferro	400
Chattahoochee	300	Jasper	700	Tattnall	900
Chattooga	1,600	Jeff Davis	700	Taylor	900
Cherokee	1,700	Jefferson	1,600	Telfair	1,400
Clarke	5,200	Jenkins	1,000	Terrell	1,500
Clay	500	Johnson	900	Thomas	3,500
Clayton	800	Jones	500	Tift	1,700
Clinch	600	Lamar	900	Toombs	1,600
Cobb	3,600	Lanier	300	Towns	200
Coffee	1,500	Laurens	3,000	Treutlen	600
Colquitt	3,100	Lee	500	Troup	5,300
Columbia	500	Liberty	500	Turner	900
Cook	1,000	Lincoln	500	Twiggs	500
Coweta	2,600	Long	800	Union	900
Crawford	400	Lowndes	3,800	Upson	2,300
Crisp	2,000	Lumpkin	400	Walker	2,300
Dade	200	McDuffie	900	Walton	1,800
Dawson	200	McIntosh	500	Ware	3,700
Decatur	2,000	Macon	1,300	Warren	800
De Kalb	9,400	Madison	1,100	Washington	2,100
Dodge	1,800	Marion	500	Wayne	1,100
Dooley	1,300	Meriwether	1,800	Webster	300
Dougherty	3,700	Miller	600	Wheeler	500
Douglas	900	Milton (Incl. in Fulton)		White	300
Early	1,200	Mitchell	1,700	Whitfield	2,600
Echols	200	Monroe	1,000	Wilcox	900
Effingham	700	Montgomery	700	Wilkes	1,300
Elbert	1,800	Morgan	1,100	Wilkinson	700
Emanuel	2,000	Murray	500	Worth	1,400

SOURCES Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of A.N.A., A.A.A.A. and N.A.P. Farms, from 1936 Market Data Handbook of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture. Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources. Automobiles, from Automotive Industries; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

NOTICE

. Spelling Changed in Georgia



Anytime you want some sales in Georgia right quick . . . just spell yourself a pile of them this way. WATL spells SALES in Atlanta, WRBL spells SALES in Columbus, and WGPC spells SALES in Albany.

WATL

ATLANTA, GA.
250 Watts

Atlanta is the state capital, business and financial center of Georgia.

WGPC

ALBANY, GEORGIA
100 Watts

Albany is the world's largest Pecan market and important meat packing center.

WRBL

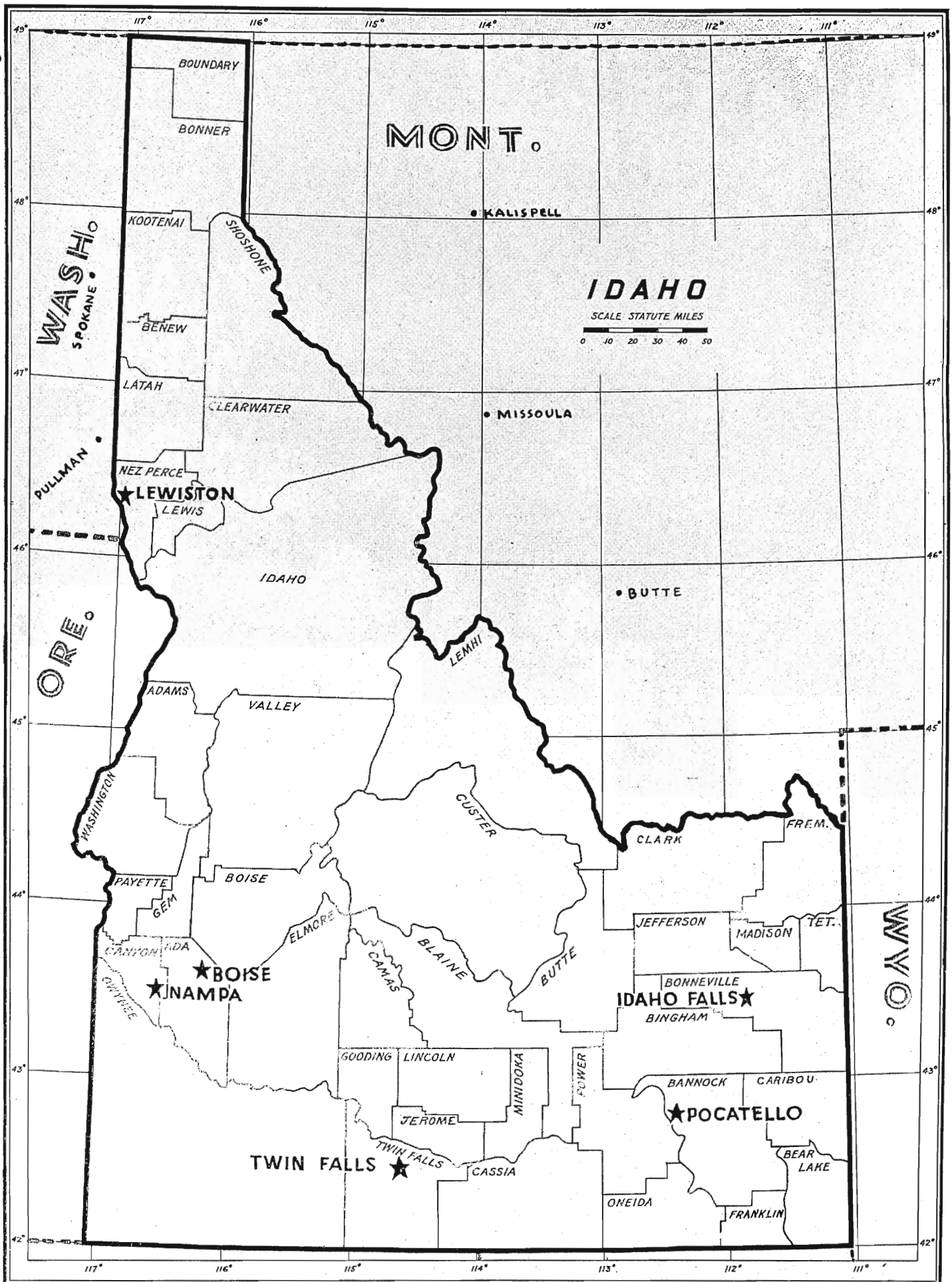
COLUMBUS, GEORGIA
250 Watts

Columbus is a leading industrial city and has largest infantry training school.

REPRESENTATIVES

J. J. DEVINE & ASSOCIATES

Offices in Chicago, Pittsburgh, Atlanta, New York, and Detroit



IDAHO

Population (1936)	485,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	75,800

Retail Trade, 1935

No. of Stores	5,863
Sales	\$140,167,000
Food Stores	27,000,000
General Merchandise Group (Including dept., dry goods and variety stores)	16,960,000
Apparel Group	5,312,000
Automotive Group	27,746,000
Filling Stations	10,058,000
Furniture-Household Group	5,920,000
Lumber-Building-Hardware Group	14,864,000
Eating and Drinking Places	7,709,000
Drug Stores	4,757,000
All others	10,831,000

Wholesale Trade, 1935

No. of Establishments	954
Net Sales	\$82,195,000

Farms, 1935

No. of Farms	45,113
Valuation of Farm Lands and Buildings	\$307,395,000
Gross Income From Farm Production and Livestock	\$77,274,000

Census of Manufactures, 1935

No. of Establishments	459
Value Added by Manufac- ture	\$25,622,817

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$361,805
Total Corporation Income Tax Collections 1936	\$775,152
No. of Individual Income Tax Returns, 1935	11,218

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$23,798,000
(Include National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	38,000
Total	57,900

Automotive Registrations, 1936

Total	133,037
Passenger Cars	107,069
Trucks, buses, etc.	25,977

Life Insurance Sales, 1936

Total	\$13,763,009
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Places of Amusement, 1935

No. of Establishments	243
Receipts	\$2,331,000

IDAHO RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Boise KIDO	1350	2 500 *5,000	1 000
Idaho Falls KID	1320	1,000	500
Lewiston KRLC	1420	100	100
Nampa KFXD	*1390	*250	*250
Pocatello KSEI	1200	250	100
Pocatello KSEI	900	1 000	250
Twin Falls KTFI	1240	1,000	500 ±1,000

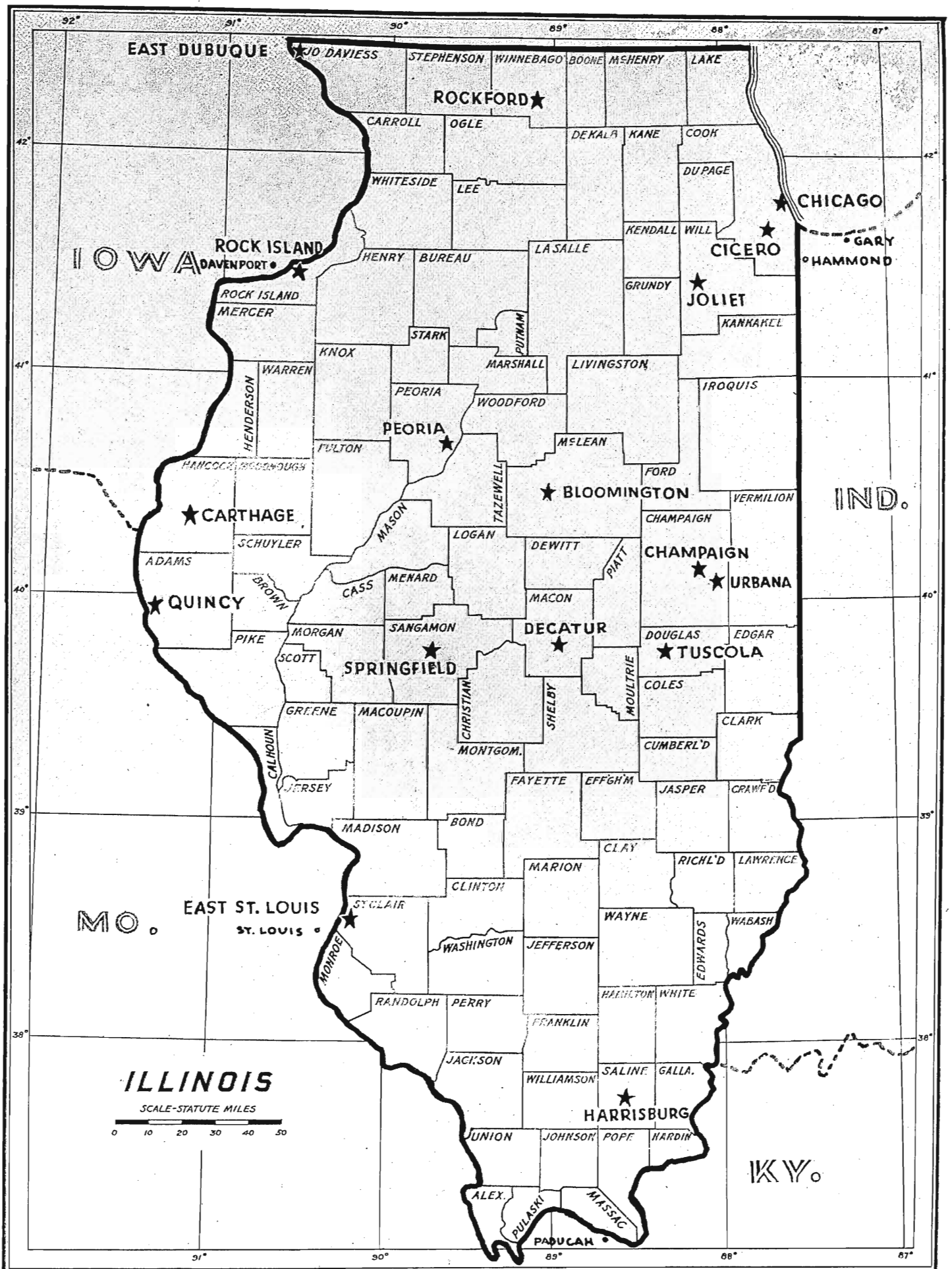
† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

Idaho Radio Homes by Counties

Ada	8,900	Gooding	1,000
Adams	400	Idaho	1,600
Bannock	6,200	Jefferson	900
Bear Lake	1,200	Jerome	1,100
Benewah	800	Kootenai	2,600
Bingham	2,400	Latah	3,600
Blaine	600	Lemhi	700
Boise	200	Lewis	900
Bonner	1,700	Lincoln	500
Bonneville	3,400	Madison	1,800
Boundary	700	Minidoka	1,200
Butte	220	Nez Perce	4,400
Camas	210	Oneida	700
Canyon	5,400	Owyhee	300
Caribou	400	Payette	1,400
Cassia	2,100	Power	600
Clark	120	Shoshone	3,500
Clearwater	900	Teton	400
Custer	440	Twin Falls	6,300
Elmore	900	Valley	600
Franklin	1,300	Washington	1,600
Fremont	1,200	Yellowstone National Park	10
Gem	1,000		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



FOUR ACES *in the Mid-West That Always Win!!*

A **IN CHICAGO**
W-C-B-D
 1080 kc--5000 Watts

WHEN a radio station almost continually hangs out the "S.R.O" sign, you can be pretty sure that it's almost invariably experience at producing for its clients. That's the WCBD—indeed, there is a waiting list for many of our hours. When you buy WCBD you get not only Chicago coverage, but the rich Mid-West market as well and at rates certainly within reason.

The Midwest's Best Publicity Buy

A **IN MILWAUKEE**
W-E-M-P
 1310 Kilocycles -- 100 Watts

LICENSED less than two years ago, WEMP is one of America's best publicity investments. Milwaukee's only purely local station has been built on common-sense mindfulness of public need, some call it "showmanship". Independent from stem to stern, WEMP is doing a remarkably good job. That's why it's already . . .

First In Number of Milwaukee Accounts

A POLICY THAT IS RESPECTED!

THE outstanding success of these four stations is not a matter of happenstance. Here are three reasons why they lead:

1. Management and personnel, the best that money can buy.
2. Strict policy of safeguarding public: No promotional fly-by-nights; limited copy; no medicines without Federal okay; Community and Americanization foremost; public service from sign-on to sign-off.
3. Experienced merchandising campaigns that have purpose and truth back of them.

Our business has quickly outgrown others because we have an organization big enough to handle all of it INTELLIGENTLY.

Gene T. Dyer

A **IN CHICAGO**
W-S-B-C
 1210 Kc.
 250 and 100 Watts

THE real measure of a station's acceptance by the public and advertiser alike is the amount of repeat advertising business it keeps. It's an astounding fact that W-S-B-C still carries more than 70% of the same accounts it carried five years ago despite the fact that our volume of business has quadrupled in those five years. Our rates are still at a sensible level.

First Among Chicago Locals

A **IN CHICAGO**
W-G-E-S
 1360 Kc.
 1000 and 500 Watts

ASK Chicago radio men "What station is Chicago's most successful?" The answer usually is "WGES". Ask local advertisers and you'll get the same answer just as quickly. WGES prides itself on its record of clean programs intelligently presented to entertain and enlighten the mass of Chicagoland's millions.

First With Local Chicago Accounts

20 Days at WLS-Chicago

Showmanship gets and holds an audience. WLS knows from close contact with listeners the entertainment, services and features which interest them most. Showmanly presented, they create listener loyalty and produce advertising results. Typical are these "20 Days in May."

W L S

- May 4 Midwest on Parade—Featuring "Tulip Time" in Holland, Michigan.
- May 5 Remote Control Broadcast from the Carnegie-Illinois Steel Mills (Gary, Indiana).
- May 6 Exclusive recording of Hindenburg Disaster by Herbert Morrison and Charles Nehlsen.
- May 7 Broadcast exclusive WLS recording of Hindenburg Disaster, also interviewed Herbert Morrison and Charles Nehlsen. Recording rebroadcast over 123 stations covering the entire country.
- May 10 "The Empire Parade"—A Preview of Coronation Ceremonies.
- May 11 Elkhart, Indiana, featured on Midwest on Parade.
- May 12 A Remote Control Broadcast from Zenith Radio Company . . . Coronation Ceremonies from London . . . Greetings to the British Empire from King George VI.
- May 13 Touring the world with Bailey Stanton—a well-known Globe Trotter.
- May 16 Bishop Ernest Lynn Waldorf of the Methodist Episcopal Church broadcast Pentecostal Services on the Little Brown Church program.
- May 19 Remote Control Broadcast from Wilmington, Illinois, describing a strip coal mine.
- May 20 Mayor Kelly in an official Chicago Charter Jubilee Program . . . Also a word-description of the \$5,000,000 "Crown of the Andes Jewels"—a remote control broadcast direct from the safety vault where the jewels are kept.

THE PRAIRIE FARMER STATION
CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager



JOHN BLAIR & COMPANY National Representatives

BROADCASTING • Broadcast Advertising

In May! and KOY in Phoenix

K O Y

- May 1 Greeting of L. Douglas Russel, State Chairman of National Music Week.
- May 2 Started "Man of the Week" program . . . interviews with "Builders of Phoenix."
- May 3 Presented preview "Masque of the Yellow Moon" Pageant . . . Safety Convention . . . conducted debate over KOY.
- May 4 Phoenix Symphony Orchestra Spring Concert . . . KOY School of the Air inaugurated from Junior College.
- May 5 Cecelian Singers (Women's chorus).
- May 6 Arizona State Teachers' College Concert Orchestra.
- May 7 Added "March of Time" (CBS).
- May 8 Interview with Dave Sholtz, Grand Exalted Ruler of Elks.
- May 9 Mother's Day Salute.
- May 10 Opening of Softball season—exclusive over KOY.
- May 11 Junior College Day—students occupying all the posts in connection with running the station . . . Orpheus Club—(Men's chorus).
- May 12 Broadcast WLS Hindenburg Crash transcription . . . United States Dairy Expert interviewed.
- May 13 Mesa "Pageant of the Hills"—Presented preview with a forty-piece A Capella Choir.
- May 14 Kiwanis Junior Chorus.
- May 16 Romaine Loudermilk, KOY's Ambassador from the Southwest to the National Folk Music Festival in Chicago . . . Added Eddie Cantor Show (CBS).
- May 17 Phoenix Union High School 38-piece orchestra.
- May 19 Senate Sales Tax Debate from the Capitol.
- May 20 Arizona State Teachers' College at Tempe. Concert Orchestra.

Following the traditions so successful at WLS, KOY in Phoenix—only a few months under its new ownership—has dramatically captured public interest with its daily **SHOWMANSHIP** geared to local conditions. KOY is the talk of Phoenix and these "20 Days in May" show why.



THE VOICE OF ARIZONA
PHOENIX

BURRIDGE D. BUTLER, Chairman

FRED A. PALMER, V. P. & Manager

Chicago — New York — San Francisco — Detroit

BROADCASTING • Broadcast Advertising

June 15, 1937 • Page 79

ILLINOIS

Population (1936)	7,845,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	1,674,300

Retail Trade, 1935

No. of Stores	98,538
Sales	\$2,173,069,000
Food Stores	521,889,000
General Merchandise Group (Including dept., dry goods and variety stores)	478,750,000
Apparel Group	184,001,000
Automotive Group	258,423,000
Filling Stations	105,463,000
Furniture-Household Group	74,665,000
Lumber-Building-Hardware Group	102,714,000
Eating and Drinking Places	152,663,000
Drug Stores	89,515,000
All others	178,219,000

Wholesale Trade, 1935

No. of Establishments	12,009
Net Sales	\$3,937,609,000

Farms, 1935

No. of Farms	231,312
Valuation of Farm Lands and Buildings	\$2,205,900,000
Gross Income From Farm Production and Livestock	\$436,044,000

Census of Manufactures, 1935

No. of Establishments	11,855
Value Added by Manufac- ture,	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$52,454,136
Total Corporation Income Tax Collections, 1936	\$67,442,522
No. of Individual Income Tax Returns, 1935	352,971

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$856,131,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	1,014,500
Total	1,582,100

Automotive Registrations, 1936

Total	1,668,121
Passenger Cars	1,459,195
Trucks, buses, etc.	208,926

Life Insurance Sales, 1936

Total	\$474,920,000
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Places of Amusement, 1935

No. of Establishments	1,724
Receipts	\$51,080,000

Foreign Language Census, 1930

Native White (Foreign or mixed Parentage)	2,279,215
Foreign-Born White	1,218,158
All others native parentage.	

ILLINOIS RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bloomington WJBC	1200	250	100	East Dubuque WKBB	1500	250	100
Carthage WCAZ	1070—D	100	—	East St. Louis WTMV	1500	250	100
Champaign WDWS	1370—D	100	—	Harrisburg WEBQ	1210	250	100
Chicago				Joliet WCLS	1310	100	100
WAAF	920—D	1,000	—	Peoria WMBD	1440	1,000	500
WBMM	770	50,000	50,000	Quincy WTAD	900—D	1,000	—
WCBD	1080	5,000	5,000	Rockford WROK	1410	1,000	500
WCFL	970	5,000	5,000	Rock Island WHBF	1210	250	100
WCRW	1210	100	100	Springfield WCBS	1420	100	100
WEDC	1210	100	100	WTAX	1210	100	100
WENR	870	50,000	50,000	Tuscola WDZ	1020—D	250	—
WGES	1360	500	500	Urbana WILL	580	1,000	—
WGN	720	50,000	50,000				
WJJD	1130	20,000	20,000				
WLS	870	50,000	50,000				
WMAQ	670	50,000	50,000				
WMBI	1080	5,000	5,000				
WIBC	1210	250	100				
Chicago							
WHFC	1420	250	100				
Decatur WJBL	1200	100	100				

‡ Construction permit † Special authorization. * CP for increase in power or change in frequency D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

Illinois Radio Homes by Counties

Adams	15,000	Hardin	700	Morgan	8,000
Alexander	4,100	Henderson	1,200	Moultrie	2,200
Bond	2,900	Henry	11,100	Ogle	6,400
Boone	3,800	Iroquois	6,300	Peoria	32,300
Brown	1,700	Jackson	6,200	Perry	4,000
Bureau	7,100	Jasper	1,800	Platt	2,700
Calhoun	1,000	Jefferson	4,800	Pike	3,800
Carroll	4,600	Jersey	2,300	Pope	1,000
Cass	3,400	Jo Daviess	4,200	Pulaski	1,800
Champaign	15,200	Johnson	1,100	Putnam	900
Christian	7,500	Kane	29,700	Randolph	5,200
Clark	3,500	Kankakee	10,600	Richland	3,200
Clay	3,000	Kendall	1,900	Rock Island	21,700
Clinton	3,300	Knox	13,900	St. Clair	32,300
Coles	8,000	Lake	24,300	Saline	5,700
Cook	908,300	La Salle	22,500	Sangamon	26,300
Crawford	4,600	Lawrence	4,000	Schuyler	2,000
Cumberland	1,300	Lee	7,400	Scott	1,500
De Kalb	8,700	Livingston	8,100	Shelby	5,100
De Witt	3,500	Logan	6,000	Stark	2,000
Douglas	3,400	McDonough	7,200	Stephenson	10,600
Du Page	22,200	McHenry	8,500	Tazewell	8,800
Edgar	4,700	McLean	18,900	Union	3,100
Edwards	1,400	Macon	20,200	Vermillion	18,100
Effingham	4,500	Macoupin	8,000	Wabash	2,500
Fayette	3,600	Madison	28,100	Warren	5,300
Ford	3,500	Marion	7,800	Washington	3,300
Franklin	8,100	Marshall	2,600	Wayne	2,800
Fulton	9,000	Masson	3,800	White	3,300
Gallatin	1,400	Massac	2,000	Whiteside	9,500
Greene	3,400	Menard	1,900	Will	21,900
Grundy	3,800	Mercer	4,000	Williamson	7,500
Hamilton	1,800	Monroe	2,900	Winnebago	27,900
Hancock	5,300	Montgomery	6,700	Woodford	4,400

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

WJJD

The Station all Chicagoland is talking about!

THE CHICAGO DAILY NEWS, MONDAY, APRIL 19, 1937

Kellogg's

BRING CHICAGO THE GREATEST SERIES OF BASEBALL BROADCASTS IN RADIO HISTORY

Parade of the Immortals

JOE E. BROWN



LEW FONSECA
 Tomorrow afternoon with the opening of the Big League Season, the world of Chicago's Great Parade...
 (Text continues with details about Fonseca's career and the parade.)



JOHN HARRINGTON



JOE E. BROWN



TRIS SPEAKER

DON'T MISS THIS BROADCASTING BARRY
 TOMORROW 2:30 P.M. STATION WJJD 1130-1150



Kellogg's CORN FLAKES
 DON'T MISS THIS BROADCASTING BARRY TOMORROW 2:30 P.M. STATION WJJD 1130-1150



MORDECAI BROWN



JOE TINKER



JOHNNY EVERS

SAY "Kellogg's" BEFORE YOU SAY "CORN FLAKES"

WALTER JOHNSON

Five Full Color Pages

Chicago Tribune	813,027
Daily News	426,134
Evening American	418,957
Daily Times	337,838
Herald Examiner	335,352
Total	2,331,308

people had the details of one WJJD feature in one day.

IN ADDITION

Chicagoans see WJJD everywhere they turn . . . car cards . . . 204 "L" station posters . . . full showing 24 sheet billboards . . . seven electric spectaculars . . . 8,000 window displays . . . 625,000 handbills distributed with sample of sponsor's product attached.

OVER SIX MILLION PEOPLE

Had this sensational story placed before them in one day. The greatest publicity program ever placed behind a broadcasting schedule. Developing a definite WJJD CONSCIOUSNESS in America's No. 2 market. Look at our rates—consider our potentialities—then buy the largest audience per dollar spent in the Chicago market.

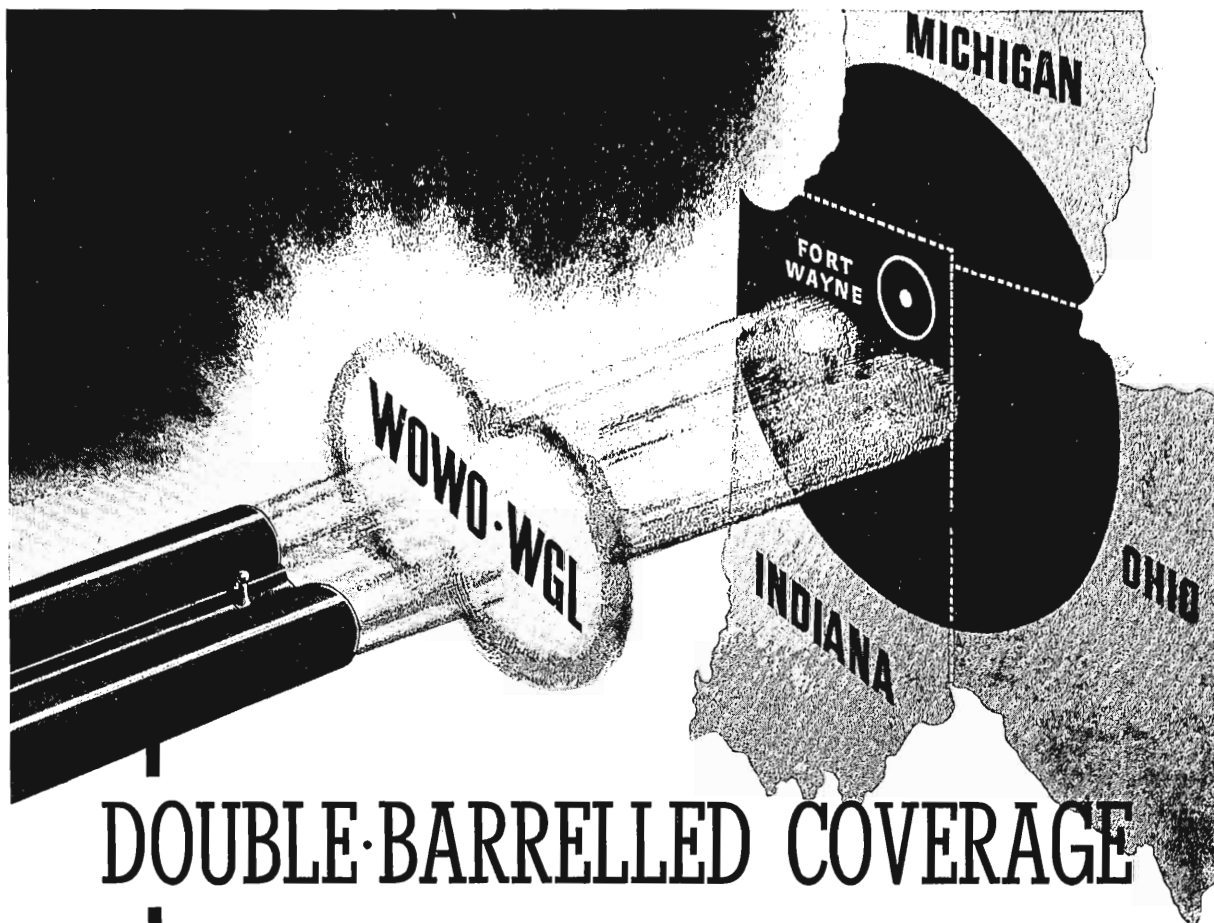
Chicago's Largest Independent Station

WJJD

201 N. Wells Street
 Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.





DOUBLE-BARRELLED COVERAGE

These *two* important accepted media assure you the attention of a large share of a vast market.

WOWO . . . a member of the basic NBC Blue Network, completely covers a rich, tri-state market—the “Hoosier Market”. Addressing 571,000 *buying* families, this station reaches an area embracing 61 counties in Ohio, Michigan and Indiana. WOWO, Indiana’s most powerful broadcasting station, offers the most adequate coverage of a market which is broad and distributed, but huge in the aggregate . . . spending \$520,300,000 a year on merchandise alone.

WGL . . . the accepted advertising medium for those who want to reach a large share of the Fort Wayne market at *extremely low cost*. In ten counties centered around Fort Wayne, WGL reaches 341,000 people whose retail buying amounts to \$62,853,000 a year—an ideal market for test campaigns. Also an NBC affiliate, it is the only 100-watt optional member of both Red and Blue Networks. WGL, recognized civic leader in Fort Wayne promotion, is manned by the same efficient staff that operates WOWO.

THE HOOSIER STATIONS



WESTINGHOUSE RADIO STATIONS, INC., FORT WAYNE, IND.
 WOWO . . . 10,000 Watts . . . *NBC Basic Blue Network*
 WGL . . . 100 Watts . . . *Optional NBC Red and Blue Network*

INDIANA

Population (1936)	3,459,000
Persons Per Family (1930 U. S. Census)	3.8
Total Radio Homes (1936)	616,800

Retail Trade, 1935

No. of Stores	42,471
Sales	\$780,508,000
Food Stores	177,558,000
General Merchandise Group (Including dept., dry goods and variety stores)	109,013,000
Apparel Group	55,656,000
Automotive Group	129,729,000
Filling Stations	55,979,000
Furniture-Household Group	32,725,000
Lumber-Building-Hardware Group	52,237,000
Eating and Drinking Places	43,873,000
Drug Stores	33,248,000
All others	73,776,000

Wholesale Trade, 1935

No. of Establishments	4,333
Net Sales	\$654,917,000

Farms, 1935

No. of Farms	200,835
Valuation of Farm Lands and Buildings	\$1,040,238,000
Gross Income From Farm Production and Livestock	\$261,611,000

Census of Manufactures, 1935

No. of Establishments	3,936
Value Added by Manufac- ture,	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$8,520,656
Total Corporation Income Tax Collections, 1936	\$10,873,482
No. of Individual Income Tax Returns, 1935	84,049

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$272,572,000
<small>(Includes National, Private, Trust Companies, State and Mutual Savings Banks)</small>	

Telephones, 1937

Residence Telephones	344,200
Total	475,600

Automotive Registrations, 1936

Total	899,031
Passenger Cars	766,269
Trucks, buses, etc.	132,762

Life Insurance Sales, 1936

Total	\$125,558,000
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Places of Amusement, 1935

No. of Establishments	1,086
Receipts	\$15,416,000

INDIANA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Anderson WHBU	1210	250	100	Indianapolis WFBM	1230	5,000	1,000
Elkhart WTRC	1310	250	100	†WGVA	1050-D	1,000	---
Evansville WEOA	1370	250	100	WIRE	1400	5,000	1,000
WGBF	630	1,000	500	Muncie WLBC	1310	250	100
Fort Wayne WGL	1370	100	100	New Albany WGRC	1370-D	250	---
WOWO	1160	10,000	10,000	Richmond WKBV	1500	100	100
Gary WIND	560	5,000	1,000	South Bend WFAM	1200	100	100
Hammond WHIP	1480-D	5,000	---	WSBT	1360	500	500
WWAE	1200	100	100	Terre Haute WBOW	1310	250	100
				West Lafayette WBAA	890	1,000	500

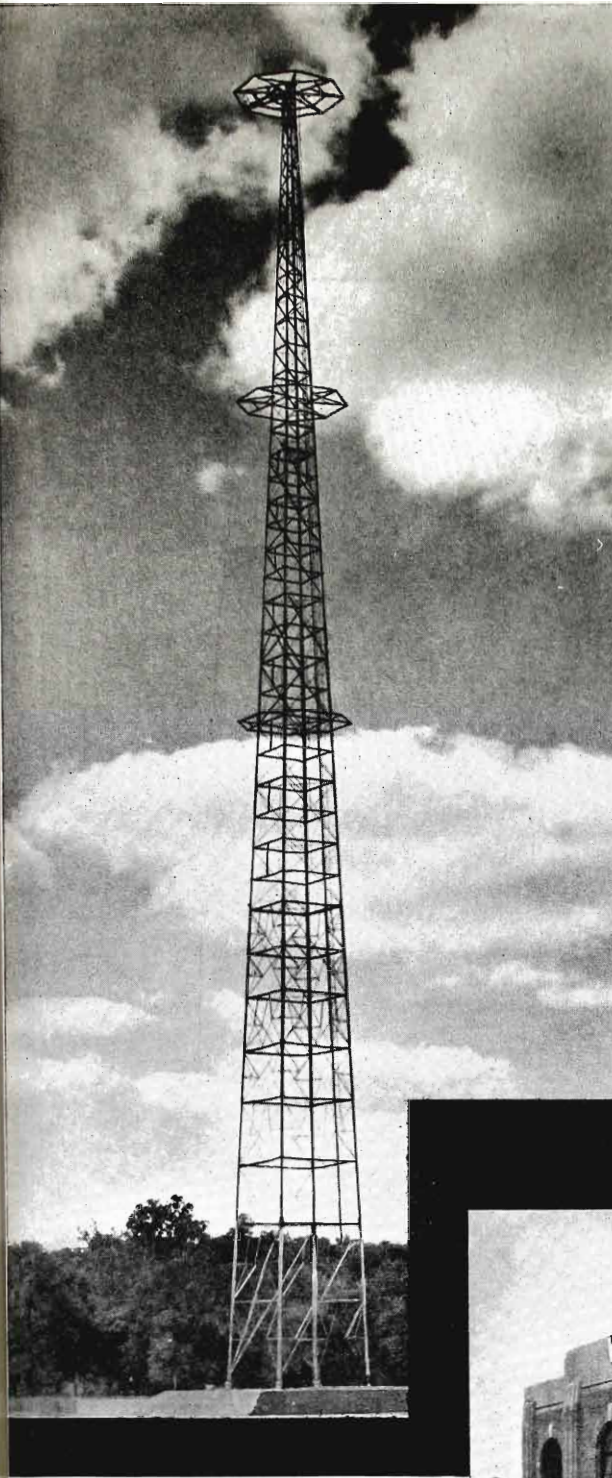
† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only. *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Indiana Radio Homes by Counties

Adams	3,000	Hendricks	3,300	Pike	1,900
Allen	34,900	Henry	6,100	Porter	4,400
Bartholomew	5,200	Howard	7,700	Posey	2,700
Benton	2,000	Huntington	6,000	Pulaski	1,800
Blackford	2,100	Jackson	3,600	Putnam	3,600
Boone	4,600	Jasper	2,200	Randolph	4,900
Brown	400	Jay	5,100	Ripley	3,000
Carroll	3,000	Jefferson	3,200	Rush	3,600
Cass	7,000	Jennings	1,500	St. Joseph	29,400
Clark	4,500	Johnson	3,100	Scott	900
Clay	4,100	Knox	7,600	Shelby	4,700
Clinton	5,900	Kosciusko	5,500	Spencer	2,100
Crawford	900	Lagrange	2,200	Starke	1,600
Davess	2,700	Lake	46,100	Stauben	2,300
Dearborn	3,600	La Porte	12,600	Sullivan	4,200
Decatur	3,100	Lawrence	4,800	Switzerland	1,200
De Kalb	4,000	Madison	15,700	Tipton	2,800
Delaware	13,100	Marion	102,900	Union	1,000
DuBois	3,300	Marshall	4,500	Vanderburg	24,300
Elkhart	15,000	Martin	1,000	Vermillion	2,900
Fayette	3,700	Miami	5,500	Vigo	21,300
Floyd	6,600	Monroe	6,100	Wabash	4,800
Fountain	2,800	Montgomery	5,500	Warren	1,100
Franklin	2,000	Morgan	3,000	Warrick	2,500
Fulton	3,500	Newton	1,900	Washington	2,000
Gibson	5,200	Noble	3,900	Wayne	11,100
Grant	10,800	Ohio	600	Wells	2,900
Greene	4,100	Orange	2,000	White	2,900
Hamilton	4,000	Owen	1,600	Whitley	3,000
Hancock	3,200	Parke	2,600		
Harrison	2,500	Perry	2,000		

SOURCES Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



in
Indiana

WFBM
INDIANAPOLIS

**IS THE KEY STATION
OF THE COLUMBIA
BROADCASTING NETWORK**

The same reasons which impelled Columbia to select WFBM to cover this important market make it the station for YOU to use.

Indiana's pioneer broadcasting station, WFBM carries the state's largest network schedule. In addition it has from the start dominated this area in National spot broadcasting.

If Central Indiana is your market—WFBM is the station to pick. In Indianapolis (Marion County) is concentrated 13% of Indiana's population and 21% of Indiana's buying power.

Represented
Nationally by
**EDWARD PETRY
& CO. INC.**
New York
Chicago Detroit
San Francisco



WFBM INDIANAPOLIS



SOME WFBM FACTS

New 5,000-Watt transmitter and control room equipment are latest in RCA design and construction. Studios are air-conditioned and are of the latest acoustical design.

IN IOWA ITS THE IOWA NETWORK

●

**Maximum Coverage
At Lowest Cost
Per Thousand Families**

●



CBS Basic, Des Moines

NBC Blue-MBS, Cedar Rapids-Waterloo

NBC Blue-MBS, Des Moines

Radio Stations of the Des Moines Register and Tribune
Representatives • E. KATZ Special Advertising Agency

IOWA

Population (1936)	2,543,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	503,100

Retail Trade, 1935

No. of Stores	38,979
Sales	\$650,029,000
Food Stores	136,880,000
General Merchandise Group	65,393,000
(Including Dept. dry goods and variety stores)	
Apparel Group	38,026,000
Automotive Group	103,480,000
Filling Stations	56,806,000
Furniture-Household Group	21,996,000
Lumber-Building-Hardware Group	75,761,000
Eating and Drinking Places	41,784,000
Drug Stores	22,103,000
All others	61,876,000

Wholesale Trade, 1935

No. of Establishments	5,063
Net Sales	\$627,795,000

Farms, 1935

No. of Farms	221,986
Valuation of Farm Lands and Buildings	\$2,462,313,000
Gross Income From Farm Production and Livestock	\$487,789,000

Census of Manufactures, 1935

No. of Establishments	2,492
Value Added by Manufacture,	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$3,227,457
Total Corporation Income Tax Collections, 1936	\$5,003,637
No. of Individual Income Tax Returns, 1935	59,395

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classified Banks	\$191,230,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	397,400
Total	505,600

Automotive Registrations, 1936

Total	725,924
Passenger Cars	643,084
Trucks, buses, etc.	82,840

Life Insurance Sales, 1936

Total	\$102,191,000
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Places of Amusement, 1935

No. of Establishments	1,016
Receipts	\$8,502,000

IOWA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Ames				Des Moines			
WOI	640—D	5,000	—	KRNT	1320	5,000	1,000
Boone				KSO	1430	2,500	500
KFGQ	1370	100	100	WHO	1000	50,000	50,000
Cedar Rapids				Iowa City			
WMT	600	5,000	1,000	WSUI	880	1,000	500
Council Bluffs				Marshalltown			
KOIL	1260	2,500	1,000	KFJB	1200	250	100
		*5,000		Mason City			
Davenport				KGLO	1210	100	100
WOC	1370	250	100	Shenandoah			
Decorah				KFNF	890	1,000	500
KGCA	1270—D	100	—	KMA	930	5,000	1,000
KWLC	1270—D	100	—	Sioux City			
				KSCJ	1330	5,000	1,000

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only Italic indicate station has reported it does not sell time

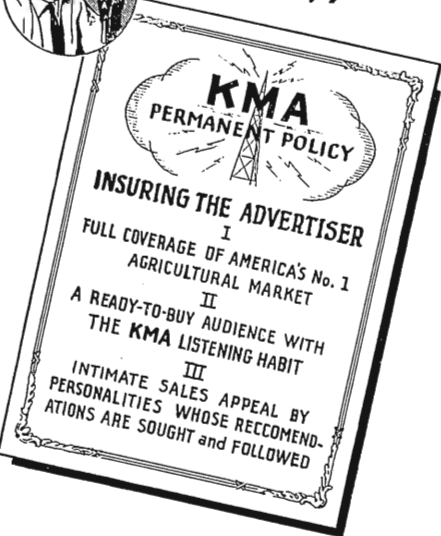
Data corrected to June 1, 1937

Iowa Radio Homes by Counties

Adair	2,500	Floyd	3,400	Monona	2,600
Adams	1,900	Franklin	2,400	Monroe	2,000
Allamakee	2,800	Fremont	2,300	Montgomery	4,100
Appanoose	3,800	Greene	3,200	Muscatine	6,800
Audubon	2,100	Grundy	2,400	O'Brien	3,900
Benton	4,600	Guthrie	3,400	Osceola	1,700
Black Hawk	15,900	Hamilton	3,600	Page	6,200
Boone	4,900	Hancock	2,400	Palo Alto	2,800
Bremer	3,400	Hardin	4,700	Plymouth	4,200
Buchanan	3,200	Harrison	3,900	Pocahontas	2,500
Buena Vista	3,800	Henry	3,100	Polk	44,400
Butler	3,100	Howard	2,700	Pottawattamie	14,100
Calhoun	2,600	Humboldt	1,800	Poweshiek	4,100
Carroll	5,100	Ida	2,200	Ringgold	1,900
Cass	5,000	Iowa	3,300	Sac	3,200
Cedar	3,200	Jackson	3,700	Scott	13,200
Cerro Gordo	8,600	Jasper	5,700	Shelby	3,300
Cherokee	3,400	Jefferson	3,100	Sioux	4,700
Chickasaw	2,200	Johnson	7,900	Story	7,100
Clarke	1,900	Jones	3,200	Tama	4,300
Clay	3,600	Keokuk	3,500	Taylor	2,800
Clayton	4,200	Kossuth	4,500	Union	3,300
Clinton	9,800	Lee	9,000	Van Buren	2,500
Crawford	3,500	Linn	21,800	Wapello	9,000
Dallas	4,900	Louis	1,800	Warren	3,100
Davis	2,100	Lucas	3,100	Washington	4,500
Decatur	2,100	Lyon	2,400	Wayne	2,500
Delaware	2,600	Madison	2,400	Webster	8,900
Des Moines	8,400	Mahaska	5,200	Winnebago	2,600
Dickinson	2,000	Marion	4,400	Winneshiek	3,800
Dubuque	13,500	Marshall	7,700	Woodbury	24,600
Emmet	2,700	Mills	2,200	Worth	1,800
Fayette	5,400	Mitchell	2,600	Wright	3,800

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau, Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 Market Data Handbook of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from Automotive Industries; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

*"A Sound Sales Policy
with full coverage
and my personal interest"*
Earl E. May



Serving and
selling 520,500
radio homes
in Iowa,
Nebraska,
Kansas and
Missouri.

5,000 WATTS L. S.
VERTICAL RADIATOR
NEWEST RCA
TRANSMITTER AND
STUDIO EQUIPMENT

The Earl May Station **KMA** *Sherrandoak, Iowa*

Represented by Wilson-Robertson

KGLO

joins

COLUMBIA

on

June Twenty-Seventh

KGLO is happy to announce this additional service which will be available to more than 520,000 people in north Iowa and southern Minnesota.

63 Local and National Advertisers are using KGLO to sell this rich urban and farm market, where retail sales exceed \$150,000,000 annually.

KGLO MASON CITY, IA.

Owned by the
MASON CITY GLOBE GAZETTE
F. C. Eighmey, Manager WEED & Co., Rep.



"1937 will see
bigger crops, more money
and better spending
than we've had in
years," SAYS THIS KANSAS FARMER

eagerly-sought markets in the country.

WIBW is the compelling sales force in this wealthy agricultural region. Advertisers have found that no other medium brings such immediate and gratifying results.

The reason is simple. Farm and small town listeners in Kansas look upon WIBW as an old friend . . . one whose advice is reliable. We're proud of this confidence. We're proud of the fact that WIBW is a Kansas station for Kansas people.

No matter what your problem may be . . . the introduction of a new product, increased sales, broader distribution, or an intensive promotional campaign . . . WIBW offers you the *personalized* approach that has proven so successful for other leading advertisers.

Just ask Montgomery Ward & Company, National Bellas Hess, Allis Chalmers, Dr. Caldwell's Syrup of Pepsin, Olson Rug Company, Aladdin Mantle Lamp Company, Oxydol, Peruna, or Chicago Mail Order Company. We're sure they'll say,

People of Kansas are now thinking and talking in terms of BUYING. With a bumper wheat and small grain crop already assured, yesterday's luxuries are becoming today's necessities. During the coming year, Kansas will be one of the most

"YOU CAN'T REACH KANSAS WITHOUT WIBW"

WIBW - *The Voice of Kansas*

DON SEARLE, GEN. MGR.

Represented by Capper Publications in

New York — Chicago — Kansas City, Mo. — Cleveland — Detroit — San Francisco

KANSAS

Population (1936)	1,886,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	348,000

Retail Trade, 1935

No. of Stores	27,433
Sales	\$448,261,000
Food Stores	105,240,000
General Merchandise Group	41,754,000
(Including dept. dry goods and variety stores)	
Apparel Group	25,896,000
Automotive Group	84,672,000
Filling Stations	40,526,000
Furniture-Household Group	13,825,000
Lumber-Building-Hardware Group	46,744,000
Eating and Drinking Places	20,509,000
Drug Stores	20,508,000
All others	31,246,000

KANSAS RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Abilene KFB1	1050	5,000	5,000	Lawrence KFKU	1220	5,000	1,000
Coffeyville KGGF	1010	1,000	1,000	WREN	1220	5,000	1,000
Dodge City KGNO	1340	250	250	Manhattan KSAC	580	1,000	500
Garden City KIUL	1210	100	100	Pittsburg †KOAM	790-D	1,000	---
Great Bend KVGB	1370	100	100	Salina †KSAL	1500	250	100
Hutchinson KWBG	1420	100	100	Topeka WIBW	580	5,000	1,000
Kansas City KCKN	1310	100	100	Wichita KANS	1210	100	100
				KFH	1330	5,000	1,000

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only *Italic*s indicate station has reported it does not sell time.

Wholesale Trade, 1935

No. of Establishments	4,621
Net Sales	\$398,387,000

Farms, 1935

No. of Farms	174,589
Valuation of Farm Lands and Buildings	\$1,478,659,000
Gross Income From Farm Production and Livestock	\$244,159,000

Census of Manufactures, 1935

No. of Establishments	1,483
Value Added by Manufacture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$2,416,223
Total Corporation Income Tax Collections, 1936	\$3,717,332
No. of Individual Income Tax Returns, 1935	40,941

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classified Banks	\$77,205,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	257,700
Total	341,500

Automotive Registrations, 1936

Total	577,906
Passenger Cars	490,793
Trucks, buses, etc.	87,113

Life Insurance Sales, 1936

Total	\$57,028,000
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Places of Amusement, 1935

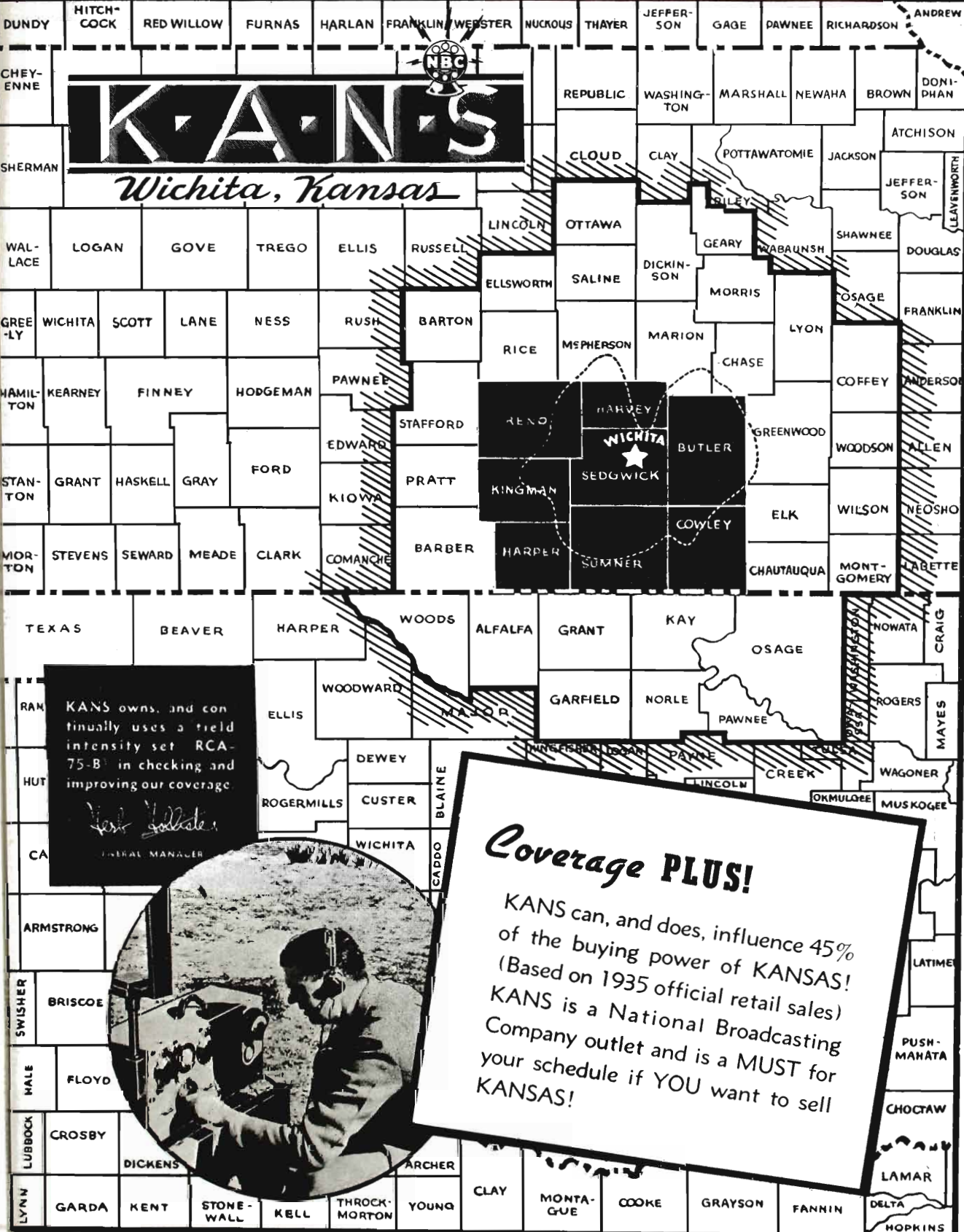
No. of Establishments	773
Receipts	\$7,739,000

Data corrected to June 1, 1937

Kansas Radio Homes by Counties

Allen	3,300	Greeley	200	Osborne	2,100
Anderson	2,000	Greenwood	3,200	Ottawa	1,600
Atchison	4,200	Hamilton	500	Pawnee	1,900
Barber	1,600	Harper	2,400	Phillips	2,000
Barton	4,200	Harvey	4,300	Pottawatomie	2,600
Bourbon	4,100	Haskell	300	Pratt	2,300
Brown	3,600	Hodgeman	600	Rawlins	1,200
Butler	5,400	Jackson	2,200	Reno	10,000
Chase	1,100	Jefferson	1,900	Republic	2,400
Chautauqua	1,500	Jewell	2,400	Rice	2,500
Cherokee	4,500	Johnson	4,300	Riley	4,800
Cheyenne	1,100	Kearny	400	Rooks	1,600
Clark	800	Kingman	2,000	Rush	1,700
Clay	3,000	Kiowa	800	Russell	1,800
Cloud	3,100	Labette	6,000	Saline	7,800
Coffey	2,300	Lane	700	Scott	600
Comanche	1,000	Leavenworth	7,100	Sedgwick	34,600
Cowley	7,700	Lincoln	1,600	Seward	1,500
Crawford	9,200	Linn	2,200	Shawnee	21,700
Decatur	1,600	Logan	700	Sheridan	800
Dickinson	5,600	Lyon	6,400	Sherman	1,300
Doniphan	2,100	McPherson	5,500	Smith	2,200
Douglas	5,000	Marion	3,900	Stafford	1,700
Edwards	1,200	Marshall	4,300	Stanton	800
Elk	1,200	Meade	1,000	Stevens	500
Ellis	2,800	Miami	3,700	Sumner	4,700
Ellsworth	2,000	Mitchell	3,000	Thomas	1,600
Finney	2,100	Montgomery	9,500	Trego	900
Ford	3,900	Morris	2,100	Wabaunsee	1,800
Franklin	4,300	Morton	600	Wallace	300
Geary	3,100	Nemaha	3,500	Washington	2,800
Gove	700	Neosho	4,100	Wichita	800
Graham	800	Ness	1,600	Wilson	2,800
Grant	400	Norton	2,600	Woodson	1,100
Gray	700	Osage	2,300	Wyandotte	21,900

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



KANSAS

Wichita, Kansas

KANS owns, and continually uses a field intensity set RCA-75-B in checking and improving our coverage.

Jack Solbater
GENERAL MANAGER



Coverage PLUS!

KANS can, and does, influence 45% of the buying power of KANSAS!
(Based on 1935 official retail sales)

KANS is a National Broadcasting Company outlet and is a MUST for your schedule if YOU want to sell KANSAS!

SKIP CHINA AND SAVE 50%!

If you insist on trying to cover both China and the Louisville market with *one radio station*, you'd better skip WAVE, because we don't reach China. . . . On the other hand, if you agree with us that no one station can really cover both China and Louisville, anyway, you can

(1) use WAVE for the Louisville market, PLUS a good Chinese station for China—and *really cover* both markets at the cost of one big station!

—or (2) skip China entirely and save 50%!

Is the Louisville market *worth getting*? Well—1,132,692 souls can use a lot of mayonnaise, or shoes, or gasoline—enough to look pretty big in *anybody's* sales figures! . . . N.B.C.

National Representatives
FREE & PETERS, INC.

Station **WAVE** *Louisville*
1000 WATTS INCORPORATED 940 K. C.

KENTUCKY

Population (1936)	2,883,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	313,800

Retail Trade, 1935

No. of Stores	29,286
Sales	\$388,278,000
Food Stores	88,720,000
General Merchandise Group (Including dept. dry goods and variety stores)	45,204,000
Apparel Group	28,418,000
Automotive Group	58,010,000
Filling Stations	22,492,000
Furniture-Household Group	12,873,000
Lumber-Building-Hardware Group	23,511,000
Eating and Drinking Places	22,407,000
Drug Stores	17,312,000
All others	26,896,000

Wholesale Trade, 1935

No. of Establishments	2,057
Net Sales	\$379,597,000

Farms, 1935

No. of Farms	278,298
Valuation of Farm Lands and Buildings	\$620,409,000
Gross Income From Farm Production and Livestock	\$159,174,000

Census of Manufactures, 1935

No. of Establishments	1,631
Value Added by Manufac- ture	\$179,824,846

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$3,772,481
Total Corporation Income Tax Collections, 1936	\$6,987,199
No. of Individual Income Tax Returns, 1935	39,821

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$145,741,000
<small>(Includes National, Private, Trust Companies, State and Mutual Savings Banks)</small>	

Telephones, 1937

Residence Telephones	134,700
Total	195,500

Automotive Registrations, 1936

Total	365,000
Passenger Cars	315,000
Trucks, buses, etc	50,000

Life Insurance Sales, 1936

Total	\$59,809,000
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Places of Amusement, 1935

No. of Establishments	613
Receipts	\$7,810,000

KENTUCKY RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Ashland WCMI	1310	250	100
Covington WCKY	1490	10,000	10,000
Lexington WLAP	1420	250	100
Louisville WAVE	940	1,000	1,000
WHAS	820	50,000	50,000
Middleboro †WLMU	1210	250	100
Paducah WPAD	1420	250	100

† Construction permit † Special authorization * CP for increase in power or change in frequency D—Day only

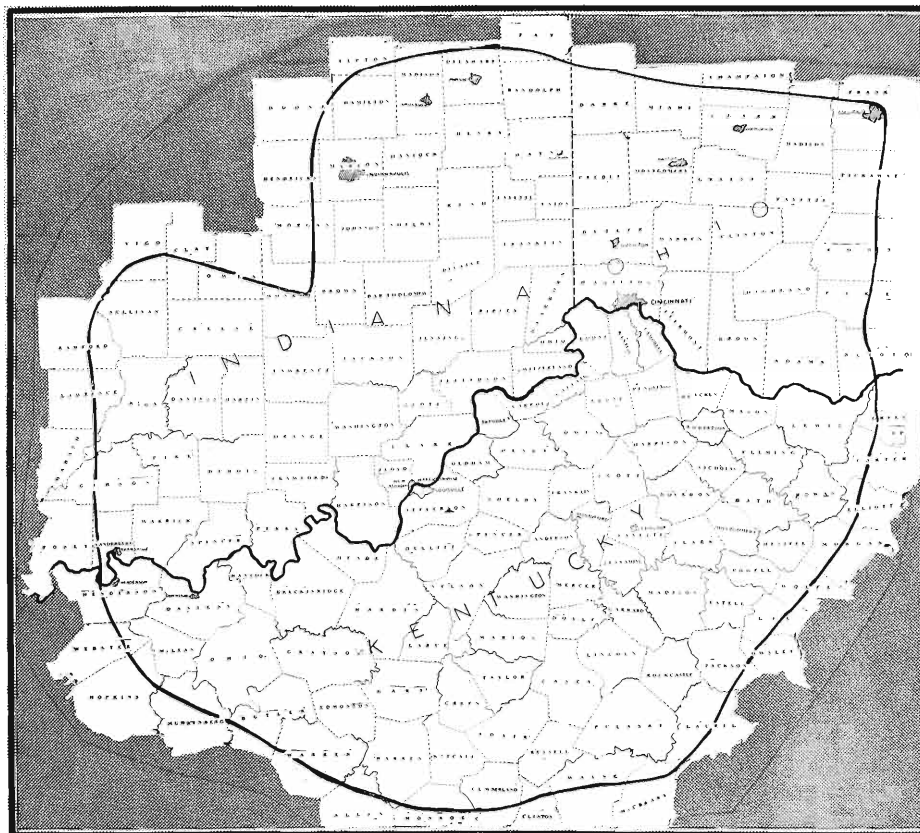
Data corrected to June 1, 1937

Kentucky Radio Homes by Counties

Adair	1,100	Grant	1,000	Mason	2,700
Allen	1,500	Graves	3,500	Meade	800
Anderson	900	Gravson	1,600	Menfee	300
Ballard	1,000	Green	800	Mercer	1,900
Barren	2,700	Greenup	2,000	Metcalfe	500
Bath	800	Hancock	600	Monroe	1,000
Bell	4,100	Hardin	2,600	Montgomery	1,600
Boone	1,100	Harlan	5,900	Morgan	900
Bourbon	2,500	Harrison	2,000	Muhlenberg	3,500
Bovd	7,500	Hart	1,300	Nelson	2,100
Bovle	2,500	Henderson	3,000	Nicholas	900
Bracken	1,200	Henry	1,300	Ohio	2,100
Breathitt	1,200	Hickman	1,000	Oldham	800
Breckinridge	1,400	Hopkins	4,100	Owen	1,000
Bullitt	800	Jackson	600	Owsley	400
Butler	800	Jefferson	71,700	Pendleton	1,000
Caldwell	1,600	Jessamine	1,300	Perry	4,000
Calloway	2,200	Johnson	1,900	Pike	4,200
Campbell	10,000	Kenton	17,100	Powell	300
Carlisle	800	Knott	800	Pulaski	3,000
Carroll	1,100	Knox	1,700	Robertson	200
Carter	1,700	Larue	800	Rockcastle	1,100
Casey	1,000	Laurel	1,500	Rowan	900
Christian	4,000	Lawrence	1,200	Russell	800
Clark	2,500	Lee	600	Scott	1,800
Clay	1,000	Leshie	600	Shelby	2,100
Clinton	500	Letcher	2,900	Simpson	1,300
Crittenden	1,100	Lewis	1,100	Spencer	600
Cumberland	700	Lincoln	1,500	Taylor	1,300
Daviess	6,000	Livingston	700	Todd	1,200
Edmonson	700	Logan	2,200	Trigg	1,000
Elliott	400	Lyon	600	Trimble	500
Estill	1,400	McCracken	7,600	Union	1,800
Fayette	16,100	McCreary	1,200	Warren	4,500
Fleming	1,400	McLean	1,000	Washington	1,300
Floyd	2,900	Madison	3,500	Wayne	1,000
Franklin	3,100	Magoffin	1,200	Webster	2,000
Fulton	2,300	Marion	1,700	Whitley	2,900
Gallatin	400	Marshall	1,300	Wolfe	500
Garrard	1,100	Martin	500	Woodford	1,400

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 Market Data Handbook of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from Automotive Industries; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

WHAS delivers a billion dollar retail market . . !



WITHIN the proven primary listening area of this pioneer middle-western station there are 65,491 retail stores which sold \$1,020,922,000 worth of merchandise to 1,265,851 families in 1935. Food sales amounted to more than \$293,177,000; drug sales topped \$52,535,000; 147,044 new cars were sold in this area in 1936 and passenger car registrations ran above 964,000. Your message, broadcast over this powerful 50,000 watt station, can be heard in all of the 948,049 radio

homes in the market. A detailed analysis of the WHAS measured listening area will be sent to you on request . . .

WHAS

EDWARD PETRY & CO., *National Representatives*
Owned and Operated By The Louisville Times
Company, Publishers of

THE COURIER - JOURNAL
THE LOUISVILLE TIMES

LOUISIANA

Population (1936)	2,122,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	260,000

Retail Trade, 1935

No. of Stores	23,189
Sales	\$344,393,000
Food Stores	69,929,000
General Merchandise Group (Including dept. dry goods and variety stores)	47,607,000
Apparel Group	28,265,000
Automotive Group	48,827,000
Filling Stations	20,190,000
Furniture-Household Group	13,220,000
Lumber-Building-Hardware Group	18,036,000
Eating and Drinking Places	25,621,000
Drug Stores	16,669,000
All others	19,355,000

Wholesale Trade, 1935

No. of Establishments	2,131
Net Sales	\$580,260,000

Farms, 1935

No. of Farms	170,216
Valuation of Farm Lands and Buildings	\$295,515,000
Gross Income From Farm Production and Livestock	\$120,549,000

Census of Manufactures, 1935

No. of Establishments	1,596
Value Added by Manufac- ture	\$145,810,913

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$3,662,061
Total Corporation Income Tax Collections, 1936	\$5,596,701
No. of Individual Income Tax Returns, 1935	40,806

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$94,224,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	90,900
Total	153,100

Automotive Registrations, 1936

Total	307,186
Passenger Cars	230,935
Trucks, buses, etc.	76,251

Life Insurance Sales, 1936

Total	\$54,943,000
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Places of Amusement, 1935

No. of Establishments	453
Receipts	\$4,974,000

LOUISIANA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Alexandria			
KALB . . .	1420—D	100	
Baton Rouge			
WJBO . . .	1420	100	100
Lafayette			
KVOL . . .	1310	100	100
Lake Charles			
KPLC . . .	1500	250	100
Monroe			
KMLB . . .	1200	250	100
New Orleans			
WBNO . . .	1200	100	100
WDSD . . .	1250	1,000	1,000
WJBW . . .	1200	100	100
WSMB . . .	1320	1,000	1,000
WWL . . .	850	10,000	10,000
Shreveport			
KRMD . . .	1310	250	100
KTBS . . .	1450	1,000	1,000
KWKH . . .	1100	10,000	10,000

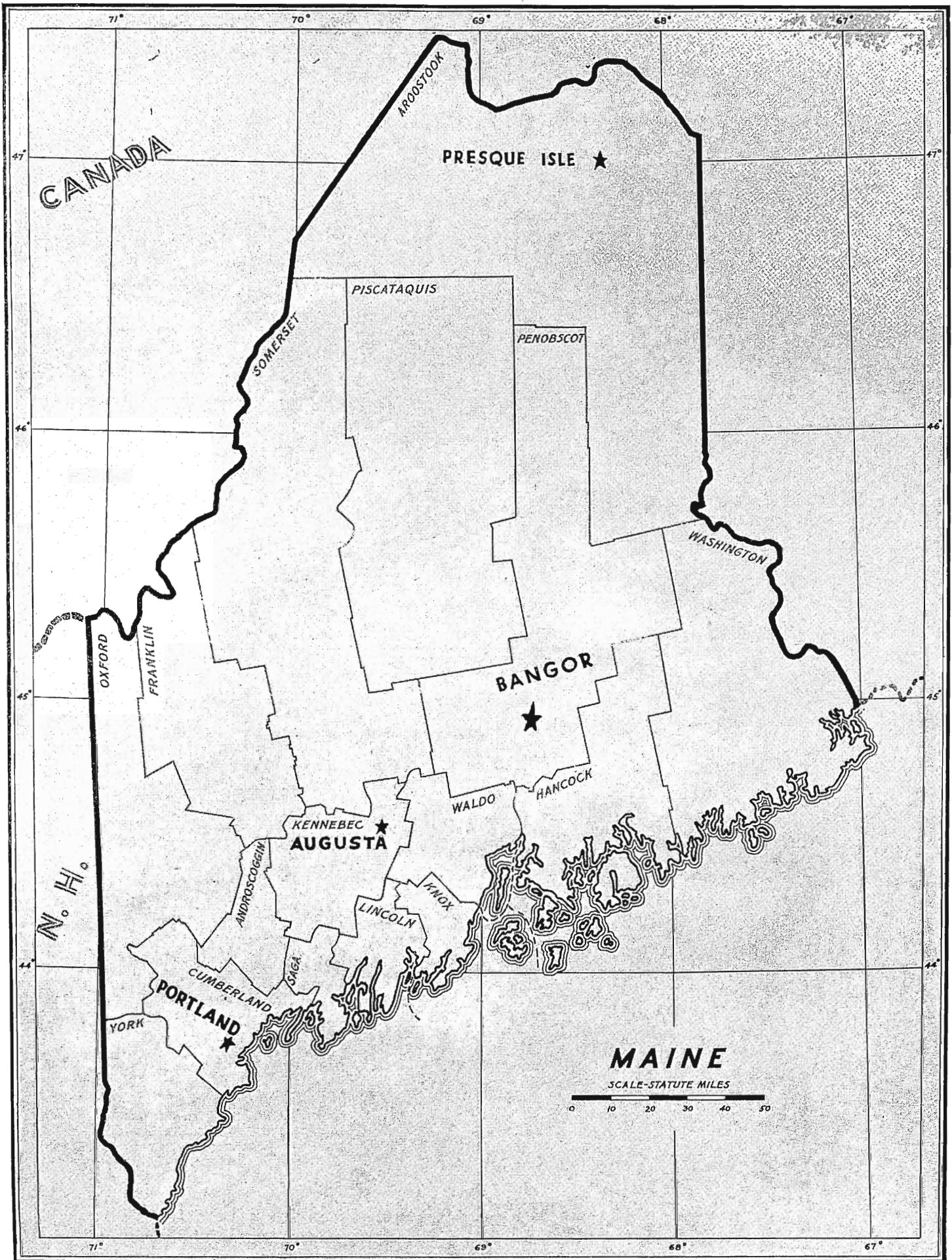
† Construction permit. † Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

Louisiana Radio Homes by Counties

Acadia	4,000	Madison	1,500
Allen	1,400	Morehouse	2,500
Ascension	1,700	Natchitoches	3,100
Assumption	1,300	Orleans	90,800
Avoyelles	2,600	Ouachita	8,900
Beauregard	1,300	Plaquemines	700
Bienville	1,800	Pointe Coupee	1,600
Bossier	2,200	Rapides	7,900
Caddo	23,600	Red River	1,200
Calcasieu	6,500	Richland	2,100
Caldwell	900	Sabine	2,200
Cameron	900	St. Bernard	400
Catahoula	900	St. Charles	900
Claiborne	2,800	St. Helena	500
Concordia	1,000	St. James	1,100
De Soto	2,600	St. John the Baptist	1,100
East Baton Rouge	12,100	St. Landry	5,100
East Carroll	1,400	St. Martin	1,700
East Feliciana	1,200	St. Mary	2,800
Evangeline	1,600	St. Tammany	2,200
Franklin	2,400	Tangipahoa	4,800
Grant	1,300	Tensas	1,300
Iberia	2,800	Terrebonne	2,900
Iberville	2,300	Union	1,500
Jackson	1,400	Vermilion	2,600
Jefferson	3,500	Vernon	1,600
Jefferson Davis	2,200	Washington	3,400
Lafayette	4,200	Webster	2,600
Lafourche	3,000	West Baton Rouge	800
La Salle	1,200	West Carroll	1,000
Lincoln	1,100	West Feliciana	800
Livingston	1,100	Winn	1,300

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U S Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U S Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937



MAINE

Population (1936)	853,000
Persons Per Family (1930 U. S. Census)	4.0
Total Radio Homes (1936)	163,600

Retail Trade, 1935

No. of Stores -----	12,766
Sales -----	\$232,599,000
Food Stores -----	68,464,000
General Merchandise Group (Including dept., dry goods and variety stores)	21,460,000
Apparel Group -----	16,927,000
Automotive Group ---	34,653,000
Filling Stations ---	15,022,000
Furniture-Household Group	8,038,000
Lumber-Building-Hardware Group -----	10,079,000
Eating and Drinking Places	11,092,000
Drug Stores -----	7,669,000
All others -----	28,454,000

MAINE RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Augusta				Portland			
WRDO	1370	100	100	WCSH	940	2 500	1,000
Bangor				†WGAN	610	500	500
WABI	1200	250	100	Presque Isle			
WLBZ	620	1,000	500	WAGM	1420	100	100

† Construction permit † Special authorization * CP for increase in power or change in frequency. D—Day only

Wholesale Trade, 1935

No. of Establishments ---	970
Net Sales -----	\$127,840,000

Farms, 1935

No. of Farms -----	41,907
Valuation of Farm Lands and Buildings -----	\$143,539,000
Gross Income From Farm Production and Livestock	\$59,108,000

Data corrected to June 1, 1937

Census of Manufactures, 1935

No. of Establishments ---	1,223
Value Added by Manufac- ture -----	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936 -----	\$2,716,139
Total Corporation Income Tax Collections, 1936 ---	\$1,831,257
No. of Individual Income Tax Returns, 1935 ---	22,221

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks -----	\$242,989,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones ----	88,100
Total -----	124,700

Automotive Registrations, 1936

Total -----	190,237
Passenger Cars -----	150,809
Trucks, buses, etc. -----	39,328

Life Insurance Sales, 1936

Total -----	\$29,991,000
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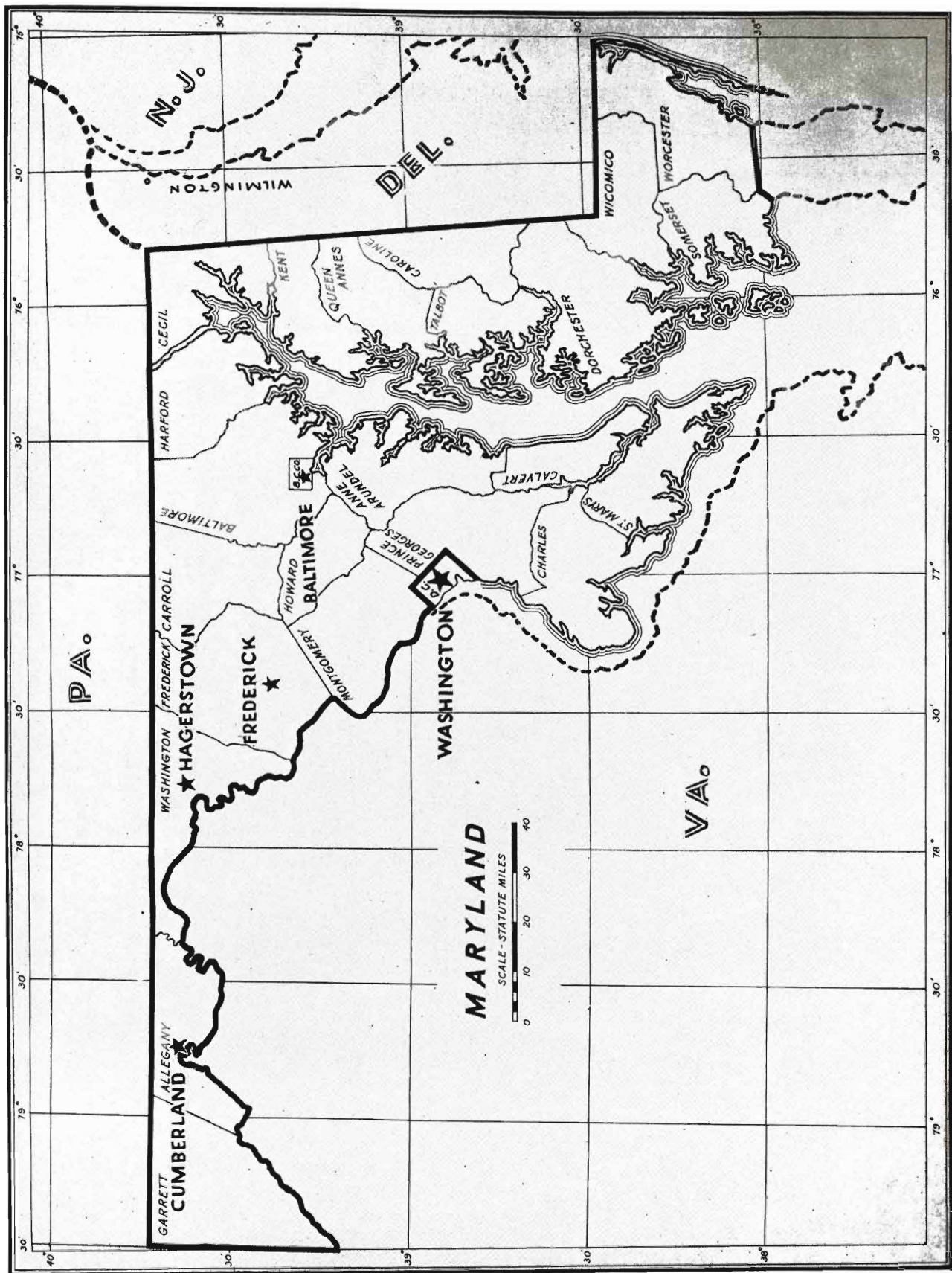
Places of Amusement, 1935

No. of Establishments ----	392
Receipts -----	\$4,010,000

Maine Radio Homes by Counties

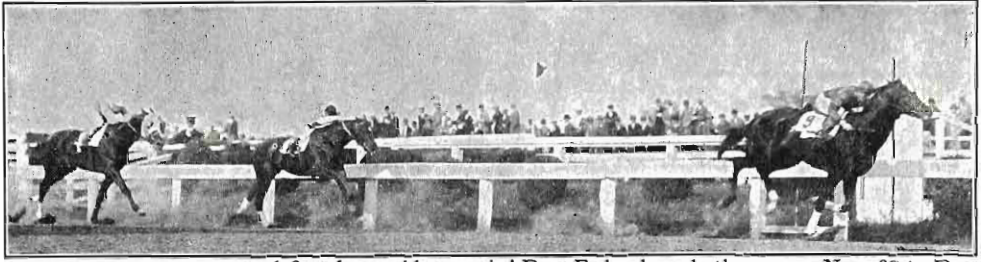
Androscoggin ---	16,600	Oxford -----	7,600
Aroostook -----	14,600	Penobscot -----	20,000
Cumberland -----	30,300	Piscataquis -----	3,300
Franklin -----	4,000	Sagadahoc -----	3,800
Hancock -----	7,000	Somerset -----	6,700
Kennebec -----	15,500	Waldo -----	3,800
Knox -----	6,600	Washington -----	6,400
Lincoln -----	3,200	York -----	14,200

SOURCES: Population, retail trade, wholesale trade census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



WHY NOT PLAY A WINNER?

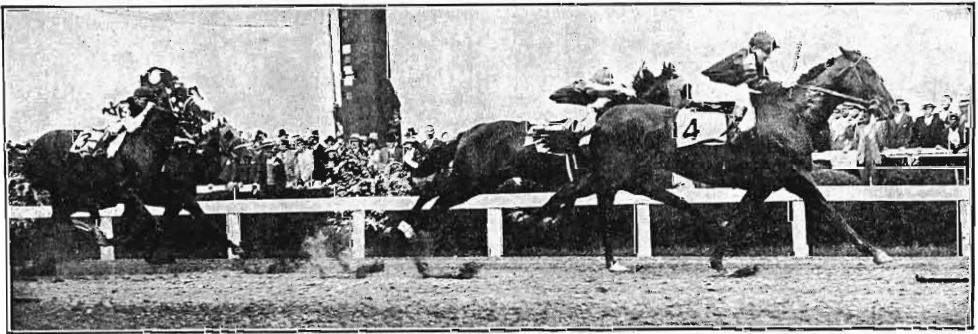
POPULARITY STAKES . . . MARYLAND 1936-1937



WFBR FIRST!

and first by a wide margin! Ross Federal made the survey Nov. 29 to Dec. 5, 1936. Here's how they finished: WFBR 37.65%; WCAO 28.32%; WBAL 18.39%; WCBM 5.96%. 1937 investigations show WFBR is holding its lead.

SHOWMANSHIP HANDICAP . . . MARYLAND 1936-1937

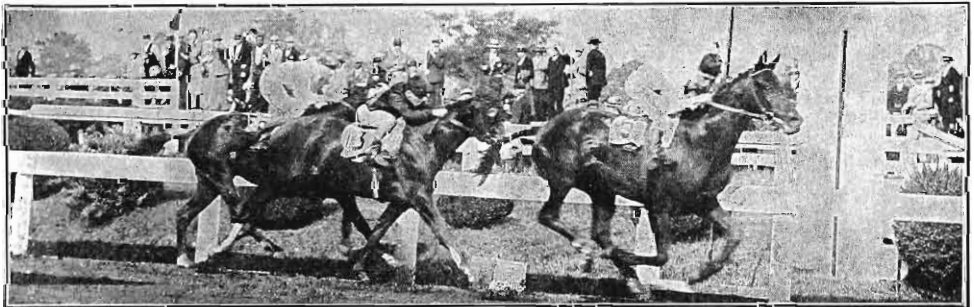


WFBR FIRST!

The mag "VARIETY" runs this Showmanship Handicap. According to their ratings on February 10, 1937 for the preceeding year, WFBR led the field; ranked FIRST in Baltimore.

ADVERTISING STAKES . . . MARYLAND 1937

P.S. If you're interested in hosses, you'll be interested to know that WFBR has purchased the exclusive broadcasting rights to the Pimlico Futurity in November and the Preakness next May, and will continue to broadcast the famous Maryland Hunt Cuprace.



WFBR FIRST!

First among the 3 Baltimore major network stations in local and national advertising, according to survey February, 1937. Follow the wise money!

**IN BALTIMORE
THEY LISTEN TO -**

WFBR

National
Representatives:
EDWARD PETRY & CO.
NEW YORK - CHICAGO
SAN FRANCISCO
DETROIT

**FORWARD'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK**



MARYLAND

Population (1936)	1,674,000
Persons Per Family (1930 U. S. Census)	4.2
Total Radio Homes (1936)	320,000

Retail Trade, 1935

No. of Stores	23,349
Sales	\$462,874,000
Food Stores	126,075,000
General Merchandise Group (Including dept., dry goods and variety stores)	88,026,000
Apparel Group	29,163,000
Automotive Group	61,967,000
Filling Stations	20,979,000
Furniture-Household Group	17,769,000
Lumber-Building-Hardware Group	18,993,000
Eating and Drinking Places	33,511,000
Drug Stores	17,961,000
All others	35,093,000

Wholesale Trade, 1935

No. of Establishments	2,316
Net Sales	\$496,017,000

Farms, 1935

No. of Farms	44,412
Valuation of Farm Lands and Buildings	\$242,714,000
Gross Income From Farm Production and Livestock	\$73,551,000

Census of Manufactures, 1935

No. of Establishments	2,697
Value Added by Manufac- ture	\$314,696,327

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$21,692,527
Total Corporation Income Tax Collections, 1936	\$15,333,313
No. of Individual Income Tax Returns, 1935	94,125

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$399,820,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	147,800
Total	233,800

Automotive Registrations, 1936

Total	377,462
Passenger Cars	323,115
Trucks, buses, etc.	54,347

Life Insurance Sales, 1936

Total	\$84,883,000
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Places of Amusement, 1935

No. of Establishments	426
Receipts	\$10,683,000

MARYLAND RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Baltimore			
WBAL	1060	10,000	10,000
		4760	4760
WCAO	600	1,000	500
WCBM	1370	250	100
WFBR	1270	1,000	500
Cumberland			
WTBO	800-D	250	---
Frederick			
WFMD	900-D	500	---
Hagerstown			
WJEJ	1210-D	100	---

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

Maryland Radio Homes by Counties

Allegany	13,300	Harford	5,200
Anne Arundel	8,500	Howard	2,200
Baltimore	211,300	Kent	2,200
Baltimore City, Included in Baltimore County		Montgomery	11,100
Calvert	1,300	Prince Georges	9,400
Caroline	2,400	Queen Annes	1,600
Carroll	5,600	St. Marys	1,500
Cecil	4,000	Somerset	2,400
Charles	1,600	Talbot	3,100
Dorchester	3,400	Washington	10,900
Frederick	8,300	Wicomico	5,500
Garrett	2,000	Worcester	3,200

DIST. OF COLUMBIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Washington			
WJSV	1460	10,000	10,000
WMAL	630	500	250
WOL	1310	100	100
WRC	950	1,000	500
		*5,000	*1,000

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only

Data corrected to June 1, 1937

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association, Telephones, from A. T. & T. Co. and other sources, Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937

DISTRICT OF COLUMBIA

Population (1936)	619,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	125,800

Retail Trade, 1935

No. of Stores	6,472
Sales	\$330,813,000
Food Stores	70,706,000
General Merchandise Group (Including dept., dry goods and variety stores)	57,467,000
Apparel Group	36,084,000
Automotive Group	42,269,000
Filling Stations	14,301,000
Furniture-Household Group	11,066,000
Lumber-Building-Hardware Group	9,598,000
Eating and Drinking Places	28,598,000
Drug Stores	19,255,000
All others	41,377,000

Wholesale Trade, 1935

No. of Establishments	629
Net Sales	\$242,729,000

Farms, 1935

No. of Farms	89
Valuation of Farm Lands and Buildings	\$7,183,000
Gross Income From Farm Production and Livestock	Not reported

Census of Manufactures, 1935

No. of Establishments	Not reported
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$6,647,328
Total Corporation Income Tax Collections, 1936	\$4,503,173
No. of Individual Income Tax Returns, 1935	95,714

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$106,611,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	112,700
Total	214,500

Automotive Registrations, 1936

Total	213,230
Passenger Cars	193,000
Trucks, buses, etc.	20,230

Life Insurance Sales, 1936

Total	\$60,377,000
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Places of Amusement, 1935

No. of Establishments	156
Receipts	\$7,915,000

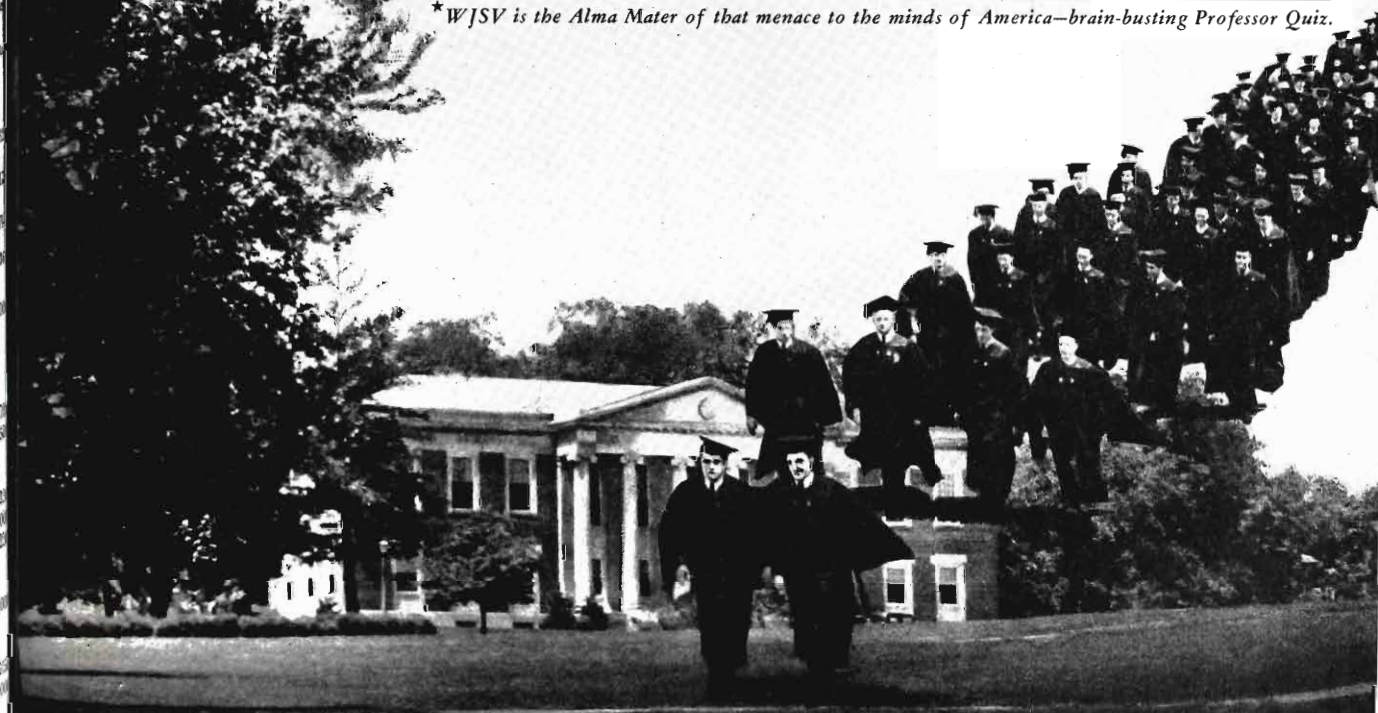
Meet PROFESSOR WJSV

THE UNIVERSITY OF MARYLAND adds a new course to its curriculum—RADIO. And WJSV has been invited to attend the University as guest professor.*

When this next college year opens, members of the University of Maryland Department of Speech will find a new course ready for them. Dr. Byrd, President of the University, Dr. Richardson and Professor Ehrensberger of the Department of Speech have arranged the most thorough course in the science of radio broadcasting ever attempted by a state university. (Full academic credit will be given.) Professor

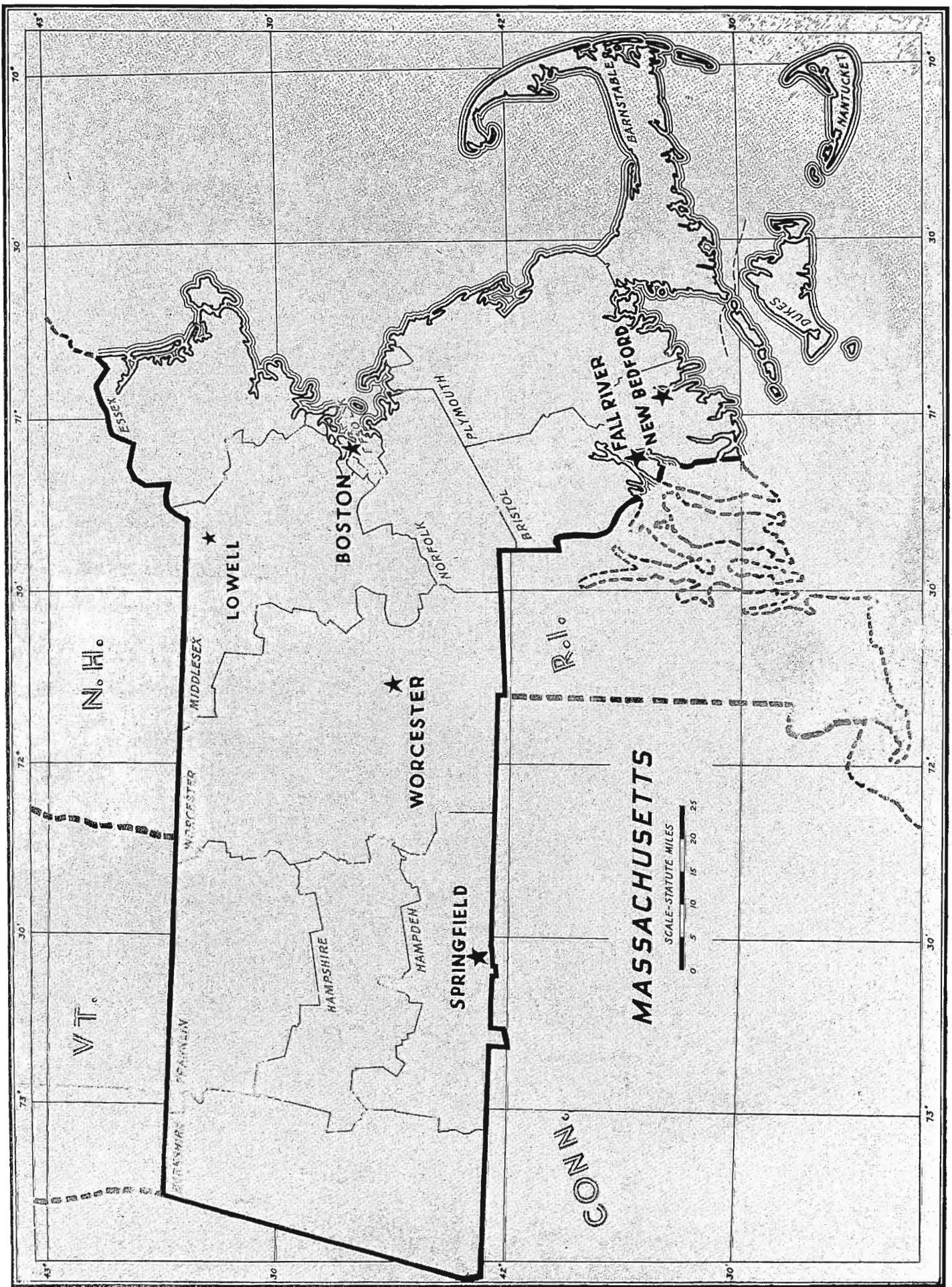
Ehrensberger will conduct the course with the help of A. D. Willard, Jr., Manager of WJSV. Under the supervision of the engineering staff of WJSV a complete studio and classroom are being built—a miniature control room, recording and play-back equipment installed. The course will include lectures, practice in the University studio, and actual work in WJSV. Several Columbia executives have volunteered to participate during the first year. It was only natural for the University to turn to (the District of) Columbia's WJSV—the most powerful and popular station in Washington.

**WJSV is the Alma Mater of that menace to the minds of America—brain-busting Professor Quiz.*



WJSV

WASHINGTON 10,000 WATTS. Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco.



MASSACHUSETTS

Population (1936)	4,425,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	946,900

Retail Trade, 1935

No. of Stores	55,536
Sales	\$1,461,180,000
Food Stores	451,611,000
General Merchandise Group (Including dept., dry goods and variety stores)	195,107,000
Apparel Group	131,543,000
Automotive Group	151,577,000
Filling Stations	65,430,000
Furniture-Household Group	53,491,000
Lumber-Building-Hardware Group	55,837,000
Eating and Drinking Places	114,208,000
Drug Stores	49,338,000
All others	188,068,000

Wholesale Trade, 1935

No. of Establishments	5,739
Net Sales	\$1,806,346,000

Farms, 1935

No. of Farms	35,094
Valuation of Farm Lands and Buildings	\$255,677,000
Gross Income From Farm Production and Livestock	\$66,649,000

Census of Manufactures, 1935

No. of Establishments	8,284
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$30,986,837
Total Corporation Income Tax Collections, 1936	\$28,180,558
No. of Individual Income Tax Returns, 1935	262,939

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$2,551,484,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	537,000
Total	842,500

Automotive Registrations, 1936

Total	816,180
Passenger Cars	708,966
Trucks, buses, etc.	107,214

Life Insurance Sales, 1936

Total	\$259,993,000
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Places of Amusement, 1935

No. of Establishments	1,281
Receipts	\$32,724,000

Foreign Language Census, 1930

Native White, (Foreign or Mixed Parentage)	1,708,506
Foreign-Born White	1,054,636
All others Native Parentage.	

MASSACHUSETTS RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Boston				Lowell			
WAAB	1410	500	500	WLLH	1370	250	100
WBZ	990	50,000	50,000	New Bedford			
WCOP	1120-D	500	---	WNBH	1310	250	100
WEEL	590	5,000	1,000	Springfield			
WHDH	830-D	1,000	---	WBA	990	1,000	1,000
WMEX	1500	250	100	WMAS	1420	250	100
WNAC	1230	5,000	1,000	WSPR	1140	500	500
WORL	920-D	500	---	Worcester			
Fall River				WORC	1280	500	500
WSAR	1450	1,000	1,000	WTAG	530	1,000	1,000

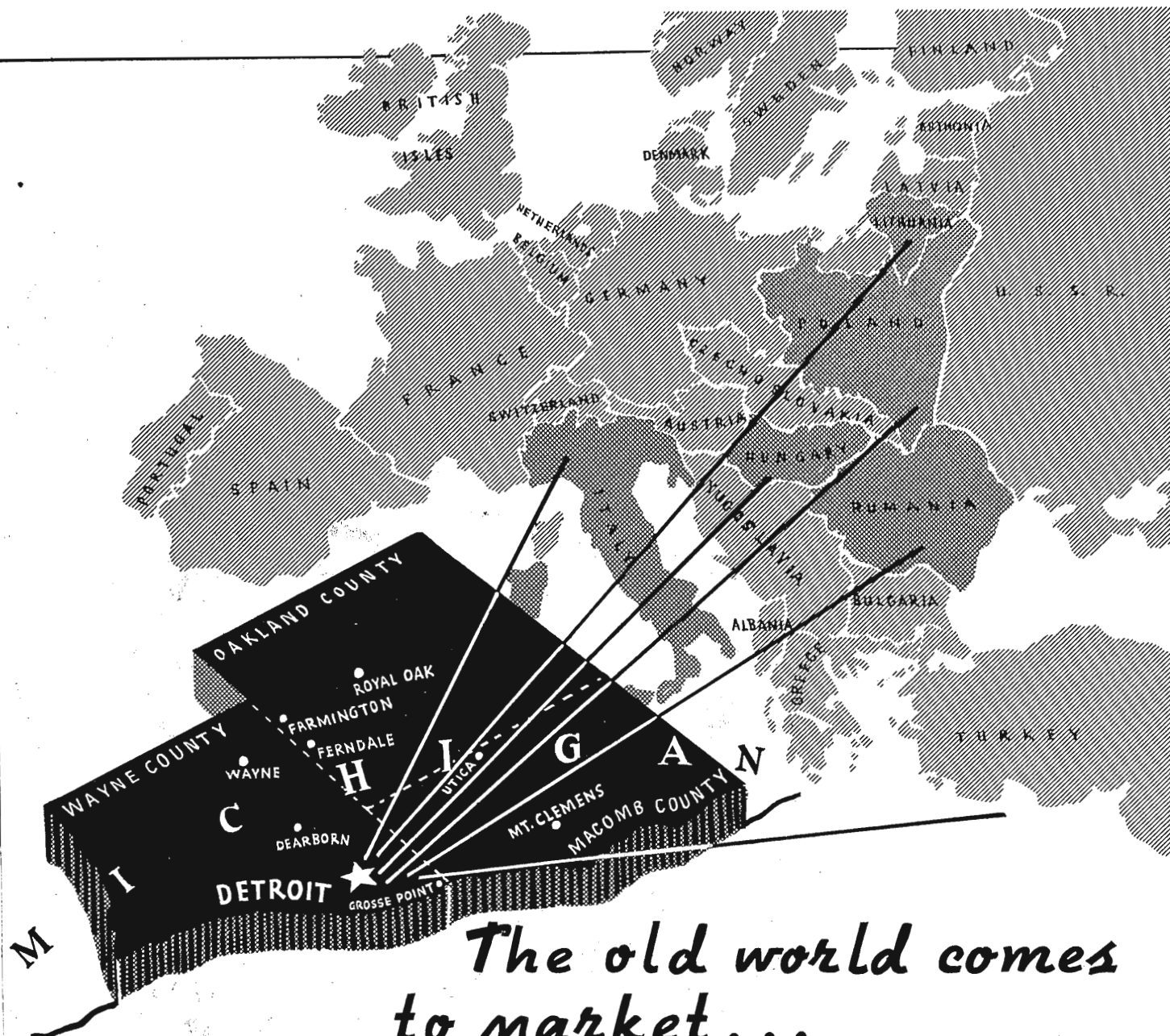
† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

Massachusetts Radio Homes by Counties

Barnstable	8,700
Berkshire	27,300
Bristol	73,700
Dukes	1,300
Essex	117,900
Franklin	11,800
Hampden	80,000
Hampshire	15,300
Middlesex	203,200
Nantucket	1,000
Norfolk	63,300
Plymouth	40,300
Suffolk	190,300
Worcester	105,500

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



The old world comes to market...

... and WJBK Covers That Market

The management of WJBK recognizes the importance of the mixed population of Detroit and broadcasts programs in Polish, German, Jewish, Ukrainian, Hungarian, Italian, Roumanian, Lithuanian and Arabic—directed by members of the nationality for which they are designed. To effectively augment your English programs

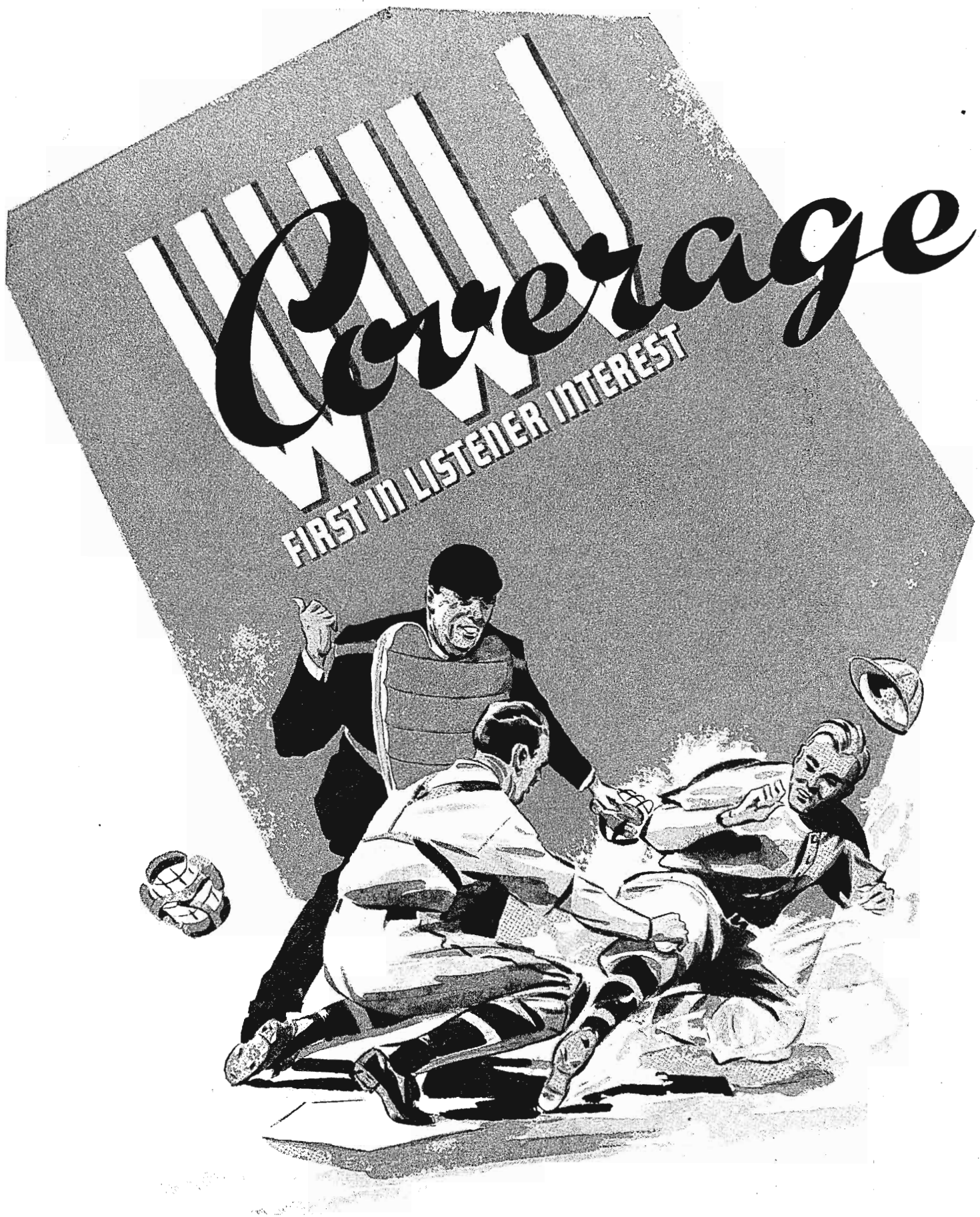
you should use one of these foreign language programs over WJBK which blankets Detroit and enjoys the largest foreign language audience of any radio station in Michigan. Within the good service area of WJBK more than 90% of the homes have radio sets . . . and offer a particularly responsive radio audience.

Write for rates and tested programs available.

JAMES F. HOPKINS,
MANAGER

WJBK
DETROIT • MICHIGAN

ROESLER & HOWARD
FOREIGN LANGUAGE REPS.



where it counts

AT HOME PLATE IN THE DETROIT MARKET

In the Detroit market as in a ball park, "HOME" is the place where important results are determined—the place where the hits are made, where the winning runs are scored, where the final buying decisions are reached. And just as a pennant winning ball club must have an able catcher to cover home plate, so must the radio advertiser wishing to place his product or service before the buying element in this market have HOME COVERAGE for his sales messages.

Detroit is a city of homes. A recent Ross-Federal survey showed that 44% of Detroit's families own their homes; that 56% rent—that 57% live

in single houses and 31% in two, three and four-family flats. Only 12% live in apartments! What a market for home furnishings, electrical appliances, food products, heating units, refrigerators, automobiles, lawn mowers and children's clothing!

And what an opportunity WWJ offers the radio advertiser wishing to sell this vast market of home makers! WWJ is the HOME radio station of Detroiters and has enjoyed that distinction for more than 16 years. It is not only first in listener interest in the Detroit market but is also the PREFERRED station of 39% of the city's families. Remember these important facts when planning future schedules in America's fourth market.

The logo for WWJ, consisting of the letters 'W', 'W', and 'J' in a stylized, bold, sans-serif font. The 'W's are connected at the top, and the 'J' is positioned to the right of the second 'W'. A decorative flourish or ribbon-like element extends from the bottom of the 'J' to the right.

Owned and Operated by The Detroit News • Member NBC Basic Red Network
920 Kilocycles—5000 Watts Daytime
5000 Watts Night—Temporary Authority F. C. C.

★

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

MICHIGAN

Population (1936)	4,783,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	936,600

Retail Trade, 1935

No. of Stores	61,962
Sales	\$1,388,236,000
Food Stores	322,026,000
General Merchandise Group (Including dept. dry goods and variety stores)	197,948,000
Apparel Group	113,522,000
Automotive Group	244,299,000
Filling Stations	98,646,000
Furniture-Household Group	54,808,000
Lumber-Building-Hardware Group	76,955,000
Eating and Drinking Places	76,296,000
Drug Stores	51,489,000
All others	129,054,000

Wholesale Trade, 1935

No. of Establishments	6,065
Net Sales	\$1,410,767,000

Farms, 1935

No. of Farms	196,517
Valuation of Farm Lands and Buildings	\$826,261,000
Gross Income From Farm Production and Livestock	\$217,064,000

Census of Manufactures, 1935

No. of Establishments	5,577
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$24,863,523
Total Corporation Income Tax Collections, 1936	\$55,238,920
No. of Individual Income Tax Returns, 1935	177,331

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$513,117,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	440,700
Total	692,000

Automotive Registrations, 1936

Total	1,377,517
Passenger Cars	1,237,997
Trucks, buses, etc.	139,520

Life Insurance Sales, 1936

Total	\$234,232,000
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Places of Amusement, 1935

No. of Establishments	1,557
Receipts	\$23,728,000

MICHIGAN RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Battle Creek				Ironwood			
WELL	1420	100	100	WJMS	1420	100	100
Bay City				Jackson			
WBCM	1410	500	500	WIBM	1370	250	100
Calumet				Kalamazoo			
WHDF	1370	250	100	WKZO	590-D	1,000	*250
Detroit						*1,000	
WJBK	1500	250	100	Lansing			
WJR	750	50,000	50,000	WJIM	1210	250	100
WMBC	1420	250	100	Lapeer			
WWJ	920	5,000	1,000	WMPC	1200	250	100
WXYZ	1240	1,000	1,000	Marquette			
CKLW	1030	5,000	5,000	WBEO	1310	100	100
East Lansing				Muskegon			
WKAR	850-D	1,000	--	WKBZ	1500	250	100
Flint				Royal Oak			
WFDF	1310	100	100	WEXL	1310	50	50
Grand Rapids				Saginaw			
WOOD-WASH	1270	500	500	WJOY	950-D	500	--
		*1,000					

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

Michigan Radio Homes by Counties

Alcona	500	Lake	400
Alger	1,400	Lapeer	4,200
Allegan	5,400	Leelanau	900
Alpena	3,700	Lenawee	10,200
Antrim	1,300	Livingston	3,400
Arenac	1,000	Luce	1,000
Baraga	1,100	Mackinac	1,300
Barry	3,500	Macomb	12,400
Bay	12,400	Manistee	3,000
Benzie	1,100	Marquette	8,300
Berrien	16,200	Mason	3,400
Branch	4,200	Mecosta	2,300
Calhoun	18,700	Menominee	3,800
Cass	3,000	Midland	3,200
Charlevoix	2,100	Missaukee	1,000
Cheboygan	2,000	Monroe	8,100
Chippewa	4,700	Montcalm	4,100
Clare	1,100	Montmorency	300
Clinton	3,400	Muskegon	16,500
Crawford	700	Newaygo	2,500
Delta	6,000	Oakland	34,200
Dickinson	4,200	Oceana	2,000
Eaton	5,100	Ogemaw	1,300
Emmet	3,200	Ontonagon	1,300
Genesee	39,900	Osceola	1,900
Gladwin	900	Oscola	200
Gogebic	5,500	Ottawa	800
Grand Traverse	4,500	Ottawa	10,200
Gratiot	4,600	Fresque Isle	1,300
Hillsdale	5,300	Roscommon	300
Houghton	8,200	Saginaw	22,000
Huron	5,400	St. Clair	13,600
Ingham	26,100	St. Joseph	5,100
Ionia	4,900	Sanilac	3,700
Iosco	1,200	Schoolcraft	1,600
Iron	3,000	Shiawassee	6,600
Isabella	3,600	Tuscola	5,200
Jackson	17,300	Van Buren	5,900
Kalamazoo	21,900	Washtenaw	17,000
Kalkaska	500	Wayne	398,300
Kent	51,800	Wexford	2,800
Keweenaw	400		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau. Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAP. Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources. Automobiles, from *Automotive-Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

The Formula



MULTIPLY
Listener Interest
with Purchasing
Power BY
INTENSIVE
COVERAGE
PRODUCT=
EFFECTIVE
RADIO ADVERTISING



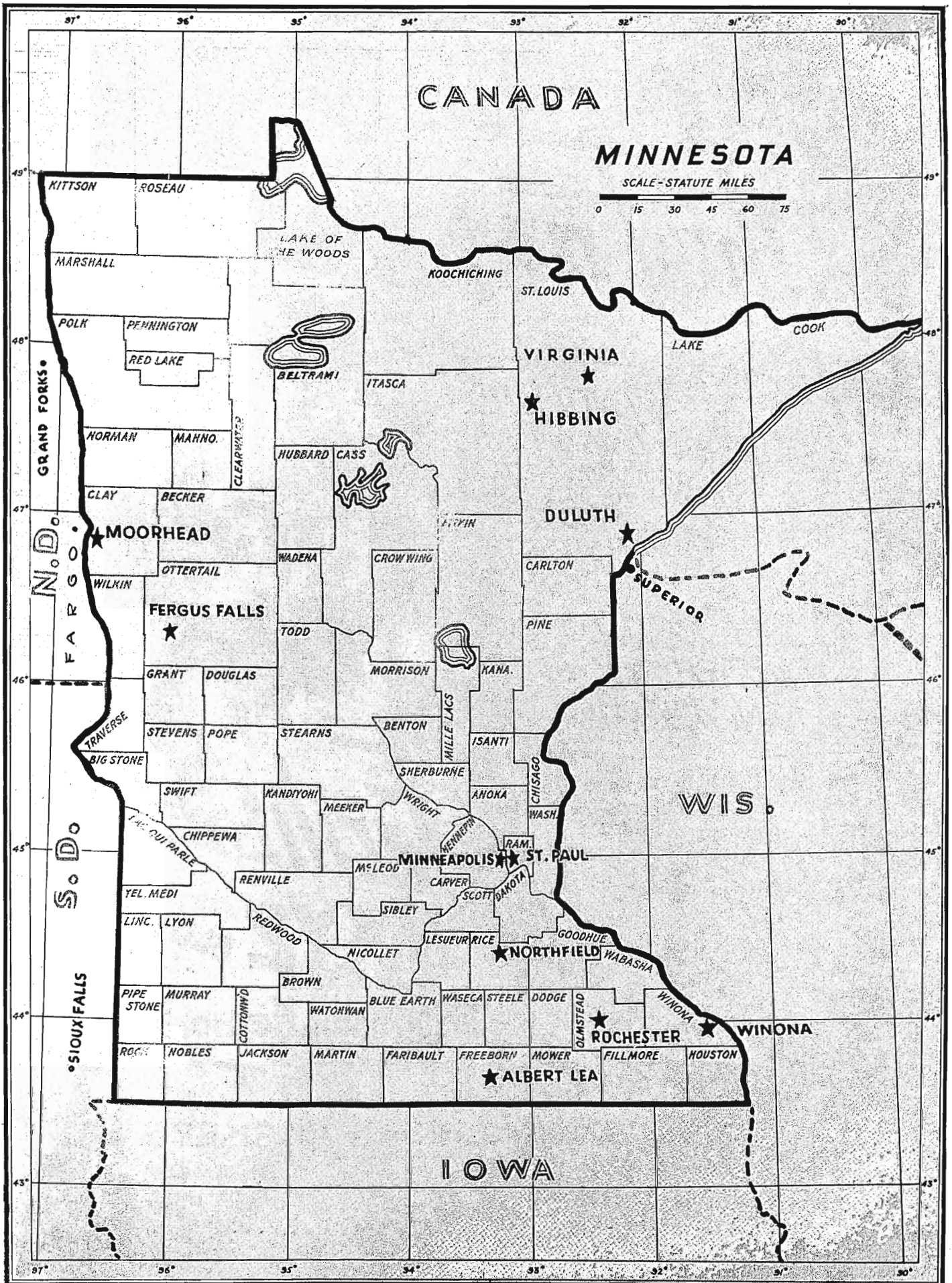
The Facilities

NBC **WXYZ** BLUE

AND THE
Michigan Radio Network

BEST BY TEST

IN DETROIT AND MICHIGAN MARKETS



SPONSOR OR AGENCY—YOU'LL ENJOY THIS
FIVE-STAR PICTURE!

(★ ★ ★ ★ ★)
 You'll know its true value if you'll look over the cast of STARS shown here . . . and note the important parts they play in delivering **MOST LISTENERS PER DOLLAR IN THE GREAT NORTHWEST.**

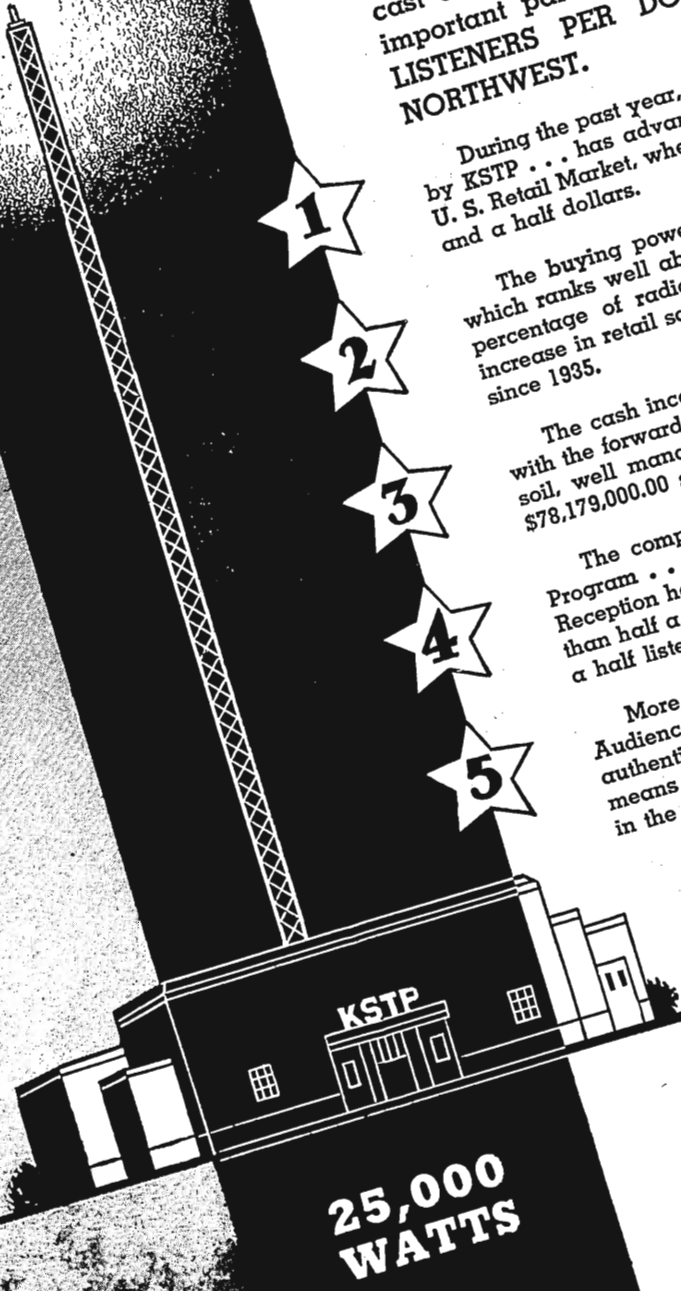
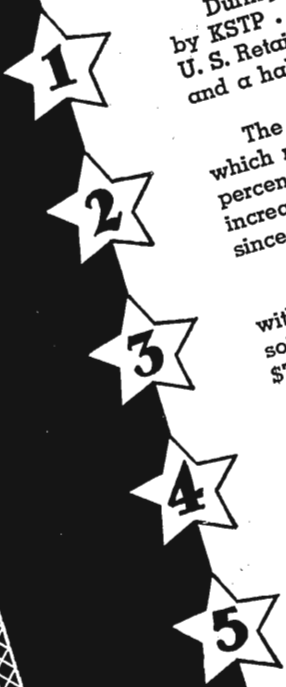
During the past year, the Twin Cities area . . . dominated by KSTP . . . has advanced from the Eighth to the Seventh U. S. Retail Market, where Annual Retail Sales total a billion and a half dollars.

The buying power of the Seventh U. S. Retail Market, which ranks well above the average in per capita income, percentage of radio homes and automobile owners, and increase in retail sales, has increased nearly \$800,000,000 since 1935.

The cash income of the Minnesota farmer has kept pace with the forward trend of this market where you'll find fertile soil, well managed farms and dairies . . . an increase of \$78,179,000.00 since 1935.

The completion of our recent \$300,000.00 Modernization Program . . . New Transmitter, New Location and Lifelike Reception has added to KSTP's primary coverage area more than half a million in population and nearly two million and a half listeners to KSTP's total coverage.

More than 50% of the total Twin Cities' Radio-Listening Audience has indicated its preference for KSTP in every authentic survey made during the past nine years. That means **MOST LISTENERS PER DOLLAR** and the **BEST BUY** in the entire Northwest.



KSTP
Northwest's Leading Radio Station

STANLEY HUBBARD, President and General Manager
MINNEAPOLIS • ST. PAUL
 For Rates and Schedules, Address: Roy C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS-ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: in New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

MINNESOTA

Population (1936)	2,635,000
Persons Per Family (1930 U. S. Census)	4.2
Total Radio Homes (1936)	535,600

MINNESOTA RADIO STATIONS

Retail Trade, 1935

No. of Stores	37,495
Sales	\$820,010,000
Food Stores	169,252,000
General Merchandise Group (Including dept., dry goods and variety stores)	121,746,000
Apparel Group	55,132,000
Automotive Group	112,562,000
Filling Stations	59,504,000
Furniture-Household Group	21,647,000
Lumber-Building-Hardware Group	72,005,000
Eating and Drinking Places	65,478,000
Drug Stores	25,298,000
All others	70,954,000

Wholesale Trade, 1935

No. of Establishments	5,695
Net Sales	\$1,188,413,000

Farms, 1935

No. of Farms	203,302
Valuation of Farm Lands and Buildings	\$1,383,072,000
Gross Income From Farm Production and Live-stock	\$305,756,000

Census of Manufactures, 1935

No. of Establishments	3,724
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$7,037,749
Total Corporation Income Tax Collections, 1936	\$10,189,945
No. of Individual Income Tax Returns, 1935	73,248

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$364,685,000
(Includes National, Private, Trust Companies State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	349,200
Total	481,000

Automotive Registrations, 1936

Total	783,627
Passenger Cars	668,915
Trucks, buses, etc.	114,712

Life Insurance Sales, 1936

Total	\$129,836,000
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Places of Amusement, 1935

No. of Establishments	871
Receipts	\$11,881,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Albert Lea			
†KATE	1420—D	250	—
Duluth			
KDAL	1500	100	100
WEBC	1290	5,000	1,000
Fergus Falls			
KGDE	1200	250	100
Hibbing			
WMFG	1210	250	100
Minneapolis-St. Paul			
KSTP	1460	25,000	10,000
WCCO	810	50,000	50,000
WDGY	1180	5,000	1,000
WLB	1250	1,000	1,000
WMIN	1370	250	100
WTCN	1250	5,000	1,000
Moorhead			
†KVOX	1310	100	100
Northfield			
WCAL	1250	2,500	1,000
Rochester			
KROC	1310	100	100
Virginia			
WHLB	1370	250	100
Winona			
†KWNO	1200—D	100	—

† Construction permit † Special authorization. * CP for increase in power or change in frequency. D—Day only *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Minnesota Radio Homes by Counties

Aitkin	2,900	Mahnomen	700
Anoka	3,100	Marshall	3,000
Becker	3,600	Martin	5,200
Beltrami	4,000	Meeker	3,300
Benton	14,100	Mille Lacs	3,200
(Includes Sherburne and Stearns)		Morrison	4,100
Big Stone	2,000	Mower	6,700
Blue Earth	8,300	Murray	2,100
Brown	5,500	Nicollet	2,600
Carlton	3,800	Nobles	4,100
Carver	3,200	Norman	2,500
Cass	2,800	Olmsted	7,900
Chippewa	3,400	Otter Tail	9,700
Chisago	2,700	Pennington	2,300
Clay	5,100	Pine	3,400
Clearwater	1,400	Pinestone	2,800
Cook	500	Polk	7,300
Cottonwood	2,800	Pope	2,400
Crow Wing	5,500	Ramsey	65,200
Dakota	5,900	Red Lake	1,100
Dodge	2,200	Redwood	4,200
Douglas	3,800	Renville	4,400
Faribault	5,100	Rice	5,900
Fillmore	5,800	Rock	2,000
Freeborn	6,100	Roseau	2,200
Goodhue	7,600	St. Louis	41,500
Grant	2,000	Scott	3,000
Hennepin	122,300	Sherburne (Incl. in Benton)	2,700
Houston	2,900	Sibley	2,700
Hubbard	1,500	Stearns (Incl. in Benton)	4,400
Isanti	2,400	Stevens	1,900
Itasca	5,100	Swift	2,800
Jackson	3,000	Todd	4,700
Kanabec	1,400	Traverse	1,500
Kandiyohi	4,700	Wabasha	4,000
Kittson	1,800	Wadena	2,500
Koochiching	2,400	Waseca	3,000
Lac qui Parle	2,400	Washington	5,100
Lake	1,600	Watsonwan	3,000
Lake of the Woods	700	Wilkin	1,500
Le Sueur	3,500	Winona	3,800
Lincoln	1,500	Wright	5,100
Lyon	4,400	Yellow Medicine	2,600
McLeod	4,300		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

NBC BLUE NETWORK STATION

WTCN

SHOWMANSHIP AND COVERAGE OF LOCAL EVENTS IS REFLECTED IN PRESTIGE, LISTENERS AND RESPONSE TO ADVERTISERS.

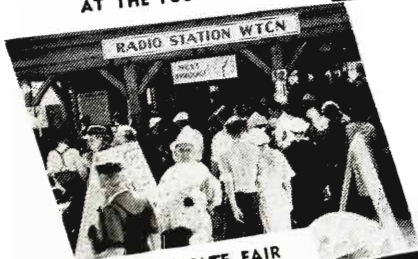


AT THE FOOTBALL GAME

Meet
WTCN
MICROPHONES
at
Twin Cities
Area Events



AT THE WINTER CARNIVAL



AT THE STATE FAIR

Meet
TWIN CITIES
AREA BUYERS
Through
WTCN
MICROPHONES



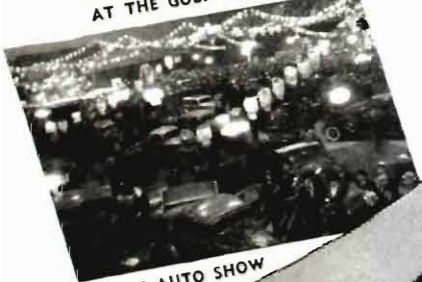
AT THE
TRAFFIC
COURT.



AT THE GOLF TOURNAMENT

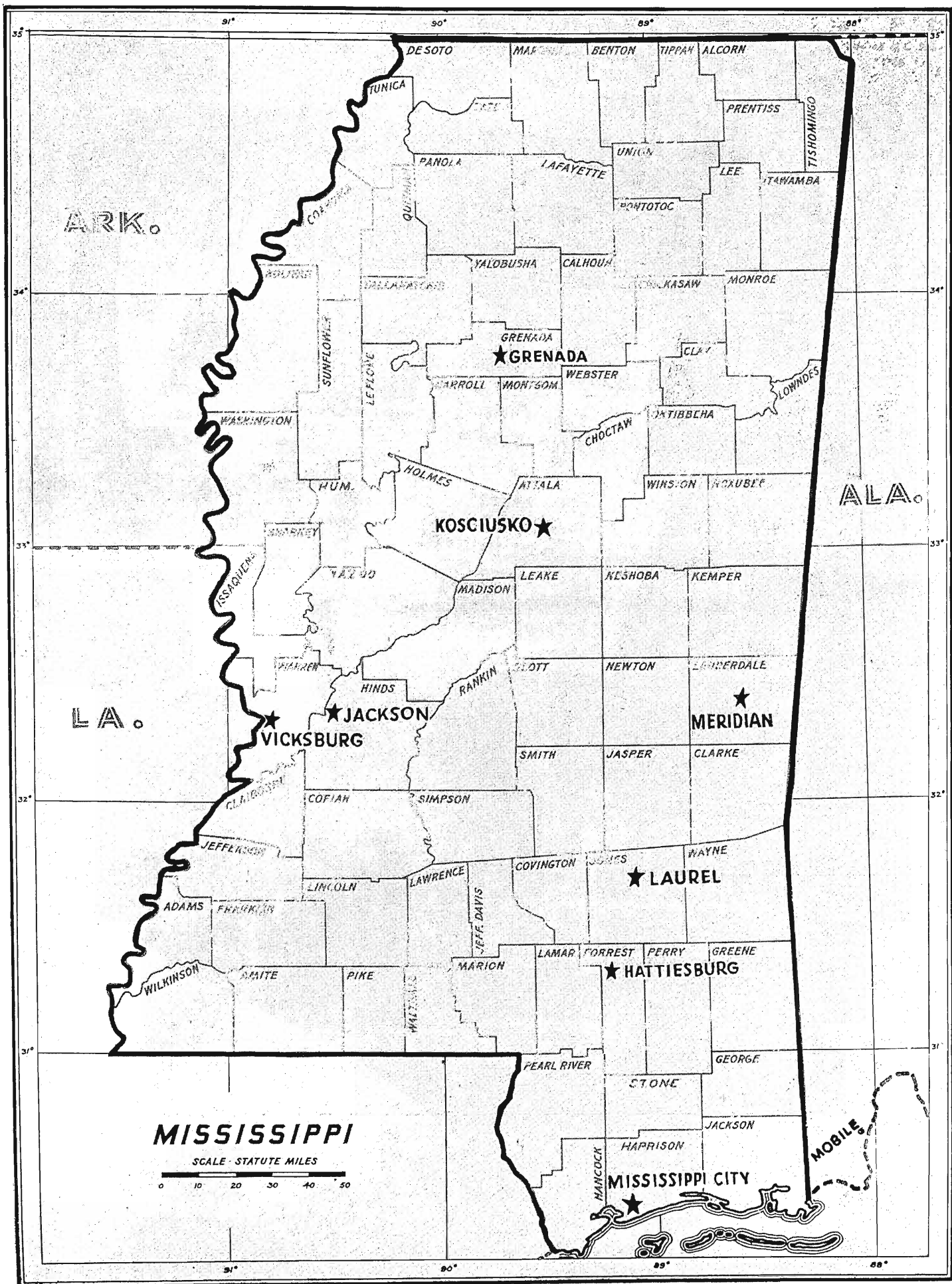


AT THE BASEBALL GAME



AT THE AUTO SHOW

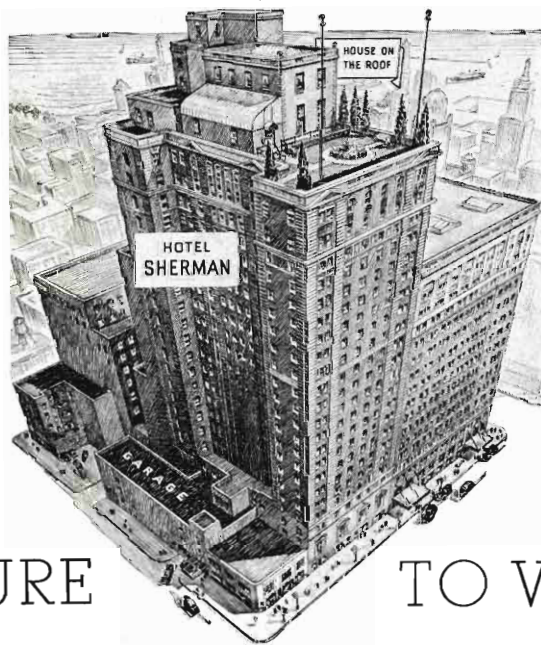
WTCN . . . Minneapolis Tribune and
St. Paul Dispatch-Pioneer Press Station
Minneapolis
FREE & PETERS, INC., National Representatives.



WELCOME

TO THE MOST INTERESTING HOTEL IN AMERICA!

Official Convention Headquarters
June 20 to 23, 1937 of the
NATIONAL ASSOCIATION
of **BROADCASTERS**



BE SURE

TO VISIT

the Internationally Famous

COLLEGE INN

Sophisticates from every corner of the world are conspicuous "among those present" nightly in this nightclub-restaurant, which has consistently maintained its reputation as Chicago's greatest attraction. . . . The College Inn is the perfect rendezvous for luncheon, dinner, or late supper. . . . Visitors from other cities do not have to guess—"where shall we go"—there is always a nationally known orchestra and an outstanding floor show at the College Inn. . . . And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.

HOTEL SHERMAN

HOME OF THE COLLEGE INN

CHICAGO

MISSISSIPPI

Population (1936)	2,008,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	166,400

Retail Trade, 1935

No. of Stores	15,136
Sales	\$178,348,000
Food Stores	35,230,000
General Merchandise Group (Including dept., dry goods and variety stores)	22,621,000
Apparel Group	8,977,000
Automotive Group	29,934,000
Filling Stations	13,817,000
Furniture-Household Group	5,693,000
Lumber-Building-Hardware Group	13,752,000
Eating and Drinking Places	5,925,000
Drug Stores	8,251,000
All others	6,178,000

Wholesale Trade, 1935

No. of Establishments	1,243
Net Sales	\$179,902,000

Farms, 1935

No. of Farms	311,683
Valuation of Farm Lands and Buildings	\$370,839,000
Gross Income From Farm Production and Livestock	\$167,807,000

Census of Manufactures, 1935

No. of Establishments	1,059
Value Added by Manufac- ture	\$50,623,168

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$768,544
Total Corporation Income Tax Collections, 1936	\$828,788
No. of Individual Income Tax Returns, 1935	14,051

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$59,584,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	41,400
Total	69,300

Automotive Registrations, 1936

Total	203,456
Passenger Cars	159,051
Trucks, buses, etc.	44,405

Life Insurance Sales, 1936

Total	\$29,769,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	304
Receipts	\$1,421,000

MISSISSIPPI RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Grenada				Laurel			
†WFMN . . .	1210	100	100	WAML . . .	1310	100	100
Hattiesburg				Meridan			
WFOR . . .	1370	100	100	WCOC . . .	880	1,000	500
Jackson				Mississippi City			
WJDX . . .	1270	2,500 *5,000	1,000	WGCM . . .	1210	250	100
Kosciusko				Vicksburg			
WHEF . . .	1500	250	100	WQBC . . .	1360—D	1,000	---

† Construction permit. † Special authorization * CP for increase in power or change in frequency. D—Day only.

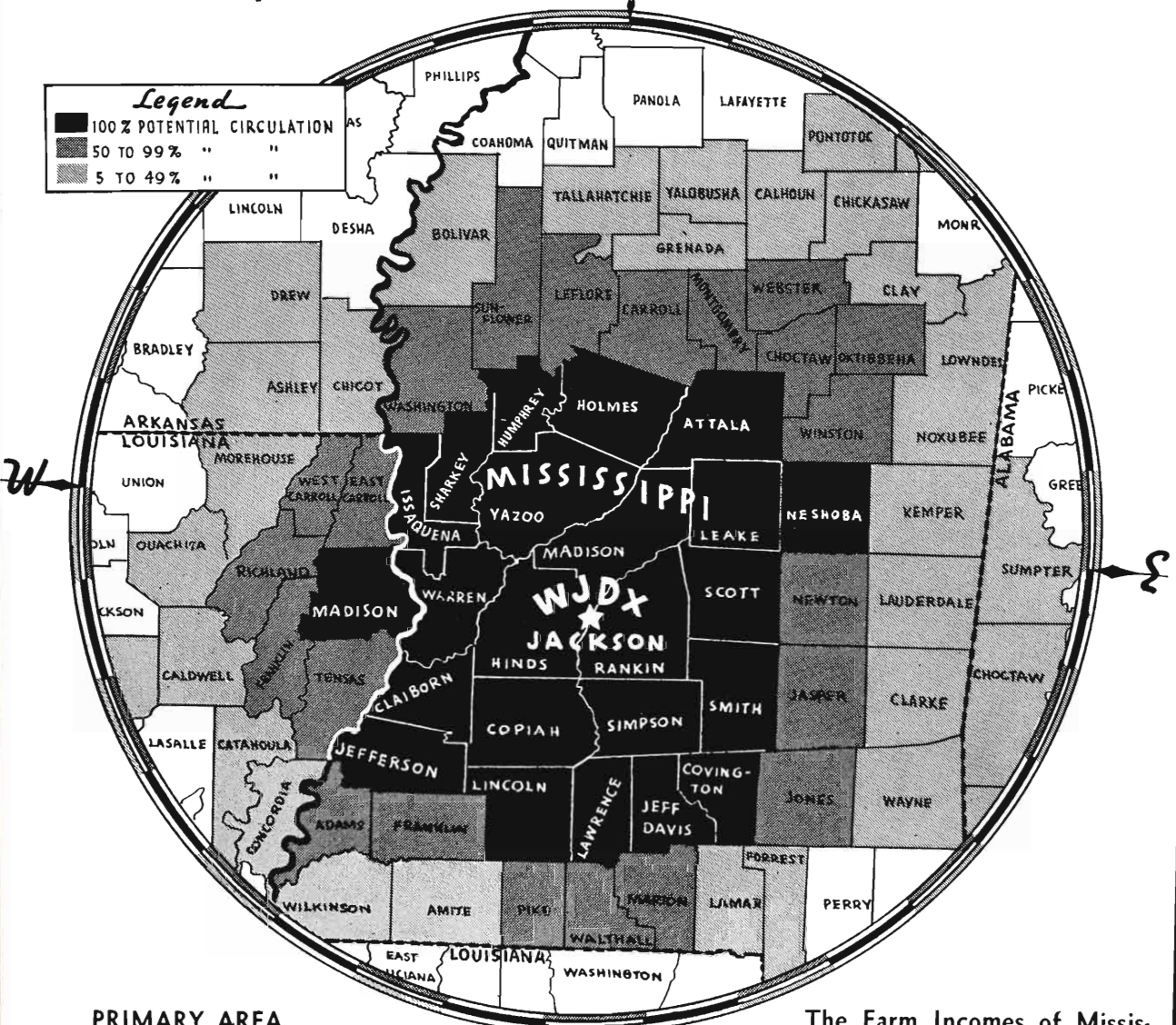
Data corrected to June 1, 1937

Mississippi Radio Homes by Counties

Adams	2,700	Itawamba	900	Pike	8,200
Alcorn	2,100	Jackson	1,500	Pontotoc	1,300
Amite	1,000	Jasper	1,000	Prentiss	1,400
Attala	2,000	Jefferson	900	Quitman	1,500
Benton	500	Jefferson Davis	900	Rankin	1,200
Bolivar	5,300	Jones	4,500	Scott	1,600
Calhoun	1,000	Kemper	1,100	Sharkey	1,100
Carroll	1,100	Lafayette	1,600	Simpson	1,800
Chickasaw	1,500	Lamar	700	Smith	1,000
Choctaw	700	Lauderdale	6,800	Stone	500
Claiborne	900	Lawrence	800	Sunflower	4,700
Clarke	1,300	Leake	1,100	Tallahatchie	2,100
Clay	1,500	Lee	3,400	Tate	1,200
Coahoma	4,700	Leflore	4,700	Tippah	1,200
Copiah	2,900	Lincoln	2,300	Tishomingo	1,000
Covington	1,000	Lowndes	2,800	Tunica	1,500
De Soto	1,600	Madison	2,300	Union	1,600
Forrest	3,900	Marion	1,600	Walthall	1,100
Franklin	700	Marshall	1,600	Warren	4,500
George	500	Monroe	3,000	Washington	6,100
Greene	500	Montgomery	1,200	Wayne	1,000
Grenada	1,400	Neshoba	1,700	Webster	700
Hancock	900	Newton	1,500	Wilkinson	1,000
Harrison	5,400	Noxubee	1,700	Winston	1,500
Hinds	13,000	Oktubeeha	1,800	Yalabusha	1,400
Holmes	3,000	Panola	2,200	Yazoo	2,900
Humphreys	1,600	Pearl River	1,500		
Issaquena	300	Perry	500		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

Intense Coverage Where 70% of Mississippi's Dollars Are Spent . . .



Legend

- 100% POTENTIAL CIRCULATION
- 50 TO 99% " "
- 5 TO 49% " "

PRIMARY AREA

Total Families 134,326

SECONDARY AREA

Total Families 132,870

The Farm Incomes of Mississippi have increased more than 300% in the past three years —AND 70% of the State's total income is spent within the Good Service Area of WJDX—Mississippians' favorite radio station.

NBC Associate

The Voice of Mississippi

WJDX

Jackson • Miss.

OWNED AND OPERATED BY THE LAMAR LIFE INSURANCE COMPANY

Showmanship in action!



What we *do* makes KMBC Kansas City's showmanship station. New and sound ideas in programming, production, public events and promotion wrap listeners in the bright cellophane of sales for the advertiser.



What is *Formula* Radio Selling? KMBC's pioneer policy of pre-testing programs, plus *Precision Coverage* of the KMBC Market. Charted results before you go on the air! Look for success where you see this symbol:



Arthur B. Church
President and General Manager

Free & Peters, National Representatives
Geo. E. Halley, Director National Program
Sales, 1260 No. Dearborn Pkwy., Chicago

K M B C OF KANSAS CITY

MISSOURI

Population (1936) 3,959,000
Persons Per Family (1930 U. S. Census) 3.9
Total Radio Homes (1936) 708,500

Retail Trade, 1935

No. of Stores	50,927
Sales	\$946,125,000
Food Stores	212,256,000
General Merchandise Group (Including dept., dry goods and variety stores)	154,519,000
Apparel Group	74,029,000
Automotive Group	134,081,000
Filling Stations	58,530,000
Furniture-Household Group	39,617,000
Lumber-Building-Hardware Group	51,179,000
Eating and Drinking Places	60,515,000
Drug Stores	49,320,000
All others	76,748,000

Wholesale Trade, 1935

No. of Establishments	6,691
Net Sales	\$1,811,544,000

Farms, 1935

No. of Farms	278,454
Valuation of Farm Lands and Buildings	\$1,099,281,000
Gross Income From Farm Production and Livestock	\$260,128,000

Census of Manufactures, 1935

No. of Establishments	4,391
Value Added by Manufac- ture	\$457,460,040

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$13,359,158
Total Corporation Income Tax Collections, 1936	\$21,628,753
No. of Individual Income Tax Returns, 1935	112,357

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$289,897,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	415,100
Total	602,600

Automotive Registrations, 1936

Total	809,615
Passenger Cars	681,190
Trucks, buses, etc.	128,425

Life Insurance Sales, 1936

Total	\$170,002,000
-------------	---------------

Places of Amusement, 1935

No. of Establishments	1,212
Receipts	\$19,217,000

MISSOURI RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Cape Girardeau				St. Joseph			
KFVS	1210	250	100	KFEQ	680—D	2,500	---
Columbia				St. Louis			
KFRU	630	1,000	500	KFUO	550	1,000	500
Jefferson City				KMOX	1090	50,000	50,000
KWOS	1310—D	100	---	KSD	550	5,000	1,000
Joplin				KWK	1350	5,000	1,000
WMBH	1420	250	100	†KXOK	1250	1,000	1,000
Kansas City				WEW	760—D	1,000	---
KCMO	1370	100	100	WIL	1200	250	100
KMBC	950	5,000	1,000	Springfield			
KXBY	1530	1,000	1,000	KGBX	1230	500	500
WDAF	610	5,000	1,000	KWTO	560—D	5,000	---
WHB	860—D	1,000	---				

† Construction permit † Special authorization. * CP for increase in power or change in frequency D—Day only. *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Missouri Radio Homes by Counties

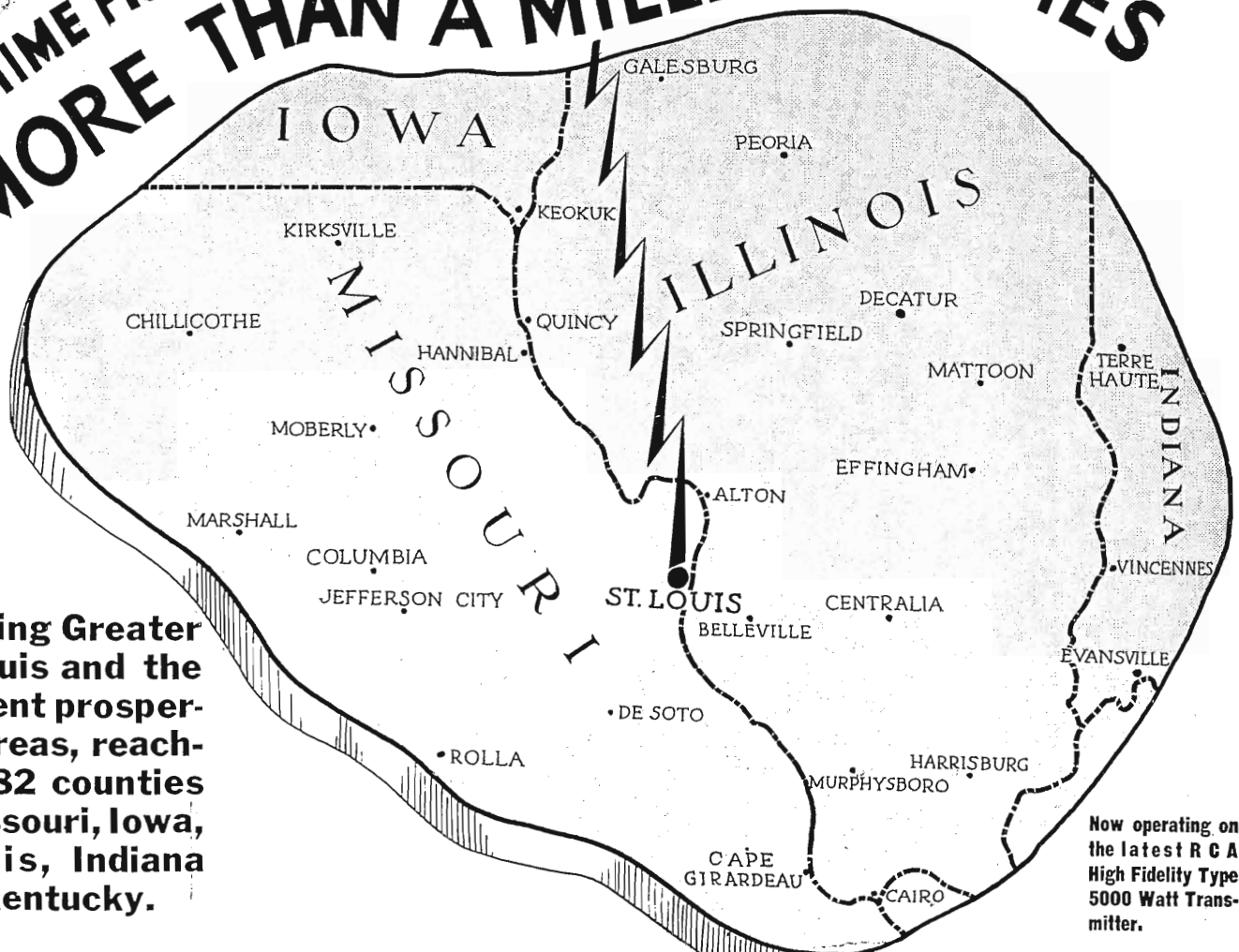
Adair	3,900	Grundy	2,800	Perry	2,800
Andrew	2,200	Harrison	2,900	Pettis	6,900
Atchison	2,400	Henry	5,900	Phelps	2,500
Audrain	4,100	Hickory	700	Pike	3,300
Barry	2,900	Holt	2,300	Platte	1,900
Barton	2,200	Howard	2,200	Polk	2,700
Bates	3,500	Howell	2,500	Pulaski	1,500
Benton	1,600	Iron	1,100	Putnam	1,500
Bollinger	900	Jackson	121,000	Ralls	1,600
Boone	7,300	Jasper	15,200	Randolph	5,300
Buchanan	22,800	Jefferson	3,800	Ray	3,000
Butler	3,500	Johnson	4,300	Reynolds	600
Callaway	2,500	Knox	1,500	Ripley	1,000
Camden	700	Laclede	2,200	St. Charles	4,100
Cape Girardeau	7,000	Lafayette	5,500	St. Clair	1,400
Carrroll	3,900	Lawrence	3,100	St. Francois	4,700
Carter	400	Lewis	2,400	St. Louis	240,200
Cass	3,700	Lincoln	2,700	St. Louis City (Incl. in St. Louis County)	
Cedar	1,800	Linn	5,000	Ste Genevieve	1,500
Chariton	3,300	Livingston	3,300	Saline	5,400
Christian	1,700	McDonald	1,700	Schuyler	1,100
Clark	1,600	Macon	3,900	Scotland	1,600
Clay	5,800	Madison	1,000	Scott	3,200
Clinton	2,500	Marion	6,900	Shannon	700
Cole	5,500	Mercer	1,000	Shelby	2,600
Cooper	3,500	Miller	2,100	Stoddard	2,900
Crawford	1,600	Mississippi	1,900	Stone	1,000
Dade	1,500	Moniteau	2,200	Sullivan	2,100
Dallas	1,000	Monroe	2,900	Taney	800
Davies	2,200	Montgomery	2,500	Texas	1,700
DeKalb	1,800	Morgan	1,600	Vernon	4,600
Dent	1,300	New Madrid	2,600	Warren	1,500
Douglas	1,100	Newton	3,100	Washington	1,200
Dunklin	4,200	Nodaway	5,400	Wayne	1,000
Franklin	6,100	Oregon	1,200	Webster	2,400
Gasconade	1,900	Osage	1,400	Worth	1,300
Gentry	2,800	Ozark	700	Wright	1,800
Greene	18,500	Pemiscot	3,900		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

KSD

IN ST. LOUIS

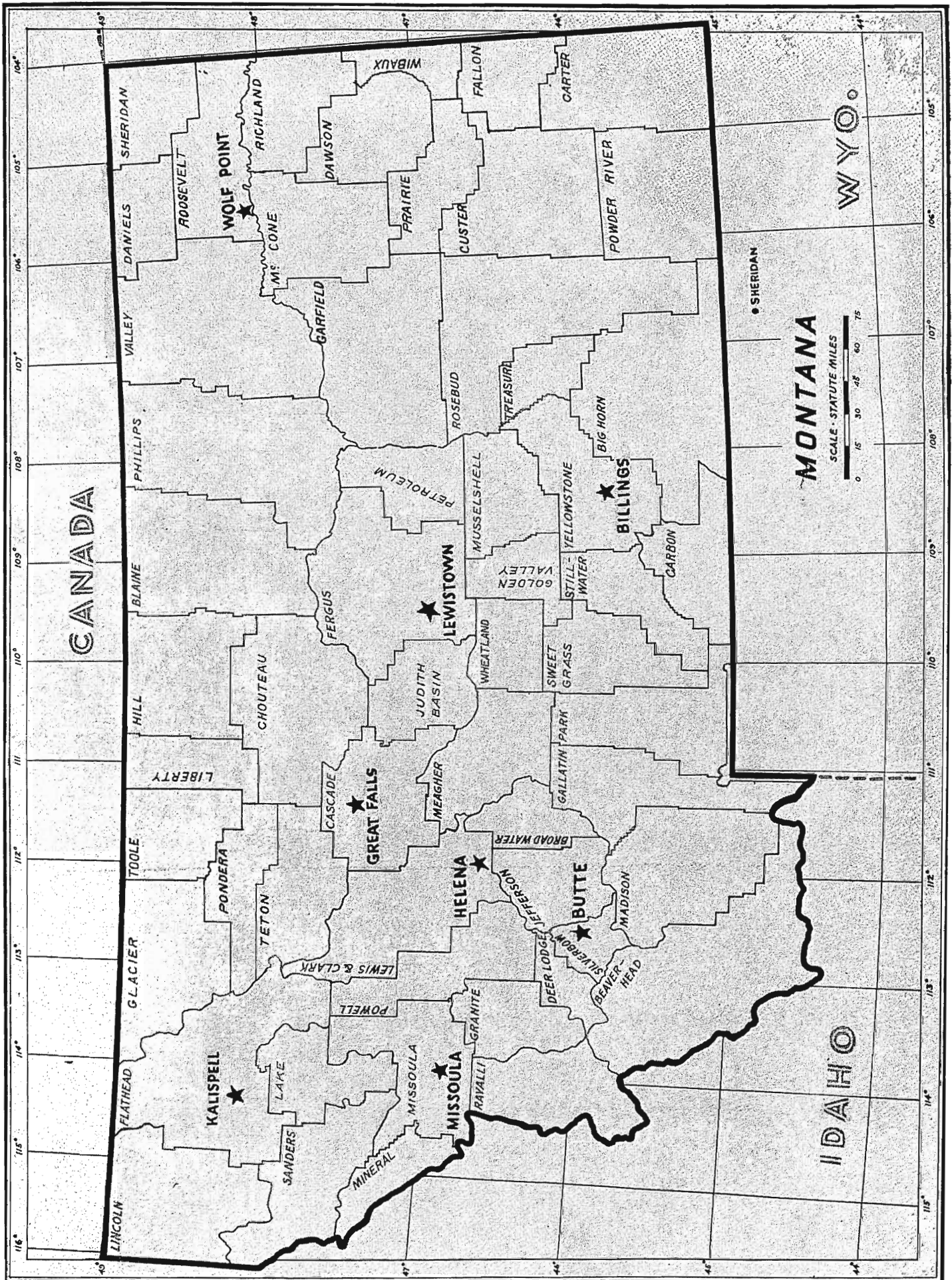
DAYTIME PROGRAMS ENTER THE FAMILY CIRCLES OF
MORE THAN A MILLION HOMES



Covering Greater St. Louis and the adjacent prosperous areas, reaching 182 counties in Missouri, Iowa, Illinois, Indiana and Kentucky.

Now operating on the latest RCA High Fidelity Type 5000 Watt Transmitter.

Station KSD—St. Louis Post-Dispatch
 POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, Inc., National Advertising Representative
 New York Chicago Detroit San Francisco Los Angeles



W B C ADVERTISERS

There isn't a better network
buy in the country . . .

You can now add
WGVR and thereby reach the rich
Western Montana market without having
to buy any other station.

WGVR

BUTTE MONTANA

"The Richest Hill
on Earth"

REPRESENTATIVE
Joseph H. McGilvra • NEW YORK • CHICAGO

MONTANA

Population (1936)	531,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	91,700

Retail Trade, 1935

No. of Stores	7,944
Sales	\$189,457,000
Food Stores	37,963,000
General Merchandise Group (Including dept. dry goods and variety stores)	22,032,000
Apparel Group	8,125,000
Automotive Group	37,898,000
Filling Stations	12,614,000
Furniture-Household Group	4,744,000
Lumber - Building - Hardware Group	16,016,000
Eating and Drinking Places	15,381,000
Drug Stores	5,233,000
All others	13,358,000

Wholesale Trade, 1935

No. of Establishments	1,254
Net Sales	\$121,641,000

Farms, 1935

No. of Farms	50,564
Valuation of Farm Lands and Buildings	\$375,841,000
Gross Income From Farm Production and Live Stock	\$100,411,000

Census of Manufactures, 1935

No. of Establishments	483
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$894,158
Total Corporation Income Tax Collections, 1936	\$1,243,866
No. of Individual Income Tax Returns, 1935	19,855

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$39,201,000
(Includes National, Private, Trust Companies State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	38,300
Total	62,300

Automotive Registrations, 1936

Total	167,150
Passenger Cars	127,839
Trucks, buses, etc.	39,311

Life Insurance Sales, 1936

Total	\$20,073,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	226
Receipts	\$2,902,000

MONTANA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Billings KGHL	780	5,000	1,000
Butte KGIR	1340	2,500	1,000
Great Falls KFBB	1280	2,500	1,000
Helena †KPFA	1210	250	100
Kalspell KGEZ	1310	100	100
Lewistown †KDNC	1200	250	100
Missoula KGVO	1260	1,000	1,000
Wolf Point KGXC	1450	1,000	1,000

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only.

Data corrected to June 1, 1937

Montana Radio Homes by Counties

Beaverhead	1,500	Meagher	300
Big Horn	1,000	Mineral	200
Blaine	1,300	Missoula	5,200
Broadwater	400	Musselshell	800
Carbon	1,500	Park	2,400
Carter	400	Petroleum	300
Cascade	8,700	Phillips	1,000
Chouteau	1,100	Pondera	1,000
Custer	2,400	Powder River	400
Daniels	600	Powell	1,000
Dawson	1,500	Prairie	400
Deer Lodge	2,300	Ravalli	1,800
Fallon	600	Richland	1,500
Fergus	2,900	Roosevelt	1,600
Flathead	3,400	Rosebud	800
Gallatin	3,500	Sanders	700
Garfield	400	Sheridan	1,200
Glacier	1,100	Silver Bow	11,500
Golden Valley	300	Stillwater	700
Granite	400	Sweet Grass	600
Hill	2,400	Teton	800
Jefferson	500	Toole	1,200
Judith Basin	500	Treasure	200
Lake	1,200	Valley	1,300
Lewis and Clark	4,500	Wheatland	600
Liberty	300	Wibaux	300
Lincoln	800	Yellowstone	6,900
McCone	600	Yellowstone Nat'l Pk. (part)	
Madison	900		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau. Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB. Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department, Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



SUPERLATIVES
 and
MORE SUPERLATIVES
Could Not Tell
Our Story of
Coverage
 and
Audience Acceptance
 Better Than This



COLUMBIA LISTENERS' SURVEY

K F B B

COMPILED from fan mail received in response to Columbia's offer of souvenir the week of March 28th, 1937.

No. of letters received	2,026
No. of counties reporting	28
No. of towns reporting	154
Radio homes in area	61,900

K F B B
 2500 Watts Day
 1000 Watts Night
CBS

GREAT FALLS • MONTANA

* *IN THE MIDWEST*

E. C. PAGE

CONSULTING RADIO ENGINEER

COMPLETE
 BROADCAST ENGINEERING
 SERVICE

DIRECTIVE ANTENNAS

Engineering Consultant
 Before the Federal
 Communications Commission

1311 Livingston St.

Davis 2122

EVANSTON ILLINOIS

FAR HORIZONS . . . VAST, FERTILE FIELDS



Nebriowa

IS A BROAD MARKET

● As far as the eye can see—and then some! Nebriowa is a broad market, an immensely wealthy trade territory comprising parts of six states—Nebraska, Iowa, Kansas, Missouri, Minnesota and South Dakota. It takes a broad medium to reach Nebriowa—it takes WOW, the radio capital of the area. A regional cleared channel . . . 5,000 watts . . . and affiliation with the NBC Red Network make WOW the most efficient cultivator in this fertile far-flung market. Before the grain comes plowing . . . and productivity is increased with every furrow. Let WOW carry the load for your product in Nebriowa!

W O W

OMAHA, NEBRASKA
 Owned and operated by the
 Sovereign Camp of the Woodmen of
 the World



INTENSIVE MAIL MAP
 Recent accurate mail counts reveal a growing area served regularly by WOW. Write for break-down.

5,000 Watts 590 KC.
 John Blair Co., Representatives
 New York Chicago Detroit
 San Francisco

ON THE N. B. C. RED NETWORK

NEBRASKA

Population (1936)	1,364,000
Persons Per Family (1930 U. S. Census)	4.0
Total Radio Homes (1936)	266,800

Retail Trade, 1935

No. of Stores	19,099
Sales	\$359,757,000
Food Stores	73,913,000
General Merchandise Group (Including dept., dry goods and variety stores)	41,910,000
Apparel Group	19,681,000
Automotive Group	58,087,000
Filling Stations	34,548,000
Furniture Household Group	10,423,000
Lumber Building Hardware Group	10,309,000
Eating and Drinking Places	21,915,000
Drug Stores	13,532,000
All others	26,825,000

Wholesale Trade, 1935

No. of Establishments	3,122
Net Sales	\$527,719,000

Farms, 1935

No. of Farms	133,616
Valuation of Farm Lands and Buildings	\$1,562,813,000
Gross Income from Farm Production and Livestock	\$223,900,000

Census of Manufactures, 1935

No. of Establishments	1,151
Value Added by Manu- facture	\$64,171,971

Income Tax Collections

Total Personal Income Tax Collections 1936	\$1,967,871
Total Corporation Income Tax Collections 1936	\$2,853,791
No. of Individual Income Tax Returns 1935	32,310

Savings Deposits (as of June 30, 1936)

Saving Deposits in Classified Banks	\$66,906,000
(Includes National, Private, Trust, Corporation, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	173,300
Total	242,300

Automotive Registrations, 1936

Total	114,310
Passenger Car	84,444
Trucks, Buses, etc.	29,866

Life Insurance Sales, 1936

Total	\$19,710,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	641
Receipts	\$4,129,000

NEBRASKA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Clay Center KMMJ	740	1,000	1,000
Kearney KGEW	1310	100	100
Lincoln KFAB KFOR	770 1210	10,000 250	10,000 100
Norfolk WJAG	1060	1,000	1,000
North Platte KGNF	1430-D	1,000	
Omaha KOHL	1260	2,500	1,000
WAAW	680-D	500	*5,000
WOW	590	5,000	1,000
Scottsbluff KGGY	1500	250	100

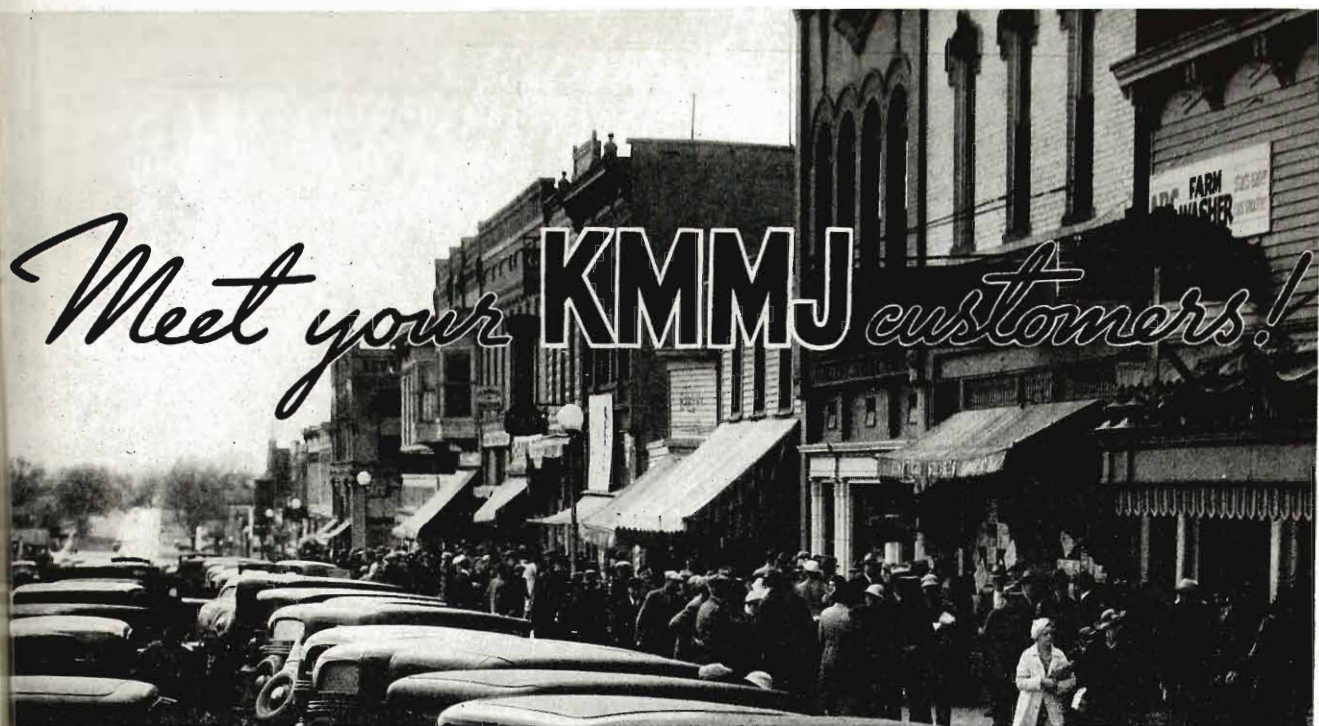
* Construction permit. † Special authorization. * CP for increase in power or change in frequency. D Day only.

Data corrected to June 1, 1937

Nebraska Radio Homes by Counties

Adams	6,000	Jefferson	2,200
Antelope	2,300	Johnson	1,500
Arthur	120	Kearney	1,600
Benner	210	Keith	1,200
Blaine	200	Keosauqua	400
Boone	2,600	Kimball	800
Boz. Butte	2,700	Knox	2,300
Boyd	900	Lancaster	22,200
Brown	1,200	Lincoln	1,100
Buffalo	4,400	Loup	300
Butt.	2,300	Lundy	900
Butler	2,500	McPherson	100
Cass	2,000	Madison	1,500
Cedar	2,500	Merriell	1,900
Chico	1,100	Morrill	1,400
Cherry	1,600	Nebraska	1,400
Cheyenne	2,100	Strom	2,200
Clay	2,100	Scottsbluff	2,100
Colfax	2,600	Thayer	2,100
Cuming	2,200	Wayne	1,400
Custer	3,200	York	100
Dakota	1,200	Phelps	2,400
Dawes	1,200	Pierce	1,600
Dawson	2,000	Platte	2,500
Deuel	500	Salt	1,400
Dixon	1,900	Red Willow	2,500
Dodge	4,900	Richardson	2,500
Douglas	15,700	Rock	400
Dundy	100	Saline	2,900
Fillmore	2,200	Sarpy	1,400
Franklin	1,300	Seaman	1,400
Frontier	1,200	Scottsbluff	6,900
Furness	2,200	Stewart	2,900
Gage	4,100	Thompson	1,900
Garden	600	Thos. M.	1,100
Garfield	400	Timony	400
Grant	600	Union	1,900
Grant	240	Thayer	2,100
Greene	1,200	Thomas	200
Hall	6,900	Thurston	1,200
Hamilton	2,200	Valley	1,200
Harlan	1,200	Washington	1,000
Harrison	400	Wheeler	2,000
Hitchcock	1,200	Wichita	1,600
Holt	2,600	Woods	200
Hood	200	York	1,900
Howard	1,200		

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Main Street? Yes! But it's just exactly like a thousand other "Main Streets" in KMMJ's territory. . . typical of our farm and small town territory and audience.

WE of KMMJ live in a small town like this and know these people as friends and neighbors. We know that they are *good spenders*. We also know that it takes a different language and approach to make them buy.

Out here, human nature runs a little closer to the surface. Tastes are simpler. Farm and small town folks still thrill to things that the city man refers to as "old stuff."

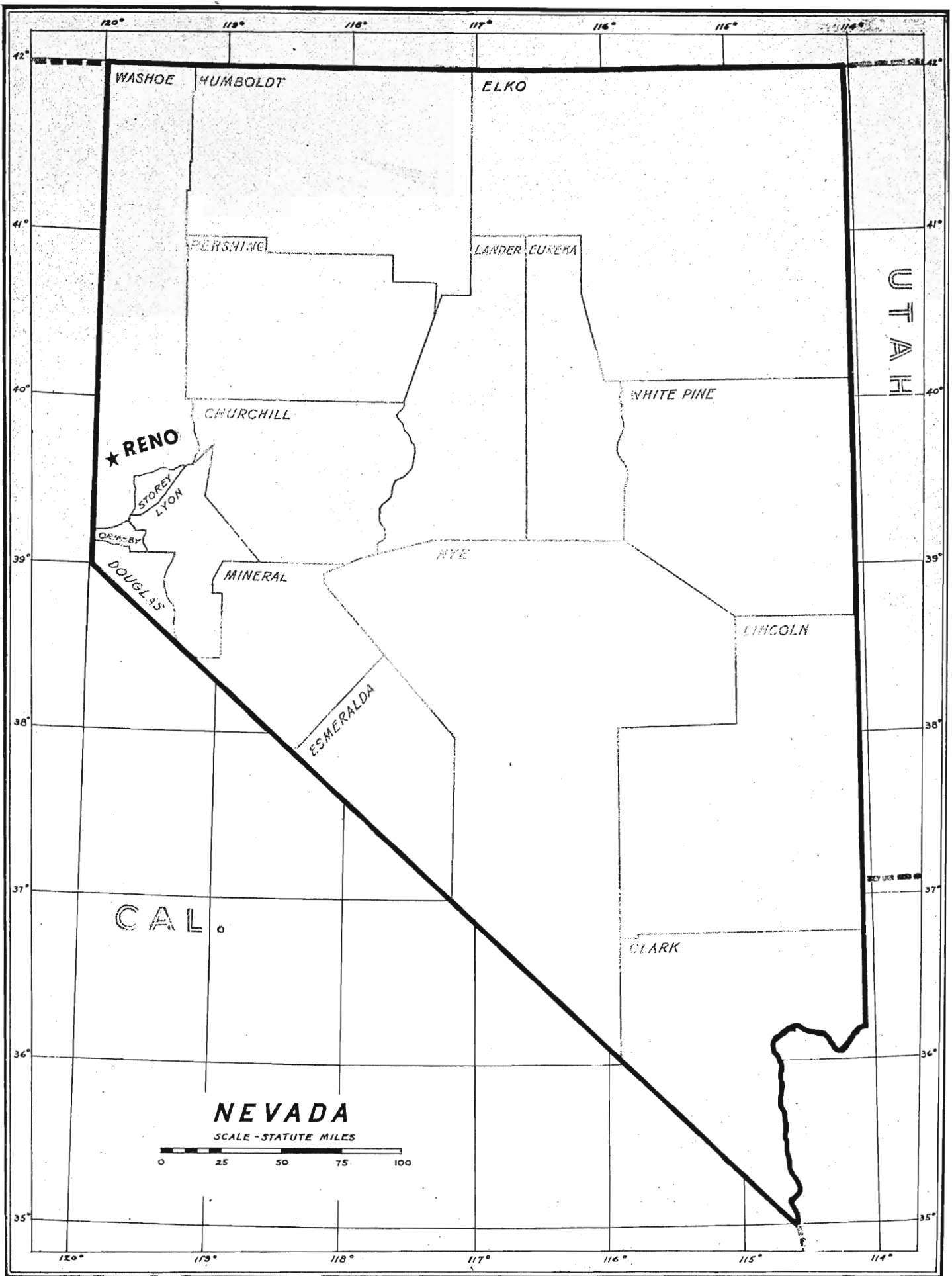
That's why our programs are informal. . . distinctly personal. . . as friendly and neighborly as the farmer himself. We talk as they do. . . sing and play their own

kind of music. . . build every program so that it renders a real *service* to our listeners in Nebraska and Northern Kansas.

We're not bragging when we tell you that we get enviable results for our advertisers. If you doubt our word, write Armour and Company who have used a program every day for five years. We're simply telling you *facts* that you should know in order to purchase radio advertising to your best advantage. In planning your next campaign, let KMMJ take you into these family circles and explain the merits of your product as a friend and neighbor. *You'll* get results too.

KMMJ "The Old Trusty Station" Clay Center, Nebraska

*Owned and operated by KMMJ Inc.—Don Searle, President
Randy Ryan, General Manager
Represented by Wilson-Robertson*



NEVADA

Population (1936)	100,000
Persons Per Family (1930 U. S. Census)	3.5
Total Radio Homes (1936)	21,700

Retail Trade, 1935

No. of Stores	1,709
Sales	\$43,932,000
Food Stores	9,846,000
General Merchandise Group (Including dept., dry goods and variety stores)	3,614,000
Apparel Group	2,089,000
Automotive Group	7,890,000
Filling Stations	2,464,000
Furniture-Household Group	959,000
Lumber - Building - Hardware Group	2,496,000
Eating and Drinking Places	6,443,000
Drug Stores	1,723,000
All others	2,481,000

NEVADA RADIO STATION

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Reno KOH	1380	500	500

Wholesale Trade, 1935

No. of Establishments	158
Sales	\$15,300,000

Farms, 1935

No. of Farms	3,696
Valuation of Farm Lands and Buildings	\$42,569,000
Gross Income From Farm Production	\$11,416,000

Data corrected to June 1, 1937

Census of Manufactures, 1935

No. of Establishments	85
Value Added by Manufacture	\$7,752,562

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$1,204,124
Total Corporation Income Tax Collections, 1936	\$654,872
No. of Individual Income Tax Returns, 1935	6,490

Nevada Radio Homes By Counties

Churchill	1,200	Lyon	800
Clark	2,400	Mineral	400
Douglass	300	Nye	1,200
Elko	2,300	Ormsby	500
Esmeralda	400	Pershing	600
Eureka	240	Storey	160
Humboldt	900	Washoe	6,900
Lander	400	White Pine	2,500
Lincoln	500		

Telephones, 1937

Residence Telephones	9,600
Total	16,300

Automotive Registrations, 1936

Total	38,509
Passenger Cars	30,829
Trucks, buses, etc.	7,680

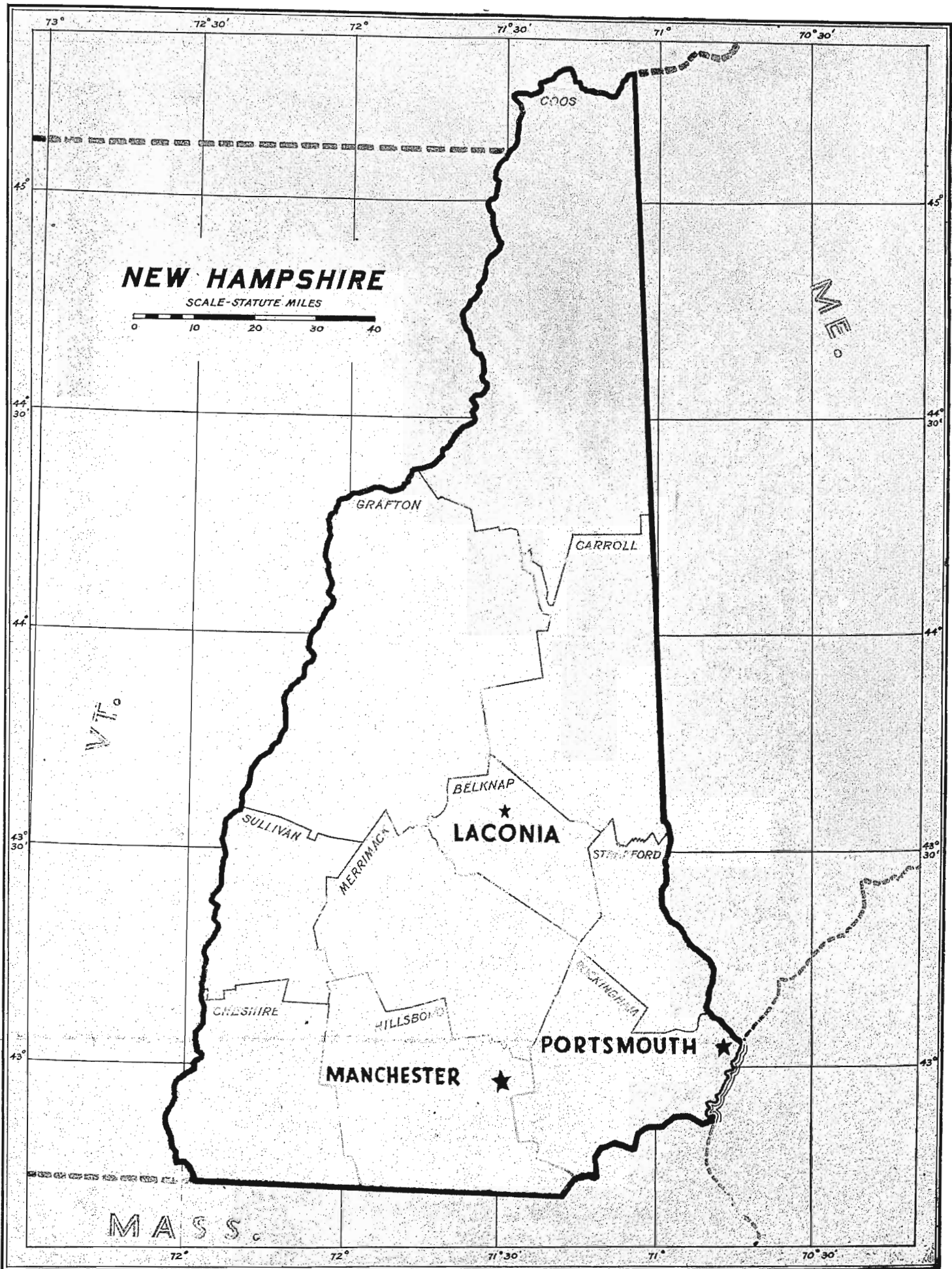
Life Insurance Sales, 1936

Total	\$3,806,000
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Places of Amusement, 1935

No. of Establishments	66
Receipts	\$1,218,000

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



NEW HAMPSHIRE

Population (1936)	508,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	99,700

Retail Trade, 1935

No. of Stores	7,225
Sales	\$152,583,000
Food Stores	48,379,000
General Merchandise Group (Including dept., dry goods and variety stores)	12,055,000
Apparel Group	10,796,000
Automotive Group	21,482,000
Filling Stations	8,563,000
Furniture-Household Group	5,558,000
Lumber - Building - Hardware Group	7,916,000
Eating and Drinking Places	9,162,000
Drug Stores	5,012,000
All others	19,455,000

NEW HAMPSHIRE RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Laconia WLNH . . .	1310	100	100
Manchester WFEA . . .	1340	1,000	500
Portsmouth WHEB . . .	740—D	250	

Wholesale Trade, 1935

No. of Establishments	363
Net Sales	\$54,069,000

Farms, 1935

No. of Farms	17,695
Valuation of Farm Lands and Buildings	\$66,937,000
Gross Income From Farm Production	\$22,172,000

Data corrected to June 1, 1937

Census of Manufactures, 1935

No. of Establishments	787
Value Added by Manufac- ture	\$93,791,856

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$1,556,762
Total Corporation Income Tax Collections, 1936	\$1,076,237
No. of Individual Income Tax Returns, 1935	18,045

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$221,141,000
(Include: National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	58,200
Total	81,800

Automotive Registrations, 1936

Total	121,000
Passenger Cars	97,500
Trucks, buses, etc.	23,500

Life Insurance Sales, 1936

Total	\$25,209,000
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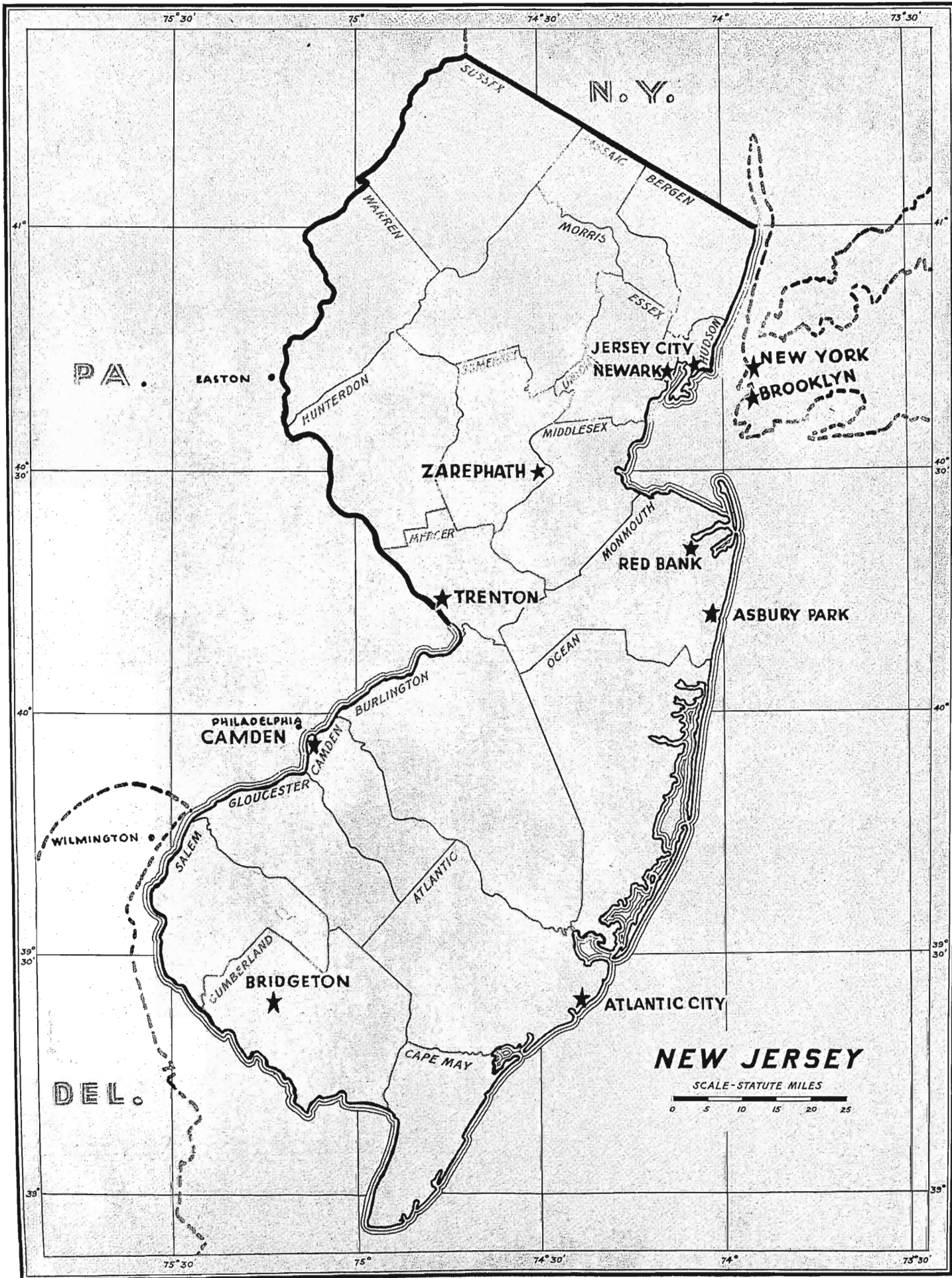
Places of Amusement, 1935

No. of Establishments	227
Receipts	\$2,908,000

New Hampshire Radio Homes by Counties

Belknap	5,100
Carroll	2,800
Cheshire	6,200
Coos	6,900
Grafton	9,700
Hillsborough	30,900
Merrimack	12,900
Rockingham	12,000
Strafford	8,600
Sullivan	4,600

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, NAAA and NAB; Farms, from 1935 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life Insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



THE continued effectiveness of radio advertising necessitates the development or uncovering of new ideas and program material. To avoid the terrific gamble incident to launching a new and untried show, an increasing number of advertisers are using the common sense approach—that of uncovering or seeking out programs that have *proved* successful on leading stations throughout the country.

From the stations listed below have actually come ideas and programs that are being successfully sponsored on a national basis today. Our stations are cooperating with us in this effort to uncover for advertisers station tested features by supplying our offices with recordings of these live talent shows that are available locally, sectionally, or nationally. Call us for an audition, and after you *hear* a station tested feature, we can give you its complete success record. Buy your programs on a record of proved success!

★
★
★

**STATIONS
REPRESENTED**

KOB	Albuquerque, N. M.	10,000 w.	NBC
KWKH	Shreveport, La.	10,000 w.	CBS
WLS	Chicago, Ill.	50,000 w.	NBC
WBNS	Columbus, Ohio	1,000 w.	CBS
WHIO	Dayton, Ohio	5,000 w.	CBS
KFEL	Denver, Colo.	500 w.	MBS
WMMN	Fairmont, W. Va.	1,000 w.	CBS
KTRH	Houston, Texas	5,000 w.	CBS
WOW	Omaha, Neb.	5,000 w.	NBC
KOY	Phoenix, Ariz.	1,000 w.	CBS
KDYL	Salt Lake City, Utah	1,000 w.	NBC
KSFO	San Francisco, Cal.	1,000 w.	CBS
KIRO	Seattle, Wash.	1,000 w.	IND
KIDO	Boise, Idaho	2,500 w.	NBC
WSPD	Toledo, Ohio	5,000 w.	NBC
WWVA	Wheeling, W. Va.	5,000 w.	CBS

John Blair and Company

NEW YORK
341 Madison Ave.
Murray Hill 2-6084

CHICAGO
520 N. Michigan Ave.
Superior 8660

DETROIT
New Center Bldg.
Madison 7889

SAN FRANCISCO
1044 Russ Bldg.
Douglas 3188

NEW JERSEY

Population (1936)	4,328,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	897,500

Retail Trade, 1935

No. of Stores	67,798
Sales	\$1,220,299,000
Food Stores	423,175,000
General Merchandise Group (Including dept. dry goods and variety stores)	133,945,000
Apparel Group	92,557,000
Automotive Group	136,589,000
Filling Stations	60,316,000
Furniture-Household Group	43,838,000
Lumber-Building-Hardware Group	57,361,000
Eating and Drinking Places	103,596,000
Drug Stores	35,239,000
All others	129,662,000

Wholesale Trade, 1935

No. of Establishments	3,025
Net Sales	\$708,645,000

Farms, 1935

No. of Farms	29,375
Valuation of Farm Lands and Buildings	\$234,313,000
Gross Income From Farm Production	\$85,363,000

Census of Manufactures, 1935

No. of Establishments	7,443
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$35,128,946
Total Corporation Income Tax Collections, 1936	\$27,744,035
No. of Individual Income Tax Returns, 1935	227,390

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$1,176,284,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	414,100
Total	665,800

Automotive Registrations, 1936

Total	943,412
Passenger Cars	807,552
Trucks, buses, etc.	135,860

Life Insurance Sales, 1936

Total	\$283,345,000
-------------	---------------

Places of Amusement, 1935

No. of Establishments	1,181
Receipts	\$29,683,000

Foreign Language Census, 1930

Native white (Foreign or Mixed Parentage)	1,413,239
Foreign-Born White	844,442
All others Native Parentage.	

NEW JERSEY RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Asbury Park				Newark			
WCAP . . .	1280	500	500	WHBI . . .	1250	2,500	1,000
Atlantic City				WOR	710	50,000	50,000
WPG	1100	5,000	5,000	Red Bank			
Bridgeton				WBRB	1210	100	100
†WSNJ . . .	1210—D	100		Trenton			
Camden				WTNJ	1280	500	500
WCAM	1280	500	500	Zarephath			
Jersey City				WAWZ	1350	1,000	500
WAAT	940—D	500					
WHOM	1460	250	250				

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only *Italic* indicates station has reported it does not sell time.

Data corrected to June 1, 1937

New Jersey Radio Homes by Counties

Atlantic	30,600	Middlesex	43,200
Bergen	88,000	Monmouth	34,600
Burlington	17,000	Morris	25,400
Camden	51,700	Ocean	9,000
Cape May	7,900	Passaic	67,300
Cumberland	17,100	Salem	7,900
Essex	200,300	Somerset	14,200
Gloucester	13,400	Sussex	6,900
Hudson	137,500	Union	71,000
Hunterdon	6,400	Warren	9,300
Mercer	38,800		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

first by a large margin!

BY ANY CHECK WNEW RANKS FIRST
AMONG LOCAL STATIONS IN NEW YORK

take your choice... ✓ check at will

✓
Total number of local
accounts on the air . . .
*first by a large
margin!*

✓
Total number of local
accounts that repeat
year after year, in season
and out—
*first by a large
margin!*

✓
Total number of national
accounts using programs
of no less than fifteen
minutes—
*first by a large
margin!*

✓
Total number of hours
on the air—with the
highest percent of listen-
ing audience among the
local stations (Clark-
Hooper)—
*first by a large
margin!*

✓
Total number of program
features that belong to
New York—that are New
York—that rank first in
listening audience—
*first by a large
margin!*

✓
... Best
equipped to
move your goods
at the lowest cost
per buyer . . .
*first by a large
margin!*

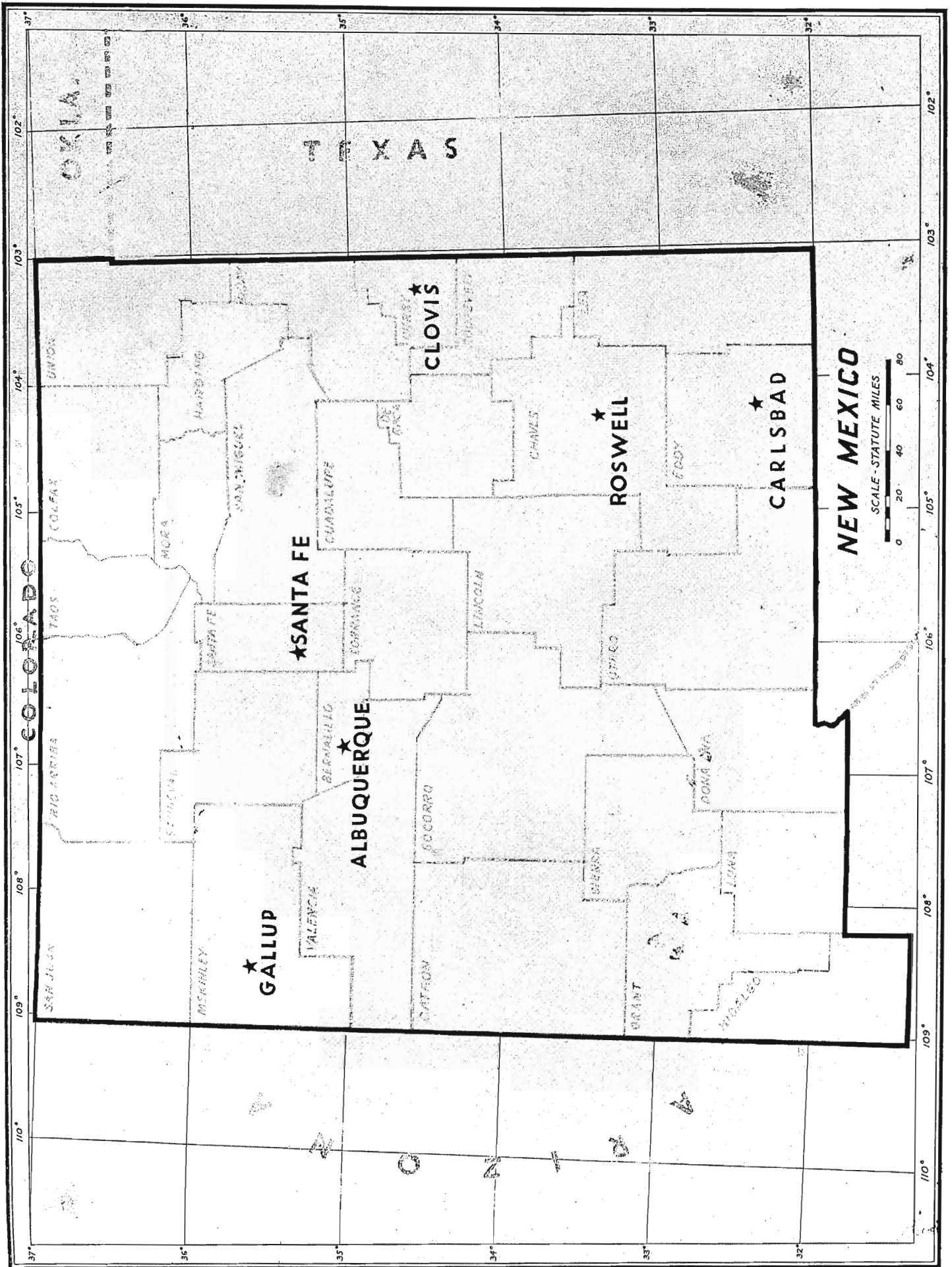
W · N · E · W

Covers New York City and its
environs twenty-four hours a day

1250 KILOCYCLES

2500 WATTS BY DAY 1000 WATTS BY NIGHT

STUDIO • 501 MADISON AVENUE • N.Y.C.



NEW MEXICO

Population (1936)	422,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	48,300

Retail Trade, 1935

No. of Stores -----	4,812
Sales -----	\$88,751,000
Food Stores -----	14,957,000
General Merchandise Group (Including dept., dry goods and variety stores)	9,872,000
Apparel Group -----	3,736,000
Automotive Group -----	17,743,000
Filling Stations -----	6,956,000
Furniture-Household Group	2,687,000
Lumber - Building - Hardware Group -----	7,440,000
Eating and Drinking Places	5,355,000
Drug Stores -----	3,855,000
All others -----	5,643,000

Wholesale Trade, 1935

No. of Establishments -----	397
Net Sales -----	\$45,579,000

Farms, 1935

No. of Farms -----	41,369
Valuation of Farm Lands and Buildings -----	\$170,150,000
Gross Income From Farm Pro- duction -----	\$39,046,000

Census of Manufactures, 1935

No. of Establishments -----	198
Value Added by Manufacture	\$7,082,475

Income Tax Collections

Total Personal Income Tax Collections, 1936 -----	\$396,991
Total Corporation Income Tax Collections, 1936 -----	\$331,708
No. of Individual Income Tax Returns, 1935 -----	9,606

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classified Banks -----	\$9,656,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones -----	15,800
Total -----	29,300

Automotive Registrations, 1936

Total -----	108,379
Passenger Cars -----	85,169
Trucks, buses, etc. -----	23,210

Life Insurance Sales, 1936

Total -----	\$10,403,000
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Places of Amusement, 1935

No. of Establishments -----	145
Receipts -----	\$1,455,000

NEW MEXICO RADIO STATIONS

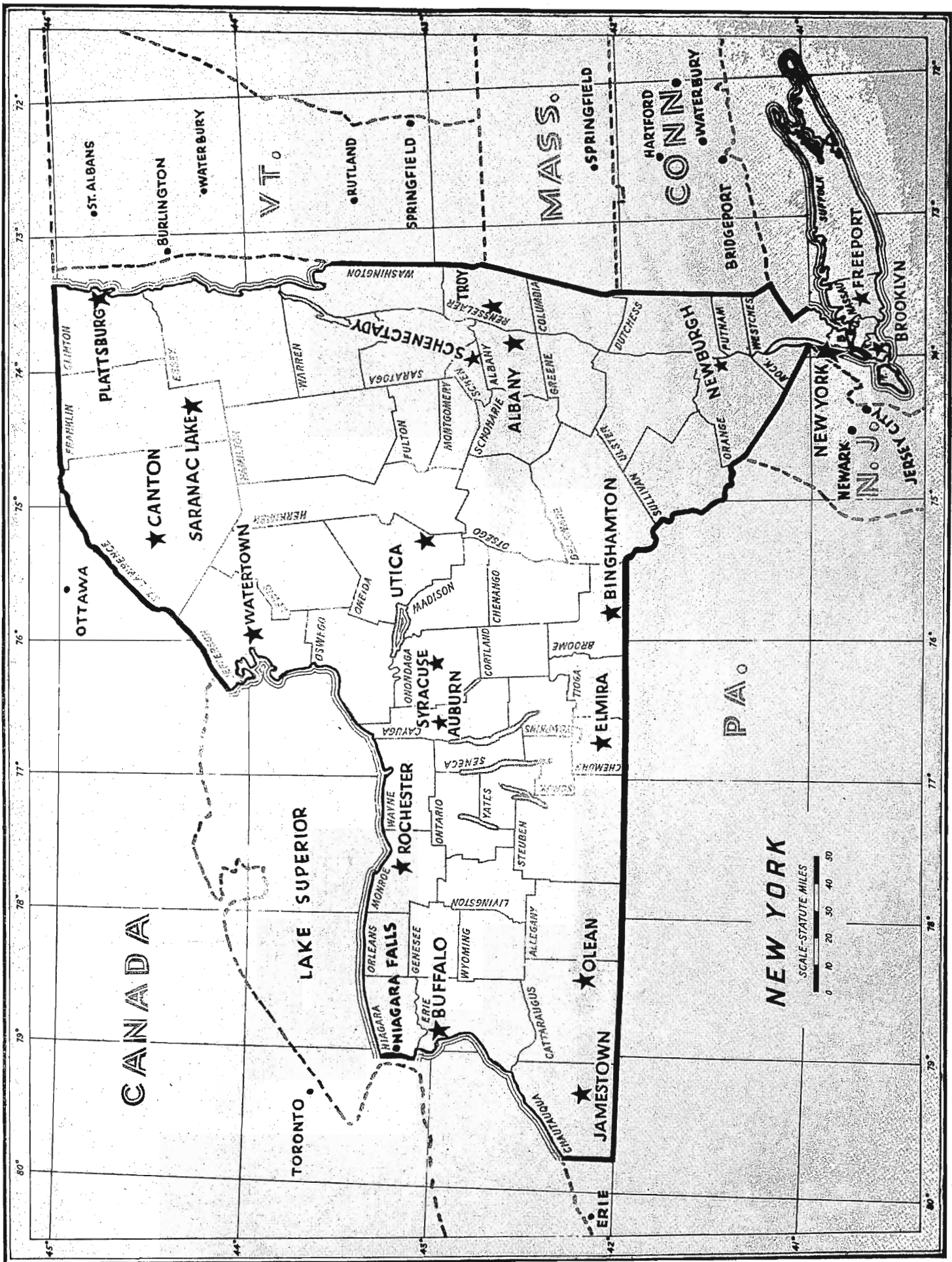
City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Albuquerque				Gallup			
KGGM	1230	1,000	1,000	KAWM	1500	100	100
KOB	1180	10,000	10,000	Roswell			
Carlsbad				KGFL	1370	100	100
KLAH	1210	100	100	Santa Fe			
Clovis				KRQA	1310	100	100
KICA	1370	100	100				

Data corrected to June 1, 1937

New Mexico Radio Homes by Counties

Bernalillo -----	9,100	Mora -----	600
Catron -----	200	Otero -----	1,000
Chaves -----	2,900	Quay -----	1,300
Colfax -----	2,300	Rio Arriba -----	1,200
Curry -----	2,100	Roosevelt -----	1,100
De Baca -----	800	Sandoval -----	600
Dona Ana -----	2,400	San Juan -----	1,200
Eddy -----	2,300	San Miguel -----	2,600
Grant -----	2,100	Santa Fe -----	2,800
Guadalupe -----	600	Sierra -----	500
Harding -----	800	Socorro -----	900
Hidalgo -----	600	Taos -----	1,000
Lea -----	800	Torrance -----	800
Lincoln -----	800	Union -----	1,100
Luna -----	900	Valencia -----	1,400
McKinley -----	2,500		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



Hitch Your Wagon To A---



COLD PRODUCT GETS WARM RECEPTION. Pleased with the results of his early morning "Musical Clock" program and the Ice Industries promotion through WHEC, William J. Lewis (left), Manager of the Rochester Ice & Cold Storage Co., drops into WHEC's studios for a look behind the scenes. Howard Mouatt, control operator, explains WHEC's modern transcription equipment.



BRAHMS, BACH, BEETHOVEN AND BANKS: The Union Trust Company's sponsorship of the Philadelphia Symphony, as a member of the Marine Midland Banks, has been a source of pleasure to thousands of listeners, and of profit to the sponsors. Herman L. Underhill (right), Union Trust Co's Vice-President in Charge of Advertising, and Clarence Wheeler, Vice-President, WHEC, inspect the station's program-merchandising plans.



OUT OF THE MOUTHS OF BABES—comes one of WHEC's most popular programs, Stephens' "Young Stars of Tomorrow". This WHEC children's amateur program passed its 100th broadcast several weeks ago. Morden Buck, WHEC Master of Ceremonies, is pictured with his "gang" during the Mother's Day broadcast. The program has uncovered several child stars of outstanding talent.



PONG!—PONG!—20,000 TIMES PONG!! Continuously, seven times a day for over seven years, Hershberg's, Rochester's largest jewelry establishment, has furnished the Rochester territory with time signals through WHEC. On the occasion of the 20,000th time signal, Saul Hershberg, Pres., Hershberg's Jewelry Establishment, celebrates by sounding the time chimes himself.



NEW CAR, NEW PROGRAM,—SAME OLD STATION. C. L. Cool (left) of Chevrolet drives deep into the Rochester territory with Gunnar Wiig, Gen'l. Mgr., WHEC, testing WHEC's claim of doubled coverage through its new transmitter. Chevrolet has chosen WHEC consistently during the past eight years.

Rochester Prefers—

WHEC

ROCHESTER, N. Y.

BASIC CBS

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

ROLL CALL at B. B. C.



DRAMA



MUSIC



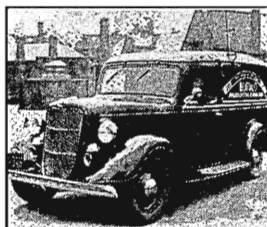
FEATURES



PERSONALITIES

BBC has long recognized the fact that its value to an advertiser is in direct proportion to its service to listeners. That is why this unique organization with its two full time stations maintains its own mobile short wave transmitter for instant coverage of special features. That is why BBC brings news to listeners every hour on the hour from nine in the morning until midnight.

THE ROLL CALL at BBC is enjoyable reading for advertisers who like success stories. It includes many features with proved listener response which are available for sponsorship. Before you overlook the rich Buffalo and Western New York market look over the roll at BBC. You'll find a sound, sensible suggestion for your campaign.



SHORT WAVE TRUCK

WGR

... The Ends of the Dial ...

WKBW

Owned and Operated by Buffalo Broadcasting Corporation
Represented by Free and Peters, Inc.

THE WHAM EMPIRE COVERS

$\frac{1}{4}$

The Vast Empire
State Population!

* WHAM reaches 2,840,000 potential listeners as measured by the NBC System of Audience Measurement by "Aires".



$\frac{3}{4}$

The Rich Empire
State's Area!

* This measurement does NOT include the station's "Area" No. 3 with as high as 49% potential circulation.

The Only 50,000 Watt Station In Western N. Y.
Clear Channel — Full Time — 1150 Kilocycles

ROCHESTER, N. Y.

Owned & Operated By The
STROMBERG-CARLSON TELEPHONE MFG. CO.

ASSOCIATED WITH NBC

Represented By
Craig & Hollingbery Inc., New York, Chicago



"The Stromberg-Carlson Station"

NEW YORK

Population (1936) 12,935,000
 Persons Per Family (1930 U. S. Census) 4.0
 Total Radio Homes (1936) 2,993,100

Retail Trade, 1935

No. of Stores	204,511
Sales	\$4,749,708,000
Food Stores	1,385,122,000
General Merchandise Group (Including dept. dry goods and variety stores)	594,630,000
Apparel Group	559,644,000
Automotive Group	426,015,000
Filling Stations	157,211,000
Furniture-Household Group	199,928,000
Lumber-Building-Hardware Group	187,188,000
Eating and Drinking Places	514,048,000
Drug Stores	138,961,000
All others	558,363,000

Wholesale Trade, 1935

No. of Establishments	26,915
Net Sales	\$10,846,966,000

Farms, 1935

No. of Farms	177,025
Valuation of Farm Lands and Buildings	\$1,045,392,000
Gross Income From Farm Production	\$306,823,000

Census of Manufactures, 1935

No. of Establishments	33,457
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$211,005,398
Total Corporation Income Tax Collections, 1936	\$203,340,098
No. of Individual Income Tax Returns, 1935	869,652

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$7,013,869,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	1,374,800
Total	2,611,800

Automotive Registrations, 1936

Total	2,478,019
Passenger Cars	2,116,522
Trucks, buses, etc.	361,497

Life Insurance Sales, 1936

Total	\$1,135,663,000
-------	-----------------

Places of Amusement, 1935

No. of Establishments	3,850
Receipts	\$143,139,000

Foreign Language Census, 1930

Native White (Foreign or Mixed Parentage)	4,484,798
Foreign-Born White	3,191,549
All others Native Parentage	

NEW YORK RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Albany				WEAF	660	50,000	50,000
WABY	1370	100	100	WEVD	1300	1,000	1,000
WOKO	1430	1,000	500	WFAB	1300	1,000	1,000
Auburn				WHY	1010	5,000	1,000
WMOB	1310	100	100	WINS	1180	1,000	1,000
		*250		WJZ	760	50,000	50,000
Binghamton				WLWL	1100	5,000	5,000
WBNF	1500	250	100	WMCA	570	1,000	1,000
Brooklyn				WNEW	1250	2,500	1,000
WARD	1400	500	500	WNYC	810-D	1,000	---
WBBC	1400	500	500	WOR	710	50,000	50,000
WBBR	1300	1,000	1,000	WOV	1130	1,000	1,000
WCNW	1500	250	100	WQXR	1650	1,000	1,000
WLTH	1400	500	500	WWRL	1500	250	100
WMBQ	1500	100	100	Olean			
WVFW	1400	500	500	WDHL	1400-D	250	---
Buffalo				Plattsburg			
WBEN	900	5,000	1,000	WMEF	1310	250	100
WBNY	1370	250	100	Rochester			
WBR	1310	250	100	WHAM	1150	50,000	50,000
WGR	550	1,000	1,000	WHEC	1430	1,000	500
		†5,000		WSAY	1210-D	100	---
WKBW	1480	5,000	5,000	Saranac Lake			
WSVS	1370	50	50	WNBZ	1290-D	100	---
Canton				Schenectady			
WCAD	1220-D	500	---	WGY	790	50,000	50,000
Elmira				Syracuse			
WESG	1040-D	1,000	---	WFBL	1360	5,000	1,000
		*850		WSYR			
Freeport				WSYU	570	1,000	1,000
WGBB	1210	100	100	Troy			
Jamestown				WHAZ	1300	500	500
WJTN	1210	250	100	Utica			
Newburgh				WIBX	1200	300	100
WGNV	1210	100	100			*250	
New York				Watertown			
WABC	860	50,000	50,000	†WNNY	1420	250	100
WBNX	1350	1,000	1,000	White Plains			
				WFAS	1210	100	100

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

New York Radio Homes by Counties

Albany	53,500	Herkimer	13,600	Richmond	35,000
Alegany	7,900	Jefferson	20,700	Rockland	12,900
Bronx	317,000	Kings	608,000	St. Lawrence	17,800
Broome	34,900	Lewis	4,300	Saratoga	14,500
Cattaraugus	17,500	Livingston	7,900	Schenectady	30,800
Cayuga	16,400	Madison	9,600	Schoharie	4,500
Chautauqua	30,500	Monroe	103,500	Schuyler	2,600
Chemung	18,100	Montgomery	13,500	Seneca	5,100
Chenango	8,000	Nassau	72,700	Steuben	19,700
Clinton	9,800	New York	427,000	Suffolk	36,900
Columbia	10,400	Niagara	33,300	Sullivan	8,900
Cortland	8,300	Oneida	45,300	Tioga	6,100
Delaware	9,200	Onondaga	71,200	Tompkins	11,000
Dutchess	29,400	Ontario	12,400	Ulster	20,500
Erie	178,200	Orange	31,300	Warren	8,900
Essex	7,200	Orleans	5,900	Washington	9,200
Franklin	9,900	Oswego	15,700	Wayne	11,200
Fulton	12,700	Otsego	12,000	Westchester	120,400
Genesee	9,900	Putnam	3,300	Wyoming	6,300
Greene	6,000	Queens	276,000	Yates	3,900
Hamilton	800	Rensselaer	30,700		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of A. N. A. A. A. and N. A. B.; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



NOT THE 400...

but the
4,000,000

1,800,000	JEWISH POPULATION
1,500,000	ITALIAN "
1,200,000	GERMAN "
600,000	POLISH "
200,000	SPANISH "

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

Clever HOSTESS

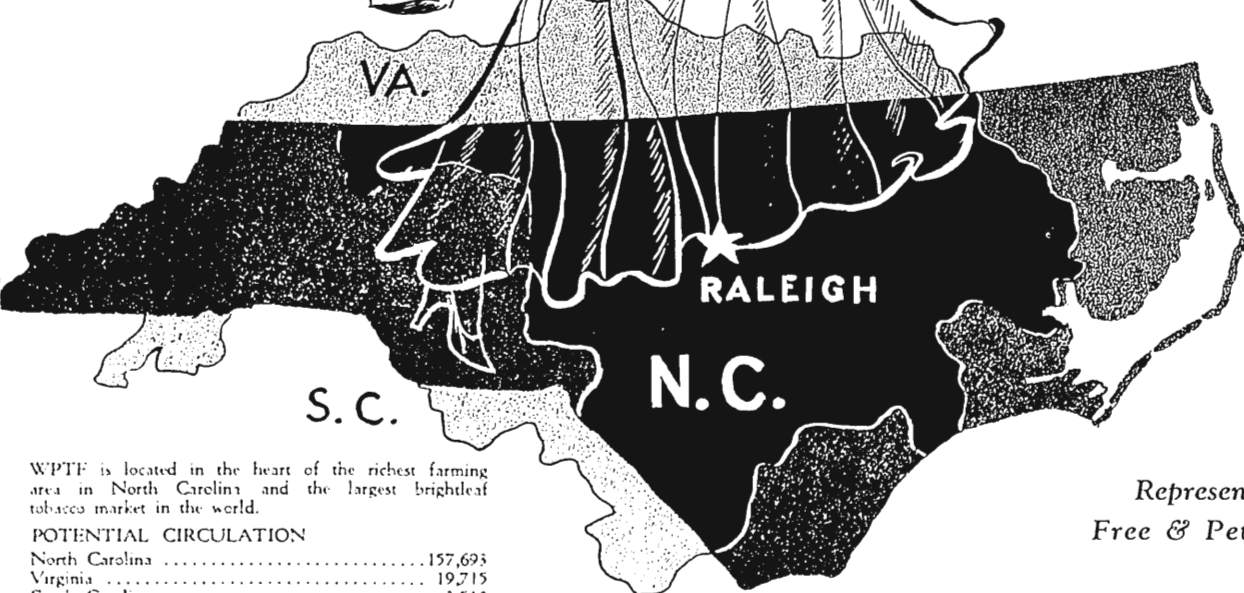
to Buyers



That's WPTF—nice and entertaining to the "buyers" of North Carolina! Popular as Tobacco and pleasant as a Carolina Moon! WPTF entertains and makes its listeners want to buy the products affording them such a grand time. Tie up with their "Clever Hostess."

WPTF
RALEIGH, N. C.

5000
WATTS
N·B·C



WPTF is located in the heart of the richest farming area in North Carolina and the largest brightleaf tobacco market in the world.

POTENTIAL CIRCULATION

North Carolina	157,693
Virginia	19,715
South Carolina	3,512

Represented by
Free & Peters, Inc.

NORTH CAROLINA

Population (1936)	3,457,000
Persons Per Family (1930 U. S. Census)	4.9
Total Radio Homes (1936)	341,800

Retail Trade, 1935

No. of Stores	29,462
Sales	\$463,219,000
Food Stores	92,083,000
General Merchandise Group (Including dept. dry goods and variety stores)	54,072,000
Apparel Group	33,539,000
Automotive Group	85,377,000
Filling Stations	43,269,000
Furniture-Household Group	22,592,000
Lumber - Building - Hardware Group	23,637,000
Eating and Drinking Places	15,795,000
Drug Stores	18,734,000
All others	32,378,000

Wholesale Trade, 1935

No. of Establishments	2,458
Net Sales	\$555,396,000

Farms, 1935

No. of Farms	300,967
Valuation of Farm Lands and Buildings	\$622,718,000
Gross Income From Farm Production	\$292,829,000

Census of Manufactures, 1935

No. of Establishments	2,627
Value Added by Manufac- ture	\$380,636,679

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$7,026,313
Total Corporation Income Tax Collections, 1936	\$10,514,907
No. of Individual Income Tax Returns, 1935	36,698

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks (Includes National, Private, Trust Companies, State and Mutual Savings Banks)	\$90,780,000
--	--------------

Telephones, 1937

Residence Telephones	99,300
Total	160,000

Automotive Registrations, 1936

Total	502,400
Passenger Cars	437,000
Trucks, buses, etc.	65,400

Life Insurance Sales, 1936

Total	\$74,020,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	712
Receipts	\$7,350,000

NORTH CAROLINA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Ashville WWNC	570	1,000	1,000	Kinston WFTC	1200	250	100
Charlotte WRT	1080	50,000	50,000	Raleigh WPTF	680	5,000	5,000
Charlotte WSOC	1210	250	100	Rocky Mount WEED	1420	250	100
Durham WDNC	1500	100	100	Wilmington WMFD	1370—D	100	----
Gastonia †WJBR	1420	100	100	Wilson †WGTM	1310—D	100	----
Greensboro WBIG	1440	1,000	1,000	Winston-Salem WAIR	1250—D	250	----
High Point WMFR	1200—D	100	---	WSJS	1310	100	100

† Construction permit. † Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

North Carolina Radio Homes by Counties

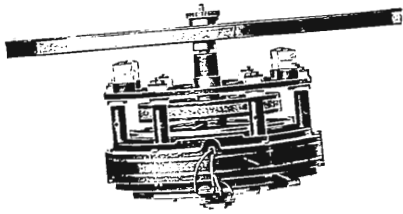
Alamance	6,100	Franklin	2,000	Orange	1,900
Alexander	900	Gaston	8,700	Pamlico	600
Alleghany	500	Gates	600	Pasquotank	2,800
Anson	2,300	Graham	300	Pender	900
Ashe	1,200	Granville	2,400	Perquimans	700
Avery	700	Greene	1,100	Person	1,500
Beaufort	3,800	Guilford	22,300	Pitt	6,300
Bertie	1,700	Halifax	5,100	Polk	1,000
Bladen	1,500	Harnett	3,400	Randolph	3,000
Brunswick	800	Haywood	2,900	Richmond	3,600
Buncombe	15,200	Henderson	2,700	Robeson	6,200
Burke	2,700	Hertford	1,300	Rockingham	5,500
Cabarrus	5,400	Hoke	1,000	Rowan	7,600
Caldwell	2,700	Hyde	500	Rutherford	3,600
Camden	800	Iredell	4,500	Sampson	2,800
Carteret	1,700	Jackson	1,300	Scotland	1,800
Caswell	900	Johnston	4,400	Stanly	3,200
Catawba	4,800	Jones	600	Stokes	1,100
Chatham	1,700	Lee	1,700	Surry	3,700
Cherokee	1,100	Lenoir	4,600	Swain	800
Chowan	1,100	Lincoln	2,100	Transylvania	900
Clay	400	McDowell	1,900	Tyrell	300
Cleveland	5,000	Macon	1,000	Union	3,400
Columbus	3,000	Madison	1,300	Vance	3,200
Craven	3,500	Martin	2,400	Wake	14,500
Cumberland	5,200	Mecklenburg	24,600	Warren	1,700
Currituck	400	Mitchell	1,100	Washington	1,100
Dare	500	Montgomery	1,500	Watauga	1,100
Davidson	5,100	Moore	3,000	Wayne	5,800
Davie	1,000	Nash	4,900	Wilkes	2,700
Duplin	2,500	New Hanover	7,400	Wilson	5,200
Durham	11,900	Northampton	1,800	Yadkin	900
Edgecombe	5,400	Onslow	900	Yancey	800
Forsyth	15,200				

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

RECOTON

"EVERYTHING FOR RECORDING AND PLAYBACK"

Sole Representatives for:



- SAJA** the world famous gearless synchronous recording motor, steady, powerful and independent of voltage fluctuations.
- SIMPLAT** the none-aging perfectly flat "High Fidelity" recording blank following the logical technique: cut soft and play back hard instantaneously.
- SIMPLEX** the dependable Sapphire and cutting stylii of high and uniform quality.
- RECOTON** the scientifically developed playback needle with extremely low scratch level and without loss of high frequencies to be used on acetate, shellac and Simplat records.
- REJUVENATOR** the solution which preserves new discs and brings back brilliancy to used records.

Please write for particulars and quotations.

RECOTON CORPORATION
 178 PRINCE STREET, NEW YORK CITY, TEL. WALKER 5-6151
 We import directly on exclusive basis. Keep stock and give full technical service

WILSON - ROBERTSON INC.
 RADIO STATION REPRESENTATIVES



- One of the industry's oldest service organizations.
- Years of friendly, sincere relationships with stations, advertisers and agencies.
- Prompt, personalized service that brings you the results you have a right to expect.

NEW YORK 250 Park Avenue
 Plaza 3-7370

CHICAGO 75 E. Wacker Dr.
 Central 4744

KANSAS CITY 1002 Walnut St.
 Grand 0810

INVITING the ATTENTION of

advertisers who are interested in "GETTING" when and where the "GETTING" is good!

GREENSBORO, N. C., is listed by *Forbes Magazine* as one of the best places in the United States for concentrating sales activities, for collections, and other promotion operations of business.

**Greensboro is the center of the very best High-Spot territory in the United States today. Nineteen other nearby cities make up the territory.*

This district, with the four other High-Spot territories, is chosen for special mention by *Forbes* because in it business is farther ahead of last year than in any other territory containing 1,000,000 or more population. For the territory which includes Greensboro the median gain over last year has recently been 34.5%.

PEOPLE . . . not geography, BUY MERCHANDISE
 PROGRAMS . . . not wattage, SELL MERCHANDISE

**WBIG, a Columbia affiliate, is the only station in Greensboro.*

WRITE FOR COMPLETE "FACTS AND DATA"
 ABOUT WBIG

This is
WBIG

in Greensboro, N.C.

{ Craig and Hollingbery, Inc. }
 Representatives



"HE'S BIG, ALL RIGHT- BUT HE'S WHITE!"

If you judge WDAY by power and number of people covered, we'll probably seem pretty small pickin's by comparison with big stations in populous centers.

But judged by the complexion of results to advertisers, it's another matter . . . WDAY doesn't have to reach out over millions of slum-tenants in order to get a few hundred thousand listeners who live on the American plan. We serve a rich area where everybody is a prospect for what you make. The result is that WDAY sells a lot more goods, per watt and per radio family. May we send you the PROOF?

FREE &
PETERS, INC.
National
Representatives

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NORTH DAKOTA

Population (1936)	703,000
Persons Per Family (1930 U. S. Census)	4.7
Total Radio Homes (1936)	100,500

Retail Trade, 1935

No. of Stores	9,019
Sales	\$150,208,000
Food Stores	26,073,000
General Merchandise Group (Including dept. dry goods and variety stores)	14,574,000
Apparel Group	7,234,000
Automotive Group	26,605,000
Filling Stations	14,292,000
Furniture-Household Group	3,070,000
Lumber - Building-Hardware Group	20,255,000
Eating and Drinking Places	11,411,000
Drug Stores	4,330,000
All others	6,974,000

Wholesale Trade, 1935

No. of Establishments	2,435
Net Sales	\$133,808,000

Farms, 1935

No. of Farms	84,606
Valuation of Farm Lands and Buildings	\$707,139,000
Gross Income From Farm Production	\$97,070,000

Census of Manufactures, 1935

No. of Establishments	331
Value Added by Manufac- ture	\$9,995,087

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$235,687
Total Corporation Income Tax Collections, 1936	\$346,087
No. of Individual Income Tax Returns, 1935	10,680

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$29,656,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	47,200
Total	68,900

Automotive Registrations, 1936

Total	167,241
Passenger Cars	137,523
Trucks, buses, etc.	29,718

Life Insurance Sales, 1936

Total	\$11,792,000
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Places of Amusement, 1935

No. of Establishments	267
Receipts	\$1,947,000

NORTH DAKOTA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bismarck				Jamestown			
KFYR	550	5,000	1,000	KRMC	1370	250	100
Devils Lake				Mandan			
KDLR	1210	100	100	KGCU	1240	250	250
Fargo				Minot			
WDAY	940	5,000	1,000	KLPM	1240	250	250
Grand Forks				Valley City			
KFJM	1410	1,000	500	KOVC	1500	100	100

Data corrected to June 1, 1937

North Dakota Radio Homes by Counties

Adams	1,000	McLeann	2,000
Barnes	3,400	Mercer	1,000
Benson	1,500	Morton	3,600
Billings	200	Mountrail	1,700
Bottineau	1,800	Nelson	1,500
Bowman	900	Oliver	400
Burke	1,200	Pembina	2,000
Burleigh	3,100	Pierce	1,100
Cass	8,900	Ramsey	3,300
Cavalier	1,400	Ransom	1,600
Dickey	1,600	Renville	1,000
Divide	1,300	Richland	3,400
Dunn	900	Rolette	1,100
Eddy	1,000	Sargent	1,100
Emmons	1,200	Sheridan	800
Foster	1,200	Sioux	400
Golden Valley	600	Slope	600
Grand Forks	6,900	Stark	2,700
Grant	800	Steele	700
Griggs	900	Stutsman	4,100
Hettinger	1,400	Towner	1,000
Kidder	700	Traill	2,300
La Moure	1,600	Walsh	3,200
Logan	700	Ward	7,100
McHenry	1,900	Wells	1,700
McIntosh	800	Williams	3,400
McKenzie	900		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

Only **KEYR**

has Exclusive Access

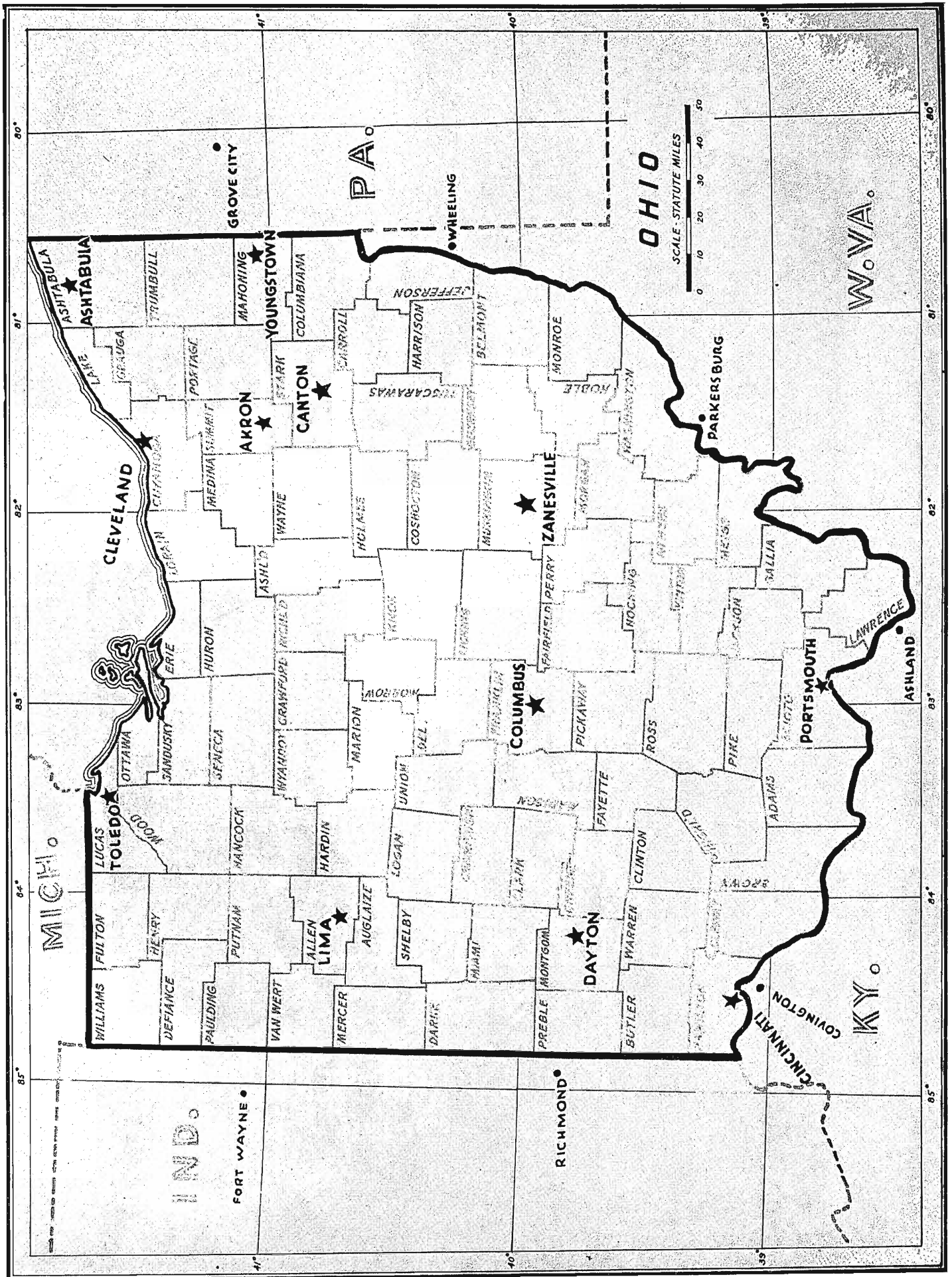
to the rich **NORTHWEST MARKET!**

MEYER BROADCASTING CO.

BISMARCK, NORTH DAKOTA

FURGASON & ASTON • NATIONAL REPRESENTATIVES

NEW YORK • CHICAGO • KANSAS CITY • DETROIT



THE STATION THEY'RE TALKING ABOUT

Programed to the taste of over one million people in the second largest market in the fourth largest state. WSAI has corralled a major portion of this wealthy audience through its civic, baseball, and network features.

WSAI is the Cincinnati buy.

- Basic Red Network, N. B. C.
- Mutual Broadcasting System
- The WLW Line

Robert G. Jennings, in Charge of Programs and Sales, Cincinnati.

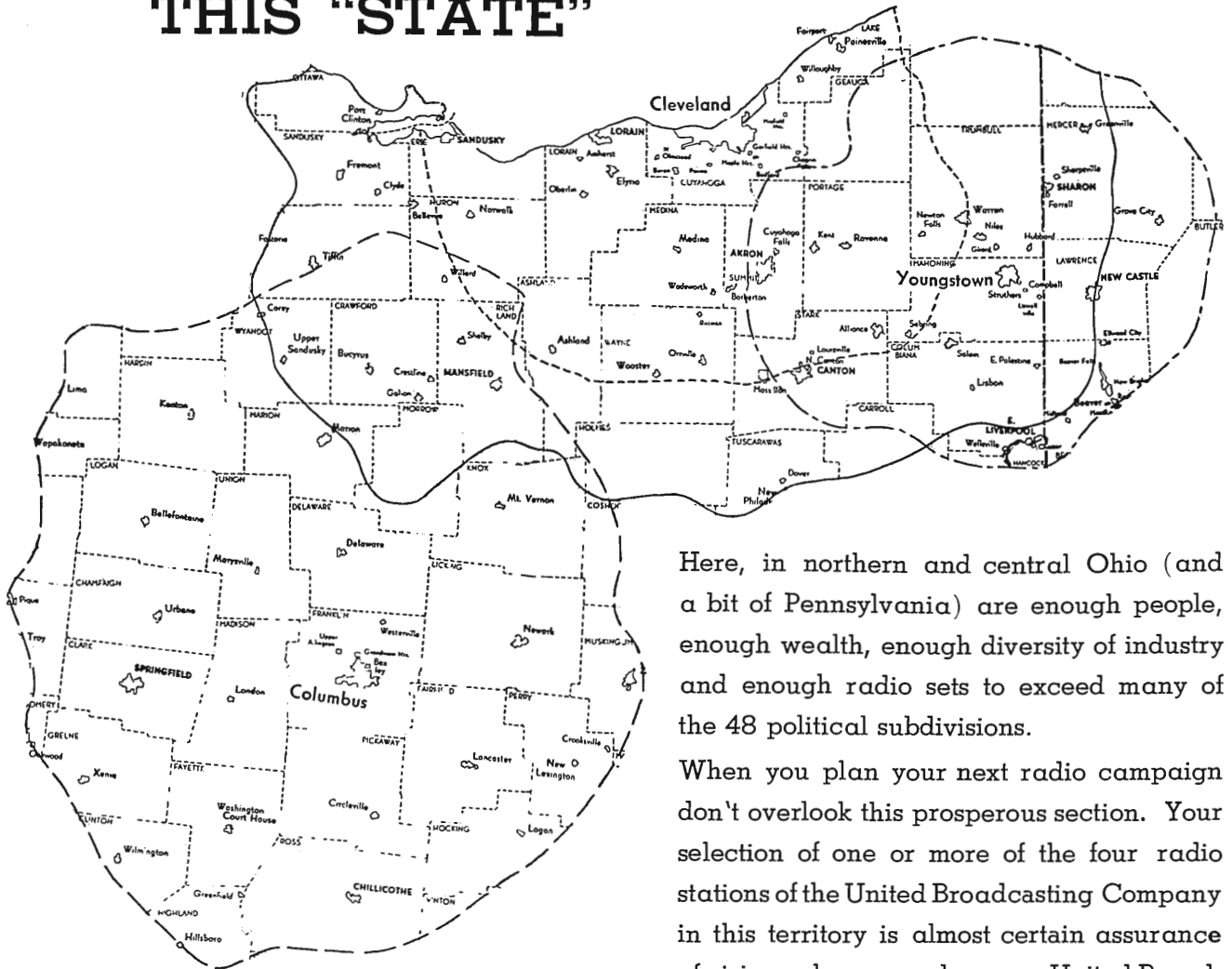
Representatives: Transamerican—J. Ralph Corbett
Chicago and New York

CINCINNATI'S OWN STATION

WSAI

THE CROSLY RADIO CORPORATION

YOU CAN'T OVERLOOK THIS "STATE"



Here, in northern and central Ohio (and a bit of Pennsylvania) are enough people, enough wealth, enough diversity of industry and enough radio sets to exceed many of the 48 political subdivisions.

When you plan your next radio campaign don't overlook this prosperous section. Your selection of one or more of the four radio stations of the United Broadcasting Company in this territory is almost certain assurance of rising sales curves because United Broadcasting stations have the listeners.

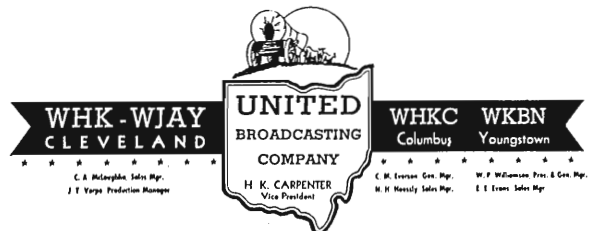
A letter to WHK or WJAY in Cleveland, WHKC in Columbus or WKBN in Youngstown will bring you facts and figures to prove what we say.

"United for Service"

POTENTIAL RADIO "CIRCULATION"

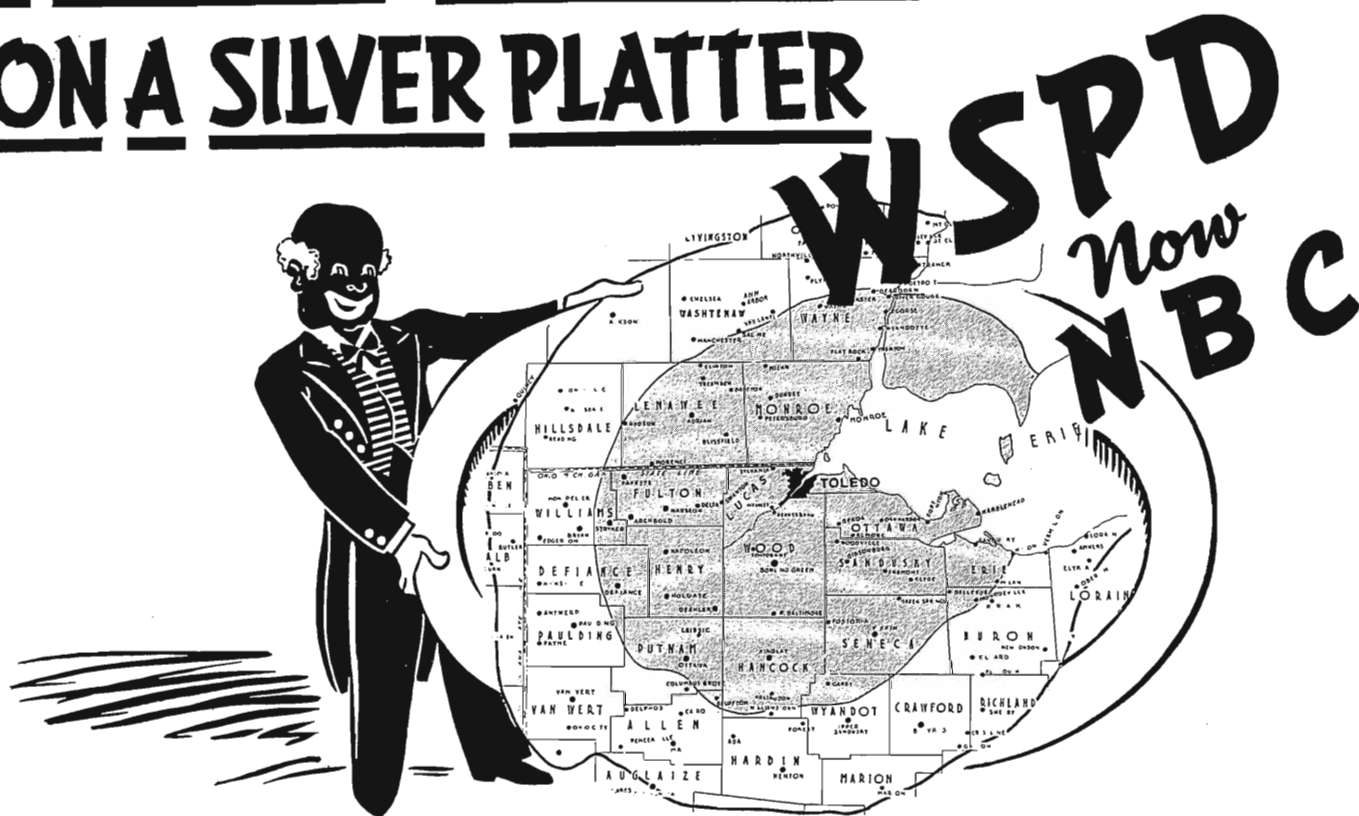
WHK _____
 WJAY _____
 WHKC _____
 WKBN _____

Certified Audit of Potential
 Radio "Circulation"
 Glenn D. Gillett - Washington, D. C.



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

BUYING THIS MARKET IS JUST LIKE HANDING YOUR CLIENT A MILLION PROSPECTS ON A SILVER PLATTER



109 National Advertisers Used WSPD in 1936. They Know From Experience That to Cover This Rich Northwestern Ohio and Southern Michigan Market--WSPD is The No. 1 Station

WSPD is the most popular station heard by Toledo listeners. It is **FIRST CHOICE** in a survey of Toledo residents conducted by the Associated Radio Service men during the week of January 11-16, 1937. Dominates in Popularity — Dominates in advertising effectiveness.

WSPD's Market Breakdown is yours for the asking. Why not write for it today? This booklet contains testimonials on proven results, mail breakdown, radio homes in market and lists of national advertisers using WSPD.

5000 Day
1000 Night

WSPD

TOLEDO
OHIO

JOHN BLAIR & CO. — National Representatives

CLEVELAND

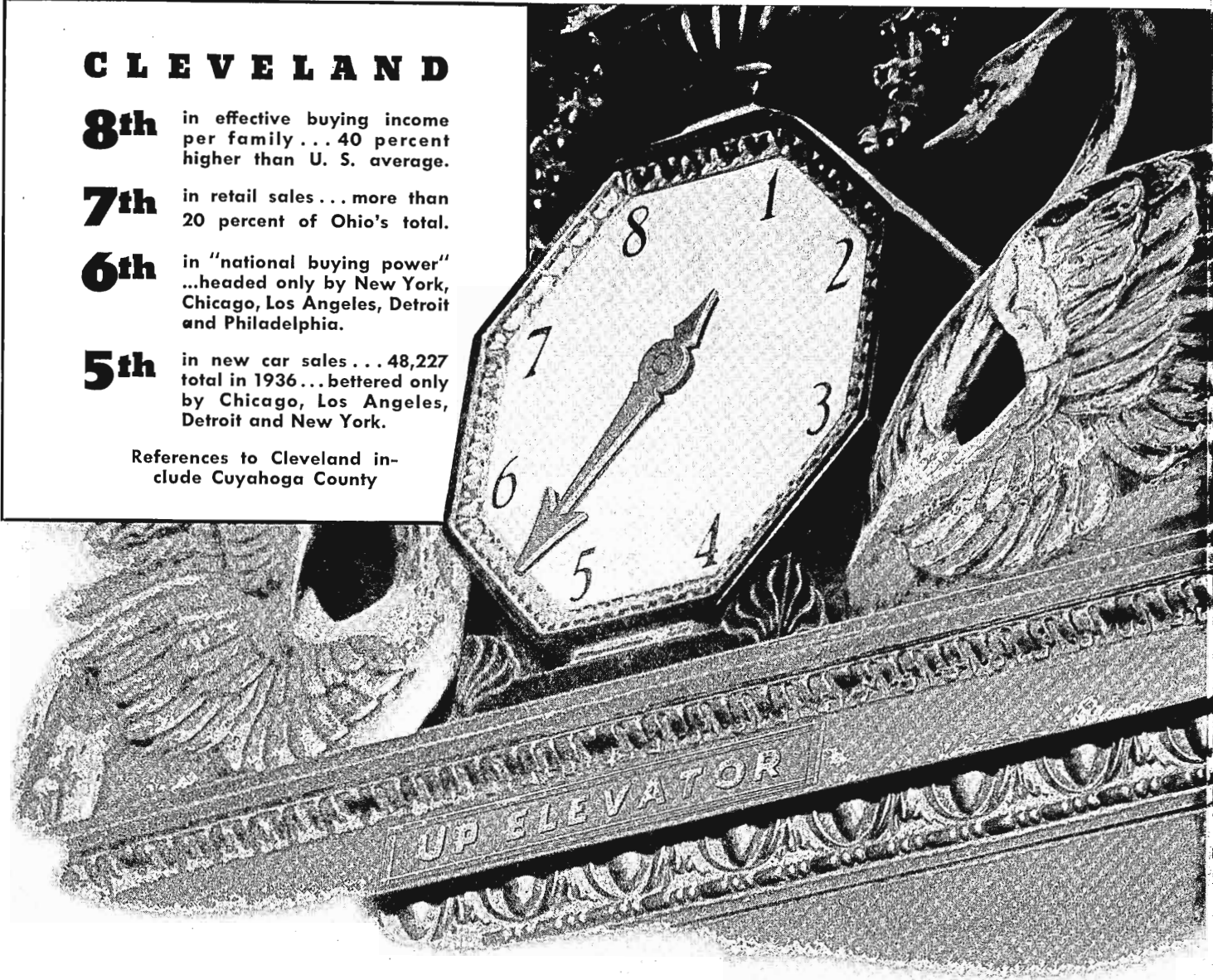
8th in effective buying income per family... 40 percent higher than U. S. average.

7th in retail sales... more than 20 percent of Ohio's total.

6th in "national buying power" ...headed only by New York, Chicago, Los Angeles, Detroit and Philadelphia.

5th in new car sales... 48,227 total in 1936... bettered only by Chicago, Los Angeles, Detroit and New York.

References to Cleveland include Cuyahoga County



UP goes Cleveland... still higher among the nation's markets! Up go sales of advertisers who buy WGAR, the station that tops the town in number of accounts and dollar volume

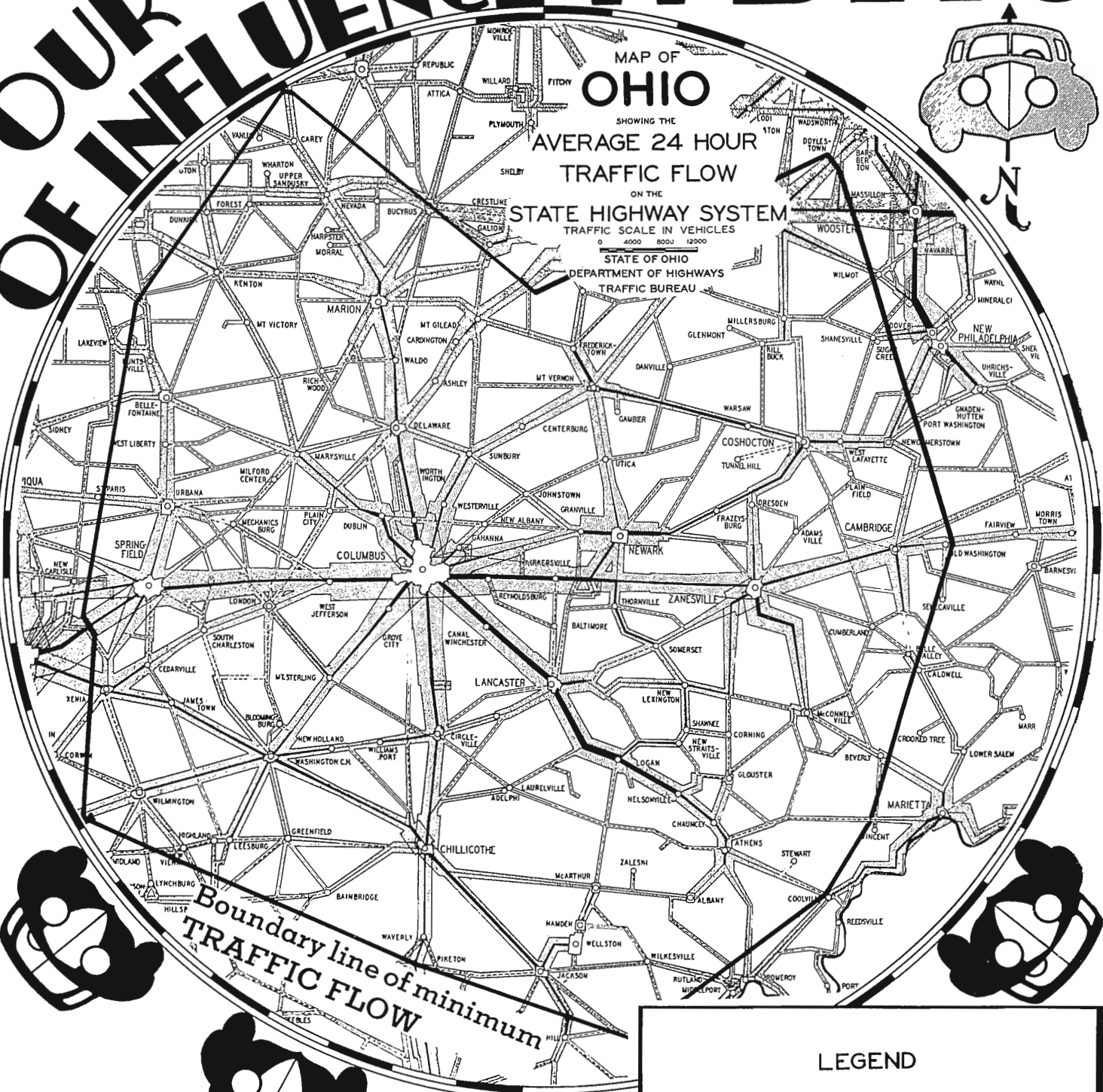
W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

BROADCASTING • Broadcast Advertising

OUR SPHERE OF INFLUENCE WBNS



MAP OF OHIO

SHOWING THE
AVERAGE 24 HOUR
TRAFFIC FLOW

ON THE
STATE HIGHWAY SYSTEM

TRAFFIC SCALE IN VEHICLES

0 4000 8000 12000

STATE OF OHIO

DEPARTMENT OF HIGHWAYS

TRAFFIC BUREAU

Boundary line of minimum
TRAFFIC FLOW

LEGEND

TOTAL NUMBER OF ALL VEHICLES TOTAL NUMBER OF TRUCKS

TOTAL TRAFFIC UNDER 400 VEHICLES NOT SHOWN TO SCALE AND NOT SHADED. COMMERCIAL TRAFFIC UNDER 200 VEHICLES NOT SCALED BUT SHOWN AS FOLLOWS:

0-99 TRUCKS SHOWN BY BROKEN LINE

100-199 TRUCKS SHOWN BY SOLID LINE

"This is
WBNS, COLUMBUS."
John Blair & Co., Reps.

OHIO

Population (1936)	6,713,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	1,396,900

Retail Trade, 1935

No. of Stores	93,268
Sales	\$1,956,941,000
Food Stores	503,663,000
General Merchandise Group (Including dept. dry goods and variety stores)	277,593,000
Apparel Group	149,322,000
Automotive Group	270,013,000
Filling Stations	134,491,000
Furniture-Household Group	78,510,000
Lumber-Building-Hardware Group	100,293,000
Eating and Drinking Places	144,492,000
Drug Stores	68,103,000
All others	201,678,000

Wholesale Trade, 1935

No. of Establishments	9,086
Net Sales	\$2,028,552,000

Farms, 1935

No. of Farms	255,146
Valuation of Farm Lands and Buildings	\$1,277,556,000
Gross Income From Farm Production	\$332,405,000

Census of Manufactures, 1935

No. of Establishments	9,123
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$28,580,371
Total Corporation Income Tax Collections, 1936	\$44,805,279
No. of Individual Income Tax Returns, 1935	250,543

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$975,323,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	709,500
Total	1,056,400

Automotive Registrations, 1936

Total	1,777,048
Passenger Cars	1,604,775
Trucks, buses, etc.	172,273

Life Insurance Sales, 1936

Total	\$343,925,000
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Places of Amusement, 1935

No. of Establishments	2,196
Receipts	\$36,750,000

OHIO RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Akron				Columbus			
WADC	1320	5,000	1,000	WBNS	1430	1,000	500
WJW	1210	250	100	WCOL	1210	100	100
Ashtabula				WHKC	640	500	500
†WICA	940—D	250	—	WOSU	570	1,000	750
Canton				Dayton			
WHBC	1200	100	100	WHIO	1260	5,000	1,000
		*250		WSMK	1380	200	200
Cincinnati				Lima			
WCKY	1490	10,000	10,000	WBLY	1210—D	100	—
WCPO	1200	250	100	Portsmouth			
WKRC	550	5,000	1,000	WPAY	1370	100	100
WLW	700	50,000	50,000	Toledo			
		‡500,000	‡500,000	WSPD	1340	5,000	1,000
WSAI	1330	2,500	1,000	Youngstown			
Cleveland				WKBN	570	500	500
WGAR	1450	1,000	500	Zanesville			
WHK	1390	2,500	1,000	WALR	1210	100	100
WJAY	610—D	500	—				
WTAM	1070	50,000	50,000				

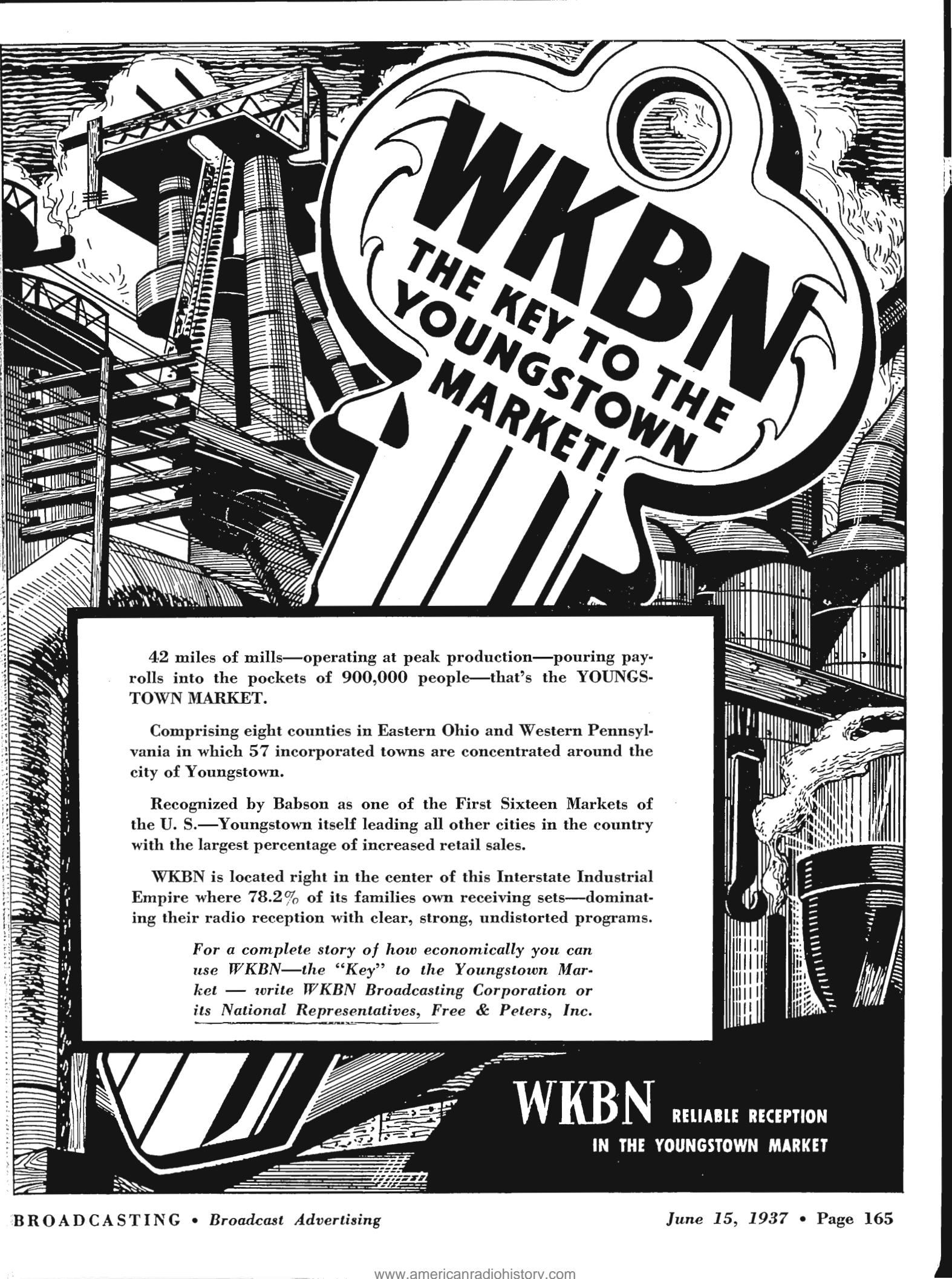
† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Ohio Radio Homes by Counties

Adams	2,300	Hamilton	141,100	Noble	2,500
Allen	17,000	Hancock	7,600	Ottawa	4,100
Ashland	7,000	Hardin	5,000	Paulding	2,400
Ashtabula	14,900	Harrison	2,800	Perry	4,600
Athens	8,400	Henry	4,300	Pickaway	4,000
Auglaize	5,600	Highland	4,700	Pike	1,800
Belmont	18,000	Hocking	2,800	Portage	7,500
Brown	3,200	Holmes	2,300	Preble	3,800
Butler	24,200	Huron	8,000	Putnam	4,400
Carroll	2,000	Jackson	3,300	Richland	14,000
Champaign	4,600	Jefferson	17,400	Ross	8,700
Clark	18,100	Knox	5,800	Sandusky	8,200
Clermont	5,600	Lake	9,400	Scioto	14,800
Clinton	4,800	Lawrence	6,200	Seneca	9,400
Columbiana	18,000	Licking	12,700	Shelby	4,500
Coshocton	5,000	Logan	6,100	Stark	46,200
Crawford	7,600	Lorain	23,500	Summit	76,900
Cuyahoga	272,200	Lucas	78,200	Trumbull	21,700
Darke	6,400	Madison	3,600	Tuscarawas	12,000
Defiance	4,500	Mahoning	47,000	Union	2,800
Delaware	4,600	Marion	9,800	Van Wert	4,800
Erle	9,700	Medina	6,400	Vinton	1,000
Fairfield	8,100	Meigs	4,100	Warren	3,900
Fayette	3,700	Mercer	4,200	Washington	7,800
Franklin	89,100	Miami	10,100	Wayne	10,000
Fulton	4,800	Monroe	2,400	Williams	5,200
Gallia	3,200	Montgomery	63,500	Wood	7,100
Geauga	2,900	Morgan	2,400	Wyandot	3,600
Greene	5,800	Morrow	1,900		
Guernsey	7,300	Muskingum	13,900		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



42 miles of mills—operating at peak production—pouring payrolls into the pockets of 900,000 people—that's the YOUNGSTOWN MARKET.

Comprising eight counties in Eastern Ohio and Western Pennsylvania in which 57 incorporated towns are concentrated around the city of Youngstown.

Recognized by Babson as one of the First Sixteen Markets of the U. S.—Youngstown itself leading all other cities in the country with the largest percentage of increased retail sales.

WKBN is located right in the center of this Interstate Industrial Empire where 78.2% of its families own receiving sets—dominating their radio reception with clear, strong, undistorted programs.

For a complete story of how economically you can use WKBN—the "Key" to the Youngstown Market — write WKBN Broadcasting Corporation or its National Representatives, Free & Peters, Inc.

WKBN RELIABLE RECEPTION
IN THE YOUNGSTOWN MARKET

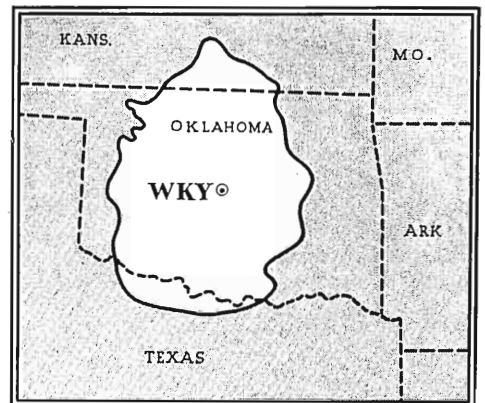
**GIVE
YOUR DEALERS
A FORCE THEY CAN
FEEL!**



● Oklahoma dealers know that when your advertising is on WKY you are doing your best to sell *FOR* them what you sell *TO* them.

The customer-influence of WKY in Oklahoma is a force dealers can feel, a force they can see in action every day. So when your salesmen talk WKY in Oklahoma, they're talking business. WKY is a sales argument dealers can understand.

Use WKY to influence more dealers and more customers in Oklahoma. It's the station you and your dealers will feel most forcibly at the sales counter.



● Within WKY's 0.5 mv. contour (daytime) are 63½% of Oklahoma's radio homes and within this area is spent 64¼c out of every retail dollar spent in the state.

WKY *Oklahoma City*

• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

OKLAHOMA

Population (1936)	2,528,000
Persons Per Family (1930 U. S. Census)	4.2
Total Radio Homes (1936)	335,000

Retail Trade, 1935

No. of Stores	26,022
Sales	\$434,793,000
Food Stores	95,037,000
General Merchandise Group (Including dept., dry goods and variety stores)	55,765,000
Apparel Group	29,393,000
Automotive Group	80,769,000
Filling Stations	38,393,000
Furniture-Household Group	13,874,000
Lumber-Building-Hardware Group	38,751,000
Eating and Drinking Places	18,084,000
Drug Stores	21,640,000
All others	21,843,000

Wholesale Trade, 1935

No. of Establishments	3,668
Net Sales	\$404,465,000

Farms, 1935

No. of Farms	213,325
Valuation of Farm Lands and Buildings	\$784,394,000
Gross Income From Farm Production	\$186,897,000

Census of Manufactures, 1935

No. of Establishments	1,311
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$3,876,605
Total Corporation Income Tax Collections, 1936	\$8,283,205
No. of Individual Income Tax Returns, 1935	46,066

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$75,382,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	176,500
Total	268,600

Automotive Registrations, 1936

Total	531,915
Passenger Cars	438,804
Trucks, buses, etc	93,111

Life Insurance Sales, 1936

Total	\$65,070,000
-------------	--------------

Places of Amusement, 1935

No. of Establishments	833
Receipts	\$8,379,000

OKLAHOMA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Ada				Oklahoma City			
KADA	1200	100	100	KFXR	1310	250	100
Ardmore				KTKO	1370	100	100
KVSO	1210	100	100	KOMA	1480	5,000	5,000
Elk City				WKY	900	5,000	1,000
KASA	1210	100	100	Ponca City			
Enid				WBBZ	1200	250	100
KCRC	1360	250	250	Shawnee			
Muskogee				KGFF	1420	250	100
KBIX	1500	100	100	Tulsa			
Norman				KTUL	1400	1,000	500
WNAD	1010	--	1,000	KVOO	1140	25,000	25,000

† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency D—Day only *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Oklahoma Radio Homes by Counties

Adair	1,100	Grant	2,300	Nowata	1,500
Alfalfa	2,300	Greer	2,300	Okfuskee	2,600
Atoka	1,100	Harmon	1,600	Oklahome	50,100
Beaver	1,000	Harper	1,000	Okmulgee	7,400
Beckham	3,900	Haskell	1,300	Osage	5,600
Blaine	2,700	Hughes	3,100	Ottawa	4,100
Bryan	3,600	Jackson	4,000	Pawnee	2,200
Caddo	5,800	Jefferson	2,000	Payne	5,600
Canadian	4,200	Johnston	1,100	Pittsburg	5,400
Carter	6,800	Kay	9,200	Pontotoc	3,800
Cherokee	1,400	Kingfisher	2,300	Pottawatomie	7,900
Choctaw	2,200	Kiowa	4,100	Pushmataha	1,100
Cimarron	600	Latimer	900	Roger Mills	1,200
Cleveland	3,700	Le Flore	3,600	Rogers	2,200
Coal	1,100	Lincoln	3,800	Seminole	7,800
Comanche	5,400	Logan	4,100	Sequoyah	1,400
Cotton	1,900	Love	900	Stephens	4,100
Craig	2,000	McClain	1,800	Texas	1,600
Creek	8,200	McCurain	2,900	Tillman	3,600
Custer	4,200	McIntosh	1,900	Tulsa	43,400
Delaware	800	Major	1,500	Wagoner	1,700
Dewey	1,500	Marshall	1,100	Washington	5,000
Ellis	1,200	Mayes	1,500	Washita	3,200
Garfield	9,800	Murray	1,400	Woods	2,800
Garvin	3,300	Muskogee	10,100	Woodward	2,100
Grady	6,500	Noble	2,100		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

Editorial Integrity

Means

Intense Reader Loyalty

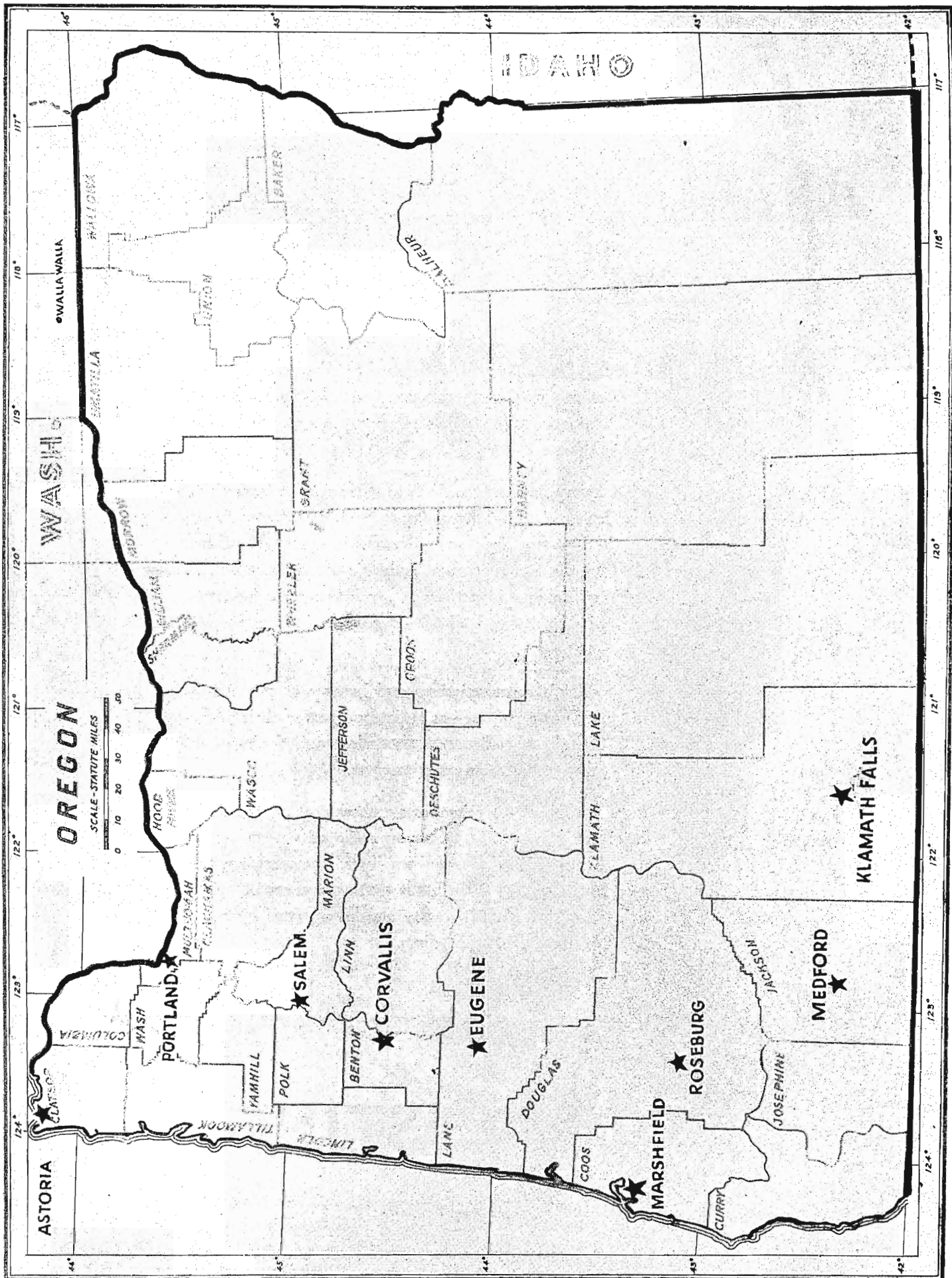
SINCE the founding of BROADCASTING Magazine less than six years ago, its editors have sought but one editorial objective. That was to handle and present the news of broadcasting as a business and an art in a way that would retain respect and confidence.

Owing its allegiance only to the broadcasting and broadcast advertising industries, its editors have maintained that policy through the years of American radio's greatest development. They have followed this simple editorial formula: To publish only news that is accurate, authentic and constructive . . . to publish instructive and informative articles . . . to interpret the industry's activities and trends with particular emphasis on good business and public service practice.

Aware of BROADCASTING's constructiveness and honesty of purpose, its readers read it avidly and for a purpose—as an integral part of their professional responsibility. Confident that BROADCASTING selects only the important and the authoritative, they read it from cover to cover.

BROADCASTING has made itself the prime news authority among practically everyone interested in the radio field . . . among radio advertisers, agency executives, station and network executives and employes, representatives, program builders, government officials. What BROADCASTING says carries weight, and its Editorial Integrity and Reader Loyalty are demonstrated by its acceptance as Radio's No. 1 Advertising Medium.

BROADCASTING
combined with
**Broadcast
Advertising**



76 HOTEL
MULTNOMAH

K
X
L

ADAM

THE BEST BROADCASTING BUY IN OREGON IS KXL

KXL Announces:

*17 News broadcasts daily . . . with
United Press. Half are already
sold!.. half open for sponsorship*

KXL Announces:

*"Fact and Fancy".. an informal women's
hour under Miss Betty Todd . . . in its
fourth year on the air...with new
features and new talent units open for
sponsorship*

PORTLAND

KXL

OREGON

REPRESENTATIVES

Joseph H. McGillvra

NEW YORK • CHICAGO

OREGON

Population (1936)	1,017,000
Persons Per Family (1930 U. S. Census)	3.6
Total Radio Homes (1936)	216,400

Retail Trade, 1935

No. of Stores	15,352
Sales	\$335,851,000
Food Stores	77,154,000
General Merchandise Group (Including dept., dry goods and variety stores)	54,677,000
Apparel Group	16,623,000
Automotive Group	54,724,000
Filling Stations	21,773,000
Furniture-Household Group	11,926,000
Lumber - Building - Hardware Group	18,568,000
Eating and Drinking Places	24,023,000
Drug Stores	14,406,000
All others	30,508,000

Wholesale Trade, 1935

No. of Establishments	1,615
Net Sales	\$343,443,000

Farms, 1935

No. of Farms	64,826
Valuation of Farm Lands and Buildings	\$448,712,000
Gross Income From Farm Production	\$99,806,000

Census of Manufactures, 1935

No. of Establishments	1,714
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$1,643,615
Total Corporation Income Tax Collections, 1936	\$2,014,457
No. of Individual Income Tax Returns, 1935	34,217

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$95,837,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	107,700
Total	170,600

Automotive Registrations, 1936

Total	327,876
Passenger Cars	277,437
Trucks, buses, etc.	50,439

Life Insurance Sales, 1936

Total	\$42,580,000
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Places of Amusement, 1935

No. of Establishments	388
Receipts	\$5,865,000

OREGON RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Astoria				Portland			
KAST	1370—D	100	---	KALE	1300	500	500
Corvallis				KBPS	1420	100	100
KOAC	550	1,000	1,000	KEK	1180	5,000	5,000
Eugene				KGW	620	5,000	1,000
KORE	1420	100	100	KOIN	940	5,000	1,000
Klamath Falls				KWJJ	1060	500	500
KFJI	1210	100	100		11040		
Marshfield				KXL	1420	250	100
KOOS	1200	250	100	Roseburg			
Medford				KRNR	1500	250	100
KMED	1410	250	250	Salem			
				KSLM	1370	100	100

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only. *Italics* indicate station has reported it does not sell time.

Data corrected to June 1, 1937

Oregon Radio Homes by Counties

Baker	3,700	Lake	1,100
Benton	3,600	Lane	11,700
Clackamas	8,100	Lincoln	1,600
Clatsop	5,200	Linn	4,800
Columbia	2,800	Malheur	2,000
Coos	5,800	Marion	13,300
Crook	600	Morrow	900
Curry	500	Multnomah	91,400
Deschutes	3,400	Polk	2,400
Douglas	4,500	Sherman	500
Gilliam	800	Tillamook	2,100
Grant	800	Umatilla	5,400
Harney	1,000	Union	3,800
Hood River	2,100	Wallowa	1,300
Jackson	7,600	Wasco	3,300
Jefferson	300	Washington	5,000
Josephine	2,500	Wheeler	500
Klamath	7,400	Yamhill	4,500

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

"ENTERTAINMENT IN THE NEWS—"

Now that news is admittedly indispensable to radio the broadcaster MUST have news features that ENTERTAIN, plus news features that DO A SELLING JOB.

VanCronkhite Associates, Inc., have built, tested and now broadcast on scores of both large and small stations radio features that are NEWSY—that ENTERTAIN—that DO A SELLING JOB.

These radio news features are expertly written for radio. They require only one announcer for production. Because so many stations are using these features successfully, the prices are amazingly low.

GET THESE SUCCESSFUL RADIO NEWS FEATURES DO AN ENTERTAINING PLUS A SELLING JOB FOR YOUR STATION

HEROES OF THE WEEK

once-a-week (15-minute newscast) which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT

five-times-a-week (5-minute newscast) of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

THE NEWS OF THE WEEK

once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday morning or afternoon or Saturday night.

THE WORLD OF SCIENCE

once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

TWENTY YEARS AGO

five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by magic the listener was turning in to a newscast twenty years ago.

THE FOREIGN NEWS REVIEW

once-a-week, (15-minute newscast) which gives a resume of international affairs particularly as they affect Americans.

FOUR BASEBALL REVIEW

five-times-a-week (five-minute sportscast) devoted to baseball news specifically prepared for radio and dealing with the "inside" news of baseball. Excellently suited for filler material during the lulls while broadcasting play-by-play.

BAFFLING CRIMES OF THE WEEK

once-a-week (fifteen-minute newscast) summarizing the baffling crimes which currently are perplexing the police of the world. (Offers audience participation)

(Available in foreign languages)

write or wire

Van Cronkhite Associates, Inc.

360 North Michigan Ave.,

Chicago

State 6088 - 6040

"RADIO'S ONLY NEWS COUNSELLORS"

Mail Response That Means Something
4199 LETTERS
CONTAINING \$1.00 BILLS

During the past winter a KOIN advertiser offered an item for \$1.00 . . . the money to be mailed to the station.

From 19 five-minute programs (8 day, 11 evening) 4199 sales were made. They came from 29 counties in Oregon, 22 in Washington . . . and 27 orders came from California, Idaho, British Columbia and Alberta. (Map showing exact coverage available on request).

That's Coverage and Sales Power PLUS . . . and it's a sample of results from the rich market of the Oregon territory and its Number 1 station.

KOIN

PORTLAND, Oregon. . . .

FREE and PETERS Exclusive Representatives

CBS Key Station for the Pacific Northwest

For Low Cost Local Coverage . . .
The Best Buy in Portland Is . . .

KALE

Full Time
500 Watt
Station

Free and Peters . . . Exclusive Representatives

Aw-w-w, Please—



YEARBOOK and MARKET DATA INCLUDED
NUMBER and EDITION

BROADCASTING Magazine,
National Press Bldg., Washington, D. C.

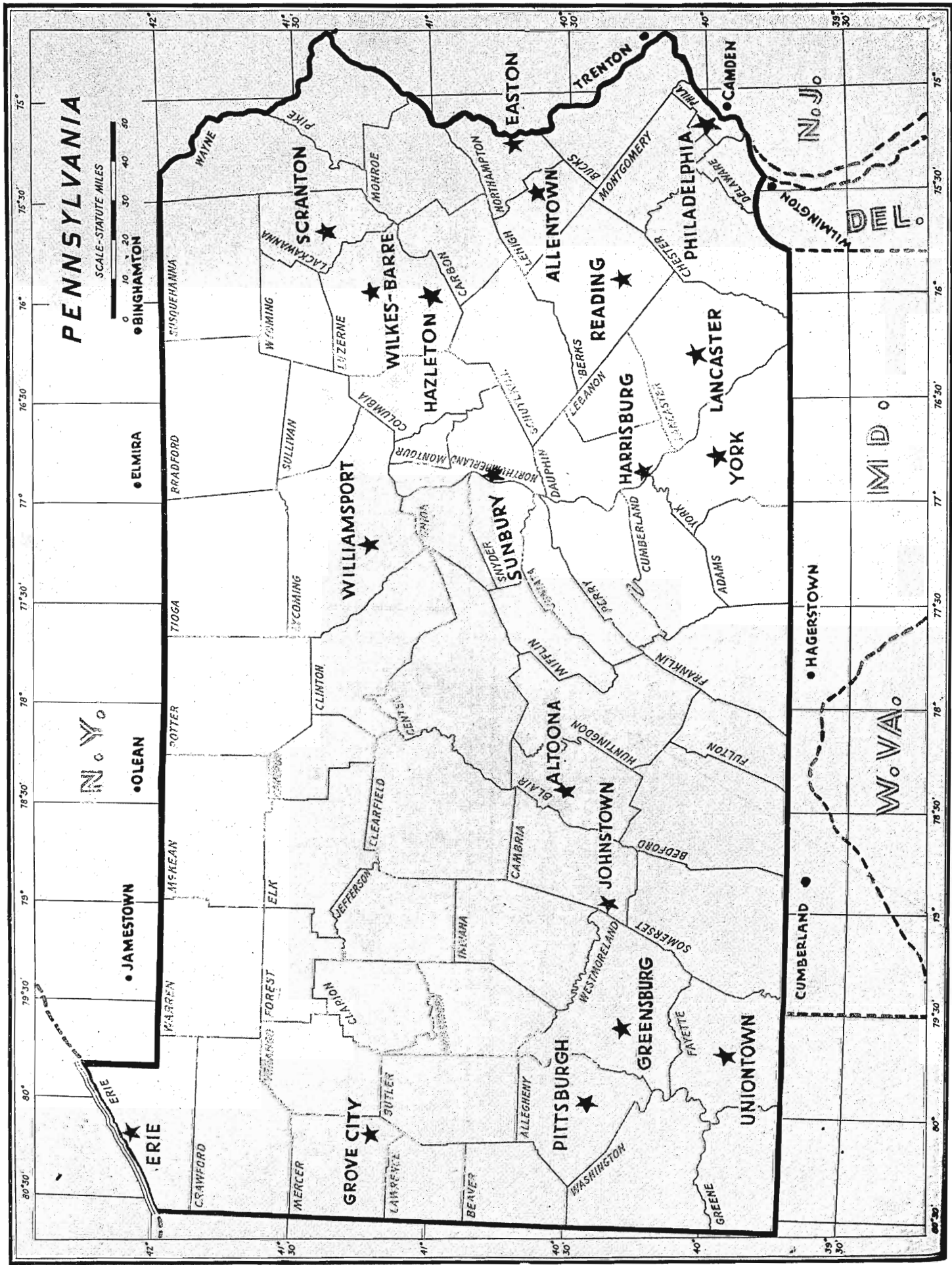
Here's \$3 For My Personal Subscription To BROADCASTING

Name _____

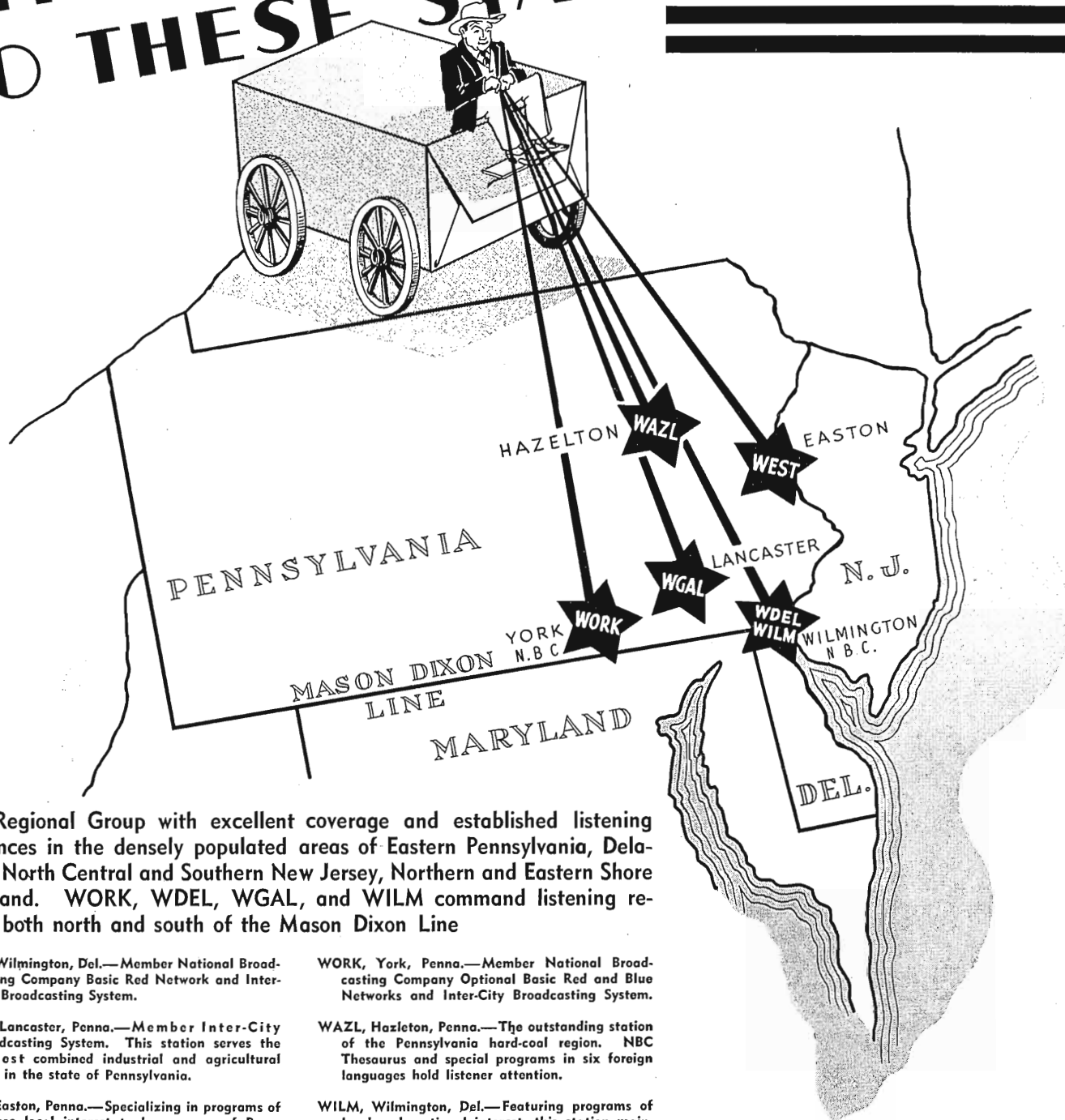
Firm _____ Title _____

Address _____

\$5 FOR TWO YEARS or for TWO ONE YEAR-SUBSCRIPTIONS



HITCH YOUR PRODUCT TO THESE STARS..



The Regional Group with excellent coverage and established listening audiences in the densely populated areas of Eastern Pennsylvania, Delaware, North Central and Southern New Jersey, Northern and Eastern Shore Maryland. WORK, WDEL, WGAL, and WILM command listening respect both north and south of the Mason Dixon Line

WDEL, Wilmington, Del.—Member National Broadcasting Company Basic Red Network and Inter-City Broadcasting System.

WORK, York, Penna.—Member National Broadcasting Company Optional Basic Red and Blue Networks and Inter-City Broadcasting System.

WGAL, Lancaster, Penna.—Member Inter-City Broadcasting System. This station serves the richest combined industrial and agricultural area in the state of Pennsylvania.

WAZL, Hazleton, Penna.—The outstanding station of the Pennsylvania hard-coal region. NBC Thesaurus and special programs in six foreign languages hold listener attention.

WEST, Easton, Penna.—Specializing in programs of intense local interest to large areas of Pennsylvania and New Jersey, is the main function of this station.

WILM, Wilmington, Del.—Featuring programs of local and sectional interest, this station maintains a particular view toward developing local talent.

MASON DIXON RADIO GROUP

ADDRESS INQUIRIES TO GROUP OFFICES—LANCASTER, PA.—OR
THE PAUL H. RAYMER COMPANY—NEW YORK—CHICAGO—DETROIT—SAN FRANCISCO

THERE IS A *New* TREND
Easy to reach. Easy

WOW

1000 WATTS

WRAY

WIDEN

Over
in New

ENDOUSLY RICH MARKET

to cover. Easy to sell

THERE is a new market, 50% of the Italian Market of America, concentrated between New York and Philadelphia. We can put this market in the palm of your hand through WOV in New York and WRAX-WPEN in Philadelphia.

There are more than 1,750,000 Italo-Americans in the New York Metropolitan Area, and 350,000 Italo-Americans in Greater Philadelphia served by 8,000 grocery stores, 1,500 drug stores and numberless outlets for practically every product you wish to sell.

For the last six years WOV and WRAX-WPEN have done a remarkably good job: In 1936 and 1937 95% of WOV advertisers renewed their contracts; 20% of WOV and WRAX-WPEN programs are now running without interruption for more than four years.

Write Today!

If you wish more information about the Italian Market of America, please write today. We are equipped to serve you. A representative of our merchandising department will call at your convenience. No obligation on your part.

WOV

132 WEST 43rd STREET - NEW YORK, N. Y.

WRAX • WPEN

22nd and WALNUT STREETS, PHILADELPHIA, PA.

DAY
500 WATTS

NIGHT
250 WATTS

2 Million Italo-Americans New York, New Jersey & Philadelphia

PENNSYLVANIA

Population (1936)	10,136,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	1,938,400

Retail Trade, 1935

No. of Stores	129,719
Sales	\$2,490,910,000
Food Stores	698,241,000
General Merchandise Group (Including dept., dry goods and variety stores)	426,591,000
Apparel Group	209,164,000
Automotive Group	301,365,000
Filling Stations	110,920,000
Furniture-Household Group	95,858,000
Lumber-Building-Hardware Group	92,469,000
Eating and Drinking Places	164,574,000
Drug Stores	76,127,000
All others	249,528,000

Wholesale Trade, 1935

No. of Establishments	10,452
Net Sales	\$2,741,012,000

Farms, 1935

No. of Farms	191,284
Valuation of Farm Lands and Buildings	\$861,707,000
Gross Income From Farm Production	\$275,770,000

Census of Manufactures, 1935

No. of Establishments	13,027
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$60,061,386
Total Corporation Income Tax Collections, 1936	\$52,718,606
No. of Individual Income Tax Returns, 1935	397,277

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$2,314,448,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	865,500
Total	1,379,400

Automotive Registrations, 1936

Total	1,887,226
Passenger Cars	1,631,721
Trucks, buses, etc.	255,505

Life Insurance Sales, 1936

Total	\$532,380,000
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Places of Amusement, 1935

No. of Establishments	2,384
Receipts	\$49,977,000

Foreign Language Census, 1930

Native White (Foreign or Mixed Parentage)	2,555,127
Foreign-Born White	1,233,051
All others Native Parentage.	

PENNSYLVANIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Allentown				WIBG	970-D	100	---
WCBA-WSAN	1440	500	500	WIP	610	500	500
Altoona				WPEN	920	500	11,000
WFBG	1310	100	100	WRAX	920	500	250
Easton				WTEL	1310	100	100
WEST	1200	250	100	Pittsburgh			
Eric				KDKA	980	50,000	50,000
WLEU	1420	250	100	KQV	1380	500	500
Greensburg				WCAE	1220	5,000	1,000
WHJB	620-D	250	---	WJAS	1290	5,000	1,000
Grovc City				WWSW	1500	250	100
WSAJ	1310	---	100	Reading			
Harrisburg				WEIU	830-D	1,000	---
WHP	1430	1,000	500	WRAW	1310	100	100
WKBO	1200	250	100	Seranton			
Hazleton				WGBI	880	1,000	500
WAZL	1420	100	100	WQAN	880	250	250
Johnstown				Sunbury			
WJAC	1310	250	100	WKOK	1210	100	100
Lancaster				Uniontown			
WGAL	1500	250	100	†WMBS	1420-D	250	---
Philadelphia				Wilkes-Barre			
KYW	1020	10,000	10,000	WBAX	1210	100	100
WCAU	1170	50,000	50,000	WBRE	1310	100	100
WDAJ	1370	100	100	Williamsport			
WFIL	560	1,000	500	WRAC	1370	250	100
WHAT	1310	100	100	York			
				WORK	1320	1,000	1,000

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

Pennsylvania Radio Homes by Counties

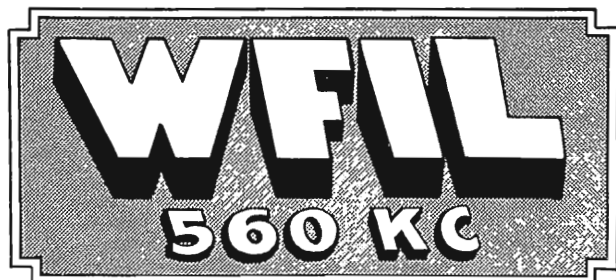
Adams	5,500	Elk	5,200	Montour	1,900
Allegheny	301,600	Erie	38,200	Northampton	38,600
Armstrong	11,600	Fayette	28,200	Northumberland	19,600
Beaver	26,100	Franklin	700	Perry	3,200
Bedford	5,000	Fulton	10,600	Philadelphia	430,300
Berk	54,100	Greene	800	Pike	1,300
Blair	28,200	Huntingdon	6,300	Potter	3,500
Bradford	11,800	Indiana	11,400	Schuylkill	40,600
Bucks	18,000	Jefferson	9,000	Snyder	2,300
Butler	16,400	Juniata	1,700	Somerset	10,700
Cambria	33,200	Lackawanna	65,200	Sullivan	1,000
Cameron	1,100	Lancaster	43,200	Susquehanna	5,600
Carbon	9,700	Lawrence	18,700	Tioga	7,000
Centre	9,400	Lebanon	12,400	Union	3,000
Chester	26,500	Lehigh	34,400	Venango	13,000
Clarion	6,100	Luzerne	87,300	Warren	9,400
Clearfield	12,800	Lycoming	20,300	Washington	35,400
Clinton	5,800	McKean	13,000	Wayne	6,300
Columbia	8,000	Mercer	17,700	Westmoreland	46,500
Crawford	12,400	Mifflin	6,500	Wyoming	3,100
Cumberland	12,100	Monroe	6,900	York	34,500
Dauphin	40,700	Montgomery	60,000		
Delaware	62,500				

SOURCES Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 Market Data Handbook of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from Automotive Industries; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

ADDING ANOTHER MILLION

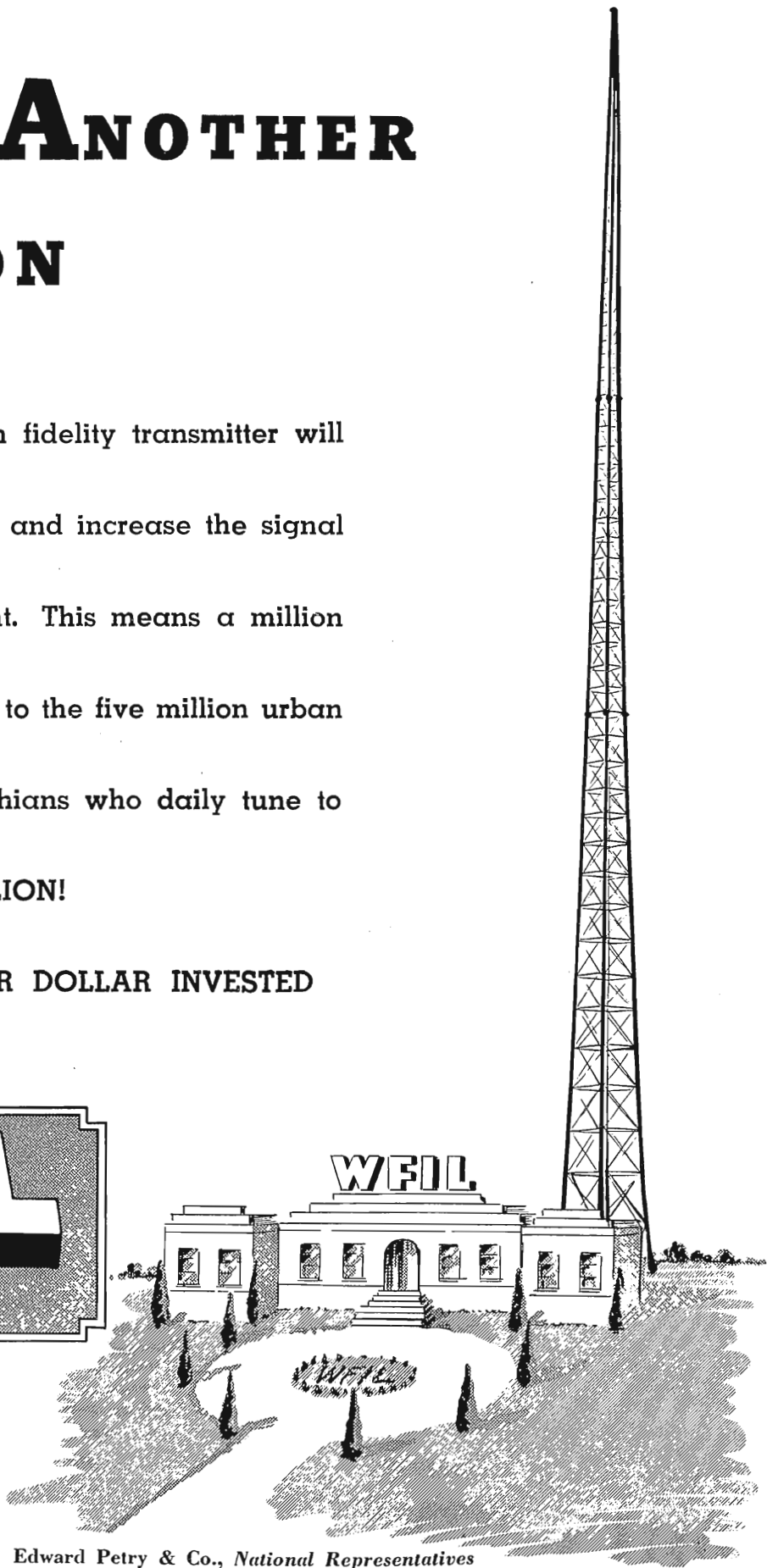
The new WFIL high fidelity transmitter will blanket the Quaker City and increase the signal strength over 25 per cent. This means a million more new friends added to the five million urban and suburban Philadelphians who daily tune to WFIL — NOW SIX MILLION!

MORE LISTENERS PER DOLLAR INVESTED

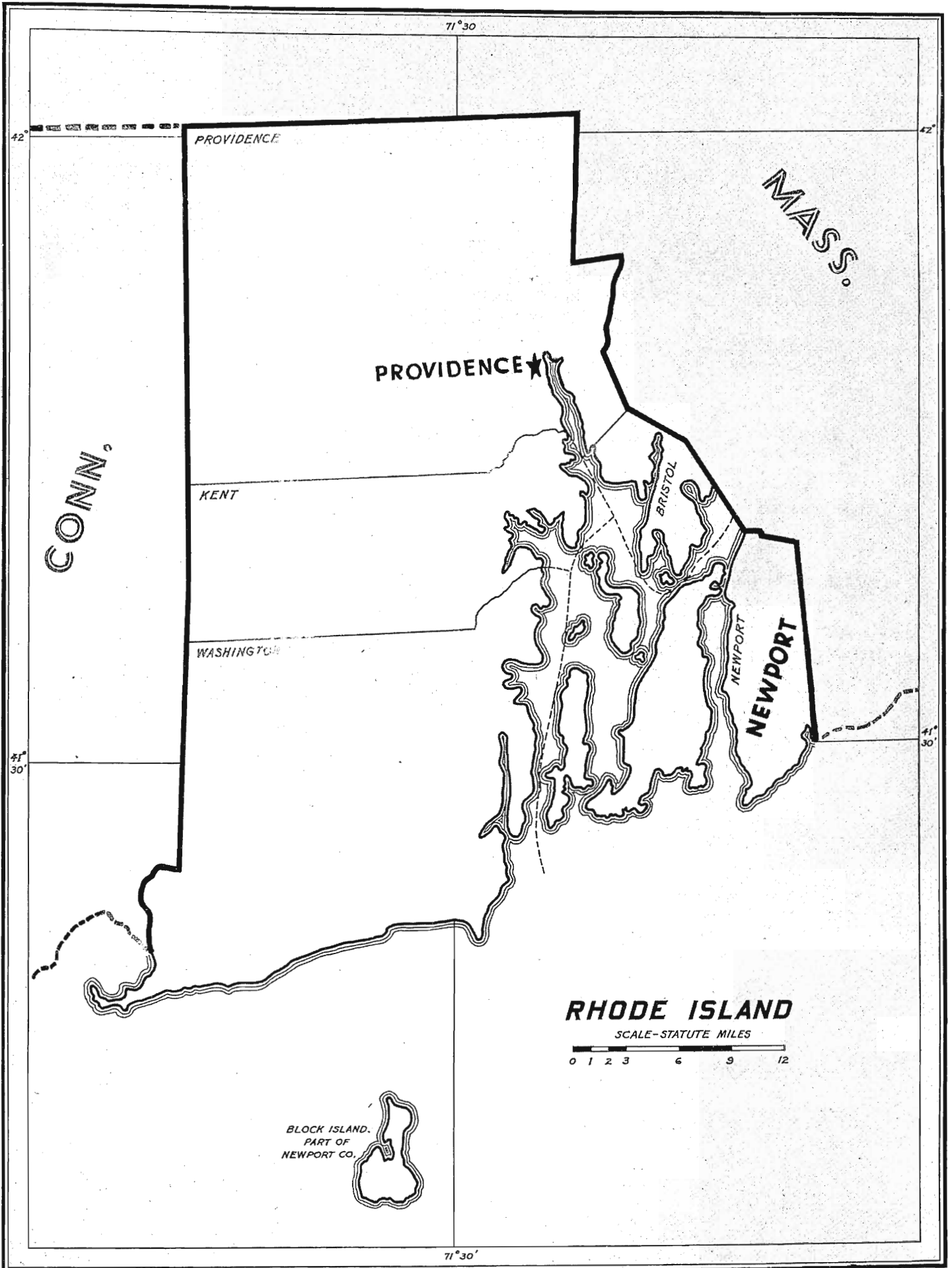


PHILADELPHIA

NBC BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
THE WLW LINE
QUAKER STATE NETWORK



Edward Petry & Co., National Representatives



Preview on Coverage

"LISTENING AREA SURVEY" brings mail to WPRO from 52 out of the 67 counties in the six New England States. This double checks with Field Intensity Survey.

Phone, Wire or Write for established programs available for sponsorship, new program ideas and announcement availabilities. Our prompt, accurate service helps you with your lists and proposals.

**C H E R R Y & W E B B
B R O A D C A S T I N G C O .**

Providence, R. I.
National Representatives:
PAUL H. RAYMER COMPANY
New York, Chicago
Detroit, San Francisco

PROGRAMMED FOR PEAK AUDIENCE INTEREST

From 6:00 A. M. to midnight, full Columbia Network schedule plus outstanding local broadcasts offer mass interest, human interest programs continuously. Rapid-fire hustling production methods give your programs best presentation to peak audiences.

MARKET DATA ON ADJOINING PAGES

For "AUDIENCE" DATA follow the choice of the local advertisers. More Providence local advertisers select WPRO than any other station.

WPRO

1 ST. IN PROVIDENCE

630 KILOCYCLES

1000 W. DAY

500 W. NIGHT

BASIC COLUMBIA STATION

RHODE ISLAND

Population (1936)	681,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	150,000

Retail Trade, 1935

No. of Stores	9,095
Sales	\$219,706,000
Food Stores	67,512,000
General Merchandise Group (Including dept., dry goods and variety stores)	30,388,000
Apparel Group	19,921,000
Automotive Group	27,241,000
Filling Stations	9,961,000
Furniture-Household Group	9,039,000
Lumber - Building-Hardware Group	10,232,000
Eating and Drinking Places	14,587,000
Drug Stores	7,826,000
All others	22,373,000

Wholesale Trade, 1935

No. of Establishments ---	683
Net Sales -	\$180,597,000

Farms, 1935

No. of Farms	4,327
Valuation of Farm Lands and Buildings	\$35,238,000
Gross Income From Farm Production	\$9,089,000

Census of Manufactures, 1935

No. of Establishments ----	1,429
Value Added by Manufac- ture	\$196,822,371

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$5,958,179
Total Corporation Income Tax Collections, 1936 ----	\$3,453,308
No. of Individual Income Tax Returns, 1935	33,554

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$335,413,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	72,000
Total	114,000

Automotive Registrations, 1936

Total	160,333
Passenger Cars	140,393
Trucks, buses, etc.	19,940

Life Insurance Sales, 1936

Total	\$40,605,000
-------------	--------------

Places of Amusement, 1935

No. of Establishments ----	177
Receipts	\$6,365,000

RHODE ISLAND RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Providence			
WEAN	780	1,000	1,000
WJAR	890	1,000	1,000
WPRO	630	250	250
		*1,000	*500

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only.

Data corrected to June 1, 1937

Rhode Island Radio Homes by Counties

Bristol	3,900
Kent	8,400
Newport	9,800
Providence	120,700
Washington	7,200

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau, Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources, Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

...in Providence It's WJAR

QUESTION: What radio station do you prefer, for (a) morning programs, (b) afternoon programs, (c) evening programs.

AND THE ANSWER:

	<u>WJAR</u>	<u>Station B</u>	<u>Station C</u>
Morning Preference	42.8	21.6	16.7
Afternoon Preference	57.8	13.6	12.4
Evening Preference	37.4	23.2	8.3

- The above compilation does not include the percentage of Those who expressed a preference for other stations, or a combination of stations.
- 2500 completed interviews represent 7.2 of all homes in Providence equipped with telephones.

DAY

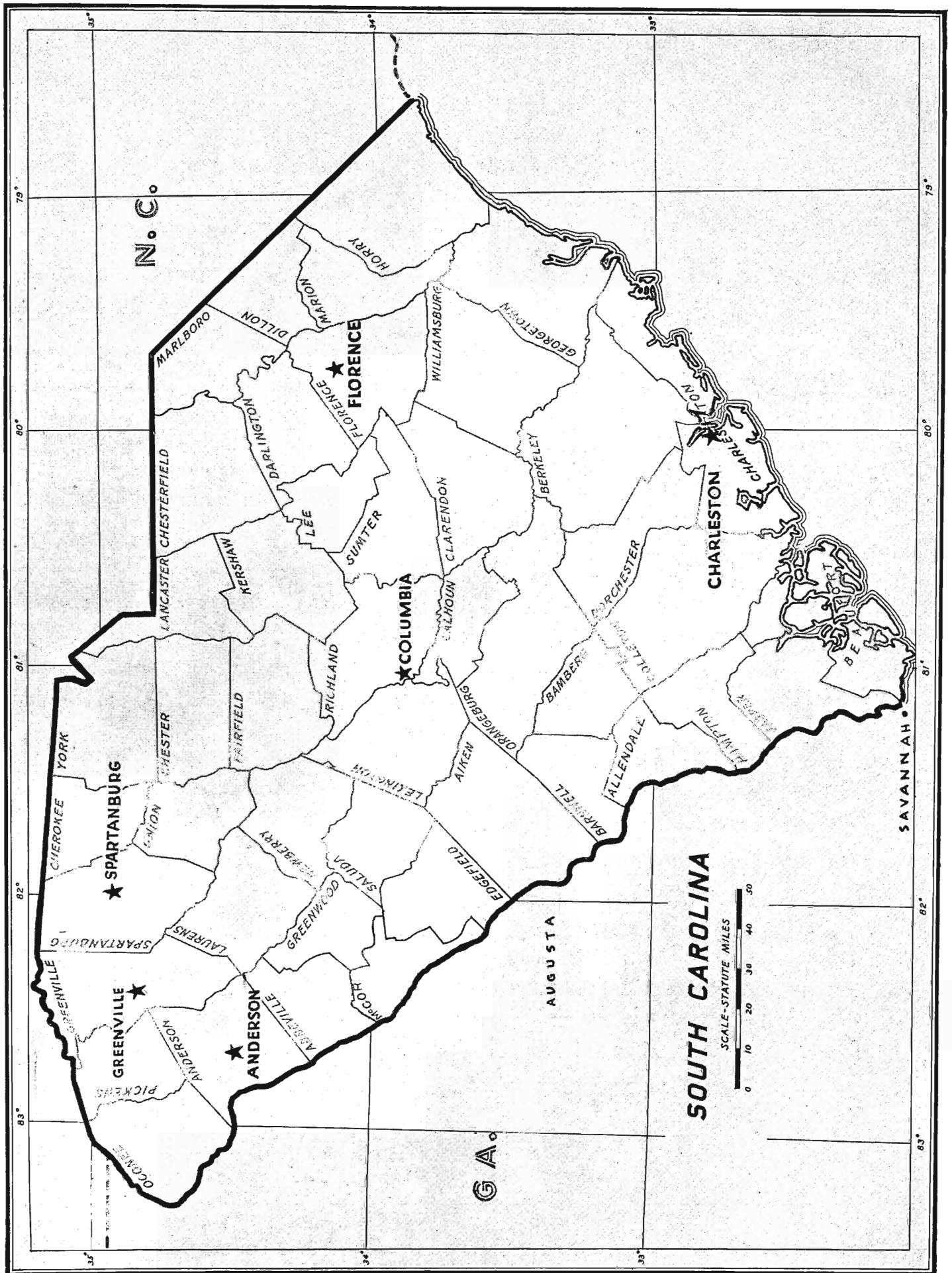
1,000 WATTS

NIGHT

WHY NOT JOIN THE ADVERTISERS GETTING RESULTS?

BASIC NBC RED NETWORK

Represented by **WEED & CO.** New York
Detroit Chicago



NOW

Look

at South Carolina from

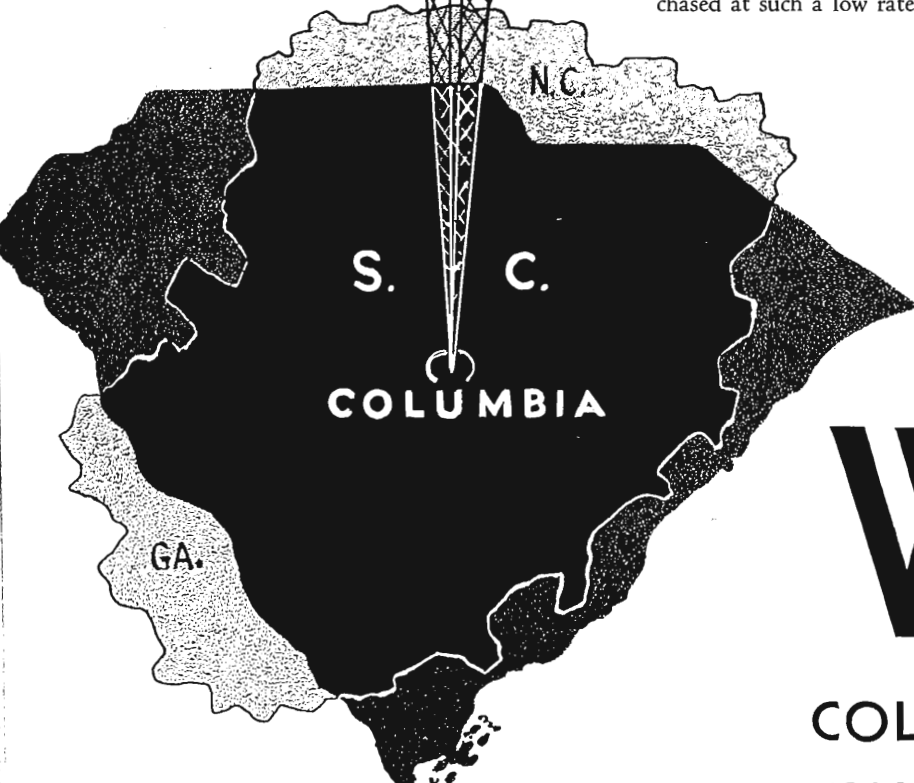
WIS



When you see where South Carolina's able-to-buy folks live, you readily see the importance of WIS for satisfactory coverage of the State.

WIS is located right in the heart of the rich Piedmont section—the backbone of South Carolina's buying power.

A study of the area intensely covered by WIS will amaze you to find that such a rich market coverage can be purchased at such a low rate.



From local sunrise to local sunset interference free LISTENING AREA.

South Carolina—46 counties with 113,902 Radio Homes credited WIS.

North Carolina—37 counties with 28,650 Radio Homes credited WIS.

Georgia—33 counties with 8,759 Radio Homes credited WIS.

Total potential circulation 151,311 radio families.

Total population WIS potential daytime Area—
3,593,769 (1930 census)

WIS

COLUMBIA, S. C. 5000 WATTS N.B.C.

Represented by Free & Peters, Inc.

SOUTH CAROLINA

Population (1936)	1,860,000
Persons Per Family (1930 U. S. Census)	4.7
Total Radio Homes (1936)	174,600

Retail Trade, 1935

No. of Stores	16,686
Sales	\$248,206,000
Food Stores	57,631,000
General Merchandise Group (Including dept., dry goods and variety stores)	30,021,000
Apparel Group	14,265,000
Automotive Group	39,630,000
Filling Stations	20,349,000
Furniture-Household Group	11,363,000
Lumber - Building - Hardware Group	13,435,000
Eating and Drinking Places	7,436,000
Drug Stores	9,536,000
All others	20,594,000

Wholesale Trade, 1935

No. of Establishments	1,422
Net Sales	\$267,122,000

Farms, 1935

No. of Farms	165,504
Valuation of Farm Lands and Buildings	\$285,516,000
Gross Income From Farm Production	\$124,711,000

Census of Manufactures, 1935

No. of Establishments	1,135
Value Added by Manufac- ture	\$116,642,280

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$936,043
Total Corporation Income Tax Collections, 1936	\$1,995,483
No. of Individual Income Tax Returns, 1935	16,965

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$30,820,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	39,300
Total	66,100

Automotive Registrations, 1936

Total	251,215
Passenger Cars	217,690
Trucks, buses, etc.	33,525

Life Insurance Sales, 1936

Total	\$32,477,000
-------------	--------------

Places of Amusement, 1935

No. of Establishments	371
Receipts	\$3,071,000

SOUTH CAROLINA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Anderson WAIM . . .	1200	100	100
Charleston WCSC . . .	1360	1,000	500
Columbia WIS . . .	560	5,000	1,000
Florence †WOLS . . .	1200—D	100	---
Greenville WFBC . . .	1300	5,000	1,000
Spartanburg WSPA . . .	920—D	1,000	1,000

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

South Carolina Radio Homes by Counties

Abbeville	1,800	Greenwood	4,300
Aiken	4,300	Hampton	1,300
Allendale	900	Horry	3,300
Anderson	8,400	Jasper	700
Bamberg	1,600	Kershaw	2,700
Barnwell	1,600	Lancaster	2,600
Beaufort	1,600	Laurens	3,800
Berkeley	1,300	Lee	1,700
Calhoun	1,100	Lexington	2,900
Charleston	15,600	McCormick	700
Cherokee	2,800	Marion	2,500
Chester	3,100	Marlboro	2,800
Chesterfield	2,700	Newberry	3,300
Clarendon	1,800	Oconee	3,000
Colleton	1,900	Orangeburg	4,900
Darlington	4,300	Pickens	2,900
Dillon	2,000	Richland	14,100
Dorchester	1,400	Saluda	1,200
Edgefield	1,400	Spartanburg	13,100
Fairfield	1,700	Sumter	4,900
Florence	6,800	Union	3,000
Georgetown	1,800	Williamsburg	2,200
Greenville	17,300	York	5,500

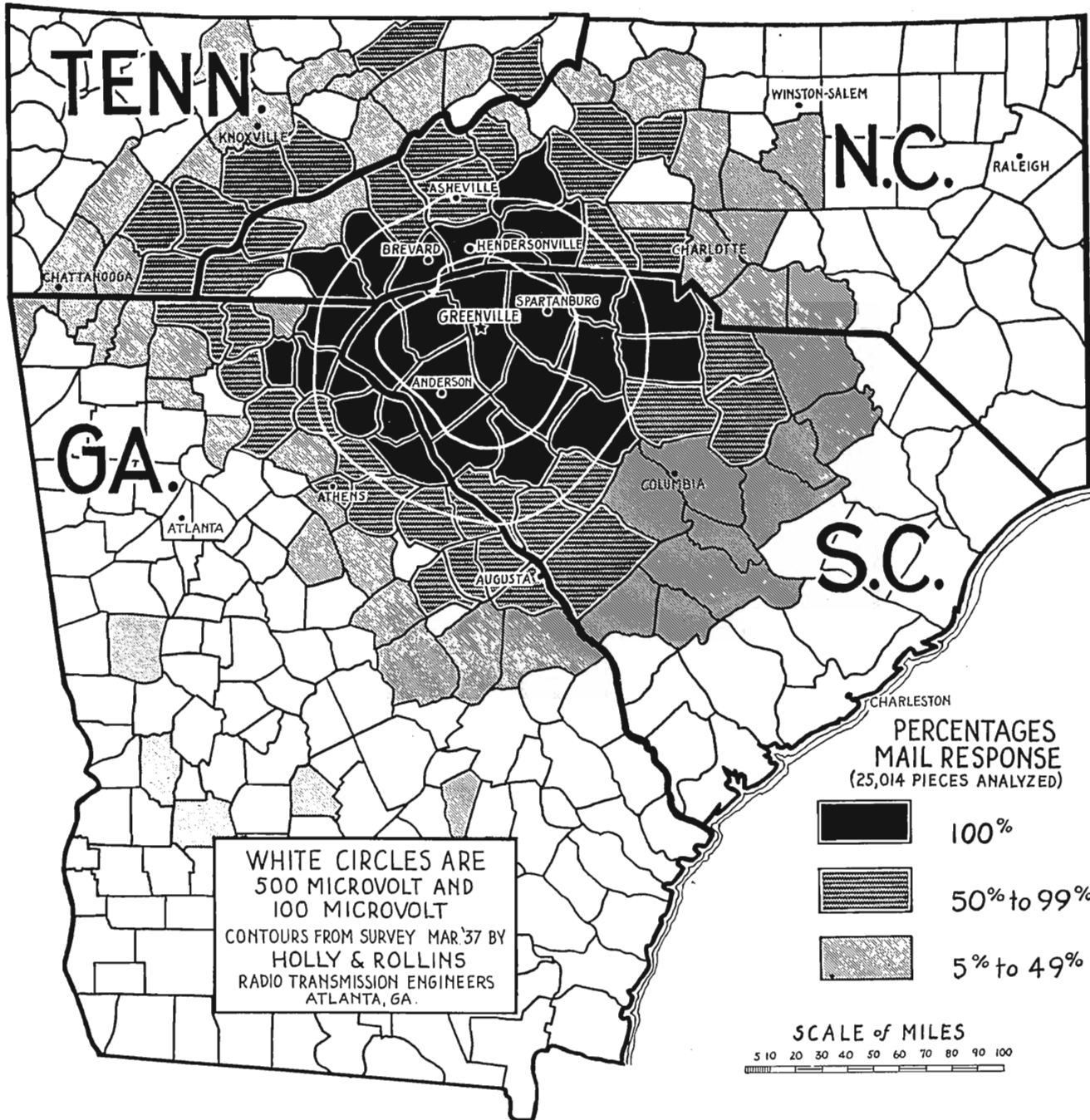
SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

ONE OF THE SOUTH'S REALLY GREAT MARKETS

Served Only By

WFBC GREENVILLE,
South Carolina

MAIL AND FIELD INTENSITY MAP



NBC Affiliate

Owned:

GREENVILLE NEWS-PIEDMONT CO.

Daily Newspaper Program Publicity

5,000 Watts Power
RCA High Fidelity
Equipment Throughout
Tiuscon 1/2 Wave Antenna
Copper 1/2 Wave Ground

Representatives:

BRYANT, GRIFFITH & BRUNSON

New York Chicago Detroit Boston
Atlanta Charlotte

ADVERTISERS: Write for New Holey and Rollins Field Intensity Survey and Market Breakdown

A PROVEN MARKET!

WNAX offers for your product ONE BIG RURAL AND CITY MARKET. WNAX, with its clear signal, 5000 watts (L. S.), 1000 watts night, 570 kilocycles, covers its market thoroughly. Daily mail response proves WNAX a favorite.

SOUTH DAKOTA

Total Families ----- 160,900
 Radio Families ----- 114,600
 % Radio Ownership ----- 71.2

NORTH DAKOTA

Total Families ----- 149,600
 Radio Families ----- 107,700
 % Radio Ownership ----- 72.0

MINNESOTA

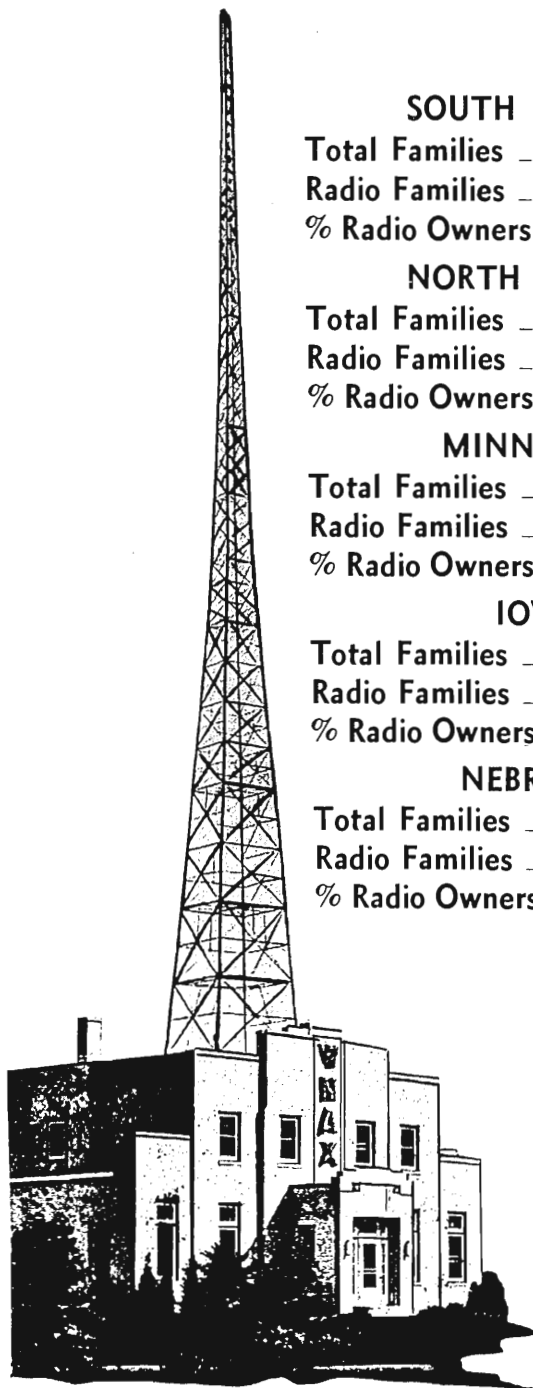
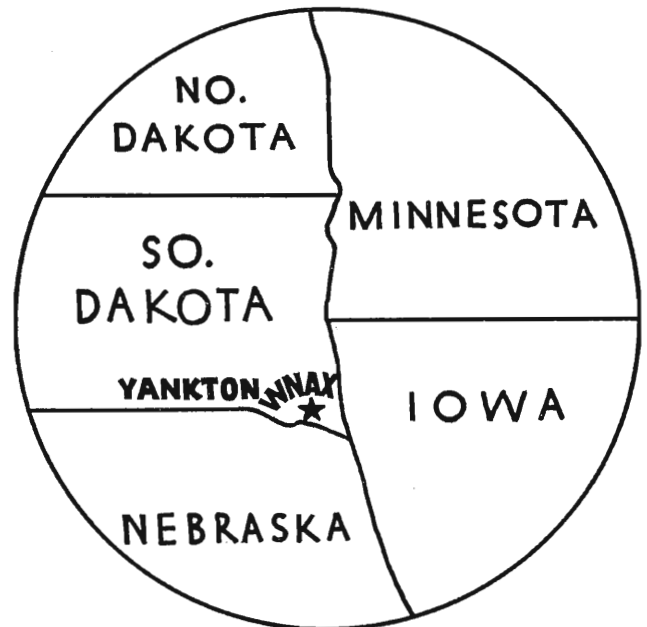
Total Families ----- 627,400
 Radio Families ----- 573,800
 % Radio Ownership ----- 91.4

IOWA

Total Families ----- 652,000
 Radio Families ----- 539,000
 % Radio Ownership ----- 82.7

NEBRASKA

Total Families ----- 341,000
 Radio Families ----- 285,800
 % Radio Ownership ----- 83.8



WNAX

YANKTON • S. DAKOTA

5000 Watts (L. S.) • 1000 WATTS Night • 570 Kc.

Representatives—WILSON-ROBERTSON, Inc.

SOUTH DAKOTA

Population (1936)	692,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	107,000

Retail Trade, 1935

No. of Stores	9,618
Sales	\$147,564,000
Food Stores	25,379,000
General Merchandise Group (Including dept., dry goods and variety stores)	13,654,000
Apparel Group	7,109,000
Automotive Group	25,057,000
Filling Stations	15,603,000
Furniture-Household Group	2,931,000
Lumber - Building - Hardware Group	18,468,000
Eating and Drinking Places	10,241,000
Drug Stores	5,397,000
All others	9,551,000

Wholesale Trade, 1935

No. of Establishments	1,899
Net Sales	\$99,262,000

Farms, 1935

No. of Farms	83,303
Valuation of Farm Lands and Buildings	\$691,863,000
Gross Income From Farm Production	\$100,838,000

Census of Manufactures, 1935

No. of Establishments	409
Value Added by Manufac- ture	\$11,526,941

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$394,810
Total Corporation Income Tax Collections, 1936	\$342,776
No. of Individual Income Tax Returns, 1935	9,956

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$26,060,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	65,100
Total	87,700

Automotive Registrations, 1936

Total	186,436
Passenger Cars	158,192
Trucks, buses, etc.	28,344

Life Insurance Sales, 1936

Total	\$12,617,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	371
Receipts	\$3,071,000

SOUTH DAKOTA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Aberdeen	KABR 1420	100	100	Sioux Falls	KELO 1200	100	100
Brookings	KFDY 780—D	1,000	—	Sioux Falls	KSOO 1110	2,500	2,500
Huron	KGDY 1340—D	250	—	Vermillion	KUSD 890	500	500
Pierre	KGFY 630—D	200	—	Watertown	KWTN 1210	100	100
Rapid City	KOBH 1370	100	100	Yankton	WNAX 570	5,000	1,000
	W CAT 1200—D	100	—				

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency D—Day only *Italics* indicate station has reported it does not sell time

Data corrected to June 1, 1937

South Dakota Radio Homes by Counties

Armstrong	10	Fall River	1,400	Meade	1,500
Aurora	1,100	Faulk	1,000	Mellette	400
Beadle	4,100	Grant	1,400	Miner	1,100
Bennett	400	Gregory	1,500	Minnehaha	11,300
Bon Homme	1,600	Haakon	700	Moody	1,300
Brookings	2,900	Hamlin	900	Pennington	4,600
Brown	6,100	Hand	1,200	Perkins	1,300
Brule	1,100	Hanson	900	Potter	800
Butte	1,400	Harding	400	Roberts	2,300
Campbell	500	Hughes	1,600	Sanborn	1,000
Charles Mix	2,300	Hutchinson	1,800	Shannon	300
Clark	1,500	Hyde	500	Spink	2,500
Clay	1,500	Jackson	300	Stanley	400
Codington	3,800	Jerauld	900	Sully	500
Corson	700	Jones	400	Todd	900
Custer	700	Kingsbury	1,700	Tripp	2,200
Davison	3,700	Lake	2,200	Turner	2,200
Day	1,700	Lawrence	2,700	Union	1,700
Deuel	1,000	Lincoln	1,800	Walworth	1,300
Dewey	600	Lyman	700	Washabaugh	140
Douglas	1,000	McCook	1,400	Washington	100
Edmunds	1,000	McPherson	1,000	Yankton	2,500
		Marshall	1,100	Ziebach	300

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department, Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.



International News Service

THE COMPLETE NEWSPAPER
FOR THE AIR



Easiest Adaptable for Sponsorship

INTERNATIONAL NEWS SERVICE

235 East 45th Street—New York, N. Y.



no borders in the sky!

THAT WSM is located in the heart of Tennessee which is the heart of the nation's fastest growing market is a matter of pride.

That WSM's Clear Channel coverage leaps over the boundaries of state after state to deliver the cream of this market to its advertisers is a matter of record.

The state line vanishes when WSM is on the air.

Clear Channel
NBC • Full Time

WSM

The Air Castle
of the South

50,000 WATTS

Owned and Operated by THE NATIONAL LIFE & ACCIDENT INSURANCE Co., NASHVILLE, TENNESSEE

National Representatives—Edward Petry & Co., Inc.

TENNESSEE

Population (1936)	2,864,000
Persons Per Family (1930 U. S. Census)	4.3
Total Radio Homes (1936)	328,900

Retail Trade, 1935

No. of Stores	27,445
Sales	\$482,586,000
Food Stores	106,371,000
General Merchandise Group (Including dept., dry goods and variety stores)	75,964,000
Apparel Group	32,247,000
Automotive Group	75,656,000
Filling Stations	31,301,000
Furniture-Household Group	19,120,000
Lumber - Building - Hardware Group	27,677,000
Eating and Drinking Places	26,673,000
Drug Stores	19,206,000
All others	31,897,000

Wholesale Trade, 1935

No. of Establishments	2,626
Net Sales	\$745,609,000

Farms, 1935

No. of Farms	273,783
Valuation of Farm Lands and Buildings	\$555,751,000
Gross Income From Farm Production	\$154,433,000

Census of Manufactures, 1935

No. of Establishments	1,998
Value Added by Manufac- ture	\$228,797,719

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$4,315,495
Total Corporation Income Tax Collections, 1936	\$4,818,037
No. of Individual Income Tax Returns, 1935	42,703

Savings Deposits (as of May 12, 1936)

Savings Deposits in Classi- fied Banks	\$142,039,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	144,900
Total	218,100

Automotive Registrations, 1936

Total	370,474
Passenger Cars	318,922
Trucks, buses, etc.	51,552

Life Insurance Sales, 1936

Total	\$64,598,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	676
Receipts	\$7,169,000

TENNESSEE RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bristol				Memphis			
WOPI	1500	100	100	WHBQ	1370	100	100
Chattanooga				WMC	780	5,000	1,000
WAPO	1420-D	100	-	WNBR	1430	1,000	500
WDOD	1280	5,000	1,000	WREC	600	5,000	1,000
Jackson				Nashville			
WTJS	1310	250	100	WLAC	1470	5,000	5,000
Knoxville				WSIX	1210	100	100
WNOX	1010	5,000	1,000	WSM	650	50,000	50,000
WROL	1310	250	100				

† Construction permit ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only.

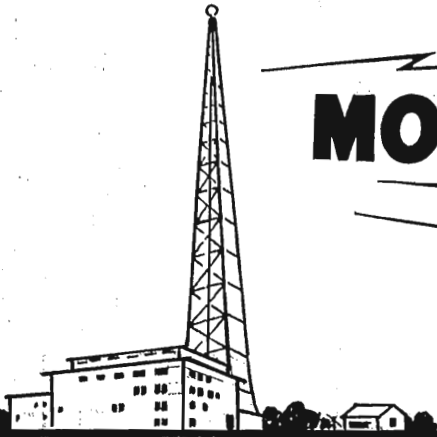
Data corrected to June 1, 1937

Tennessee Radio Homes by Counties

Anderson	1,800	Hamilton	28,300	Morgan	1,000
Bedford	2,100	Hancock	500	Obion	3,400
Benton	800	Hardeman	1,700	Overton	1,100
Bledsoe	500	Hardin	1,100	Perry	500
Blount	2,700	Hawkins	1,700	Pickett	300
Bradley	2,700	Haywood	2,300	Polk	1,400
Campbell	2,300	Henderson	1,600	Putnam	2,300
Cannon	800	Henry	2,800	Rhea	1,200
Carroll	2,800	Hickman	900	Roane	2,400
Carter	2,900	Houston	400	Robertson	2,800
Cheatham	600	Humphreys	900	Rutherford	3,800
Chester	900	Jackson	900	Scott	1,000
Claiborne	1,500	Jefferson	1,300	Squatchie	800
Clay	500	Johnson	900	Sevier	1,400
Coke	1,500	Knox	25,300	Shelby	61,400
Coffee	1,700	Lake	1,000	Smith	1,600
Crockett	1,600	Lauderdale	2,300	Stewart	900
Cumberland	900	Lawrence	2,200	Sullivan	8,000
Davidson	47,300	Lewis	400	Sumner	2,700
Decatur	800	Lincoln	2,600	Tipton	2,400
De Kalb	1,200	Loudon	1,600	Trousdale	600
Dickson	1,600	McMinn	2,900	Unicoi	1,300
Dyer	3,800	McNairy	1,600	Union	600
Fayette	1,800	Macon	1,200	Van Buren	200
Fentress	800	Madison	6,800	Warren	1,900
Franklin	2,300	Marion	1,600	Washington	5,900
Gibson	5,200	Marshall	1,600	Wayne	1,000
Giles	2,100	Maury	4,100	Wenkley	3,400
Grainger	700	Meigs	300	White	1,300
Greene	2,900	Monroe	1,700	Williamson	2,100
Grundy	700	Montgomery	3,700	Wilson	2,700
Hamblen	1,800	Moore	300		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

MORE POWER TO YOU!



WHERE? In the big Knoxville Trading Territory ... a 173 Million Dollar Market in the heart of the TVA Development.

HOW?

Through *WNOX*, whose *new* 5000-Watt transmitter brings perfect high-fidelity reception to 59 counties in Eastern Tennessee, Kentucky, Virginia and North Carolina.

WHY?

Because *WNOX* is *THE* station to the 131,000 radio families in the *WNOX*ville market ... and that means *Sales Power*.

E. KATZ SPECIAL ADVERTISING AGENCY
Representatives

1010 KILOCYCLES ... 5000 WATTS, DAY...1000 WATTS, NIGHT

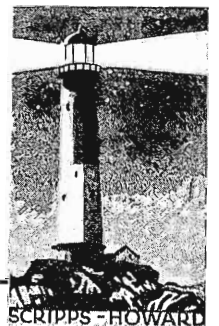
Affiliated with
The Knoxville
News-Sentinel

WNOX

Affiliated with
The Columbia
Broadcasting System

IN THE HEART OF THE TVA DEVELOPMENT

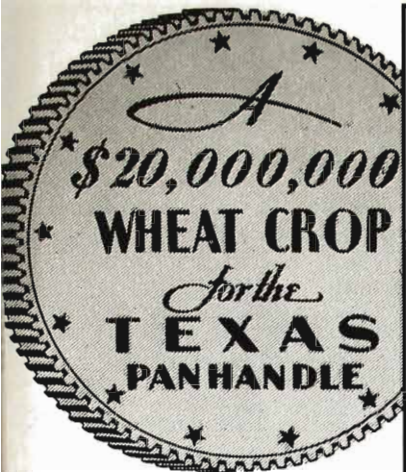
SCRIPPS • HOWARD RADIO, INC.



SCRIPPS-HOWARD

BROADCASTING • *Broadcast Advertising*

June 15, 1937 • Page 195



Come on....
HARVESTERS!

Twenty-eight national advertisers are going to help reap this bountiful harvest over KGNC—the Panhandle-Plains NBC Station. Some of the latest to join the crew are: General Foods' Jello, Maxwell House Showboat, Lucky Strike Hit Parade, Alka-Seltzer Barn Dance, Uncle Ezra and his Five Watter, F. W. Fitch Company, R. C. A. Magic Key and Grape Nuts' Burns and Allen.

We have room for more good harvesters—there's opportunity for everybody—rich profits for all. Not in a decade have conditions been so good in the Panhandle Plains!



WILSON-ROBERTSON, INC. REPRESENTATIVES ... CHICAGO-NEW YORK-KANSAS CITY

TEXAS

Population (1936)

6,117,000

Persons Per Family (1930 U. S. Census)

4.2

Total Radio Homes (1936)

862,100

TEXAS RADIO STATIONS

Retail Trade, 1935

No. of Stores -----	71,206
Sales -----	\$1,289,264,000
Food Stores -----	284,217,000
General Merchandise	
Group -----	175,425,000
(Including dept., dry goods and variety stores)	
Apparel Group -----	82,526,000
Automotive Group -----	242,964,000
Filling Stations -----	93,919,000
Furniture-Household	
Group -----	52,350,000
Lumber - Building - Hardware Group -----	98,297,000
Eating and Drinking	
Places -----	66,335,000
Drug Stores -----	63,346,000
All others -----	69,838,000

Wholesale Trade, 1935

No. of Establishments ---	7,753
Net Sales -----	\$1,531,540,000

Farms, 1935

No. of Farms -----	5,017
Valuation of Farm Lands and Buildings -----	\$2,573,705,000
Gross Income From Farm Production -----	\$491,879,000

Census of Manufactures, 1935

No. of Establishments ---	4,177
Value Added by Manufacture -----	\$312,327,704,000

Income Tax Collections

Total Personal Income Tax Collections, 1936 -----	\$19,563,896
Total Corporation Income Tax Collections, 1936 -----	\$15,982,339
No. of Individual Income Tax Returns, 1935 -----	135,739

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classified Banks -----	\$189,663,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones --	383,300
Total -----	619,300

Automotive Registrations, 1936

Total -----	1,473,986
Passenger Cars -----	1,187,313
Trucks, buses, etc. -----	286,673

Life Insurance Sales, 1936

Total -----	\$133,266,000
-------------	---------------

Places of Amusement, 1935

No. of Establishments ---	1,895
Receipts -----	\$24,416,000

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Abilene				Fort Worth				San Angelo			
KRBC . . . 1420		250	100	KFJZ . . . 1370		250	100	KGKL . . . 1370		250	100
Amarillo				KTAT . . . 1240		1,000	1,000	KMCC . . . 1370		250	100
KGNC . . . 1410		2,500	1,000	WBAP . . . 800		50,000	50,000	KONO . . . 1370		100	100
Austin				Greenville				KTSA . . . 550		5,000	1,000
KNOW . . . 1500		100	100	†KGVV . . . 1200-D		100	---	WOAI . . . 1190		50,000	50,000
Beaumont				Houston				Sherman			
KFDM . . . 560		1,000	500	KPRC . . . 920		5,000	1,000	KRRV . . . 1310-D		250	---
Big Spring				KTRH . . . 1290		5,000	1,000	Temple			
KBST . . . 1500		100	100	KXYZ . . . 1440		1,000	1,000	KTEM . . . 1370-D		100	250
Brady				Kilgore				KMCB . . . 1420		100	100
KNEL . . . 1500-D		100	---	KOCA . . . 1210		100	100	KCMC . . . 1420		100	250
College Station				Longview				KRLH . . . 1420-D		100	---
WTAW . . . 1120		500	500	KFRO . . . 1370-D		250	---	KNET . . . 1420-D		100	---
Corpus Christi				Lubbock				KPAL . . . 1420-D		100	---
**KGFI . . . 1500		250	100	KFYO . . . 1310		250	100	KPND . . . 1310-D		250	---
†KRIS . . . 1330		500	500	Midland				KPLT . . . 1500-D		250	---
Corsicana				KRLH . . . 1420-D		100	---	Pampa			
KAND . . . 1310-D		100	---	Palcatine				KPDN . . . 1310-D		250	---
Dallas				KNET . . . 1420-D		100	---	Paris			
KRLD . . . 1040		10,000	10,000	KNET . . . 1420-D		100	---	KPLT . . . 1500-D		250	---
WFAA . . . 800		50,000	50,000	Pecos				KIUN . . . 1420		100	100
WRR . . . 1280		500	500	Port Arthur				KPAC . . . 1260-D		500	---
El Paso				†KROD . . . 1500		100	100	Wichita Falls			
KTSM . . . 1310		250	100	WDAH . . . 1310		100	100	**KGGK . . . 570		1,000	250

† Construction permit. ‡ Special authorization. * CP for increase in power or change in frequency. D—Day only. *Italics* indicate station has reported it does not sell time. ** Authorized to move to Brownsville. *** Authorized to move to Fort Worth.

Texas Radio Homes by Counties

Anderson -----	4,300	Donley -----	1,200	Kaufman -----	4,300	Real -----	300
Andrews -----	50	Duval -----	900	Kendall -----	1,000	Red River -----	2,700
Angelina -----	3,400	Eastland -----	4,000	Kenedy -----	60	Reeves -----	1,200
Aransas -----	200	Ector -----	600	Kent -----	400	Refugio -----	1,500
Archer -----	900	Edwards -----	300	Kerr -----	1,600	Roberts -----	200
Armstrong -----	400	Ellis -----	6,000	Kimble -----	600	Robertson -----	2,600
Atascosa -----	1,400	El Paso -----	20,300	King -----	100	Rockwall -----	800
Austin -----	2,500	Erath -----	2,600	Kinney -----	400	Runnels -----	3,300
Bailey -----	400	Falls -----	3,400	Kleberg -----	1,600	Rusk -----	5,500
Bandera -----	400	Fannin -----	4,300	Knox -----	900	Sabine -----	1,100
Bastrop -----	2,200	Fayette -----	3,600	Lamas -----	5,600	San Augustine -----	600
Baylor -----	1,000	Fisher -----	1,400	Lamb -----	1,600	San Jacinto -----	600
Bee -----	2,000	Floyd -----	1,800	Lampasas -----	1,400	San Patricio -----	2,400
Bell -----	6,300	Foard -----	800	La Salle -----	700	San Saba -----	1,100
Bexar -----	58,200	Fort Bend -----	3,400	Lavaca -----	2,200	Schleicher -----	400
Blanco -----	400	Franklin -----	600	Lee -----	1,800	Scurry -----	1,400
Borden -----	70	Freestone -----	2,200	Leon -----	2,100	Shackelford -----	900
Bosque -----	1,700	Frio -----	800	Liberty -----	4,000	Shelby -----	2,700
Bowie -----	4,500	Gaines -----	300	Limestone -----	700	Sherman -----	200
Brazoria -----	2,500	Galveston -----	15,200	Lipscomb -----	700	Smith -----	10,200
Brazos -----	3,400	Garza -----	800	Live Oak -----	600	Somervell -----	300
Brewster -----	900	Gillespie -----	1,900	Llano -----	800	Starr -----	700
Briscoe -----	500	Glasscock -----	100	Loving -----	30	Stephens -----	2,300
Brooks -----	600	Goliad -----	800	Lubbock -----	7,400	Sterling -----	300
Brown -----	3,900	Gonzales -----	2,900	Lynn -----	1,100	Stonewall -----	600
Burleson -----	1,600	Gray -----	3,800	McCulloch -----	2,100	Sutton -----	600
Burnet -----	1,300	Grayson -----	9,200	McLennan -----	16,300	Swisher -----	1,100
Caldwell -----	3,500	Gregg -----	2,500	McMullen -----	80	Tarrant -----	40,700
Calhoun -----	600	Grimes -----	2,300	Madison -----	1,400	Taylor -----	400
Callahan -----	1,200	Guadalupe -----	3,100	Marion -----	800	Terrell -----	800
Cameron -----	9,500	Hale -----	3,200	Martin -----	400	Terry -----	600
Camp -----	1,000	Hall -----	1,900	Mason -----	2,200	Throckmorton -----	500
Carson -----	1,000	Hamilton -----	1,800	Matagorda -----	900	Titus -----	1,600
Cass -----	2,600	Hansford -----	400	Maverick -----	900	Tom Green -----	7,700
Castro -----	400	Hardeman -----	2,000	Medina -----	1,600	Travis -----	16,300
Chambers -----	500	Hardin -----	1,500	Mendocino -----	600	Trinity -----	1,000
Cherokee -----	4,200	Harris -----	88,300	Midland -----	1,400	Tyler -----	900
Childress -----	2,500	Hartley -----	3,900	Milam -----	3,300	Upshur -----	2,100
Clay -----	1,600	Haskell -----	200	Mills -----	1,100	Upton -----	1,100
Cochran -----	140	Hays -----	1,800	Mitchell -----	1,700	Uvalde -----	1,800
Coke -----	400	Hemp Hill -----	2,000	Montague -----	2,200	Val Verde -----	2,100
Coleman -----	2,800	Henderson -----	700	Montgomery -----	2,800	Van Zandt -----	3,000
Collin -----	5,100	Hidalgo -----	3,000	Moore -----	200	Victoria -----	3,400
Collingsworth -----	1,700	Hill -----	7,700	Morris -----	900	Walker -----	1,900
Colorado -----	2,500	Hockley -----	4,500	Motley -----	600	Waller -----	1,200
Comal -----	1,900	Hood -----	900	Nacogdoches -----	3,100	Ward -----	500
Comanche -----	1,900	Hopkins -----	800	Navarro -----	6,300	Washington -----	3,100
Concho -----	800	Houston -----	3,100	Newton -----	1,000	Webb -----	5,500
Cooke -----	3,100	Howard -----	2,900	Nolan -----	8,600	Wharton -----	4,000
Coryell -----	2,000	Howland -----	3,500	Nottingham -----	900	Wheeler -----	1,800
Cottle -----	1,200	Hudspeth -----	400	Ochiltree -----	200	Wichita -----	14,100
Crane -----	200	Hunt -----	6,900	Oldham -----	1,800	Wilbarger -----	3,500
Crockett -----	400	Hutchinson -----	2,100	Orange -----	2,500	Willacy -----	800
Crosby -----	1,300	Irion -----	200	Palo Pinto -----	1,700	Williamson -----	5,600
Culberson -----	800	Jackson -----	1,200	Panola -----	2,300	Wilson -----	1,900
Dallas -----	80,400	Jasper -----	1,900	Parmer -----	600	Winkler -----	600
Dawson -----	1,400	Jeff Davis -----	200	Pecos -----	1,000	Wise -----	2,000
Deaf Smith -----	900	Jefferson -----	23,600	Polk -----	1,600	Wood -----	2,700
Delta -----	1,400	Jim Hogg -----	500	Potter -----	10,700	Yoakum -----	70
Denton -----	4,800	Jim Wells -----	1,300	Presidio -----	900	Young -----	2,600
DeWitt -----	3,700	Johnson -----	4,100	Rains -----	500	Zapata -----	

Hang On— THE SKY'S YOUR LIMIT!

THE Lubbock market is going places! Business is booming in the Texas South Plains and Eastern New Mexico—merchandising opportunities are unlimited! Advertisers who tie on to Station KFYO this year are going to get a real ride for their money in this prosperous area.

Last year this market raised 400,000 bales of cotton—sold them for an average of \$70 each, cash—\$28,000,000. This fall it will be considerably more.

This money is spent. For example, so far this year sales out of Lubbock of rural gas refrigerators by one dealer have totaled twenty-six freight carloads!

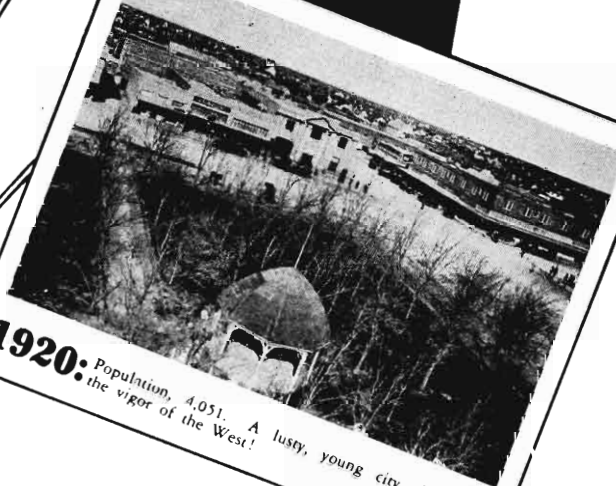
Lubbock bank deposits on March 31st were up 18% over June 30, 1936. The city and its market are growing by leaps and bounds in population, income, and ability to buy the good things of life. Population is almost entirely literate, native-born whites—highest percentage in the U. S.

Here is an isolated station and rich market—with daytime reception 100%—and little coverage by distant outside stations.

The full facts about the job KFYO can and will do for you are yours for the asking—and we want you to ask!



KFYO
In LUBBOCK
"Texas' Fastest
Growing City!"



1920: Population, 4,051. A lusty, young city, full of the vigor of the West!



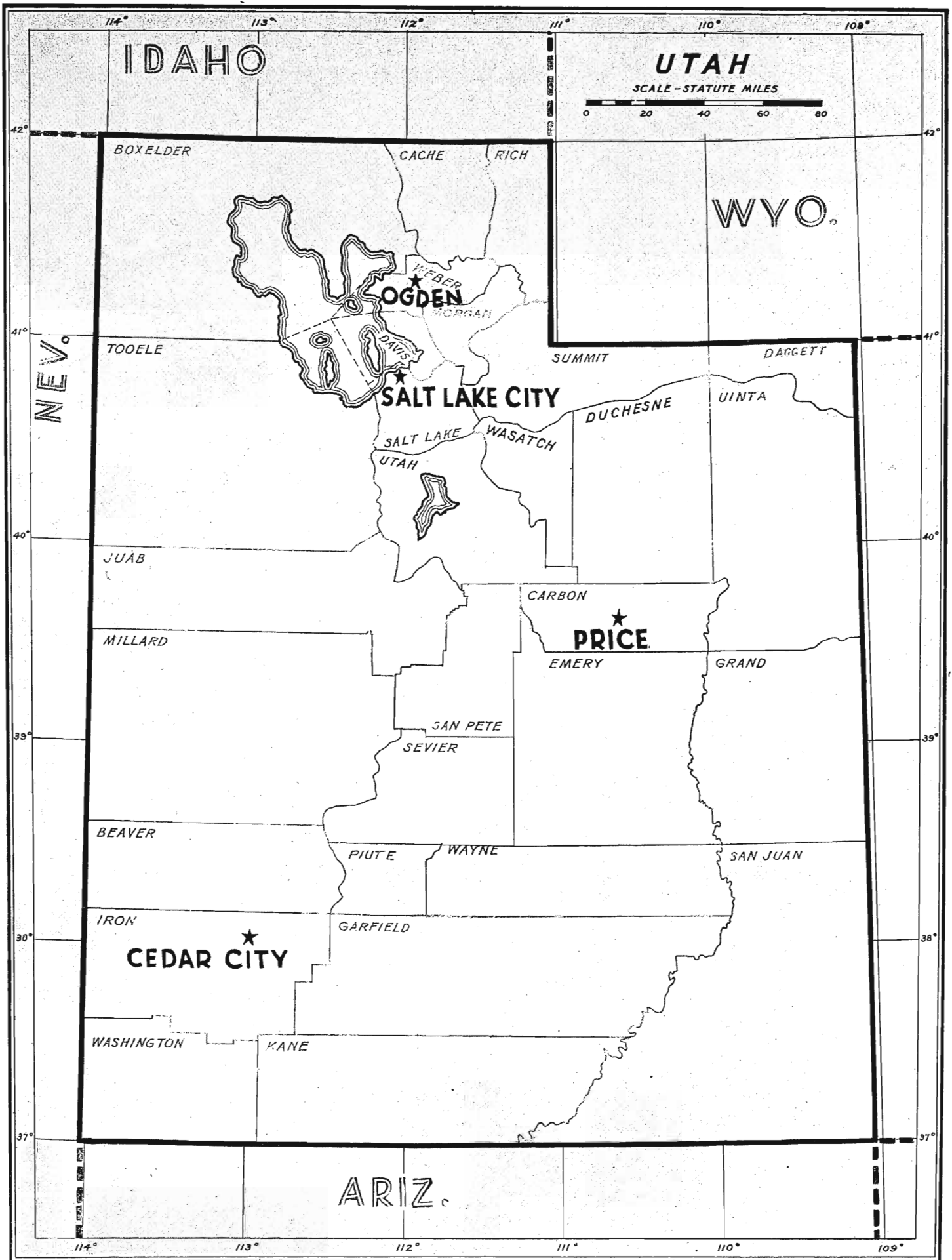
TODAY: Population, 29,000. Firmly established as the wholesale distribution and retail shopping center for the South Plains of Texas and Eastern New Mexico.

WILSON-ROBERTSON, INC.
REPRESENTATIVES
NEW YORK CHICAGO
KANSAS CITY

KFYO

FREE!
COMPLETE MARKET
ANALYSIS ON REQUEST

AVALANCHE - JOURNAL STATION - LUBBOCK TEXAS





Great Market!

A quarter of a million people in the
Salt Lake Retail Trading Zone!

Great Buyers!

Per capita retail purchases 15%
above the national average!

Great Opportunity!

Where competition is not as keen
as in more congested centers!

Great Scott!

It's a perfect set-up — combined
with the audience-holding showman-
ship of this popular station

Representatives

JOHN BLAIR & CO.
Chicago — New York
Detroit — San Francisco

KDYL

Salt Lake City, Utah

*An N.B.C.
Station*

UTAH

Population (1936)	516,000
Persons Per Family (1930 U. S. Radio Census)	4.4
Total Radio Homes (1936)	85,000

Retail Trade, 1935

No. of Stores	5,839
Sales	\$132,098,000
Food Stores	26,033,000
General Merchandise Group (Including dept., dry goods and variety stores)	19,109,000
Apparel Group	9,246,000
Automotive Group	21,065,000
Filling Stations	9,736,000
Furniture-Household Group	7,646,000
Lumber-Building-Hardware Group	8,074,000
Eating and Drinking Places	6,311,000
Drug Stores	4,704,000
All others	11,937,000

Wholesale Trade, 1935

No. of Establishments	888
Net Sales	\$154,189,000

Farms, 1935

No. of Farms	30,695
Valuation of Farm Lands and Buildings	\$158,303,000
Gross Income From Farm Production and Livestock	\$38,735,000

Census of Manufactures, 1935

No. of Establishments	542
Value Added by Manufac- ture	\$34,945,663

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$673,835
Total Corporation Income Tax Collections, 1936	\$1,235,478
No. of Individual Income Tax Returns, 1935	14,187

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$54,803,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	42,100
Total	67,100

Automotive Registrations, 1936

Total	135,679
Passenger Cars	113,000
Trucks, buses, etc.	22,679

Life Insurance Sales, 1936

Total	\$21,308,000
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Places of Amusement, 1935

No. of Establishments	254
Receipts	\$2,266,000

UTAH RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Cedar City			
†KSUB	1310	100	100
Ogden			
KLO	1400	500	500
Price			
KEUB	1420	100	100
Salt Lake City			
KDYL	1290	1,000	1,000
		*5,000	
KSL	1130	50,000	50,000
†KUTA	1500	100	100

† Construction permit. † Special authorization. * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

Utah Radio Homes by Counties

Beaver	600	Piute	150
Box Elder	2,400	Rich	140
Cache	4,300	Salt Lake	41,600
Carbon	2,800	San Juan	300
Daggett	30	Sanpete	1,800
Davis	1,300	Sevier	1,500
Duchesne	800	Summit	1,100
Emery	500	Tooele	1,000
Garfield	400	Uintah	900
Grand	280	Utah	7,000
Iron	1,200	Wasatch	600
Juab	1,100	Washington	1,000
Kane	180	Wayne	120
Millard	1,000	Weber	10,100
Morgan	300		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

The logo for KSL is centered within a circular frame composed of several concentric rings. The letters 'KSL' are rendered in a bold, white, sans-serif font against a dark background.

KSL

Doing a network job for the Intermountain Empire and the West..

The unprecedented business volume carried by KSL this current season and for the past decade is eloquent evidence of its unquestioned leadership.

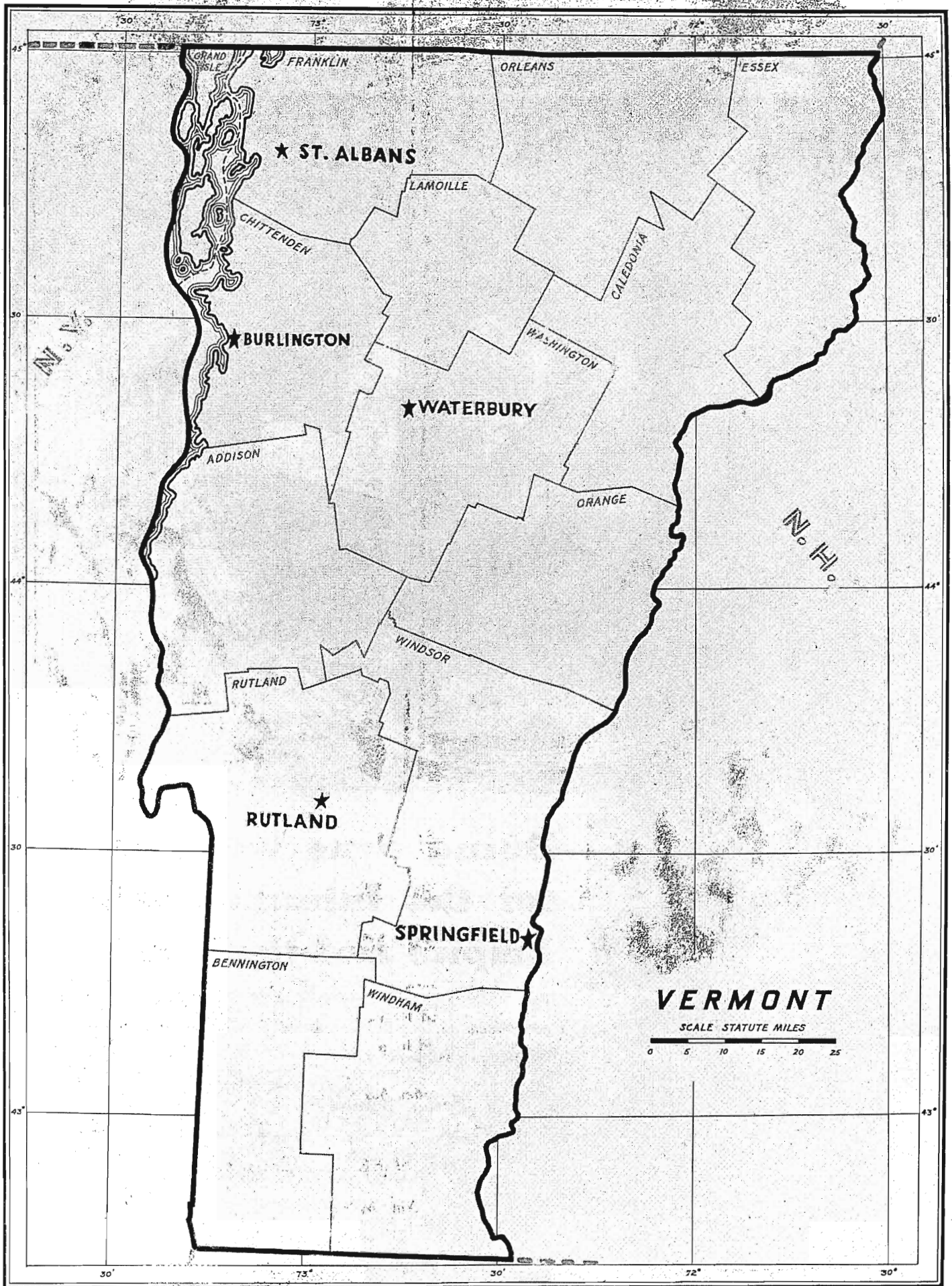
Member Columbia Broadcasting System

50,000 WATTS

CLEARED NATIONAL CHANNEL

SALT LAKE CITY, UTAH

Represented Nationally by Edward Petry & Company



VERMONT

Population (1936)	380,000
Persons Per Family (1930 U. S. Census)	4.0
Total Radio Homes (1936)	72,400

Retail Trade, 1935

No. of Stores	4,958
Sales	\$99,121,000
Food Stores	25,063,000
General Merchandise Group (Including dept., dry goods and variety stores)	7,891,000
Apparel Group	5,689,000
Automotive Group	17,901,000
Filling Stations	4,925,000
Furniture-Household Group	3,192,000
Lumber-Building-Hardware Group	5,472,000
Eating and Drinking Places	3,878,000
Drug Stores	2,680,000
All others	15,534,000

Wholesale Trade, 1935

No. of Establishments	344
Net Sales	\$53,567,000

Farms, 1935

No. of Farms	27,061
Valuation of Farm Lands and Buildings	\$115,996,000
Gross Income From Farm Production and Livestock	\$42,524,000

Census of Manufactures, 1935

No. of Establishments	668
Value Added by Manufac- ture	\$41,064,100

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$516,956
Total Corporation Income Tax Collections, 1936	\$666,947
No. of Individual Income Tax Returns, 1935	11,075

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$143,078,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	40,800
Total	56,100

Automotive Registrations, 1936

Total	83,313
Passenger Cars	74,520
Trucks, buses, etc.	8,793

Life Insurance Sales, 1936

Total	\$15,980,000
-------	--------------

Places of Amusement, 1935

No. of Establishments	133
Receipts	\$1,423,000

VERMONT RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Burlington WCAX	1200	250	100
Rutland WSBY	1500	100	100
Springfield WNBX	1260—D	1,000 *5,000	----- *5,000
St. Albans WQDM	1390—D	1,000	-----
Waterbury WDEV	550—D	500	-----

† Construction permit † Special authorization * CP for increase in power or change in frequency D—Day only.

Data corrected to June 1, 1937

Vermont Radio Homes by Counties

Addison	3,400
Bennington	4,500
Caledonia	5,100
Chittenden	10,600
Essex	900
Franklin	5,700
Grand Isle	600
Lamoille	2,000
Orange	2,700
Orleans	3,900
Rutland	10,200
Washington	9,000
Windham	6,200
Windsor	7,600

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

Increased power . . . modern RCA 1-DA high fidelity transmitter . . . NBC Red Network . . . New Directional Antenna radiating 2172 watts into Virginia's richest industrial and agricultural section—all combine to make WMBG the favorite station in the Richmond area . . . one of the important shopping centers of the south, and a major Southern Radio Market.

Within the good service area of WMBG are 95,500 radio families or 28% of the total radio families of the state. Annual retail sales in the WMBG good service area amount to \$135,694,000 . . . 37.8% of the State's total.

The quickest, surest and most economical means of reaching this worthwhile market is through WMBG.

VIRGINIA

RICHMOND

SOUTH-EAST INDUSTRIAL TRIANGLE

PETERSBURG

HOPWELL

2172 WATTS

WMBG

NBC

NBC

RICHMOND, VIRGINIA

*Ferguson & Aston Inc.
Exclusive National
Sales Representatives*

NBC RED NETWORK

SERVING VIRGINIA'S MOST THICKLY POPULATED AREA

VIRGINIA

Population (1936)	2,671,000
Persons Per Family (1930 U. S. Census)	4.6
Total Radio Homes (1936)	336,900

Retail Trade, 1935

No. of Stores	26,757
Sales	\$471,329,000
Food Stores	106,587,000
General Merchandise Group (Including dept., dry goods and variety stores)	52,914,000
Apparel Group	34,166,000
Automotive Group	71,790,000
Filling Stations	31,754,000
Furniture-Household Group	20,731,000
Lumber-Building-Hardware Group	23,352,000
Eating and Drinking Places	18,860,000
Drug Stores	19,352,000
All others	1,855,000

Wholesale Trade, 1935

No. of Establishments	2,123
Net Sales	\$502,951,000

Farms, 1935

No. of Farms	197,632
Valuation of Farm Lands and Buildings	\$593,855,000
Gross Income From Farm Production and Livestock	\$158,819,000

Census of Manufactures, 1935

No. of Establishments	2,259
Value Added by Manufac- ture	\$262,440,939

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$5,081,608
Total Corporation Income Tax Collections, 1936	\$8,284,333
No. of Individual Income Tax Returns, 1935	55,185

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$238,958,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	151,000
Total	222,800

Automotive Registrations, 1936

Total	403,787
Passenger Cars	345,503
Trucks, buses, etc.	58,284

Life Insurance Sales, 1936

Total	\$72,977,000
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Places of Amusement, 1935

No. of Establishments	607
Receipts	\$8,096,000

VIRGINIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Charlottesville			
WCHV	1420	250	100
Danville			
WBTM	1370	250	100
Harrisonburg			
WSVA	550-D	500	----
Lynchburg			
WLVA	1200	250	100
Newport News			
WGH	1310	250	100
Norfolk			
WTAR	780	1,000	500
			*1,000

Petersburg			
WPHR	880-D	500	----
Richmond			
WBBL	1210	100	100
WMBG	1210	250	100
	*1350	*500	*500
†WRDT	1500	100	100
WRVA	1110	5,000	5,000
Roanoke			
WDBJ	930	5,000	1,000

† Construction permit. † Special authorization * CP for increase in power or change in frequency. D—Day only. *Italics indicate station has reported it does not sell time*
Data corrected to June 1, 1937

Virginia Radio Homes by Counties

Accomac	3,600	King William	900
Albemarle	7,900	Lancaster	1,100
Alleghany	3,900	Lee	2,100
Amelia	400	Loudoun	2,700
Amherst	1,300	Louisa	1,100
Appomattox	600	Lunenburg	1,100
Arlington	12,200	Madison	700
Augusta	7,700	Mathews	700
Bath	900	Mecklenburg	2,600
Bedford	2,500	Middlesex	600
Bland	300	Montgomery	3,300
Botetourt	2,800	Nansemond	4,100
Brunswick	1,600	Nelson	1,200
Buchanan	900	New Kent	400
Buckingham	800	Norfolk	44,800
Campbell	12,400	Northampton	2,200
Caroline	1,200	Northumberland	900
Carroll	2,000	Nottoway	1,700
Charles City	300	Orange	1,900
Charlotte	900	Page	1,600
Chesterfield	1,900	Patrick	1,200
Clarke	900	Pittsylvania	9,100
Craig	300	Powhatan	400
Culpeper	1,800	Prince Edward	1,600
Cumberland	400	Prince George	2,600
Dickenson	1,100	Prince William	1,700
Dinwiddie	8,200	Princess Anne	1,700
Elizabeth City	4,300	Pulaski	2,700
Essex	600	Rappahannock	500
Fairfax	2,900	Richmond	700
Fauquier	2,900	Roanoke	22,300
Floyd	1,400	Rockbridge	3,300
Fluvanna	600	Rockingham	6,500
Franklin	2,300	Russell	1,800
Frederick	4,300	Scott	1,400
Giles	1,300	Shenandoah	2,800
Gloucester	1,000	Smyth	2,500
Goochland	500	Southampton	2,300
Grayson	2,200	Spotsylvania	3,000
Greene	400	Stafford	500
Greensville	1,400	Surrey	500
Halifax	3,200	Sussex	1,000
Hanover	1,600	Tazewell	3,100
Henrico	47,100	Warren	1,300
Henry	3,200	Warwick	9,000
Highland	500	Washington	5,200
Isle of Wight	1,200	Westmoreland	800
James City	1,200	Wise	4,900
King and Queen	500	Wythe	2,500
King George	300	York	600

DISTRICT OF COLUMBIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Washington			
WJSV	1460	10,000	10,000
WMAJ	630	500	250
WOL	1310	100	100
WRC	950	1,000	500
		*5,000	*1,000

† Construction permit † Special authorization * CP for increase in power or change in frequency.

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

DISTRICT OF COLUMBIA

Population (1936)	619,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	125,800

Retail Trade, 1935

No. of Stores	6,472
Sales	\$330,813,000
Food Stores	70,706,000
General Merchandise Group	57,467,000

Apparel Group	36,084,000
Automotive Group	42,269,000
Filling Stations	14,301,000
Furniture-Household Group	11,066,000
Lumber-Building-Hardware Group	9,598,000
Eating and Drinking Places	28,598,000
Drug Stores	19,255,000
All others	41,377,000

Wholesale Trade, 1935

No. of Establishments	629
Net Sales	\$242,729,000

Farms, 1935

No. of Farms	89
Valuation of Farm Lands and Buildings	\$7,183,000
Gross Income From Farm Production and Livestock Not reported	

Census of Manufactures, 1935

No. of Establishments	Not reported
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$6,647,328
Total Corporation Income Tax Collections, 1936	\$4,503,173
No. of Individual Income Tax Returns, 1935	95,714

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$106,611,000
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Telephones, 1937

Residence Telephones	112,700
Total	214,500

Automotive Registrations, 1936

Total	213,230
Passenger Cars	193,000
Trucks, buses, etc.	20,230

Life Insurance Sales, 1936

Total	\$60,377,000
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Places of Amusements, 1935

No. of Establishments	156
Receipts	\$7,915,000

Only

WTAR

Covers VIRGINIA'S Rich TIDE WATER Area

WTAR is the only radio station dependably serving Tidewater Metropolitan Area—consisting of the cities of Norfolk, Portsmouth, Newport News, Hampton, and Phoebus, together with the resort communities—Virginia Beach, Ocean View, Chesapeake Beach, and many others—all constituting a concentrated market larger than that of any city in Virginia.

★ Certified Primary Coverage Area

★ Families	105,000	Drug Store Sales . . .	\$ 4,098,000
Radio Homes	74,900	Food Store Sales . . .	23,336,000
Telephones	27,880	Filling Station Sales .	4,099,000
Passenger Cars	55,609	Gen. Mdse. Sales . . .	10,655,000

These figures from our market survey definitely show the richness of this Virginia Tidewater Area—and this potential market combined the report of two recent surveys, which gives WTAR a definite audience preference and superior field strength. WTAR's new directional antenna system and power increase makes these figures even better—which will be definitely shown by our new market data which is now being constructed by Jansky and Bailey—this report will be available shortly on your request.

WTAR

NORFOLK - VIRGINIA

OWNED AND OPERATED BY
NORFOLK NEWSPAPERS, INC.



NBC
RED & BLUE
NETWORK

★ REPRESENTED
NATIONALLY BY
EDWARD
PRETLY & CO.
INC.

IN 1936
SPOKANE ADVERTISERS
SPENT **72%** MORE
THAN IN 1935 ON

KFPY

1937
is beating
1936

USE THE STATION THAT
SPOKANE ADVERTISERS
ACCEPT AS THE LEADER!

KFPY

SPOKANE

WASHINGTON

Representative

JOSEPH H. MCGILVERA

NEW YORK

CHICAGO

WASHINGTON

Population (1936)

1,643,000

Persons Per Family (1930 U. S. Census)

3.7

Total Radio Homes (1936)

346,900

Retail Trade, 1935

No. of Stores	25,086
Sales	\$528,709,000
Food Stores	123,012,000
General Merchandise Group (Including dept., dry goods and variety stores)	76,542,000
Apparel Group	31,694,000
Automotive Group	78,633,000
Filling Stations	38,287,000
Furniture-Household Group	19,124,000
Lumber-Building Hardware Group	30,607,000
Eating and Drinking Places	40,481,000
Drug Stores	17,919,000
All others	54,165,000

Wholesale Trade, 1935

No. of Establishments	3,233
Net Sales	\$603,740,000

Farms, 1935

No. of Farms	84,381
Valuation of Farm Lands and Buildings	\$550,720,000
Gross Income From Farm Production and Livestock	\$142,180,000

Census of Manufactures, 1935

No. of Establishments	2,848
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$3,957,740
Total Corporation Income Tax Collections, 1936	\$4,854,606
No. of Individual Income Tax Returns, 1935	71,280

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$190,013,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	191,100
Total	298,700

Automotive Registrations, 1936

Total	500,076
Passenger Cars	419,877
Trucks, buses, etc.	80,199

Life Insurance Sales, 1936

Total	\$74,349,000
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Places of Amusement, 1935

No. of Establishments	595
Receipts	\$9,566,000

WASHINGTON RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Aberdeen				Spokane			
KXRO	1310	100	100	KFIO	1120-D	100	---
		*250		KFPY	890	5,000	1,000
Bellingham				KGA	1470	5,000	5,000
KVOS	1200	100	100	KHQ	590	2,000	1,000
Everett						15,000	
KRKO	1370	50	50	Tacoma			
Olympia				KMO	1330	1,000	1,000
KGY	1210	100	100	KVI	570	5,000	1,000
Pullman				Walla Walla			
KWSC	1220	5,000	1,000	KUJ	1370	100	100
Seattle				Wenatchee			
KEEN	1370	100	100	KPQ	1500	250	100
KIRO	710	1,000	1,000	Yakima			
KJR	970	5,000	5,000	KIT	1310	250	100
KOL	1270	5,000	1,000		*1250	*500	*250
KOMO	920	5,000	1,000				
KRSC	1120	250	250				
KTW	1220	1,000	1,000				
KXA	760	500	250				

† Construction permit † Special authorization. * CP for increase in power or change in frequency D—Day only. Italics indicate station has reported it does not sell time

Data corrected to June 1, 1937

Washington Radio Homes by Counties

Adams	1,300	Lewis	6,800
Asotin	800	Lincoln	2,400
Benton	1,800	Mason	1,700
Chelan	7,900	Okanogan	3,300
Clallam	4,400	Pacific	2,400
Clark	6,900	Pend Oreille	800
Columbia	1,100	Pierce	35,300
Cowlitz	5,400	San Juan	600
Douglas	900	Skagit	6,600
Ferry	400	Skamania	300
Franklin	1,400	Snohomish	16,100
Garfield	800	Spokane	38,000
Grant	900	Stevens	2,400
Grays Harbor	10,400	Thurston	6,100
Island	900	Wahkiakum	700
Jefferson	1,500	Walla Walla	7,000
King	120,200	Whatcom	12,600
Kitsap	7,300	Whitman	6,600
Kittitas	3,700	Yakima	16,900
Khekitat	1,800		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

They Read

BROADCASTING

Broadcast Advertising

RESULTS OF SURVEY
Made Among 1,000 National Advertisers
and Agency Executives Taken at Random

"Which Magazine Do You Read
for News of Radio Advertising?"

- 50.4% said BROADCASTING Including Yearbook
- 29.1% said Publication B
- 25.9% said Publication C
- 6.3% said Publication D
- 6.9% said Publication E
- 1.5% said Publication F

THIS ADVERTISER FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?" World Broadcasting System and its advertising agency, Fisher, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and agency executives at random and asked them.

When the replies came in, this is what they revealed as far as readership of periodicals devoted to radio and radio advertising is concerned: BROADCASTING Magazine, including the Yearbook Number, led all the rest by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.

AIR GIANTS

— OF —

West Virginia

The Industry-humming Mountain State's
Most POWERFUL Broadcast Stations

W W V A

WHEELING

5,000 WATTS

Day and Night

1160 Kilocycles

W M M N

FAIRMONT

CLARKSBURG

1,000 WATTS

500 Watts Night

890 Kilocycles

Columbia Network Affiliates

*"The Friendly Voice from Out of the Hills
of West Virginia"*

*"The Welcome Servant of the Entire Monon-
gahela Valley 'In the Land of
O' King Coal' "*

Sold Separately on Individual Merit But
Owned and Operated by Same Management—the
WEST VIRGINIA BROADCASTING CORPORATION

RESULTS COUNT MOST

WEST VIRGINIA

Population (1936)	1,830,000
Persons Per Family (1930 U. S. Census)	4.6
Total Radio Homes (1936)	240,000

Retail Trade, 1935

No. of Stores	18,975
Sales	\$332,190,000
Food Stores	77,089,000
General Merchandise Group (Including dept., drv goods and variety stores)	39,512,000
Apparel Group	24,275,000
Automotive Group	45,766,000
Filling Stations	19,423,000
Furniture-Household Group- Lumber-Building-Hardware Group	14,448,000
Eating and Drinking Places	13,263,000
Drug Stores	16,400,000
All others	10,110,000
	17,232,000

Wholesale Trade, 1935

No. of Establishments	1,251
Net Sales	\$231,076,000

Farms, 1935

No. of Farms	104,747
Valuation of Farm Lands and Buildings	\$237,644,000
Gross Income From Farm Production and Livestock	\$60,451,000

Census of Manufactures, 1935

No. of Establishments	1,042
Value Added by Manufac- ture	\$171,460,573

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$2,412,517
Total Corporation Income Tax Collections, 1936	\$4,951,180
No. of Individual Income Tax Returns, 1935	37,713

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$116,080,000
(Includes National Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	96,100
Total	144,100

Automotive Registrations, 1936

Total	254,172
Passenger Cars	216,652
Trucks, buses, etc.	37,520

Life Insurance Sales, 1936

Total	\$50,026,000
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Places of Amusement, 1935

No. of Establishments	390
Receipts	\$4,915,000

WEST VIRGINIA RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Bluefield WHIS . . .	1410	1,000	500	Farmont WMMN . . .	890	1,000	500
Charleston WCHS . . .	580	1,000	500	Huntington WSAZ . . .	1190	1,000	1,000
Clarksburg WBLK . . .	1370—D	100		Parkersburg WPAR . . .	1420	100	100
				Wheeling WWVA . . .	1160	5,000	5,000

† Construction permit † Special authorization * CP for increase in power or change in frequency. D—Day only.

Data corrected to June 1, 1937

West Virginia Radio Homes by Counties

Barbour	1,400	Mineral	2,500
Berkeley	4,200	Mingo	4,600
Boone	2,500	Monongalia	8,000
Braxton	1,800	Monroe	900
Brooke	5,000	Morgan	700
Cabell	16,400	Nicholas	1,800
Calhoun	1,200	Ohio	16,900
Clay	1,000	Pendleton	600
Doddridge	1,100	Pleasants	900
Fayette	8,800	Pocahontas	1,400
Gilmer	800	Preston	2,700
Grant	700	Putnam	1,300
Greenbrier	3,800	Raleigh	9,200
Hampshire	1,200	Randolph	2,900
Hancock	4,200	Ritchie	2,100
Hardy	700	Roane	2,300
Harrison	13,600	Summers	2,500
Jackson	2,100	Taylor	2,800
Jefferson	2,200	Tucker	1,200
Kanawha	28,800	Tyler	1,800
Lewis	3,100	Upshur	1,800
Lincoln	1,300	Wayne	4,500
Logan	6,900	Webster	1,200
McDowell	9,200	Wetzel	2,700
Marion	10,900	Wirt	700
Marshall	4,800	Wood	11,000
Mason	2,000	Wyoming	1,800
Mercer	9,500		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

To Sell 'em Just Tell 'em

VIA

The West Virginia Network

WCHS, Charleston, KEY STATION
1,000-500 Watts : 580 Kc.

WPAR, Parkersburg
100 Watts : 1420 Kc.

WBLK, Clarksburg
100 Watts : 1370 Kc.

AFFILIATED WITH THE COLUMBIA SYSTEM

AFFILIATED
WITH
COLUMBIA
BROADCASTING
SYSTEM

TUNED to the waves of the West Virginia Network is an audience of more than a million busy, money-making and money-spending people. Retail sales in the 20 counties of southern and central West Virginia and southeastern Ohio blanketed by the West Virginia Network are hitting up close to the TWO HUNDRED MILLION mark annually!

Just as such till-tickling sales figures attract the attention of manufacturers, so can your program attract the money-spending habits of these people via the West Virginia Network.

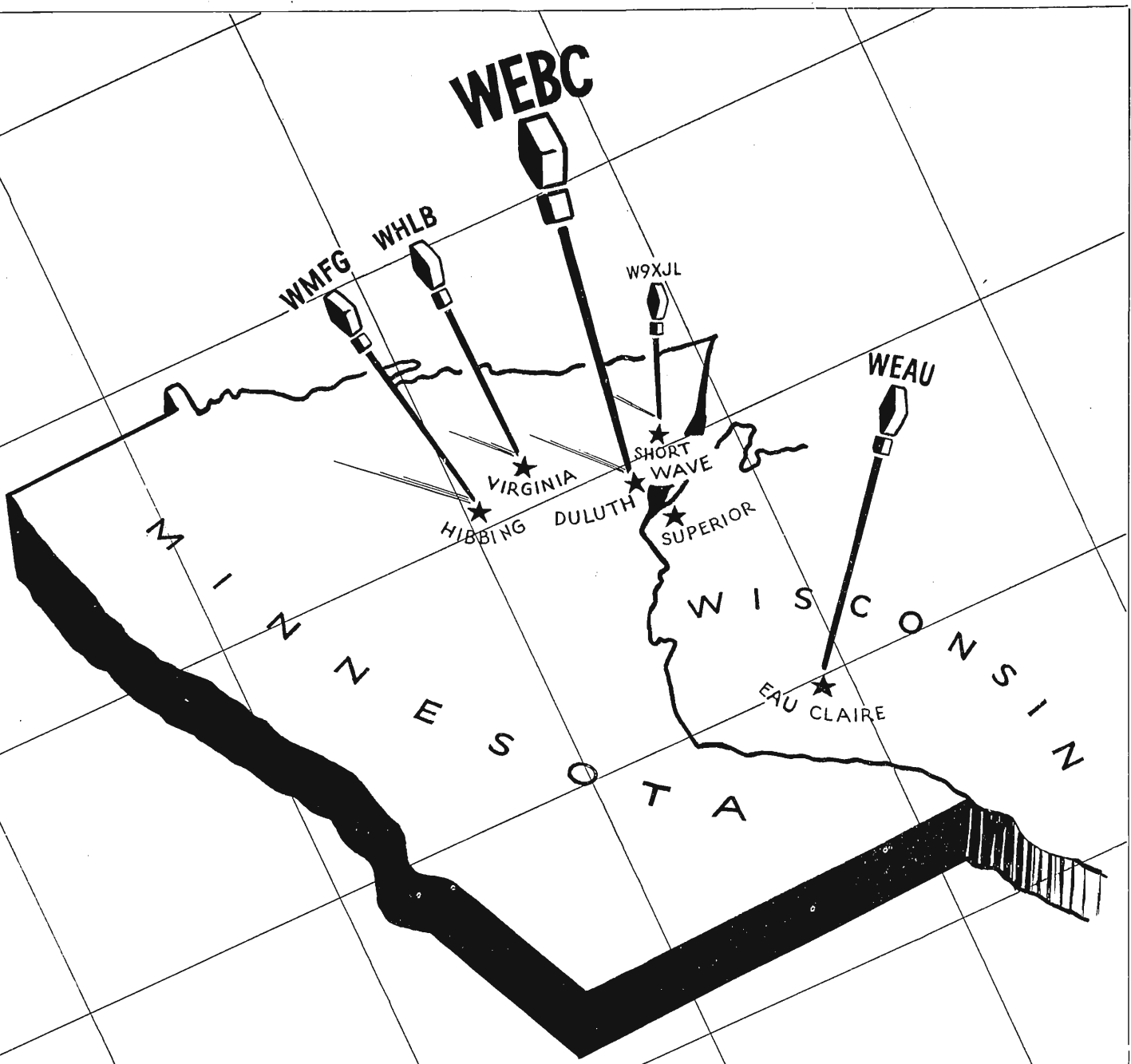
The complete story is yours for the asking. Affiliated with the Columbia Broadcasting System the facilities of the West Virginia Network are available as a unit or the stations separately as desired.

Sooner or later you'll come to West Virginia—but remember the story about the early bird!

THE WEST VIRGINIA NETWORK

MAIN OFFICES: CHARLESTON, WEST VIRGINIA
Where Business Conditions Are The Talk Of The Nation





in Duluth and Superior it's **WEBC**

KEY TO THE ARROWHEAD SYSTEM

and
 RED AND BLUE
of
N B C

5,000 WATTS DAY

1,000 WATTS NIGHT

NORMAN CRAIG
 NEW YORK
 PHONE PLAZA 3-8989

REPRESENTATIVES
GEORGE P. HOLLINGBERY
 CHICAGO
 PHONE STATE 2898

THOMAS GAVIN
 DULUTH
 PHONE MELROSE 1537

WISCONSIN

Population (1936)	2,908,000
Persons Per Family (1930 U. S. Census)	4.1
Total Radio Homes (1936)	576,600

Retail Trade, 1935

No. of Stores	44,154
Sales	\$871,832,000
Food Stores	198,893,000
General Merchandise Group (Including dept., dry goods and variety stores)	105,170,000
Apparel Group	56,859,000
Automotive Group	127,353,000
Filling Stations	53,046,000
Furniture-Household Group	27,003,000
Lumber-Building-Hardware Group	76,151,000
Eating and Drinking Places	76,963,000
Drug Stores	27,090,000
All others	82,497,000

Wholesale Trade, 1935

No. of Establishments	4,145
Net Sales	\$67,170,000

Farms, 1935

No. of Farms	199,877
Valuation of Farm Lands and Buildings	\$1,246,889,000
Gross Income From Farm Production and Livestock	\$290,421,000

Census of Manufactures, 1935

No. of Establishments	6,259
Value Added by Manufac- ture	Not reported

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$6,242,592
Total Corporation Income Tax Collections, 1936	\$8,597,026
No. of Individual Income Tax Returns, 1935	108,026

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$386,084,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	356,000
Total	506,300

Automotive Registrations, 1936

Total	821,605
Passenger Cars	670,172
Trucks, buses, etc.	151,433

Life Insurance Sales, 1936

Total	\$125,730,000
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Places of Amusement, 1935

No. of Establishments	841
Receipts	\$10,483,000

WISCONSIN RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)	City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Eau Claire				Milwaukee			
WEAU	1050—D	1,000	WEMP	1310—D	100
Fond du Lac				WISN	1120	1,000	250
KFIZ	1420	100	100	WTMJ	620	5,000	1,000
Green Bay				Poynette			
WHBY	1200	250	100	WIBU	1210	250	100
WTAQ	1330	1,000	1,000	Racine			
Janesville				WRJN	1370	250	100
WCLO	1200	250	100	Sheboygan			
Incross				WHBL	1300	250	250
WKBH	1380	1,000	1,000	Stevens Point			
Madison				WLBL	900—D	2,500
WHA	940	5,000	5,000			*5,000
WIBA	1280	5,000	1,000	Superior			
Manitowoc				WEBC	1290	5,000	1,000
WOMT	1210	100	100	WDMS	1200	100	100
				Wausau			
				WSAU	1370	100	100

† Construction permit ‡ Special authorization * CP for increase in power or change in frequency. D—Day only. *Italics* indicate station has reported it does not sell time.

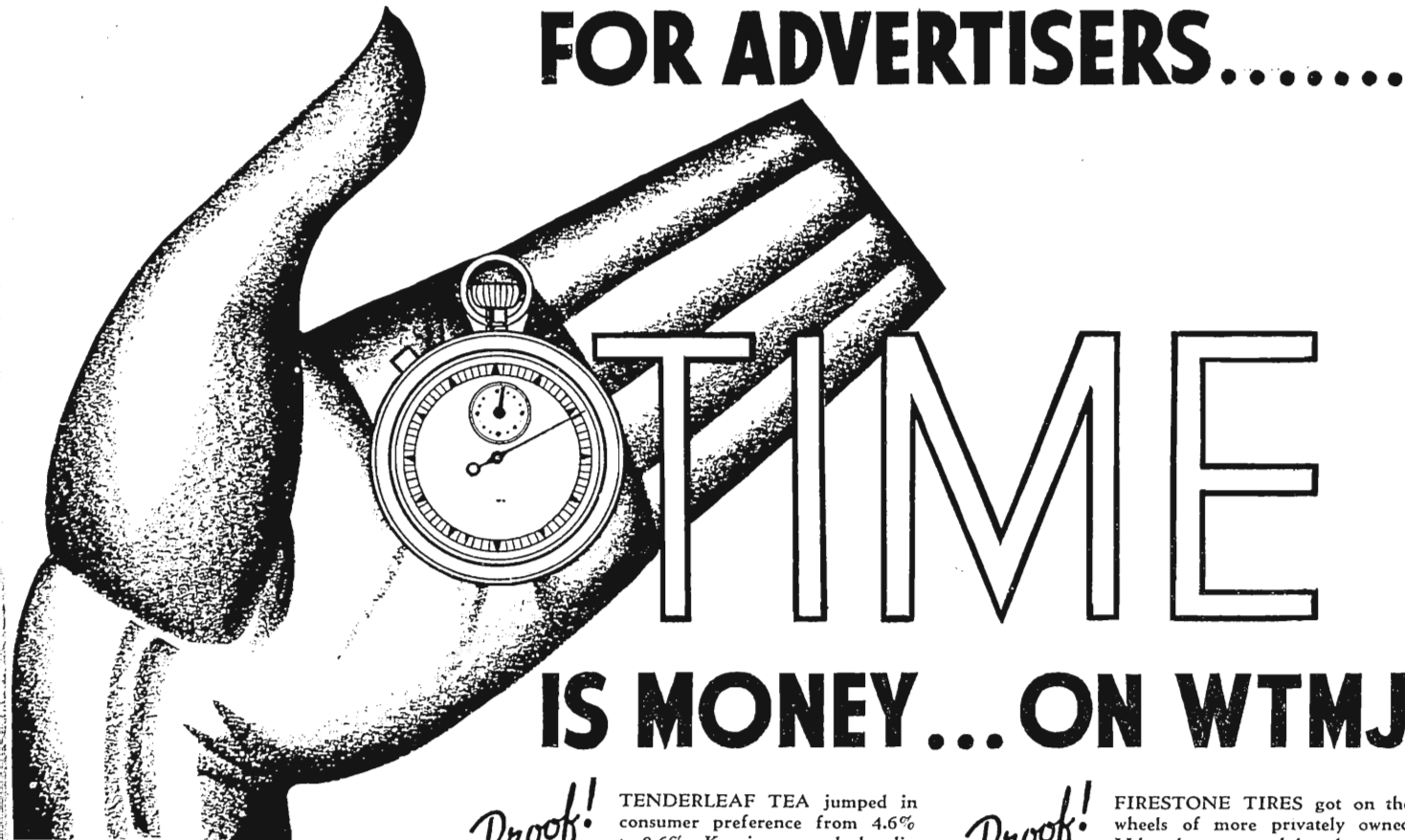
Data corrected to June 1, 1937

Wisconsin Radio Homes by Counties

Adams	900	Iowa	2,900	Portage	5,500
Ashland	3,300	Iron	1,200	Price	2,600
Barron	6,100	Jackson	2,400	Racine	18,200
Bayfield	1,700	Jefferson	8,700	Richland	2,900
Brown	14,300	Juneau	2,500	Rock	16,100
Buffalo	2,600	Kenosha	11,400	Rusk	2,100
Burnett	1,800	Kewaunee	2,700	St. Croix	4,100
Calumet	2,300	La Crosse	12,600	Sauk	6,300
Chippewa	6,300	Lafayette	3,100	Sawyer	1,300
Clark	4,800	Langlade	3,300	Shawano	4,500
Columbia	6,400	Lincoln	3,700	Sheboygan	14,800
Crawford	2,300	Manitowoc	11,100	Taylor	2,100
Dane	27,100	Marathon	10,000	Trempealeau	4,200
Dodge	8,500	Marinette	4,600	Vernon	3,900
Door	3,000	Marquette	1,300	Vilas	1,300
Douglas	9,200	Milwaukee	167,800	Walworth	7,900
Dunn	4,000	Monroe	4,200	Washburn	1,600
Eau Claire	9,100	Neenah	3,000	Washington	5,300
Florence	400	Oneida	3,300	Waukesha	10,700
Fond du Lac	13,100	Outagamie	13,500	Waupaca	6,100
Forest	1,200	Ozaukee	3,000	Waushara	1,900
Grant	7,500	Pepin	1,400	Winnebago	17,000
Green	5,100	Pierce	3,600	Wood	7,700
Green Lake	2,400	Polk	4,800		

SOURCES: Population, retail trade, wholesale trade, census of manufactures, amusements—all from U. S. Census Bureau; Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB; Farms, from 1936 *Market Data Handbook* of U. S. Department of Commerce and 1935 reports of U. S. Department of Agriculture; Income tax collections, from U. S. Treasury Department; Savings deposits, from American Bankers Association; Telephones, from A. T. & T. Co. and other sources; Automobiles, from *Automotive Industries*; Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

FOR ADVERTISERS.....



IS MONEY... ON WTMJ

The ten "Proof" stories shown here represent a random selection (Believe it, or not!) of WTMJ sales successes. Facts and figures, indicative of increases or leadership, were drawn from the findings of *The Milwaukee Journal 1937 Consumer Analysis*—a gem of statistical accuracy. Like its thirteen predecessors, this 1937 survey of product preferences is compiled to give a clear-cut picture of buying habits in the Greater Milwaukee area. And believe us, it does just that! The data contained within its covers is regarded as sacred by market students. Advertising agencies cry for it. Researchers salute it. So you may accept as gospel the evidence of WTMJ potency, as indicated in the "Proof" columns at the right!

Proof! TENDERLEAF TEA jumped in consumer preference from 4.6% to 8.6%. Keeping pace, dealer distribution spread from 38% to 64%. Sure! We give "One Man's Family" a lot of credit! But didn't this market hear it over WTMJ?

Proof! KRAFT upped Miracle Whip sales from 65.6% to 71.3%—and dealer acceptance from 88.7% to 97.7%. WTMJ also "went to town" on Kraft Philadelphia Cream Cheese—chalking up a consumer gain of 4.5% and a distribution increase of 30.2%!

Proof! OMAR "400" BREAD has been on WTMJ for four solid years—15 minutes every week-day morning, 52 weeks a year. From a modest 4.6% bread preference in 1933, they have risen to 16.2% in 1937. A mighty fine gain for a direct sales organization—and a swell market entree for a host of other Omar bakery products!

Proof! JELLO, with ace-comedian Benny and ace-station WTMJ, vaulted from 65.6% to 71% in across-the-counter sales—thus cinching the distinction of being Milwaukee's No. 1 gelatin dessert. "J-E-L-L-O" is a buyer's hymn, here!

Proof! SPRY, Lever Bros.' new vegetable shortening, started from scratch in this territory—and ran up a 59.4% user acceptance! Dealers, 94% of 'em, stocked it in a hurry! The sales power? 458 station-break announcements on WTMJ!

Proof! FIRESTONE TIRES got on the wheels of more privately owned Milwaukee automobiles than any other make. In percentage gain they moved from 20.7% to 23%. In tires, they moved a lot. The Firestone program? A regular WTMJ feature! Yessir!

Proof! OXYDOL, with "Ma Perkins" and WTMJ, leaped to leadership in this market . . . with a jump from 40.2% to 53% in purse-pull among Milwaukee soap users!

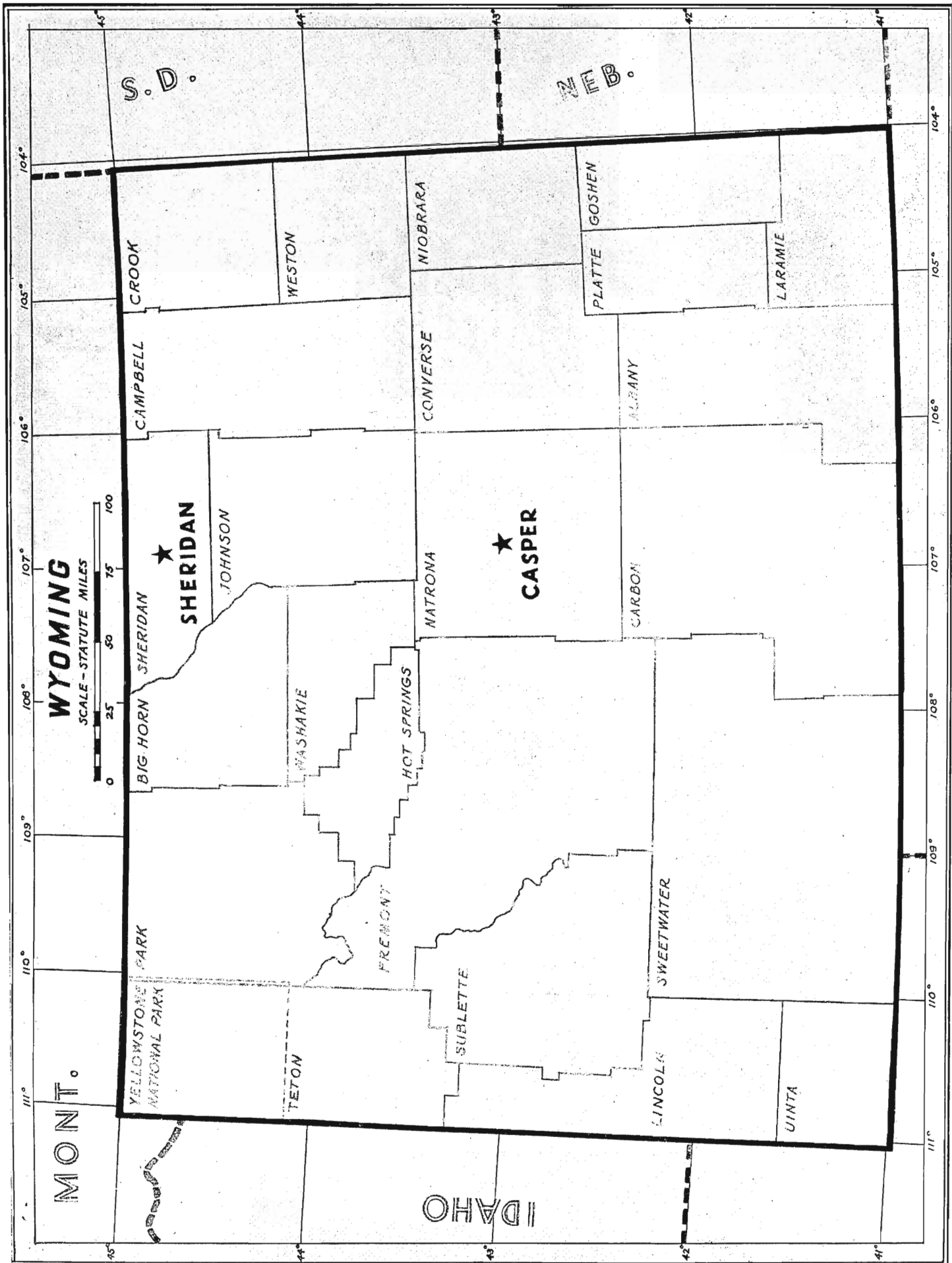
Proof! RIVAL DOG FOOD makers bought 240 fifteen-minute programs on WTMJ—and they cashed in with a 32.7% market dominance—dealer placements climbing from 31.6% to 56.7%. We're a bit proud of this one!

Proof! TOM MOORE CIGARS—with 186 five-minute WTMJ news broadcasts—won a Milwaukee smoker acceptance that was two and a half times in excess of any previous high. The sponsors are mighty happy . . . and so are we!

Proof! QUALITY BISCUIT CO., plus WTMJ's pioneering "Man-on-the-Street" broadcast, equals one sales success that has kept the adding machines hot. The figures? A climb from 5.7% to 31.8% in customers who clamor for Quality packaged cookies—and an increase of 31.3% in dealers who want to cash in on the clamor!

THE MILWAUKEE JOURNAL STATION
Edward Petry & Co., Inc., Representatives
NEW YORK—DETROIT—CHICAGO—SAN FRANCISCO

WTMJ



WYOMING

Population (1936)	233,000
Persons Per Family (1930 U. S. Census)	3.9
Total Radio Homes (1936)	44,600

Retail Trade, 1935

No. of Stores	3,486
Sales	\$82,681,000
Food Stores	16,080,000
General Merchandise Group (Including dept., diy goods and variety stores)	6,260,000
Apparel Group	3,735,000
Automotive Group	16,822,000
Filling Stations	7,069,000
Furniture-Household Group	2,050,000
Lumber-Building-Hardware Group	6,581,000
Eating and Drinking Places	6,691,000
Drug Stores	3,672,000
All others	4,385,000

WYOMING RADIO STATIONS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Casper KDFN	1440	500	500
Sheridan KWYO	1370	250	100

Wholesale Trade, 1935

No. of Establishments	337
Net Sales	\$25,698,000

Farms, 1935

No. of Farms	17,487
Valuation of Farm Lands and Buildings	\$166,774,000
Gross Income From Farm Production and Livestock	\$42,573,000

Data corrected to June 1, 1937

Census of Manufactures, 1935

No. of Establishments	211
Value Added by Manufac- ture	\$14,333,224

Income Tax Collections

Total Personal Income Tax Collections, 1936	\$689,295
Total Corporation Income Tax Collections, 1936	\$270,171
No. of Individual Income Tax Returns, 1935	9,068

Savings Deposits (as of June 30, 1936)

Savings Deposits in Classi- fied Banks	\$20,468,000
(Includes National, Private, Trust Companies, State and Mutual Savings Banks)	

Telephones, 1937

Residence Telephones	19,900
Total	31,500

Automotive Registrations, 1936

Total	76,917
Passenger Cars	61,325
Trucks, buses, etc.	15,592

Life Insurance Sales, 1936

Total	\$10,447,000
-------------	--------------

Places of Amusement, 1935

No. of Establishments	175
Receipts	\$1,679,000

Wyoming Radio Homes by Counties

Albany	2,800	Natrona	6,400
Big Horn	1,700	Niobrara	700
Campbell	800	Park	1,600
Carbon	2,500	Platte	1,200
Converse	1,200	Sheridan	3,800
Crook	600	Sublette	280
Fremont	2,300	Sweetwater	3,900
Goshen	1,900	Teton	370
Hot Springs	800	Uinta	1,300
Johnson	800	Washakie	900
Laramie	6,200	Weston	800
Lincoln	1,700	Yellowstone Park	50

SOURCES: Population, retail trade, whole-sale trade, census of manufactures, amusements—all from U S Census Bureau, Radio homes by counties, from July 1, 1936, report of Joint Committee on Radio Research of ANA, AAAA and NAB, Farms, from 1936 *Market Data Handbook* of U S Department of Commerce and 1935 reports of U S Department of Agriculture, Income tax collections, from U S Treasury Department; Savings deposits, from American Bankers Association, Telephones, from A T & T Co and other sources; Automobiles, from *Automotive Industries*, Life insurance, from Life Insurance Sales Research Bureau, Hartford. All data from latest available sources as of June 1, 1937.

Directory of

Newspaper Ownership and Control of Broadcasting Stations

Revised to June 1, 1937; Copyright 1937 by Broadcasting Publications Inc.

ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald*.

ARIZONA

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.8% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette*.

KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., Burdette D. Butler, publisher of *The Prairie Farmer*, Chicago (90%); William A. Baldwin, Phoenix, (10%).

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock.

KTHS, Hot Springs—Licensed to Hot Springs Chamber of Commerce; under purchase option to Radio Enterprises Inc., headed by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock. (Application for transfer of ownership and removal into Little Rock pending.)

KCMC, Texarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co.; 15% of stock owned by *Little Rock Arkansas Democrat*; 70% by Mr and Mrs A. L. Chilton; 10% by R. E. Steuber.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHI.

KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KELD, El Dorado.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).

KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee*, *Sacramento Bee*, *Modesto Bee* (McClatchy Newspapers).

KEHE, Los Angeles—Licensed to Hearst Radio Inc., affiliated with *Los Angeles Herald*.

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 66 2/3% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald*; 33 1/3% owned by Richard Field Lewis, San Francisco.

KYOS, Merced—Licensed to Merced Star Publishing Co., publisher of *Merced Sun-Star*.

KLX, Oakland—Licensed to Tribune Building Co.; same ownership as Tribune Publishing Co., publisher of *Oakland Tribune*.

KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner*.

KTMS, Santa Barbara—CP issued to News Press Publishing Co., publisher of *Santa Barbara News and Press* (T. M. Storke, publisher, owns 95%).

EXACTLY 200 broadcasting stations in the United States and 17 in Canada had newspaper interests identified with their ownership as of June 1, 1937. In addition, eight others are under options to newspapers, with FCC action of transfers of ownership still pending. All are listed herewith. Of the 200 stations now in operation or authorized for construction which may be classified as having corporate newspaper connections, all but 25 are owned in whole, majority or equal parts by newspaper interests. In the 25, newspaper ownership is in the minority. The detailed tabulation, showing stock interests and including the eight pending purchases, is presented herewith.

CALIFORNIA (Cont.)

KSRO, Santa Rosa—CP issued to Press-Democrat Publishing Co., publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican*.

KWG, Stockton—Licensed to McClatchy Broadcastin., Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).

KTCK, Visalia—CP issued to Tulare-Kings County Associates; Charles A. Whitmore, publisher of *Visalia Times-Delta*, 37 1/2% of stock; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Record and Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel and Journal*, 12 1/2%.

KHUB, Watsonville—Licensed to F. W. Atkinson, publisher of *Watsonville Pajaronian* and *Watsonville Register* (Mr. Atkinson now deceased).

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord, Herbert N. Peck and Edgar T. Bell, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*, a director also is T. E. Newells, managing editor of *Colorado Springs Gazette* and *Colorado Springs Telegram*.

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord, Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.

CONNECTICUT

WHTH, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 67 85% of stock owned by the Gannett Newspapers, 25 85% owned by Lewis Henry.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American*.

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason Dixon Group).

FLORIDA

WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp.; stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News*; same ownership as *Dayton (O.) Daily News*, *Springfield (O.) News and Springfield (O.) Sun*.

FLORIDA (Cont.)

WKAT, Miami Beach—CP issued to A. Frank Katzentine, 25% of stock to be acquired by owners of WIOD (see above) and 25% by owners of WQAM, Miami. Mr. Katzentine is also 33-1/3% owner of *The Society Pictorial*, a weekly resort newspaper.

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; all stock owned by News-Journal Co., publisher of *Pensacola Journal* and *Pensacola News*; John H. Perry, 80% stockholder, is also publisher of *Jacksonville Journal*, *Panama City (Fla.) News-Herald*; Lynn Haven (Fla.) *Free Press*; St. Andrews Bay (Fla.) *News*. Reading (Pa.) *Times*.

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 26% of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot*, *Scenic Highlands Sun*, *Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

GEORGIA

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal*.

WAGA, Atlanta—License issued to Liberty Broadcasting Co., holding CP to move to WTFI from Athens into Atlanta 40% of stock owned by *Atlanta Journal*, which will manage station 50% by Norman K. Winston, 10% by Harold A. Lafount (Station due to start operating on or about July 1.)

ILLINOIS

WAAF, Chicago—Licensed to Drovers Journal Publishing Co., publisher of *Chicago Daily Drovers Journal*.

WGN, Chicago—Licensed to WGN Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by *Prairie Farmer Publishing Co.*, publisher of *The Prairie Farmer*, a weekly.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette*.

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 49% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Morning Star* and *Rockford Register-Republic*.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WIRB, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pullham), publisher of *Huntington Herald-Press*, *Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.

WSBT, South Bend—Licensed to the *South Bend Tribune*.

WFAM, South Bend—Licensed to the *South Bend Tribune*.

IOWA

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*.

KSO, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and the *Des Moines Tribune*.

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette*.

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal*.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell and Stanley Platz, publishers of *Coffeyville Daily Journal*.

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe*.

21% to 49% More Listeners
IN INDIANA'S SECOND LARGEST MARKET

.. 100% Telephone Survey
by R. L. Polk & Co. PROVES it!

JUST OUT! WSBT BOOK OF FACTS
Concise, informative. The Data you want on
Indiana's Second Largest Market in 3 minutes.
WRITE NOW FOR YOUR FREE COPY

WSBT-WFAM SOUTH BEND, IND.
Columbia Station
PAUL H. RAYMER CO., REPRESENTATIVES

KANSAS (Cont.)

KCKN, Kansas City—Licensed to KCKN Broadcasting Co.; 95% of stock owned by Senator Arthur Capper, head of Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital*.

WREN, Lawrence—Licensed to WREN Broadcasting Co.; under purchase option to *Kansas City Star*.

KSAL, Salina—Construction permit issued to R. J. Laubengayer, publisher of *Salina Journal*, who also *News*, *Goodland Daily News* and *Hill City Times* (weekly), all in holds interests in the *Hays Daily Kansas*.

WIBW, Topeka—Licensed to Topeka Broadcasting Association Inc.; all officers, directors or stockholders executives of Capper Publications Inc., publisher of *Topeka Capital* and *Kansas City Kansan*.

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle*. 25% of stock owned by John Rigby, Beverly Hills, Cal; 25 % by Mrs. Anna Scott Gray, Piedmont, Cal. (Mr Rigby and Mrs Gray are former owners of the Hotel Lassen, Wichita.)

KENTUCKY

WCMI, Ashland—Licensed to Ashland Broadcasting Co; 42½% of stock owned by officers of Ashland Publishing Co., publisher of *Ashland Independent*

WLAP, Lexington—Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, publisher of *Lerington Herald* and chief owner of *Roswell* (N. M.) *Morning Dispatch*; 13% owned by Gilmore N. Nunn.

WHAS, Louisville—Licensed to Louisville Courier-Journal Co. and Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times*.

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times*.

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser*. Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram*, *Chippewa Falls Herald*, *Manitowoc Times* and *Two Rivers Reporter*, all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*.

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*.

MAINE

WGAN, Portland—Construction permit issued to Portland Broadcasting System Inc.; 247 of 500 shares of stock owned by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express*; *Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL, Baltimore—Licensed to WBAL Broadcasting Co; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American*.

MASSACHUSETTS

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc, publisher of *New Bedford Mercury* and *New Bedford Standard-Times*.

(Continued on page 226)



**N
WBAL
B**

CONGRATULATES

● 10,000 watts of congratulations on a cleared channel from 13-year-old WBAL, the recognized broadcasting leader in the State of Maryland, to 15-year-old NAB, the recognized leader in the interests of the broadcasting industry!

WBAL

Maryland's Only Clear Channel High Power Station

NBC Basic Blue Network
BALTIMORE, MARYLAND

National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

KFH

● In prosperous Wichita home construction increased almost 50% in 1936 over the previous year, 1935.

1935	1936
BUILDING PERMITS	BUILDING PERMITS
\$1,251,181	\$2,356,683

● Bank deposits in Wichita are at a new high, showing a 12 months' gain of more than \$2,000,000.

1935	1936
Bank Deposits Dec. 31	Bank Deposits Dec. 31
\$58,094,009	\$60,232,595

● Wichita retail sales are breaking records in practically all stores. Retail sales in Wichita showed a 20% increase in 1936 over sales in 1935. For the first quarter of 1937, retail sales in Wichita have increased as much as 48% over the same period in 1936.

● Kansas' new wealth production for 1937 will be approximately as follows, based upon the experience so far this year and indications for the remainder: Crops, \$200,000,000; livestock, \$180,000,000; oil, \$75,000,000; coal, lead, zinc, salt, cement and other natural resources \$35,000,000; manufacturing, \$550,000,000.

● Radio Station KFH is the effective advertising medium to use to increase the sale of your product in this booming market.

The Radio Station KFH Company

WICHITA, KANSAS

Basic Supplementary CBS

National Representative—Edward Petry & Co.

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 225)

MASSACHUSETTS (Cont.)

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette*.

MICHIGAN

WELL, Battle Creek — Licensed to Enquirer-News Co., publisher of *Battle Creek Enquirer & News*.

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.

WBEO, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal*. Same interests are chief owners of *Rhineland* (Wis.) *News* and *Iron Mountain* (Mich.) *News*.

MINNESOTA

KATE, Albert Lea—CP issued to Albert Lea Broadcasting Corp., one-sixth owned by E. L. Hayek, presi-

dent of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler*, a monthly trade journal.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32 1/4% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32 1/2% by Northwest Paper Co., Duluth; 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC.

KDAL, Duluth—Stock owned by same interests owning WDAY, Fargo, N. D. (including *The Fargo Forum*) but station is under sale option to new interests headed by Dalton Le Masurier.

WMFG, Hibbing—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

WTCN, Minneapolis — Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer*

Press; 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune*.

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—CP issued to Winona Radio Service; a partnership including H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald*.

MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune*, Quitman, Miss., (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post*.

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; more than 98% of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times*.

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune*.

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; 85% of stock controlled by Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald*; 14% of stock owned by D. J. Poyner, manager of WMBH.

WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.

KGBX, Springfield—Licensed to Springfield Broadcasting Co. Inc.; 20% of stock owned by H. S. Jewell, president, 20% by Edison K. Bixby, editor, 5% by T. W. Duval, business manager of *Springfield News and Press*; 5% by Jack Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat*; 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 8.1% by C. A. Johnson; 1.4% by L. M. Magruder.

KWTO, Springfield — Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph—Licensed to KFEQ Inc.; 49 1/2% of stock owned by News Broadcasting Co.; 48 3/4% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette*, and Arthur V. Burrows, assistant managing editor of *St. Joseph News-Press*.

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KXOK, St. Louis—Construction permit issued to Star-Times Publishing Co., publisher of *St. Louis Star-Times* (Grant suspended pending litigation)

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune*; 10% by Mrs. Jessie Jacobson; 79% by F. A. Buttrey.

KDNC, Lewistown—Construction permit issued to Democrat-News Co. Inc., publisher of *Lewistown Democrat-News* and *Lewistown Telegram*.

NEBRASKA

KMMJ, Clay Center—Licensed to KMMJ Inc.; same owners also own *Clay County Sun*, a weekly.

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal*; 24% of stock owned by *Lincoln Star*.

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News*.

KOIL, Omaha — Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.

NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers).

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal*; Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

Let MISSOURI SHOW YOU

AN UNEXPLOITED MARKET

One of America's most prolific fruit, vegetable and dairying areas . . . nation's largest lead and zinc mines . . . world's largest poultry concentration center . . . a *balanced* market that is not dependent upon a single crop or industry.

YEAR-ROUND BUYING POWER

Ozark tourists leave 50 Million Dollars in the Springfield vacation area every summer. Climate permits diversified farming with monthly cash crops. Payrolls of mines, railroad shops and hundreds of manufacturing plants reach astronomical figures. Year-round buying power that is unequalled in any similar area. (See May issue FORPES.)

PROVED, LOW-COST RESULTS

KWTO—one of a list of 52 stations—pulled more than one-third of the total national response in Owens-Illinois' recent Coffee Club Contest. This is just *one* of KWTO's success stories in a market that you can't afford to overlook. Put KWTO on your list and *let Missouri show you*.

Represented by Wilson-Robertson

KWTO SPRINGFIELD MISSOURI

NEW MEXICO (Cont.)

KICA, Clovis—Licensed to Western Broadcasters Inc.; 33 1/3% of stock owned by J. Lindsay Nunn and 33 1/3% owned by Gilmore N. Nunn; 33 1/3% owned by Charles C. Alsop, manager of KICA. J. Lindsey Nunn and Gilmore N. Nunn are chief owners of *Roswell (N.M.) Dispatch* and *Lexington (Ky.) Herald*.

KLAH, Carlsbad—Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos (Tex.) Enterprise*.

NEW YORK

WMBO, Auburn—under purchase option to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Albany Knickerbocker Press* and *Albany News* (Gannett Newspapers); 35% of stock owned by Harold E. Smith, manager of WABY; 35% of stock owned by R. M. Curtis, Garrison, N. Y.; 10% of stock owned by O. T. Griffin, Hudson Falls, N. Y.

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press* and *Albany News* (Gannett Newspapers); 25 1/2% of stock owned by Harold E. Smith, manager of WOKO; 25 1/2% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

WLTH, Brooklyn; licensed to Voice of Brooklyn, Inc.; under purchase option to Kings Broadcasting Co., in which majority of stock is held by *New York Jewish Day*.

WARD, Brooklyn—Licensed to United States Broadcasting Corp.; under same purchase option as WLTH.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News*.

WCAD, Canton—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y.

WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, but operated under lease by Gannett Newspapers (*Elmira Star-Gazette* and *Elmira Advertiser*).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward*.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York American* and *New York Journal*.

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WHEC, Rochester—Licensed to WHEC Inc.; 62 2/3% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union*; 33 1/3% of stock owned by Clarence Wheeler, manager of WHEC.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Asheville Times*.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Durham Sun*.

WSJS, Winston-Salem—Licensed to Winston-Salem Journal Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*; 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula—CP issued to C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, *Geneva Free Press*, *Painesville Telegraph*, *Conneaut News* and *Herald*, all Ohio dailies.

WHBC, Canton—Licensed to Edward P. Graham; under purchase option to publishers of *Canton Repository*.

WCPO, Cincinnati—Licensed to Continental Radio Co.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

WHK, Cleveland—Licensed to U. B. Company; of 1,000 shares, 756 6/24 owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WJAY, Cleveland—Licensed to Cleveland Radio Broadcasting Corp.; 100% of stock held by U. B. Company. (See WHK, Cleveland).

WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal*; 24% by Richard H. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch*; 24% by Preston Wolfe, director of *Columbus Dispatch*; 24% by Robert Wolfe.

WHKC, Columbus—Licensed to Associated Radiocasting Corp.; 100% owned by Radio Air Service Corp., same ownership as *Cleveland Plain Dealer*.

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News*, *Springfield (O.) News*, *Springfield (O.) Sun*, and *Miami Daily News*.

WSMK, Dayton—Licensed to WSMK Inc.; less than 20% of stock owned by same owners as *Dayton Herald* and *Dayton Journal*; 80% of stock owned by S. M. Krohn Jr., manager

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40 4/100 of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 44.5% owned by W. P. Williamson Jr., manager of WKBN; 14.6% owned by W. P. Williamson.

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmore Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (interlocking ownership with *Springfield (Mo.) News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Port Worth (Tex.) Star-Telegram*.

KOMA, Oklahoma City—Licensed to Hearst Radio Inc., affiliate of Hearst newspapers.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee*

Morning News and *Shawnee Evening Star*; same concern also owns or controls *Grand Island (Neb.) Independent*, *Arkansas City Traveler*, *Maryville (Mo.) Forum*, *Independence (Kan.) Reporter*, *Pittsburg (Kan.) Headlight & Sun*; corporate affiliation with same group are *Garden City (Kan.) Telegram*, *Pocatello (Ida.) Tribune* and *Boise (Ida.) State Journal*.

OREGON

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 50% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget*; 49% owned by Ted W. Cooke, manager of KAST.

KOOS, Marshfield—Licensed to Pacific Radio Corp., which is under option to be sold to KOOS Inc., of which principal stockholder is Sheldon F. Sackett, publisher of the *Coos Bay Times*, Marshfield; the *Eugene News* and co-publisher of the *Salem Statesmen*.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by Portland Oregon Journal; 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*. (Operated under lease from NBC.)

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by Portland Oregon Journal, 52 1/2% owned by C. W. Myers; 22 1/2% owned by C. R. Hunt.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls (Ore.) Herald-News*, same interests also own 20% interest in *Medford (Ore.) Mail-Tribune*

PENNSYLVANIA

WSAN, Allentown—Licensed to WSAN Inc., subsidiary of Allentown Call.

WEST, Easton—Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligence-Journal* (Mason-Dixon Group).

WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 12% each by B. F. and N. R. Hoffman, Harrisburg

WAZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligence-Journal* (Mason-Dixon Group).

(Continued on page 228)

WWNC

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Full Time NBC Affiliate
1,000 Watts

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Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of doubled population . . . and doubled business. Sell over WWNC—the area's ONLY radio station.

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STUDIOS BILTHORPE HOTEL VISITORS WELCOME

The Most Powerful Full Time Station in Oklahoma
National Representatives • HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 227)

PENNSYLVANIA (Cont.)

- WJAC, Johnstown — Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune*.
- WGAL, Lancaster — Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).
- WHAT, Philadelphia — Licensed to Independence Broadcasting Co. Inc., subsidiary of Public Ledger Inc., publisher of *Philadelphia Public Ledger*.
- WCAE, Pittsburgh — Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).
- WWSW, Pittsburgh — Licensed to Walker & Downing Radio Corp., subsidiary of P-G Publishing Co., publisher of the *Pittsburgh Post-Gazette*.
- WQAN, Scranton — Licensed to the *Scranton Times*.
- WKOK, Sunbury — Licensed to Sunbury Broadcasting Corp.; same ownership as *Sunbury Item*.
- WRAK, Williamsport — Licensed to WRAK Inc.; 66.23% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 33.13% owned by R. T. S. Steele, Williamsport.
- WORK, York — Licensed to York Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer - Journal* (Mason-Dixon Group).

SOUTH CAROLINA

- WAIM, Anderson — Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail*.
- WFBC, Greenville — Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

TENNESSEE

- WTJS, Jackson — Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.
- WNOX, Knoxville — Licensed to Continental Radio Co., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).
- WMC, Memphis — Licensed to Memphis Commercial Appeal Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper; 92% stock voted by Memphis Press Scimitar Co., publisher of *Memphis Press Scimitar*, also a Scripps-Howard newspaper; 5% by The E. W. Scripps Co., 3% by Enoch Brown, Jr., Memphis.
- WNBR, Memphis — Licensed to Memphis Press Scimitar, also a Scripps-Howard newspaper (See WMC).

TEXAS

- KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter*, *Abilene News*, *Sweetwater Reporter*, *Big Spring*

Herald, *Paris News*, *Corpus Christi Caller-Times*, all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard*, *San Angelo Times*, *Sweetwater Reporter*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*; 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

- KGNC, Amarillo — Licensed to Plains Radio Broadcasting Co.; 49.8% of stock owned by Gene A. Howe, an officer in corporations engaged in publishing *Amarillo Globe*, *Amarillo News*, *Lubbock Avalanche*, *Lubbock Journal*, *Midland Reporter-Telegram*, *Dalhart Texan*, *Shamrock Texan*, *Childress Index*, all in Texas, and *Atchison (Kan.) Globe and Falls City (Neb.) Journal*; 49.6% held by estate of late Wilbur C. Hawk, publisher of *Amarillo Globe* and *Amarillo News*.

- KNOW, Austin — Licensed to KUT Broadcasting Co.; affiliated with Hearst Radio Inc.

- KBST, Big Spring — Licensed to Big Spring Herald Broadcasting Co.; 51% owned by J. W. Galbraith, publisher of *Big Spring Herald*; 24.5% by M. B. Hanks, Abilene; 24.5% by Houston Harte, San Angelo (see KRBC, Abilene).

- KGFL, Corpus Christi — Licensed to Eagle Broadcasting Co. Inc.; 14% of stock owned by Grady W. Kin-solving, publisher of *Corpus Christi Caller-Times*; other stock variously held (Authorized to move to Brownsville, Texas).

KRIS, Corpus Christi — CP issued to Gulf Coast Broadcasting Co.; stockholders are G. W. Kinsolving, publisher of *Corpus Christi Caller-Times*; John A. Mobley and Margaret Browning.

KRLD, Dallas — Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

WFAA, Dallas — Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

KROD, El Paso — Construction permit issued to D. D. Roderick, publisher of *El Paso Times*.

KGKO, Fort Worth — Licensed to Wichita Falls Broadcasting Co.; purchased by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

WBAP, Fort Worth — Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KGVL, Greenville — CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner*; J. L. Collins, hotel owner; Nobel W. Young, merchant).

KPRC, Houston — Licensed to Houston Printing Co., publisher of *Houston Post*, 85.13% of stock owned by Houston Printing Co.; 13.48% owned by Fidelity Securities Co.

KTRH, Houston — Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KXYZ, Houston — Licensed to Harris County Broadcast Co.; stock owned by Jesse H. Jones Co., whose owner is principal stockholder in *Houston Chronicle* and *Houston Post*.

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TO: William Jones

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A 'must' notation on the memos of many advertisers—"Buy WCAE. We'll get results there."

These clients know WCAE produces results at lowest cost. A national agency recently discovered the cost per inquiry on WCAE is only ONE CENT.

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KOCA, Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by publisher of *Kilgore Daily News*.

KPYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 49.8% of stock owned by Gene A. Howe and 49.6% held by estate of late Wilbur C. Hawk (see KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News*; 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*.

KGKL, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard and San Angelo Times* (see KRBC, Abilene); remainder of stock variously held by local residents.

KTSA, San Antonio—Licensed to KTSA Broadcasting Co., subsidiary of Hearst Radio Inc, affiliated with Hearst newspapers (*San Antonio Light*).

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat*; 10% owned by George H. Wilcox, general manager of *Sherman Democrat*; 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat*; 10% owned by L. M. Sepaugh, Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KTEM, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram*; 85% owned by Ruth Mayborn, Temple; 5% owned by J. C. Mitchell, Temple.

KCMC, Texarkana—See Arkansas.

WACO, Waco—Licensed to KTSA Broadcasting Co., affiliated with Hearst Radio Inc.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 67.93% of stock owned by A. L. Glassman, publisher of *Ogden Standard Examiner*; remainder of stock variously held.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah; 13.8% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune and Salt Lake Telegram*; 35.3% held by Sylvester Q. Cannon, presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Burlington Daily News Inc., publisher of *Burlington Daily News*.

WDEV, Waterbury—Licensed to Mary M. Whitehill, executrix of estate of Harry C. Whitehill; owner of *Waterbury Record* (weekly).

VIRGINIA

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch and Norfolk Virginia-Pilot*; same interests control *Richmond Times-Dispatch*.

WPBR, Petersburg—Licensed to WLBG Inc.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader*; 20% by Tennant Bryan, *Richmond News-Leader*; 20% by Douglas S. Freeman, editor, *Richmond News-Leader*; authorized to move into Richmond with call WRNL.

WRTD, Richmond—CP issued to Times Publishing Co., publisher of *Richmond Times-Dispatch*; same interests as WTAR, Norfolk. (Station to start operating June 27.)

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times and Roanoke World-News*.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph and Bluefield Sunset News*.

WBLK, Clarksburg—Licensed to Export Co., publisher of *Clarksburg Eponent*.

WCBS, Charleston—Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Eponent*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser and Huntington Herald-Dispatch*; 48% owned by W. C. McKellar.

WPAR, Parkersburg—Licensed to same interests that control WBLK and WCBS.

WISCONSIN

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 25% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram and Eau Claire Leader*; 52% owned by Morgan Murphy, publisher of *Superior (Wis.) Telegram*; 20% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.

WKBB, LaCrosse—Licensed to WKBB Inc.; minority stock interest held by *LaCrosse Tribune and Leader-Press*; 75% of stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison—Licensed to Badger Broadcasting Co Inc.; 66.23% of stock owned by Capital Times Co Inc., publisher of *Madison Capital Times*; other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison.

WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel and Milwaukee Wisconsin News*, Hearst newspapers.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times*; 30% owned by H. S. Mann, general manager of *Racine Journal Times*.

WBBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press*; 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press*; 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mrs. M. A. Werner, Sheboygan.

WEBC, Superior—See WEBC, Duluth, Minn.

HAWAII

KGU, Honolulu—Owned by *Honolulu Advertiser*.

CANADA

CHNS, Halifax, N. S.—Owned by *Halifax Herald and Mail*.

CKAC, Montreal—Owned by *Montreal La Presse*.

CHLP, Montreal—Owned by *Montreal La Patrie*.

CKCK, Regina, Sask.—Owned by *Regina Leader-Post*.

CFAO, Calgary, Alta.—Owned by *Calgary Herald*.

CJCI, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.

CKCD, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

CKOV, Kelowna, B. C.—Affiliated (corporate) with *Kelowna Courier, Vernon News and Penticton Herald* (weeklies).

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal and Times-Globe*.

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins (Ont.) Press*.

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins, (Ont.) Press*.

CFPL, London, Ont. Owned by *London Free Press*.

CFRC, Kingston, Ont.—Licensed to Queen's University but operated on partnership basis with *Kingston Whig-Standard*.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

CKCO, Sudbury, Ont.—Licensed to *Sudbury Star*.

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WISN is now on the air with its new, 1,000 watt, High Fidelity RCA Transmitter, first installation of its kind in the country, new Vertical Radiator, and Western Electric Volume Booster. Now, more than ever before, WISN is equipped to do a selling job for you in Milwaukee and Wisconsin.

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Directory of 1937

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And Their Agencies

n. Network programs
sp. Local studio programs

rn. Regional network programs
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t. Transcriptions
ta. Transcription announcements
sa. Local studio announcements

A

ABBOTS DAIRY Inc., Philadelphia Agency: Richard A. Foley Adv. Agency, Phila. sp

ABSORENE MFG. Co., St. Louis (cleaner). Agency: Ross-Gould Co., St. Louis sa

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald Inc., Chicago. n rn sa t

ADAM HAT STORES, New York (chain hat stores). Agency: Glickman Adv. Co. Inc., N. Y. sp n

ADMIRACION LABORATORIES Inc., Harrison, N. J. (shampoo). Agency: Charles Dallas Reach Co., Newark. n

AFFILIATED PRODUCTS Inc., Chicago (Kissproof, Louis Philippe, Edna Wallace Hopper, etc., cosmetics). Agencies: Blackett-Sample-Hummert Inc., Chicago; Monroe F. Dreher Inc., Newark (Kissproof, Outdoor Girl). n sp t

AGFA-ANSCO Corp., Binghamton, N. Y. (cameras, films). Agency: Young & Rubicam Inc., N. Y. sa

AIR ELECTRIC SALES Co., Kansas City (Win Dynamo for farms). sp

ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala. (Alaga syrup). Agency: Fitzgerald Adv. Agency, New Orleans, t

ALASKA PACIFIC SALMON CORP., Seattle (canned salmon). Agency: J. William Sheets, Seattle. sp sa

ALBANY PACKING Co., Albany, N. Y. sp

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour). Agency: Erwin, Wasey & Co., Inc., San Francisco. t rn

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolun cough remedy). Agency: Schillin Adv. Corp., N. Y. sa

ALLEGHANY STEEL Co., Pittsburgh Agency: Walker & Downing, Pittsburgh. ta sa n

ALLIED INDEPENDENT MERCHANTS, New York (retail association). Agency: Artwil Adv. Co. Inc., N. Y.

ALMOND PRODUCTS Co., Glendale, Cal. (Almon dessert) Agency: Charles H. Mayne Co., Los Angeles t

ALUMINUM COOKING UTENSIL Co., New Kensington, Pa. (Wear-Ever). Agency: Fuller & Smith & Ross Inc., Cleveland. sp

AMERICAN AGRICULTURAL CHEMICAL Co., New York (Agrico fertilizer). Agency: Cowan & Dengler, N. Y. sp

AMERICAN ASPHALT PAINT Co., Chicago (Valdura).

AMERICAN BANDAGE Corp., Chicago (ABC Gauzeband). Agency: Jim Duffy Inc., Chicago. sp

AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. sp

AMERICAN CEREAL Co., Clinton, Mass. (Wheatabix). Agency: H. B. Humphrey Co., Boston. sp rn

AMERICAN GAS MACHINE Co. Inc., Minneapolis. Agency: Greve Adv. Agency, St. Paul. sa t

AMERICAN HOME PRODUCTS Corp., New York (Remedies) Agency: Blackett-Sample-Hummert Inc., N. Y. n t

AMERICAN KITCHEN PRODUCTS Co., New York (Steero bouillon cubes). Agency: Geare-Marston Inc., Philadelphia. sa

AMERICAN MEMORIAL Co., Atlanta (tombstones). Agency: Groves-Keen Inc., Atlanta. sa

AMERICAN MOP Co., Kansas City (Marno Dust mops). Agency: Bozell & Jacobs Inc., Chicago. sa

AMERICAN NATIONAL BANK & TRUST Co., Chicago. Agency: Charles Daniel Frey Co., Chicago. sp

AMERICAN PAD & TEXTILE Co., Greenfield, O. Agency: Rogers & Smith Adv. Agency, Dallas. sa

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Coolidge Adv. Co., Des Moines. sp

AMERICAN PRODUCTS Co., Cincinnati (food). Agency: Matteson-Fogarty-Jordan Co., Chicago. t

AMERICAN RADIATOR & STANDARD SANITARY Corp., New York (heating apparatus etc.). Agency: Blaker Adv. Agency Inc., N. Y. n t sa ta

AMERICAN SEED Co., Lancaster Pa. Agency: Chas. Blum Adv. Corp., Philadelphia. sa

AMERICAN STOVE Co., Lorain, O. Agency: Richardson-Oswald Inc., Cleveland. sp

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); N. W. Ayer & Son Inc., N. Y. (Half & Half tobacco); Lawrence C. Gumbinner Adv. Agency, N. Y. (Roi Tan cigars, Herbert Tarreyton cigarettes); Compton Adv. Inc., N. Y. (Pall Mall cigarettes) n t ta sa sp

AMERICAN WRITING MACHINE Co., New York (typewriters). sa

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert Inc., Chicago n t

ANDERSON Co., Gary, Ind. (Sleet Master). Agency: Schwab & Beatty Inc., N. Y. sp sa

ARMAND Co., Des Moines (cosmetics). Agencies: Coolidge Adv. Co., Des Moines; H. W. Kastor & Sons Adv. Co. Inc., Chicago. ta t sp sa

ARMIN VARADY Inc., Chicago (cosmetics). Agency: Baggaley, Horton & Hoy Inc., Chicago. n sp

ARMSTRONG PACKING Co., Dallas. Agency: Haney Adv. Agency, Dallas. sp

ASSOCIATED DISTRIBUTORS Inc., Chicago (Essence of Life face cream). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. sa sp ta

ASSOCIATED SERUM PRODUCERS Inc., Omaha (hog serum). Agency: R. J. Potts & Co., Kansas City. sa

E. C. ATKINS & Co., Indianapolis (tools). Agency: Russel M. Seeds Co. Inc., Indianapolis sa

ATKINS CHEMICAL Co., New York (Baruvaol remedy). Agency: Alexander Adv. Agency, N. Y. sa

ATLANTIC ICE & COAL Co., Atlanta (beer) Agency: Rawson-Morrill Inc., Atlanta. sa sp

ATLANTIC REFINING Co., Philadelphia White Flash gasoline, oil Agency: N. W. Ayer & Son, Inc., Philadelphia. n sa sp

ATLANTIS SALES Corp., Rochester, N. Y. (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. sp sa

ATLAS BREWING Co., Chicago (Atlas Special brew). Agency: Henri, Hurst & McDonald Inc., Chicago. n

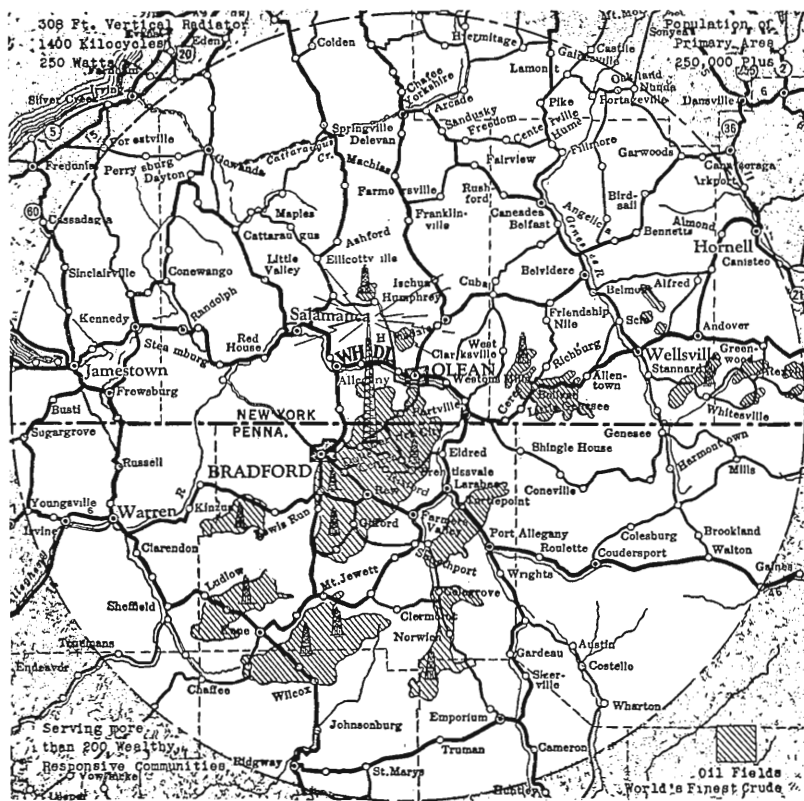
AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Aubrey, Moore & Wallace Inc., Chicago. sa sp

AUTOCAR CO. OF AMERICA, Philadelphia (trucks). Agency: Jerome B. Gray & Co., Philadelphia. sa

AXTON-FISHER TOBACCO Co., Louisville. Agencies: Young & Rubicam Inc., N. Y. (Spud); McCann-Erickson Inc., N. Y. (Twenty Grand). n t sa sp

HARRIET HUBBARD AYER Inc., New York (cosmetics). Grey Adv. Agency, N. Y. sa

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St. Bonaventure College

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BUNTE BROTHERS, Chicago (Tango Bars and Malteasers). Agency: Fred A. Robbins Inc., Chicago. *sp sa t ta*

BURDETT COLLEGE, Boston (business courses). Agency: N. W. Ayer & Son Inc., N. Y. *rn*

BURLINGTON TRAILWAYS, Chicago (bus line). *sa*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Lavin & Co. Inc., Boston. *ta*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). *t rn sp*

C

CAL-ASPIRIN Corp., Chicago (aspirin). Agency: Thompson-Koch Co., Cincinnati *n sp*

CALCO CHEMICAL Co., Bound Brook, N. J. (Little Dutchess bluing). Agency: Ferry-Hanly Co., N. Y. *ta*

DR W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Cramer-Krasselt Co., Milwaukee *t*

CALIFORNIA ASSN of CHAIN STORES, San Francisco Agency: Lord & Thomas, San Francisco *rn*

CALIFORNIA BUILDING & LOAN ASSN, Los Angeles Agency: Elwood J. Robinson Adv. Agency, Los Angeles *rn*

CALIFORNIA CONSERVING Co., San Francisco (C-H-B foods). Agency: Emil Brisacher & Staff, San Francisco. *n*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas Inc., Los Angeles.

CALIFORNIA LOBAKNAMEL Co., Los Angeles (auto finish). Agency: Allied Adv. Agencies Inc., Los Angeles *sp*

CALIFORNIA PACKING Corp., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

CALIFORNIA PRESERVING Co., Los Angeles (jelly, pectin, etc.). Agency: W. Austin Campbell Co., Los Angeles *sa*

CALIFORNIA SANITARY CANNING Co., Los Angeles Agency: Charles H. Mavne Co., Los Angeles. *sp*

CALO DOG FOOD Co., Oakland, Cal (pet food). Agency: Emil Brisacher & Staff, San Francisco *t*

CAMPANA Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace Inc., Chicago *n*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal) Agency: Mitchell-Faust Adv. Co., Chicago *sp t sa*

CAMPBELL SOUP Co., Camden, N. J. (Campbell soups). Agencies: F. Wallis Armstrong Co., Philadelphia; Ruthrauff & Ryan Inc., N. Y. (Franco-American division). *n sp*

CANADA DRY GINGER ALE Inc., New York (Canada Dry). Agency: J. M. Mathes Inc., N. Y. *ta*

CAPITAL CITY PRODUCTS Co., Columbus (Dixie mayonnaise). Agency: J. Horace Lytle Co., Columbus, O. *sa*

CARBONA PRODUCTS Co., New York (Carbena cleaning fluid). Agency: E. T. Howard Co. Inc., N. Y. *sp sa*

CARBORUNDUM Co., Niagara Falls, N. Y. (carborundum abrasives). Agency: BBDO, N. Y. *n*

CARDINET CANDY Co. Inc., Oakland, Cal Agency: Tomaschke-Elliott Inc., Oakland *rn*

CARLETON & HOVEY Co., Lowell, Mass (Father Johns medicine) Agencies: John W. Queen, Boston; P. F. O'Keefe Adv. Agency Inc., Boston *n sa sp*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co. Inc., Chicago *n sp sa*

CAROLINA BAKING Co., Columbia, Greenville, S. C. (O'Boy bread). Agency: Freitag Adv. Agency, Atlanta. *sp*

CARTER MEDICINE Co., New York (Carter's little liver pills). Agencies: Street & Finney Inc., N. Y.; H. H. Good Adv. Co., N. Y. *sa t ta*

CASCO Co., Canton, O. (food). Agency: R. W. Clark Adv. Service, Akron. *t*

GEO. W. CASWELL & Co., San Francisco. (coffee & tea) Agency: Emil Brisacher & Staff, San Francisco. *n*

CATARACT SHARPE MFG. Co., New York (glassware). Agency: BBDO, N. Y. *ta*

CE-LECT BAKING Co., Brighton, Mass. Agency: Harry M. Frost Co., Boston. *sp*

CELOTEX Corp., Chicago (building material). Agency: Hays MacFarland & Co., Chicago. *sp*

CENTAUR Co., New York (Fletcher's Castoria). Agencies: Young & Rubicam Inc., N. Y.; Thompson-Koch Co., Cincinnati; Buchanan Co. Inc., N. Y. (radio for ZBT line). *n*

CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Kelly, Stuhlman & Zahndt Inc., St. Louis. *t*

CHAMBERLAIN LABORATORIES Inc., Des Moines (hand lotion) Agencies: Coolidge Adv. Co., Des Moines; Ruthrauff & Ryan Inc., N. Y. *n sa t ta*

CHAPPEL BROS Inc., Rockford, Ill. (Ken-L-Ration dog food). Agency: C. Wendel Muench & Co., Chicago. *n sp*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Aubrey, Moore & Wallace Inc., Chicago; Nelson Chesman & Co., Chattanooga; Neisser-Meyerhoff Inc., Chicago *ta*

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghetea dinner). Agency: Frank Presbrey Co., Chicago. *sp*

CHESAPEAKE & OHIO RAILROAD, Washington Agency: Lewis Edwin Ryan Inc., Washington. *sp t sa n*

CHESAPEAKE & POTOMAC TELEPHONE Co. of Md., Baltimore *sa*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Inc., Detroit *n sp sa t*

CHICAGO ENGINEERING WORKS, Chicago (technical school). Agencies: Critchfield & Co., Chicago; Strang & Prosser, Seattle *t n*

CHICAGO MAIL ORDER Co., Chicago. Agency: Gale & Pietsch Inc., Chicago. *sa*

CHICAGO & NORTH WESTERN R. R., St. Paul (transportation). Agency: Caples Co., Chicago *sa sp*

CHILEAN NITRATE EDUCATIONAL BUREAU, New York (fertilizer). Agency: O'Dea, Sheldon & Co. Inc., N. Y. *t*

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: George H. Hartman Co. Adv., Chicago. *sp sa*

CHRYSLER Corp., Detroit (Chrysler, Dodge, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Stirling Getchell Inc., N. Y.; Lee Anderson Adv. Co., Detroit. *n rn sp sa t*

CITIES SERVICE Co., New York (petroleum products). Agency: Lord & Thomas, N. Y. *n*

M. L. CLEIN & Co., Atlanta (Menthomulsion). Agency: Mabel Loeb Adv. Agency, Atlanta. *sp sa t*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Krichbaum-Liggitt Co., Cleveland. *sa*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp*

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (soaps, etc.). Agency: Benton & Bowles Inc., N. Y. *n sp t*

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn canned foods). *sn sa*

COLONIAL POULTRY FARMS, Pleasant Hills, Mo. (hatchery). *rn*

COLUMBIA BAKING Co., Atlanta (O Boy Vitex Vitamin bread, Southern cakes, Stones cakes, Seybolds cakes). Agency: Freitag Adv. Agency Inc., Atlanta. *sp*

COLUMBIA PICTURES Corp., New York (motion picture). Agency: Biow Co. Inc., N. Y. *sa t*

COMET RICE Co., New York. Agency: Tracy-Locke-Dawson Inc., N. Y. *sp*

COMMANDER LARABEE Corp., Minneapolis (Sunfed flour, Sunfed 6-Vitamin Bread). Agencies: Hays MacFarland & Co., Chicago; Mitchell-Faust Adv. Co., Chicago; Chappelow Adv. Co., St. Louis; Cramer-Krasselt Co., Milwaukee (Sunfed flour). *sp*

COMMERCIAL MILLING Co., Detroit (Henkel's cake flour). Agency: Karl G. Behr Agency, Detroit. *sp sa*

COMPAGNIE PARISIENNE Inc., San Antonio (perfume). Agency: Northwest Radio Adv. Co. Inc., Seattle. *t ta*

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CONGOIN Co., Los Angeles (health beverages). Agency: Lockwood-Schackelford Co., Los Angeles. *sp t*

CONGRESS CIGAR Co., Newark (La Palline cigars, etc.). Agency: Gotham Adv. Co., N. Y. *sp sa*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

CONSOLIDATED DRUG TRADE PRODUCTS Inc., Chicago. Agency: Benson & Dall Inc., Chicago. *sp sa*

CONSOLIDATED GAS Co., New York (utility). Agency: McCann-Erickson Inc., N. Y. *sp*

CONTI PRODUCTS Corp., New York (castile soap). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *t sp*

CONTINENTAL BAKING Corp., New York (Wonder Bread & Hostess cake). Agency: Benton & Bowles Inc., N. Y. *sp sa t*

CONTINENTAL OIL Co., Ponca City, Okla. Agency: Tracy-Locke-Dawson Inc., N. Y. *n t*

COOLERATOR Co., Duluth (refrigerators). Agency: Ferry-Hanly Co., Chicago. *sp*

COOPER & COOPER, Brooklyn *sa*

COPELAND PRODUCTS Inc., Mt Clemens, Mich. (Copeland refrigerators). Agency: Baldwin & Strachan Inc., Buffalo

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, Linit, etc.) Agency: E. W. Hellwig Co., N. Y. *n*

CORZON Corp., Chicago (cold remedy). Agency: Ruthrauff & Ryan Inc., Chicago. *p*

CROSDEN OIL Corp., Fort Worth Agency: Advertising Business Co., Fort Worth. *sp*

COSMETIC DISTRIBUTORS Inc., Los Angeles (Doralina Cosmetics). Agency: Adv. Arts Agency, Los Angeles *sa*

COUNTRY CLUB SODA Co., Springfield, Mass. (Country Club beverage). Agency: Charles E. Vautrain Associates Inc., Holyoke, Mass. *sp*

COUGHLIN, REV CHARLES E., Royal Oak, Mich. (religious, political). *n*

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agency: Cowan & Dengler Inc., N. Y.

CUCKEY Bowman Inc., N. Y. *n rn sp sa t*

CROSLEY RADIO Corp., Cincinnati (radios and refrigerators). Agency: Douglas, Allen & Leland Davis, Cincinnati

CROWELL PUBLISHING Co., New York (American, Womans Home Companion, Colliers). Agencies: Wm Esty & Co Inc., N. Y.; Geyer, Cornell & Newell Inc., N. Y.; Ralph H. Jones Co., N. Y. (Colliers). *sp*

CROWN OVERALL MFG. Co., Cincinnati. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp n*

CUDAHAY PACKING Co., Chicago (Puritan ham, Old Dutch Cleanser). Agency: Roche, Williams & Cunningham Inc., Chicago. *t sp n*

CUMMER PRODUCTS Co., Bedford, O (Molle shaving cream, Energine). Agency: Stack-Goble Adv. Agency, Chicago *n*

CURRIER'S TABLETS Inc., Los Angeles (proprietary). Agency: General Adv Agency, Los Angeles. *t sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son Inc., N. Y. *sp*

CURTISS CANDY Co., Chicago (Baby Ruth, etc.) Agencies: E. W. Hellwig Co., N. Y.; McJunkin Adv Co., Chicago. *t sa*

CYCLE TRADES OF AMERICA, New York (Bicycles). *sp n*

D

DAIRYLAND ICE CREAM Co., Houston. Agency: John L. DeBruvcs Agency, Houston. *rn*

JOHN B. DANIEL, Atlanta (proprietary). Agency: Groves-Keen Co., Atlanta *sa*

D'ARRIGO BROS Co., Boston (Andy-Bov broccoli). Agency: Harold F Lewis Adv Service, Boston. *sp sa*

H. B. DAVIS Co., Baltimore (paint). Agency: Van Sant, Dugdale & Co., Baltimore *sa*

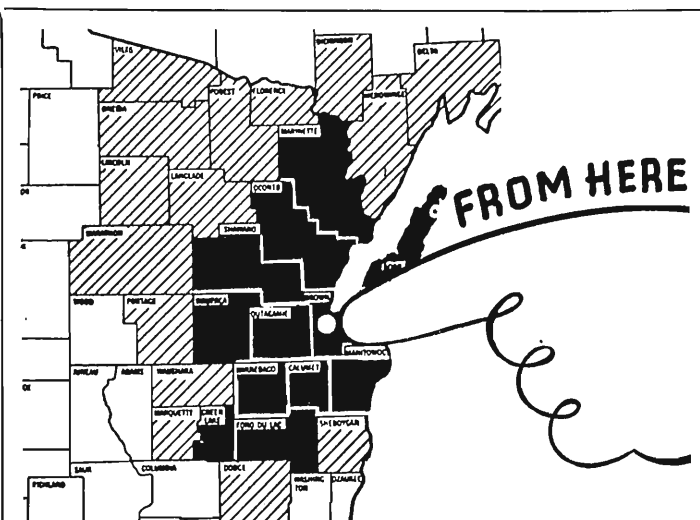
R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan Inc., N. Y.; Charles Dallas Reach Inc., Newark (Cut-Rite waxed paper). *n sp t*

DECORATIVE CABINET Corp., New York (E-Z-Dor cabinets). Agency: Edwin M. Phillips & Co., N. Y. *sp*

DEISEL-WEMMER-GILBERT Corp., Detroit (El Verso, San Felice, Donalda cigars). Agencies: Simons-Michelson Co., Detroit; Williams & Bramen, Chicago (Donalda); S. M. Epstein Co., Detroit; Brace Beemer, Detroit. *sp sa*

DELAUNAY BEVERAGE Co., New York (Kik soft drink). Agency: M. H. Hackett Inc., N. Y. *sa*

DELAWARE, LAKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan Inc., N. Y. *n t*



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Coverage Data	Primary Area	Secondary Area	Total
1936 Population	514,421	403,591	918,012
1936 Families	124,557	97,872	222,429
Based on 1930 Census			
% Urban	47.0%	43.5%	45.4%
% Rural	53.0%	56.5%	54.6%
Radio Families	97,600	75,200	172,800
Potential Audience	408,088	310,156	718,244
1935 Market Data	Primary Area	Secondary Area	Total
All Retail			
Stores	8,221	5,819	14,040
Sales	\$151,179,000	\$100,313,000	\$251,492,000
Food Stores			
Stores	1,756	1,317	3,073
Sales	\$31,737,000	\$20,172,000	\$51,909,000
Automotive Group			
Stores	745	505	1,250
Sales	\$23,376,000	\$14,764,000	\$38,140,000
Filling Stations			
Stores	882	661	1,543
Sales	\$9,983,000	\$7,191,000	\$17,174,000
Drug Stores			
Stores	199	138	337
Sales	\$4,033,000	\$2,384,000	\$6,417,000

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DELCO APPLIANCE Corp., Rochester, N. Y. (electrical appliances). Agency: Lord & Thomas, N. Y. n
 DELL PUBLISHING Co., New York (Modern Magazines). Agency: Lennen & Mitchell Inc., N. Y. n
 DEMPSTER MILL MFG. Co., Beatrice, Neb. (windmills). Agency: Potts-Turnbull Co. Inc., Kansas City. sa
 DETROIT CREAMERY Co., Detroit (Arctic dairy products). Agency: N. W. Ayer & Son Inc., Detroit. rn sa
 DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Simons-Michelson Co., Detroit. sp t sa ta
 DEVOE & RAYNOLDS Inc., New York (paint). Agency: J. Stirling Getchell Inc., N. Y. t
 DIAMOND McDONNELL & Co., Philadelphia (bluing). Agency: J. M. Korn & Co., Philadelphia sa
 DICTOGRAPH PRODUCTS Corp., New York (Acousticon heating pads). Agency: Cowan & Van Leer Inc., N. Y. t
 DIXIE TRAILWAYS & SUNSHINE BUS LINES, Dallas sp
 DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan Inc., N. Y. rn sp sa t ta
 PETER DOELGER Corp., New York (beer). sp

DOMESTIC PRODUCTS Co., Minneapolis (Klak-Dri-Kleen). Agency: McCord Co., Minneapolis. rn
 DORALDINA Inc., Hollywood (cosmetics). Agency: Adv. Arts Agency, Los Angeles. sa
 E. H. DOUGHERTY Co., Chicago (Sport Eye magazine). sp
 DOYLE PACKING Co., Newark (dog food). sa
 DRACKETT Co., Cincinnati (Drano cleanser). Agency: Ralph H. Jones Co., Cincinnati. t
 DRUG TRADE PRODUCTS, Chicago (proprietary). Agency: Benson & Dall Inc., Chicago sp t
 DRUMS Inc., Detroit (chemicals). Agency: C. C. Winningham Inc., Detroit. ta rn
 DUART MFG Co., San Francisco (cosmetics). Agency: Howard E. Williams Adv. Agency, San Francisco. sp rn
 DUDLEY LOCK Corp., New York. Agency: Bachenhemer, Dundes & Frank, N. Y. t
 DUFF-NORTON MFG Co., Pittsburgh (industrial jacks). Agency: Walker & Downing, Pittsburgh t n
 DUKE POWER Co., Charlotte, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. sp t

E. I. DU PONT de NEMOURS & Co., Wilmington Del. Agency: BBDO, N. Y. sa sp n t
 DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). sp
 DURHAM-DUPLEX RAZOR Co., Jersey City (razors). Agency: A. A. Butterworth Adv. Agency, Los Angeles. sa
 DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y. (salad dressing, etc.). Agency: Federal Adv. Agency Inc., N. Y.; C. Wendell Muench & Co., Chicago. rn sa
 DURKEE-MOWER Inc., Lynn, Mass. (marshmallow fluff dessert). Agency: Harry M. Frost Co., Boston. rn t sa sp
 DURR PACKING Co., Utica, N. Y. Agency: Moser & Cotins Inc., Utica sa
 DUTCHLAND FARMS, Boston (restaurant chain). Agency: Ingalls Adv., Boston sa

EL PASAO, Santa Barbara, Cal. (night club). Agency: Buchanan Co. Inc., Los Angeles. sp rn
 ELECTRIC AUTO LITE Co., Toledo (auto ignition systems). Agency: Shattuck & Ettinger, Beverly Hills, Cal. ta
 ELECTRIC HOME INSTITUTE OF SO CALIF., Los Angeles. Agency: Mayer Co., Los Angeles. sp
 ELECTROLUX Co., New York (refrigerators). Agency: BBDO, N. Y. sa
 ELGIN NATIONAL WATCH Co. (Elgin watches). Agency: J. Walter Thompson Co., Chicago. n sa
 ELIN Inc., Newark (refrigerators). Agency: Schillin Adv. Corp., N. Y. rn
 DR. ELLIS SALES Co. Inc., Pittsburgh (cosmetics). Agency: Walker & Downing, Pittsburgh. sp t
 EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: J. Walter Thompson Co., N. Y. n sp sa
 EMPIRE PLOW Co., Cleveland (plows). sa
 EOPA Co., San Francisco (home remedies). Agency: Doremus & Co., San Francisco. sp
 EUCLID CANDY Co. of Cal., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco.
 EXCELL LABORATORY, Chicago (fertilizer). Agency: Campbell-Sanford Adv. Co., Cleveland sa

E

EASY WASHING MACHINE Corp., Syracuse. Agency: BBDO, N. Y. n sp sa rn
 EDISON ELECTRIC ILLUMINATING Co., Boston (utility). Agency: BBDO, Boston.
 EDWARDS DRUG Co., Raleigh, N. C. (Tina-Cide). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. sa

F

J. H. FAGAN Co., Milwaukee (hot water heaters). Agency: Hoffman & York, Milwaukee. sa
 DR. PETER FAHRNEY & SONS Co., Chicago (Forn's Alpenkrauter tonic). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago ta
 FAIRBANK-MORSE & Co., Chicago (industrial equipment). sa
 FAWCETT PUBLICATIONS, Minneapolis (True Confession magazine, etc.). Agency: J. M. Mathes Inc., N. Y. sa ta sp
 FRED FEAR & Co., Brooklyn (Chick Chick and Magic Wand Easter egg dye). Agency: Menkin Adv. Inc., N. Y. sa t
 CHRISTIAN FEIGENSPAN BREWING Co. Inc., Newark. Agency: E. T. Howard Co. Inc., N. Y. sp rn sa
 FELLOWS MEDICAL MFG Co., New York (hypophosphates). Agency: Nelson-Gilliam Associates, N. Y. rn
 FELS & Co., Philadelphia (Fels Naptha soap). (Agency: Young & Rubicam Inc., N. Y. n sp t
 H. FENDRICH Inc., Evansville, Ind. Agency: Ruthrauff & Ryan Inc., Chicago. sp n
 FERRY-MORSE SEED Co., Philadelphia, San Francisco (packaged seeds). Agencies: N. W. Ayer & Son Inc., N. Y., Gerth-Knollin Adv. Agency, San Francisco. sp na t rn
 ARTHUR FERTZ Co., Atlanta (fertilizer). Agency: Gottschaldt-Humphrey Inc., Atlanta.
 FINE CANDY Co., Augusta, Ga. Agency: Rawson-Morrill Inc., Atlanta. sa
 FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. n rn
 FIRST NATIONAL STORES, Somerville, Mass. (chain retailers). Agency: Alley & Richards Co., Boston sa sp
 FISHER BODY Corp., Detroit (auto bodies). Agency: Arthur Kudner Inc., N. Y. n
 FISK TIRE Co. Inc., Chicopee Falls, Mass. Agency: Chambers & Wiswell Inc., Boston. sp
 F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. n sa t ta
 FITZPATRICK BROS. Inc., Chicago (Kitchen Kleanser, etc.). Agency: Neisser-Meyerhoff, Inc., Chicago. sp
 FLORIDA CITRUS COMMISSION, Tampa, Fla. (fruit). Agency: Ruthrauff & Ryan Inc., N. Y. t
 J. A. FOLGER & Co., San Francisco (food). Agency: Raymond R. Morgan Co. Inc., Hollywood. rn
 FOOD SPECIALITIES Corp., Los Angeles (Seasonettes). Agency: Buchanan Co. Inc., Los Angeles. rn
 J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son Inc., Philadelphia. n
 FORD DEALERS OF AMERICA, Detroit. Agencies: N. W. Ayer & Son Inc., Philadelphia; McCann-Erickson Inc., N. Y. n t ta
 FORD MOTOR Co., Detroit (motor cars). Agency: N. W. Ayer & Son Inc., Philadelphia and N. Y. n sp sa t

KVI opens Seattle Studios!

JUNE 1937

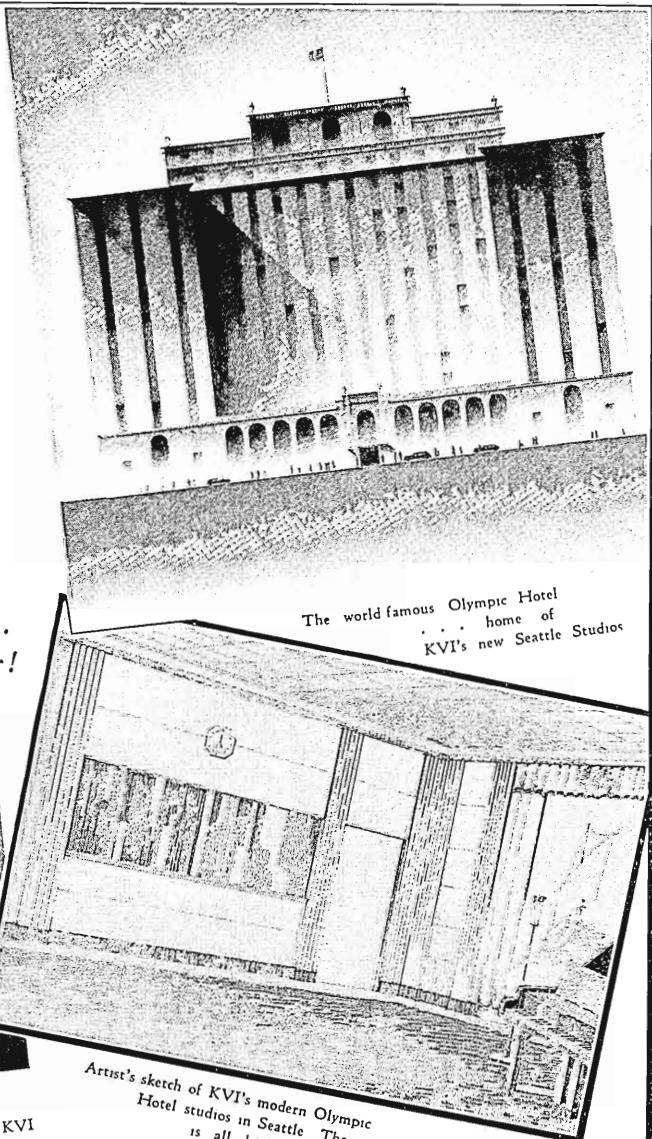
To keep pace with the dominant Pacific Northwest coverage of KVI's new 5,000 watt transmitter, spacious modern studios open this month in the luxurious Olympic Hotel in Seattle.

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Artist's sketch of KVI's modern Olympic Hotel studios in Seattle. The equipment is all high-fidelity Western Electric

KVI ☆ CBS Affiliate ☆ Free & Peters, Reprs.

Main Studios: Rust Building, Tacoma — New Studios: Olympic Hotel, Seattle

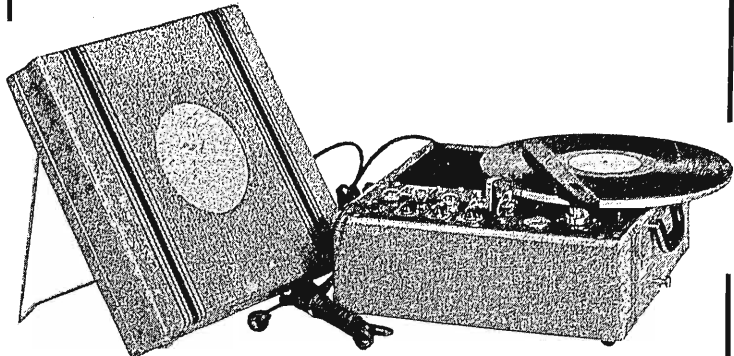
FORTY-SECOND STREET SALES Co., Chicago (cosmetics). Agency: McGivern-Child Adv. Agency, Chicago. *sa sp*
H. D. FOSS & Co., Cambridge, Mass. (confectionery). Agency: Albert Frank-Guenther Law Inc., N. Y.
FOSTER-MILBURN Co., Buffalo (Doan's pills). Agency: Street & Finney Inc., N. Y. *sa t ta*
E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa t ta*
FOX WEST COAST THEATRES, Los Angeles. *rn*
I. J. FOX Inc., New York (furs). Agency: Schillin Adv. Corp., N. Y. *n ta sa*
PETER FOX BREWING Co., Chicago (Fox De Luxe beer). Agency: Schwimmer & Scott Adv. Agency, Chicago *sp*
FREE STATE BREWERY Corp., Baltimore. Agency: Harry J. Patz Co., Baltimore. *sa*
FREEDOM OIL WORKS Co., Freedom, Pa. (gas and oil). Agency: Albert P. Hill Co., Pittsburgh *sa t sp*
FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp t ta*
FRIGIDAIRE SALES Corp., Dayton, O. (electrical refrigeration). Agencies: Lord & Thomas, Chicago (refrigerators), Geyer, Cornell & Newell Inc., Rochester, N. Y. (oil burners, fans, etc.) *n*
FRYE Co., Watertown, Mass. (Pancreo-Bismuth). Agency: Lawrence M. O'Connell Inc., Springfield, Mass. *sp*

G

GALLENKAMP STORES Co., San Francisco (shoes) Agency: Long Adv. Service, San Francisco *sa rn*
GANTNER & MATTERN Co., San Francisco (swim suits). Agency: Emil Brischer & Staff, San Francisco. *sa*
GARDNER NURSERY Co., Osage, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle *sp t ta sa*
GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco *sp sa*
GEM PRODUCTS SALES Co., Camden, N. J. (laundry soap). Agency: Robert M. Clutch Co., Inc., Philadelphia *sp sa t*

GENERAL BAKING Co., New York (Bond bread). Agency: BBDO, N. Y. *n sp sa t ta*
GENERAL CIGAR Co., New York (William Penn cigar). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *n sa ta*
GENERAL ELECTRIC Co., Schenectady, N. Y. (Cleveland (electrical devices) Agencies: Maxon Inc., Cleveland; BBDO, N. Y., Foster & Davies Inc., Cleveland *n sa t*
GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam Inc., N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, La France, Postum); Benton & Bowles Inc., N. Y. (Certo, Maxwell House coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt). *n t sa*
GENERAL GROCER Co., St. Louis (Cob-cut corn, Manhattan coffee). Agency: Ridgeway Co., St. Louis. *sa*
GENERAL MILLS Inc., Minneapolis (Gold Medal flour etc.). Agencies: McCord Co., Minneapolis. Blackett-Sample-Hummert Inc., Chicago, Knox Reeves Adv. Inc., Minneapolis; Merrill Adv. Co., N. Y., Simons-Michelson Co., Detroit *n t sp sa*
GENERAL MOTORS Corp., Detroit (motor cars). Agencies: Campbell-Ewald Co., Inc., Detroit; Arthur Kudner Inc., N. Y. *n sp sa t*
GENERAL MOTORS ACCEPTANCE Corp., Detroit (auto financing). Agency: Campbell-Ewald Co. of New York Inc. *rn*
GENERAL PAINT Corp., San Francisco. Agency: Walter Adv. Agency, Los Angeles *rn t*
GILLETTE SAFETY RAZOR Co., Boston (razor blades). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp sa t*
GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn sa t sp*
GLASS CONTAINER ASSN OF AMERICA, Toledo. Agency: U. S. Adv. Corp., Toledo. *sp*
GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*
ADOLF GOBEL Inc., New York (sauage). Agency: Lester A. Loeb Inc., N. Y.
GOLDEN AGE Corp., New York (noodles). Agency: Gotham Adv. Co., N. Y. *sa*

THE IMPROVED CONQUEST AUDITION UNIT



All CONQUEST units accommodate up to 17" transcription discs

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On display for the first time at CONQUEST ALLIANCE COMPANY NAB CONVENTION headquarters— Hotel Sherman — Rooms 409-10

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INCORPORATED
515 Madison Ave. NEW YORK 228 N. LaSalle St. CHICAGO

WHO'S WHO IN FARM RADIO

"HENRY FIELD, Since 1924 has operated KFNF in Shenandoah, Iowa. Henry Field has a unique position in that he is a "dirt farmer" and his farmer listeners gathered around 536,000 radio sets know him as a friend and neighbor. Above all, they have confidence in him!"

- BIG NAMES in the advertising world consistently rate KFNF as "tops" in producing sales, distribution and consumer acceptance in the farm and small town field.
- KFNF covers one of America's most productive agricultural sections . . . an "able-to-buy" market that guides its buying habits by the friendly, intimate voice of this powerful regional station.
- YOUR sales message on KFNF will open up a rich new field of farm and small town markets.

KFNF *The Friendly Farmer Station* SHENANDOAH IOWA

DIRECTORY OF 1937 NATIONAL AND REGIONAL RADIO ADVERTISERS

GOLDEN NUGGET FUDGE Co., San Francisco. Agency: Lord & Thomas, San Francisco. *sp*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa*

GOODAL WORSTED Co., Sanford, Me (Palm Beach cloth). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa sp*

GOOD LUCK FOOD Co., Inc., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolf & Co. Inc., Rochester. *sp*

B. F. GOODRICH RUBBER Co., Akron (tires). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp sa*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Brooke, Smith, French & Dorrance Inc., Detroit. *sp n rn*

GORDON & DILWORTH Inc., Long Island City, N. Y. (food). Agency: Topping & Lloyd Inc., N. Y. *sp*

GOSPEL BROADCASTING ASSN., Los Angeles (religious). *sp rn n*

GRAHAM-PAIGE MOTORS Corp., Detroit (motor cars). Agency: J. Walter Thompson Co. *sp sa*

GRANADA VINEYARDS Inc., Cambridge, Mass (Bear Creek wine). Agency: Stoddard Sampson Co., Boston *sa*

GRANT WATCH Co., Chicago. Agency: Morris & Davidson Inc., Chicago. *sa*

GREAT ATLANTIC & PACIFIC TEA Co., New York (A&P stores). Agency: Paris & Peart, N. Y. *n rn sp sa t*

GRENNAN BAKERIES Inc., Chicago (cakes). Agency: Hanff-Metzger Inc., Chicago. *sp*

GREYHOUND MANAGEMENT Inc., Cleveland (bus transportation). Agency: Beaumont & Hohman Inc., Cleveland *sa t*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *sa n*

GRISWOLD MFG. Co., Erie, Pa (aluminum ware). Agency: BBDO, N. Y. *sp rn*

GROCERY STORE PRODUCTS Inc., New York (Fould's macaroni, etc.). Agency: J. M. Mathes Inc., N. Y. *sa*

GROWERS FERTILIZER Co., San Francisco (Grozit). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sa*

G R U E N W A T C H Co., Cincinnati (watches). Agencies: McCann-Erickson Inc., Cleveland; Schwimmer & Scott, Chicago. *n sa*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv Co., Los Angeles. *sp*

GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam Inc., N. Y. *n sa sp*

GUNTHER BREWING Co Inc., Baltimore. Agency: I. A. Goldman & Co., Baltimore *sp sa*

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal). Agency: Vanderbie & Rubens Inc., Chicago. *sp sa t*

HAMM BREWING Co., St. Paul (beer). Agency: McCord Co., Minneapolis. *t sa ta*

HAMMOND LUMBER Co., Los Angeles. Agency: Lockwood-Shackleford Co., Los Angeles. *sp*

HARTZ MOUNTAIN PRODUCTS Inc., New York (bird seed). Agency: Hirsch-Turpen Inc., N. Y. *sa sp*

HARVARD BREWING Co., Lowell, Mass. (Green Label beer). Agency: Louis James Inc., Boston. *sp*

HASEROT COFFEE Co., Cleveland (Mello Cup). *sa*

R. G. HASTINGS Co., Atlanta (seeds). Agency: Freitag Adv. Agency, Atlanta *ta*

HECKER PRODUCTS Corp., New York (Gold Dust, Silver Dust, Shinola, Two-in-One, Fairy soap, Force cereal, flour, etc.). Agencies: BBDO, N. Y. (soap, shoe polish); Erwin, Wasey & Co. Inc., N. Y. (flour, Force cereal). *n sp t ta sa*

HENRICK FRANCK & SONS, Flushing, L. I. (coffee). *sa*

H. J. HEINZ Co., Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa*

HEMPHILL DIESEL SCHOOLS OF LONG ISLAND, New York. Agency: Equity Adv. Agency, N. Y. *sa*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson Inc., Washington *sa*

HOFFMAN BEVERAGE Co. Inc., Newark. Agency: BBDO, N. Y. *sp sa*

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan Inc., Chicago. *rn*

HOME MAKERS COUNCIL OF THE AIP, Boston (foods). Agency: James F. Fay, Boston. *rn*

HOMEOPATHIC MEDICINE Co., New York (remedies). Agency: Biow Co. Inc., N. Y. *n*

HOOVER LINIMENT Co., Carlisle, Ind. (Dr. Cox's liniment). Agency: Wade Adv. Agency, Chicago. *sa*

HORLICK MALTED MILK Corp., Racine, Wis. (malted milk). Agency: Lord & Thomas, Chicago. *n sp t*

HORN & HARDART BAKING Co., Philadelphia (restaurants). Agency: Clements Co., Philadelphia. *sp*

HORE & MULE ASSOCIATION OF AMERICA, Dallas. Agency: Rogers & Smith, Adv. Agency, Dallas. *sa*

STEVENS HOTEL, Chicago. Agency: Maxon Inc., Detroit. *sa*

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp*

HOUSEHOLD MAGAZINE, Topoka. Agency: Presba, Fellers & Presba Inc., Chicago. *sp*

HUDNUT SALES Co. Inc., New York (perfumes & powders). Agency: BBDO, N. Y. *n rn sp*

HUDSON COAL Co., Scranton. Agency: Leighton & Nelson Inc., Schenectady. *n*

HUDSON MOTOR CAR Co., Detroit (motor cars). Agencies: Broke, Smith, French & Dorrance Inc., Detroit; The Blackman Co., N. Y. *n t sa*

HUMPHREY'S HOMEOPATHIC MEDICINE Co., New York (dog remedies). Agencies: Biow Co. Inc., N. Y., Edwin M. Phillips & Co., N. Y. *n sp*

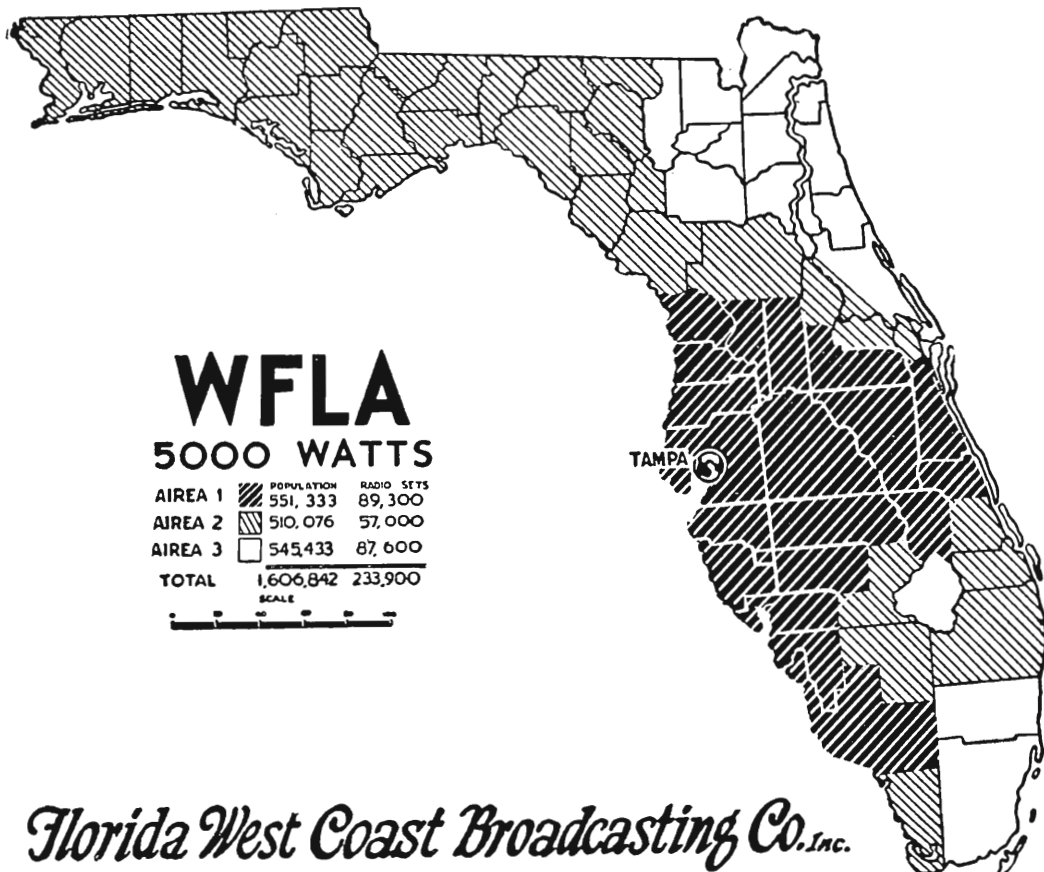
HYDROX Corp., Chicago (gingerale). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago *ta*

H

HACKNEY'S Inc., Atlantic City (restaurant) *sa*

For Tampa Trade Territory Coverage

use



WFLA
5000 WATTS

AREA	POPULATION	RADIO SETS
AREA 1	551,333	89,300
AREA 2	510,076	57,000
AREA 3	545,433	87,600
TOTAL	1,606,842	233,900

SCALE

Florida West Coast Broadcasting Co. Inc.

GENERAL OFFICES AND STUDIOS

Tarr Building

W. WALTER TISON, General Manager

Tampa, Florida

I

ILLINOIS BOTTLED GAS Co., Chicago (Dri-Gas). Agency: Wade Adv. Agency, Chicago. *sp sa*

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. *sa n*

ILLINOIS MEAT Co., Chicago (corn beef hash). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson Inc., Dallas. *sp t*

IMPERIAL VALLEY ASPARAGUS GROWERS ASSN., El Centro, Cal. Agency: Logan & Stebbins, Los Angeles. *sp*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agency: Charles Daniel Frey Co., Chicago. *sp t*

INDIANAPOLIS BREWING Co., Indianapolis (Burgomaster beer). *sp*

INTERNATIONAL C E L L U C O T T O N PRODUCTS Co., Chicago (Kleenex, Quest). Agency: Lord & Thomas, Chicago. *n*

INTERNATIONAL HARVESTER Co., Chicago (twine). Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa sp*

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agency: D'Arcy Adv. Co. Inc., St. Louis. *sa rn*

INTERNATIONAL SILVER Co., Meridan, Conn. (silverware). Agency: Young & Rubicam Inc., N. Y. *n*

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman Inc., Omaha. *sp*

IOWA SOAP Co., Burlington, Ia., Camden, N. J. (Magic Washer etc.). Agency: Briggs & Varley Inc., N. Y. *sp t ta*

IRONIZED YEAST Co., Atlanta, Ga (yeast tablets). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp sa t*

ITALIAN SWISS COLONY, San Francisco (wine). Agency: Harvey Best Co. Inc., Philadelphia. *sa*

IVANHOE FOODS, Inc., Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins, Utica, N. Y. *sa*

J

JAMES MFG Co., Fort Atkinson, Wis. (farm equipment). Agency: Wade Adv. Agency, Chicago. *sa*

JAPAN CANNED CRAB PACKERS & EXPORTERS, Tokyo, Japan. Agency: Maxon Inc., New York. *sp*

JAPANESE RICE DISTRIBUTORS OF CAL., Sacramento, Cal. Agency: Scholts Adv. Service, Los Angeles. *sp*

JEFFERSON STANDARD LIFE INSURANCE Co., Greenboro, N. C. Agency: Freling Adv. Agency, Atlanta, *sp*

JENNY WREN Co., Lawrence, Kan. (prepared flour). Agency: Mitchell-Patrol Adv. Co., Chicago, *sp sa*

ANDREW BERGEMAN Co., Glenside (Wodbury's soap, Jennie lotion). Agency: Lennen & Mitchell Inc., N. Y. *n n*

JOHNSON EDUCATOR FOOD Co., Cambridge, Mass. (Educator crackers). Agency: John W. Queen Adv. Agency, Boston, *n sa t sp*

JOHNSON, HOWARD D. Co., Boston, Mass. (Roundside Chain Sland). Agency: Harry M. Frost Co., Boston, *sp*

S. C. JOHNSON & SON, Inc., Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby Inc., Chicago, *n sp*

JULEP TOBACCO Co., Boston (Julep cigarettes). Agency: O'Den, Sheldon & Co. Inc., N. Y. *sa*

JUSTRITE Co., Milwaukee (bird seed). Agency: Hoffman & York, Milwaukee, *sp*

K

KALAMAZOO VEGETABLE PARCHMENT Co., Kalamazoo. Agency: N. W. Ayer & Son Inc., Detroit, *n*

KAY JEWELRY Co., Boston (jewelry stores). Agency: Salinger & Publicover, Boston, *n*

KAY JEWELRY Co., Oakland, Cal. (stores). Agency: Sidney Gufinkel Adv Agency, San Francisco *n*

KELLOGG Co., Battle Creek, Mich. (corn flakes, Pop, etc.) Agencies: N. W. Ayer & Son Inc., N. Y.; B. C. Smith & Son Ltd., Toronto *n sp sa t la*

KENDALL DOG FOOD Co., Portland, Ore. Agency: W. S. Kirkpatrick, Portland *t*

KERN FOOD PRODUCTS Inc., Los Angeles (jellies). Agency: Charles H. Mayne Co., Los Angeles, *sp*

KESTER SOLDER Co., Chicago (metal mender). Agency: Aubrey, Moore & Wallace Inc. Chicago *sp sa*

KEYSTONE MACARONI MFG Co., Lebanon, Pa. Agency: Aitkin-Kynett Co., Philadelphia *sa*

KINOX Co., Rutland, Vt. (Callouse-Ease). Agency: Hays Adv Agency, Burlington, Vt *sp sa*

KIRKMAN & SON Inc. New York (soap). Agency: N. W. Ayer & Son Inc., N. Y. *n*

KLINGTITE PRODUCTS Co., Los Angeles (fabric adhesive). Agency: Allied Adv. Agencies Inc., Los Angeles, *sp*

KNAPP-MONARCH Co., St. Louis (Health products). Agency: Ridgway Co., St. Louis, *sa*

E. L. KNOWLES Inc., Springfield, Mass. (Rubine Bulment). Agency: DeForest, Marchand-Bisler Bureau, Springfield, Mass. *sa t*

KNOX Co., Kamaun City (Cytex). Agencies: Dillon & Kirk, Kamaun City; Allen G. Smith Adv. Co., Kamaun City, *sp t*

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agency: Federal Adv. Agency Inc., N. Y. *sa t n*

KOLYNOS Co., New Haven (toothpaste). Agencies: Blackett-Sample-Hummert Inc., Chicago; John F. Murray Adv. Agency Inc., N. Y. *n t*

KOPPERS GAS & COKE Co., Brooklyn. Agency: Arthur H. Kudner Inc., N. Y. *sp sa*

KRAFT-PHENIX CHEESE Corp., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby Inc., Chicago (Mugic Test *sp*) *n sp sa*

A. J. KRANK & Co., St. Paul (cosmetics, etc.). Agency: Milton Weinberg Adv. Co., Los Angeles, *sp n*

KREMA Y LABORATORIES, Chicago (proprietary). Agency: Schwimmer & Scott, Chicago, *sa sp*

KREMOLA Co., Chicago (cosmetics). Agency: Neisser-Meyerhoff Inc., Chicago, *sp*

S. S. KRESGE Co., Detroit (chain stores). *sp*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati *t sa*

KRUEGER BREWING Co. Newark (beer). Agency: Biow Co. Inc., N. Y. *sa t n*

L

LA CHOY FOOD PRODUCTS Inc., Detroit (Chinese food products). Agency: Blackett - Sample - Hummert Inc., Chicago, *sa sp*

LACO PRODUCTS Inc., Baltimore (soap). Agency: Joseph Katz Co., Baltimore *n*

LADY ESTHER Co., Evanston, Ill. (powder, etc.) Agency: Statk-Goble Adv Agency, Chicago, *n*

LAKE SHORE ELECTRIC RAILWAY Sandusky, O. Agency: Campbell-Sanford Adv Co., Cleveland *sa*

OUR 10 YEARS OF Complete RADIO SERVICE IN CANADA...

Means **THIS** to you--

... A highly specialized knowledge of the Canadian Radio Market—experience that insures reliability—a smooth-working, completely equipped organization that embraces every phase of radio advertising ... Radio Program Ideas ... Program Production ... Script Writing ... Time Placements ... Statistical Information ... Merchandising Plans ... Spot Announcement Campaigns ... Station Representation ... Transcriptions.

A complete continuity and production service is maintained at Montreal and Toronto with a special French production department in Montreal.

And so, we offer what we think is a good, sound suggestion—Use the Associated Broadcasting Company as your Radio Department in CANADA.

Our complete service is available at no cost to you. If desired, we will be glad to work through your advertising agency.

CANADA'S Oldest AND Largest RADIO AGENCY

ASSOCIATED BROADCASTING COMPANY LTD.
Montreal-Crescent Bldg Toronto-Central Bldg.

New Power!

•

New Studios

•

Strong Signal

•

Now Serving Nearly a Half Million

“Willing to Spend” Listeners in Western New York and Pennsylvania

WJIN
JAMESTOWN, N.Y.

•

NBC BLUE NETWORK

•

Over 100 Satisfied Advertisers

•

The Sales Way to the Rich Chautauqua Region

IN THE CENTER OF THE EMPIRE STATE

WSYR

570 Kc.

1,000 Watts — Day and Night

★

SINCE THE INCREASE IN POWER WSYR SELLS MORE GOODS THAN EVER BEFORE

★

Send for a Copy of Independent Survey Proving

“15 Out of 16 Counties Choose WSYR”

★

Mail Response Now Received From 39 Counties, 400 Cities and Towns

★

N.B.C. Basic Blue

SYRACUSE

The Largest Full-Time Station in the Twin States

•

1,000 WATTS

•

EFFICIENT, MODERN TECHNICAL EQUIPMENT

WNBX
VT. N.H.
SPRINGFIELD, VT.

•

Yankee, Colonial Mutual Networks

•

Actual 76% Coverage of Vermont and New Hampshire

DIRECTORY OF 1937 NATIONAL AND REGIONAL RADIO ADVERTISERS

LAKESIDE BISCUIT Co., Toledo (Buttermilk cookies). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

LAMBERT PHARMACAL Co., St. Louis (Listerine). Agency: Lambert & Feasley Inc., N. Y. *n sa*

LAMONT, CORLISS & CO., New York (Nestle's Pond's). Agency: J. Walter Thompson Co., N. Y. *n*

LANCASTER COUNTY SEED CO., Paradise, Pa. (seeds). Agency: C. F. Kern Adv Agency Philadelphia. *sp t*

LANGENDORF UNITED BAKERIES Inc., San Francisco. Agency: McCann-Erickson Inc., San Francisco. *rn*

LARNED Co., New York (Hill's nose drops). Agency: Backett-Sampe-Hummert Inc., N. Y. *n*

V LaROSA, Brooklyn (macaroni). *rn t sp*

LARUS & BROS Co., Richmond, Va. (Edgeworth tobacco). Agencies: BBDO, N. Y., Marschalk & Pratt Inc., N. Y. *n, rn, sp t*

LAVERNA Corp., Chicago (bath powder). Agency: H W Kastor & Sons Adv Co., Chicago. *sp t sa*

LEA & PERRINS Inc., New York (Worcestershire sauce). Agency: Schwimmer & Scott Inc., Chicago. *sa*

W W LEE & Co., Troy N Y (Save-the-Baby remedy). Agency: Leighton & Nelson, Schenectady, N Y. *sa*

LEHN & FINK PRODUCTS Co., New York. Agencies: Kenyon & Eckhardt Inc., N. Y.; Lennen & Mitchell Inc., N. Y. (Lysol, Pebecco); Kimball, Hubbard & Powell Inc., N. Y. (Lesquendieu & Tussy cosmetics); Merrill Adv Co., N. Y. (special Pebecco program); Wm Estv & Co. Inc., N. Y. (Hinds cosmetics). *n sp t ta*

LEVER BROS Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). Agency: Ruthrauff & Ryan, Inc., N. Y. *n sp t sa*

LEWIS-HOWE Co., St. Louis (Tums). Agency: H W Kastor & Sons Adv Co. Inc., Chicago. *sa t sp n*

EDGAR P LEWIS Inc., Malden, Mass. (Viva candy bar). Agency: Louis Glaser Inc., Boston. *rn sa sp*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Inc. Chicago. *n*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co. Inc., N. Y. *n*

LINDSAY RIPE OLIVE Co., Lindsay, Cal. Agency: Lord & Thomas, San Francisco. *sa*

THOMAS J LIPTON Inc., Hoboken, N J (teas). Agency: Frank Presbrey Co. Inc., N. Y. *rn, sp, sa*

LITTLE CROW MILLING Co., Warsaw Ind (pancake flour). Agency: Rogers & Smith Adv Agency, Chicago. *sp*

GEORGE LIVINGSTON Co., Hartford (Shavettes). *sp*

LOMA LINDA FOOD Co Inc., Loma Linda, Cal. Agency: Lisle Sheldon Radio Adv. Los Angeles. *sp*

LONGINES-WITTNAUER Co., Inc., New York (clocks, watches). Agencies: J. Lewis Associates, N. Y.; Arthur Rosenberg Co., N. Y. *sa*

LOOK (Magazine), Des Moines, *sa*

LOOSE-WILES BISCUIT Co., Long Island City, N Y (Krispy Krackers, etc). Agency: Newell-Emmett Co Inc, N Y. *rn sa t ta n*

LOUDEN PACKING Co., Terre Haute, Ind (Doggie Dinner). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago. *t*

LOUISVILLE & NASHVILLE RAILROAD, Louisville, Ky. Agency: Gardner Adv Co., Louisville. *sp*

LOVELY LADY Inc., Chicago (cosmetics). Agency: Kirtland-Engel Co., Chicago. *rn*

LUCKY TIGER MFG Co., Kansas City (hair tonic). Agency: Midland Adv Agency, Kansas City. *sp rn*

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H Mayne Co., Los Angeles. *rn sp t*

M

MACFADDEN PUBLICATIONS Inc., New York. Agencies: Lord & Thomas, N Y.; Stack-Goble Adv Agency, N Y.; Arthur Kudner Inc., N Y. *n sa sp rn*

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Johnston Adv. Co., *sa*

MALTEX CEREAL Co., Burlington, Vt. (Maltex). Agency: J. M. Mathes Inc., N. Y. *n*

MANHATTAN SOAP Co., Inc., New York (Micky Mouse soap). Agencies: Peck Adv. Agency Inc., N. Y.; Milton Weinberg Adv. Co., Los Angeles. *n rn*

MANTLE LAMP Co., OF AMERICA. Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa t*

CHARLES MARCHAND Co., New York (Golden hair wash). Agency: Burgher, Zealand & Kent, N. Y. *t*

MARCO DOG FOOD Co., Los Angeles. Agency: F. Wallin & Associates, Los Angeles. *sp*

MARLIN FIREARMS Co. Inc., New Haven (razor blades). Agency: Grady & Wagner Inc., N. Y. *t*

J W MARROW MFG Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Baggaley, Horton & Hoyt Inc., Chicago. *n sa t ta*

JOSEPH MARTINSON Inc., New York (Jomar coffee & chocolate malted). Agency: Albert Frank-Guenther Law Inc., N. Y. *sp*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem., Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MAXIMAX Inc., Chicago (razor strops). Agency: Adv. Service Co., Chicago. *sp*

MAY OIL BURNER Corp., Baltimore. Agency: U S Adv Corp., N Y. *sa*

EARL E MAY SEED Co., Shenandoah, Ia (seeds). Agency: L. W. Ramsey Co., Davenport, Ia.

McGAUGH HOSIERY MILLS, Dallas. Agency: Stanley W Foran Adv Agency, Dallas. *ta*

McKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox, Abolene etc). Agency: Brown & Tarcher Inc., N. Y. *sa sp ta rn n*

McLAUGHLIN - GORMLEY - KING Co., Minneapolis (insecticide). Agency: BBDO Inc., Minneapolis. *t*

MELVILLE SHOE Corp., New York (John Ward shoes). Agency: Schwimmer & Scott Inc., Chicago. *sa*

MENNEN Co., Newark (cosmetics, etc.). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *sp n*

METRO-GOLDWYN-MAYER Inc., New York (motion pictures). Agency: Donahue & Coe Inc., N. Y. *sa*

JOHN C. MICHAEL Co., Chicago (Mickey quilt patches). Agency: Northwest Radio Adv. Co., Seattle. *sp sa*

MID-CONTINENT PETROLEUM Co., Tulsa, Okla. Agency: R. J. Potts & Co. Kansas City. *sa t ta*

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour). Agency: Stack-Goble Adv. Agency, Chicago. *sp ta*

MIDSTATES STEEL & WIRE Co., Crawfordsville, Ind. (fence posts). Agency: Mace Adv. Co., Peoria, Ill. *sa*

MILES LABORATORIES Inc., Elkhart, Ind (Alka Seltzer). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t*

DR MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer). Agency: Associated Adv. Agency, Los Angeles. *sp*

ALBERT MILLS GROCERIES, Cincinnati. Agency: Matteson-Fogarty-Jordan Inc., Chicago. *t*

MODE O'DAY Corp., Los Angeles (dresses). Agency: Lockwood-Shackelford Co., Los Angeles. *ta*

MODEL'S SPORTING GOODS Co., New York (chain sporting goods stores). Agency: Peck Advertising Agency Inc., New York. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food). Agency: Clements Co Philadelphia. *n sp*

MODERN MAGAZINES Inc., New York. Agency: Lennen & Mitchell Inc., N. Y. *n*

MOLINARD Inc., New York (perfume). Agency: U. S. Adv. Corp., N. Y.

MONTGOMERY WARD & Co., Chicago (retailers, raw fur marketing service). Agency: Ferry-Hanly Co., Kansas City. *n sp t*

WANT THIS MARKET?

ONE MILLION HOMES

272 TOWNS

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\$10,000,000 PAYROLL

WE CAN GIVE IT TO YOU!

We have the POWER to blanket this rich agricultural region that is otherwise hard to reach. POWER to establish name preference and buying habits because of a loyal, responsive audience with proved buying power.

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The New Cry
of
The Old West

K F E L THE MUTUAL DENVER
BROADCASTING SYSTEM
MBS

GENE O'FALLON, Manager
SUITE 922 - HOTEL SHERMAN
(During N.A.B. Convention)

Affiliated with
TRANSAMERICAN
Broadcasting and Television Corp.



REPRESENTED BY JOHN BLAIR & CO.

MOON GLOW COSMETICS Co., Hollywood (Campana subsid.) Agency: Milton Weinberg Adv. Co., Los Angeles. n
 BENJAMIN MOORE & CO., New York (Muresco wall finish) n, sp sa
 MOORE ELECTRIC Co., San Francisco (refrigerators) Agency: M. E. Harlan Adv., San Francisco. rn
 MOORMAN MFG. Co., Quincy, Ill. (poultry feed). sa
 MOREY MERCANTILE Co., Denver (Solitaire food products) Agency: Ball & Davidson, Inc., Denver.
 JOHN MORRELL & Co., Ottumwa, Ia (Red Heart dog food, soup, etc.) Agency: Henri, Hurst & McDonald Inc., Chicago n rn sp t sa
 PHILIP MORRIS & Co., Ltd., New York (Philip Morris cigarettes) Agency: Blow Co. Inc., N. Y. n rn sp sa ta
 MORTEK MILLING Co., Dallas (Lafayette flour). rn
 MOTHERS HOME LIFE MAGAZINE, Chicago. Agency: Albert Kircher Co., Chicago. sa
 C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni) Agency: Kenyon & Eckhardt Inc., N. Y. n sa
 MURINE Co., Chicago (eve wash) Agency: Vandierbe & Rubins Inc., Chicago n sp sa
 MURPHY FEED PRODUCTS Co., Burlington, Wis. (fodder). Agency: Wade Adv. Agency, Chicago. sp
 MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co. Inc., N. Y. sa

N

NANTASKET-BOSTON STEAMSHIP Co., Boston sa
 NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell Inc., N. Y. sp n sa t
 NATIONAL ASSN. OF ENGINE & BOAT MFRS., New York (motor boat show). Agency: Wortman, Barton & Co., Utica, N. Y. sp
 NATIONAL ASSN. OF LIFE UNDERWRITERS, New York (insurance) Agency: Harry S. Goodman, N. Y.
 NATIONAL BELLAS HESS, Kansas City (mail order house). Agency: Ruthrauff & Ryan Inc., N. Y. sa sp
 NATIONAL BISCUIT Co., New York (Shredded Wheat, etc.). Agencies: McCann-Erickson, Inc., N. Y.; Federal Adv. Agency, Inc., N. Y. n sa
 NATIONAL BREWING Co., Baltimore. Agency: D. Stuart Webb Adv. Service, Baltimore. sa
 NATIONAL CARBON Co., New York (Everready-Prestone). Agency: J. M. Mathes, Inc., N. Y. sa
 NATIONAL ICE ADV. Inc., Chicago (ice, ice boxes). Agency: Donahue & Coe Inc., N. Y. n
 NATIONAL LEAD Co., New York (paint). Agency: Marschalk & Pratt Inc., New York. sp t
 NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville. Agencies: C. P. Clark Inc., Nashville; C. Ellsworth Wylie Co., Los Angeles. sp sa
 NATIONAL OATS Co., E. St. Louis, Ill. (Corno feeds). sa
 NATIONAL OIL PRODUCTS Co. Inc., Harrison, N. J. (Admiracion soapless shampoos and Vitex). Agency: Ches. Dallas Reach Adv., Newark. n, sp sa
 NATIONAL RETAILER OWNED GROCERIES Inc., Chicago. Agency: Dunne Wanamaker, Chicago. t
 NATIONAL TRAV-O-TEL Co., Tulsa (Tourist Cabins).

NATIONAL WEEKLIES Inc., Chicago (German magazine). Agency: Albert Kircher Co., Chicago. sa
 NATURAL BLOOM Inc., New York (cigars). Agency: Montrose-Rosenberg Co., N. Y. sp
 NATURE FRIEND Inc., New York (Maggie bird food). Agency: Wales Adv. Co. Inc., N. Y. rn sa sp
 NEHI CORP., Columbus, Ga (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. t
 B F NELSON MFG Co., Minneapolis (roofing) Agency: Erwin, Wasey & Co. Inc., Minneapolis sa
 NELSON BROS FURNITURE WAREHOUSE, Chicago (furniture, rugs) Agency: Selviar Broadcasting System Inc., Chicago. sp
 NESTLE-LEMUR Co., New York (hair lotion). Agency: Monroe F. Dreher Inc., N. Y. C.
 NESTLE'S MILK PRODUCTS Inc., New York, San Francisco (Nestle's chocolate). Agencies: Lord & Thomas, N. Y.; Leon Livingston Adv. Agency, San Francisco (Alpine coffee). n sa t
 NEUMODE HOSIERY Co., Chicago Agency: J. L. Sugden Adv. Co. Chicago sa
 NEW DEPARTURE MFG Co., Bristol, Conn. (bicycle brakes) Agency: Lord & Thomas, N. Y. sa
 NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Broadcast Adv. Inc., Boston sa
 NEW YORK, NEW HAVEN & HARTFORD RAILWAY, Boston Agencies: Dowd & Ostreicher Inc., N. Y.; Goulston Co. Inc., Boston sa
 NEW YORK STATE MILK CAMPAIGN (1936) Agency: J. M. Mathes Inc., N. Y. rn
 NEW YORK WOMAN Inc., New York (publication). Agency: BBDO, N. Y. sp
 NEXT Inc., Mineral Wells, Tex (shaving cream). Agency: Luckey Bowman Inc., N. Y. sa
 NEXT SHAVING CREAM Co., Charlotte, N. C. Agency: Rawson-Morrill Inc., Atlanta. ta
 NIAGARA HUDSON POWER CORP., New York (electric & gas power) Agency: BBDO, N. Y. t
 T NOONAN & SONS Boston (toiletries) Agency: Doremus & Co. Inc., Boston sa
 NORGE CORP., Detroit (Norge refrigerators) Agency: Creamer-Krasselt Co., Milwaukee. t

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark Agency: Franklin Bruck Adv. Corp., N. Y. sp n
 NORTHWESTERN YEAST Co., Chicago (Yeast Foam, Ma. n.) Agency: Hays MacFarland & Co., Chicago n sp t
 NOURISHINE MFG Co., Los Angeles (hair tonic). Agency: James-Morton Inc., Los Angeles. sp t
 NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream) Agency: Ruthrauff & Ryan Inc., N. Y. t n sp
 NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints) sa
 OAKITE PRODUCTS Inc., New York (Oakite cleanser) Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. rn sp sa
 O'BRIAN VARNISH Co., South Bend, Ind Agency: Behel & Waldie, Chicago sa sp
 OCCIDENTAL LIFE INSURANCE Co., San Francisco Agency: Charles R. Stuart Inc., San Francisco. rn n
 W LEE O'DANIELS Co., Fort Worth (Hillbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth rn
 OFFICIAL DETECTIVE STORIES, Chicago (magazine). t
 OLDS MOTOR WORKS, Lansing, Mich (motor cars). Agency: D. P. Brother & Associates, Detroit n t
 OLSON RUG Co., Chicago (rugs) Agency: Presba, Fellers & Presba Inc., Chicago. sp sa rn n
 OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agency: J. Walter Thompson Co., Chicago sp t ta
 ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware) Agency: Geyer, Cornell & Newell Inc., N. Y. sa
 ONTARIO BISCUIT Co., Buffalo (Club biscuits) Agency: Addison Vars Inc., Buffalo. sa sp
 ORBIT GUM Co., Chicago Agency: Bagdale, Horton & Hoy Inc., Ia
 OREGON STATE HIGHWAY COMMISSION, Portland Agency: Bostford, Constantine & Gardner, Portland sp rn
 OREGON STATE REALTY COMMISSION, Portland sp
 OSHKOSH OVERALL Co., Oshkosh, Wis (Oshkosh B'Gosh overalls) Agency: Ruthrauff & Ryan Inc., Chicago. sp

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Send for samples . . . and test them personally

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Exclusive Selling Agents for
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DIRECTORY OF 1937 NATIONAL AND REGIONAL RADIO ADVERTISERS

OWENS ILLINOIS GLASS Co., Toledo. Agency: U. S. Adv. Corp., Toledo. *n*
 OWL DRUG Co., San Francisco (chain stores). Agency: D'Evlyn & Wadsworth Inc., San Francisco. *rn*
 OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co., Inc., N. Y. *sa*

P

PAAC CHEMICAL Corp., Greensburg, Pa. Agency: Walker & Downing. Pittsburgh. *sa*
 PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson Inc., N. Y. *n rn*
 PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa*
 PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-Elliott Inc., Oakland, Cal. *sp rn*
 PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *n rn sa*
 PACKARD PAINT & VARNISH Co., Boston. Agency: Dowd & Ostreicher Inc., Boston. *sp*
 PASADENA PRODUCTS Co Inc., Pasadena, Cal. (proprietary). Agency: Guenther-Bradford & Co Inc., Los Angeles.
 PETER PAUL Inc., Naugatuck, Conn. (Mounds, Dreams candy). Agency: Platt-Forbes Inc., N. Y. *t sa sp*
 PEASLEE - GAUBERT Co. Louisville (paint). Agency: J. Sterling Getchell Inc., N. Y. *t*
 PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan Inc., N. Y. *n rn sp t*
 PENNSYLVANIA RUBBER Co. Jeannette Pa. (tires). Agency: Walker & Downing, Pittsburgh. *ta*
 PENNZOIL Co., Philadelphia (oil products). Agency: Fuller & Smith & Ross Inc. Cleveland. *sp sa t*
 PEOPLES DRUG STORES. Washington (Eastern drug chain). *sp sa t*
 DR PEPPER Co., Dallas (Dr Pepper beverages). Agency: Tracy-Locke-Dawson Inc., Dallas. *sa t rn*
 PEPPERELL MFG Co., Boston (sheets). Agency: BBDO, N. Y. *sp*
 PEPSI-COLA Co., Long Island City, N. Y. (beverage). *sa*
 PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*
 PERFECT MFG Co., Cincinnati (rubber products). Agency: Frederick W. Ziv Inc., Cincinnati.
 DOROTHY PERKINS Co., St. Louis (cosmetics). Agency: The Ridgeway Co., St. Louis. *t sa*
 PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *sp n*
 PHARMA-CRAFT Corp. Inc., Louisville (Fresh cosmetics, deodorants). Agency: Young & Rubicam Inc., N. Y. *sa sp*
 PHILCO RADIO & TELEVISION Corp., Philadelphia (radios). Agencies: Hutchins Adv. Co., Inc. Rochester, N. Y., Julian G. Pollock Inc., Philadelphia. *n t*
 PHILCO RADIO & TELEVISION Corp., of California, San Francisco. *ta*
 PHILLIPS PACKING Co., Cambridge Md. (canned goods). Agency: Compton Adv. Inc., N. Y. *sp sa n*
 PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66 gas). Agency: Lambert & Feasley Inc., N. Y. *sp ta n*
 PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agency: Hutchinson Adv. Co., Minneapolis. *n rn sp sa*
 PINAUD Inc., New York (cosmetics). Agency: Lord & Thomas, N. Y. *n t*
 PINE-X Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Baggalev, Horton & Hoyt Inc., Chicago. *sa n t rn*
 PIONEER CANNERIES, Seattle (Pioneer claims). Agency: Beaumont & Hohman Inc., Seattle. *n*
 PLOUGH Inc., Memphis (St. Joseph's aspirin). Agency: Lake-Spiro-Cohn Inc., Memphis. *n sp sa t*
 PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Sterling Getchell Inc., Detroit. *sa t n*
 PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. *sp sa rn*
 PONTIAC MOTOR Co., Pontiac, Mich. (motor cars). Agencies: MacManus, John & Adams Inc., Detroit. *n t sa*
 POPULAR FOODS Inc., Los Angeles (Congou beverage). Agency: R. H. Alber Co., Los Angeles. *sa*
 POSTAL TELEGRAPH-CABLE Co., New York. *rn*

PREMIER-PABST SALES Corp., Chicago (Blue Ribbon malt, beer). Agency: Morris-Schenker-Roth Inc., Chicago. *n sp sa*
 PRINCE MACARONI Co., Boston. Agency: Moss Associates, N. Y. *sp*
 PRINCESS PAT Ltd., Chicago (cosmetics). Agency: McJunkin Adv. Agency, Chicago. *n sp*
 PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv. Inc., N. Y. (Ivory, Chipso, P & G, Crisco); Blackett-Sample-Hummert Inc., Chicago (Oxydol, Lava, Dreft); Pedlar & Ryan Inc., N. Y. (Camay); H. W. Kastor & Sons Adv. Co. Inc., Chicago (Drene, Kirks, American Family). *n sp sa t ta*
 PRO-PHY-LAC-TIC BRUSH Co., Florence, Mass. (toothbrushes). Agency: Lambert & Feasley Inc., N. Y. *sa t*
 PROSPERITY PUB. Co. Ltd., Los Angeles (political). Agency: Lisle Sheldon Radio Adv., Los Angeles. *rn*
 PROTEN DISTRIBUTORS Inc., Hollywood (shampoo). Agency: Janes-Morton Inc., Los Angeles. *sp*
 PROVIDENT FINANCE Co., San Francisco (loans). Agency: Frederick Seid Adv. Agency, San Francisco. *sa*
 PROVIDENT LOAN SOCIETY of NEW YORK, New York. Agency: McCann-Erickson Inc., N. Y. *sp*

PURATOAN PRODUCTS Co., St. Joseph, Mo. (proprietary). Agency: Frank E. Whalen Adv. Co., Kansas City. *ta*
 PURE OIL Co., Chicago (Puroil gasoline). Agency: Freitag Adv. Agency Inc., Chicago. *n sp sa*
 PUREX Corp. Ltd., Los Angeles (bleaching fluid). Agency: Lord & Thomas, Los Angeles. *rn*
 PURITAN MILLS Inc., Chicago (Py-O-My). Agency: George H. Hartman Co., Chicago. *sp*
 PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Blackett-Sample-Hummert Inc., Chicago. *rn sp t*

Q

QUAKER OATS Co., Chicago. Agencies: Lord & Thomas, Chicago (Quaker Oats, Aunt Jemima); Fletcher & Ellis Inc., Chicago (Full O'Peep); Arthur Kudner Inc., N. Y. (Muffets). *n sp sa t*

R

RABIN Co., Los Angeles, (cosmetics). Agency: Hays MacFarland & Co., Chicago. *n*
 RADIO GUIDE Inc., New York (magazine). Agency: M. H. Hackett Inc., N. Y. *n sa*
 RADIO LEAGUE OF THE LITTLE FLOWER, Royal Oak, Mich. (Father Coughlin). Agency: E. W. Hellwig Co., N. Y. *n*

RALSTON PURINA Co. Inc., St. Louis (cereal & feeds). Agency: Gardner Adv. Co., St. Louis. *n sa t*

RAPINWAX PAPER Co., St. Paul (wax paper). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

RCA MFG. Co., Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*

REAL SILK HOSIERY MILLS Inc., Indianapolis. Agency: Burnett Co. Inc., Chicago. *n*

E. P. REED & Co., Rochester (Matrix shoes). Agency: Geyer, Cornell & Newell Inc., N. P. *t*

REFRIGERATION & AIR CONDITIONING Corp., Youngstown, O. Agency: National Classified Adv. Agency, Youngstown. *sp*

REFRIGERATION & AIR CONDITIONING INSTITUTE, Chicago. Agency: Critchfield & Co., Chicago. *t*

REGIONAL ADVERTISERS Inc., New York (gas association). Agency: McCann-Erickson Inc., N. Y. *n*

REID, MURDOCH & CO., Chicago (Monarch foods). Agencies: Philip O. Palmer & Co. Inc., Chicago; Roy Alden & Associates, Los Angeles; Rogers & Smith Adv. Agency, Chicago. *sp sa*

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GLENN D. GILLETT

Consulting Radio Engineer

National Press Bldg. • Washington, D. C.

DIRECTORY OF 1937 NATIONAL AND REGIONAL RADIO ADVERTISERS

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell Inc., N. Y. n rn sa t sp
 SOLOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Jefferson Kaye Wood Adv., Los Angeles sa
 SONOTONE Corp., New York (earphones for deaf). Agency: Topping & Lloyd Inc., N. Y. sp n
 SOUTH TEXAS COTTON OIL Co., Houston (Crustene). Agency: Franke-Wilkinson-Schiwetz Inc., Houston sp
 SOUTHERN CALIFORNIA EDISON Co., Los Angeles (utility). Agency: Mayers Co. Inc., Los Angeles. rn
 SOUTHERN PACIFIC RAILROAD San Francisco (rail transportation). Agency: Lord & Thomas, San Francisco. sa sp
 SOY BEAN PRODUCTS Co., Chicago (confection) Agency: Wade Adv Agency, Chicago sa
 SPERRY FLOUR Co., San Francisco (flour, cereals) Agency: Westco Adv Co., San Francisco. rn sp t
 STANDARD BRANDS Inc., New York (Fleischmann, Chase & Sanborn, etc) Agency: J. Walter Thompson Co., N. Y. n sp
 STANDARD MILLING Co., New York (Cerosota flour) Agency: Benton & Bowles Inc., N. Y. sa t
 STANDARD OIL Co., of Calif., San Francisco Agency: McCann-Erickson, San Francisco. rn
 STANDARD OIL Co of Indiana, Chicago Agency: McCann-Erickson Inc., Chicago t n
 STANDARD OIL Co of NEW JERSEY, New York Agency: Marschalk & Pratt Inc., N. Y. sp t n
 STANDARD OIL Co of OHIO, Cleveland Agency: McCann-Erickson Inc., Cleveland sp sa
 STAR OUTFITTING Co., Los Angeles Agencies: Allied Adv Agencies, Los Angeles, Gerald J Norton Adv Agency, San Francisco sp rn
 STEPHANO BROS Philadelphia (Marvel cigarettes) Agency: Aitkin-Kynett Co., Philadelphia sp
 STERLING ALE BREWERS Inc., Evansville, Ind Agency: Hays MacFarland & Co., Chicago sp

STERLING PRODUCTS Inc., New York (Bayer aspirin, etc). Agencies: Blackett-Sample-Hummert Inc., Chicago; Cramer-Krasselt Co., Milwaukee. Stack-Goble Adv. Agency, Chicago. n t sp
 JOHN B. STETSON Co., Philadelphia (hats). Agency: Kenyon & Eckhardt Inc., New York sa
 STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories) Agency: Hays MacFarland & Co., Chicago. n
 STICKNEY & POOR SPICE Co., Charlestown, Mass. (poultry stuffing). Agency: Badger & Browning Inc., Boston. sa
 STILES & SONS, Stoneham, Mass (candy). Agency: Commonwealth Adv. Agency, Boston. sp
 STRASSKA LABORATORIES Inc., Los Angeles. (toothpaste). Agency: Glasser Adv. Agency, Los Angeles t sp
 STREET & SMITH, New York (magazines). sa
 STUDEBAKER SALES Corp. of America South Bend, Ind. (autos) Agency: Roche, Williams & Cunyngnam Inc., Chicago. n sa sp t
 R. G. SULLIVAN Inc., Manchester, N. H. (7-20-4 cigar) Agency: Broadcast Adv Inc., Boston. sa
 SUN OIL Co., Philadelphia (Sunoco motor oils) Agency: Roche, Williams & Cunyngnam, Chicago. (insecticides) Stewart-Jordan Co., Philadelphia n sa t
 SUN RAY PRODUCTS Co., Grand Rapids (Selex cereal). Agency: Allen G Miller Co., Grand Rapids sp t
 SUN-RAYED Co., Frankfort, Ind (Kemps Sun-Rayed tomato juice) Agency: Chambers & Wiswell, Boston sp sa
 SURE LABORATORIES, Chicago (breath purifier) Agency: Selviar Broadcasting System Inc., Chicago. sp
 SUSSMAN, WORMSER & Co., San Francisco (S & W food) Agency: Botsford, Constantine & Gardner Inc., San Francisco sp rn
 H. SUTCLIFF Co San Francisco (tobacco) Agency: D Evelyn & Wadsworth, San Francisco sp rn
 SWIFT & Co., Chicago (meat, dairy products) Agencies: J. Walter Thompson Co., Chicago, Stack Goble Adv. Agency, Chicago Blackett-Sample-Hummert Inc., Chicago (Brookfield cheese) n rn sp t

T
 TASTYEAST Inc., Trenton, N. J. (Tasty-east). Agency: Peck Adv. Agency, N. Y. sp n
 TATTOO Co., Chicago (cosmetics). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. ta
 TEA MARKET EXPANSION BUREAU, New York Agency: William Esty & Co., N. Y. sa
 TEXAS Co., New York (Texaco gasoline). Agency: Hanff-Metzger Inc., N. Y. n sp sa t
 TEXAS PACIFIC COAL & OIL Co., Fort Worth (gasoline). Agency: Albert Evans Inc., Fort Worth sp
 TEX-O-KAN FLOUR MILLS, Inc. Dallas. Agency: J. Walter Thompson Co., St Louis & Chicago offices
 TIDEWATER ASSOCIATED OIL Co., New York (Veedol & Tydol) Agencies: Lennen & Mitchell Inc. N. Y., Lord & Thomas, San Francisco n sp sa
 TILLAMOOK COUNTY CREAMERY ASS'N, Tillamook, Ore. (dairy products) Agency: Botsford Constantine & Gardner, Portland, Ore. n
 TIME Inc., New York (Time magazine & newsreel) Agency: BBDO N. Y. n sa t
 TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams Inc., Detroit rn
 TOMLINSON, of HIGH POINT, High Point, N. C. (furniture) Agency: Gottschaldt-Humphrey Inc., Atlanta sa
 TOWNSEND NATIONAL WEEKLY, Chicago (political) Agency: Critchfield & Co., Chicago t
 JOHN F. TROMMER Inc., Brooklyn (beer). Agency: Cecil, Warwick & Legler Inc., N. Y. sp

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. sp t ta
 UNITED DRUG Co., Boston (Rexall and Puretest drug products) Agency: Street & Finney Inc., N. Y. n rn sa t ta sp
 UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. sa
 UNITED STATES TOBACCO Co., New York (Dill's mixture). Agency: Arthur H. Kudner Inc., N. Y. n t
 U. S. VITAMIN Corp., New York (Vivernal tonic). Agency: Frank Presbrey Co. Inc., N. Y. ta
 UNITY SCHOOL OF CHRISTIANITY, Kansas City. sp

U
 WILLIAM UNDERWOOD Co., Boston (deviled ham) Agency: Richardson, Alley & Richards, N. Y. rn
 UNION OIL Co., of Cal., Los Angeles (Aristo oil) Agency: Lord & Thomas, Los Angeles ta sa
 UNION PACIFIC SYSTEM, Omaha (rail transportation) Agencies: Caples Co., Chicago; Ernest Bader & Co., Omaha, L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana) sp sa t

V
 VALMOR PRODUCTS Co., Chicago (Sweet Georgia Brown cosmetics). Agency: Frank-Rose Co., Chicago sa
 G. W. VAN SLYKE & HORTON, Albany (Peter Schuyler cigars). Agency: Moser & Cotins Inc., Utica. sp
 VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal). Agency: Morse International Inc., N. Y. n sa t
 VIRGINIA DARE EXTRACT Co Brooklyn (wine) Agency: C. Frederic Bell Inc., N. Y. sp
 VITAMIN PRODUCTS of AMERICA, Chicago (Geba tablets) rn

W
 WAITT & BOND, Newark (Blackstone etc cigars) Agency: BBDO, N. Y. rn sp
 WALGREEN Co., Chicago (chain drug stores) sp sa
 WALK-OVER SHOE STORES, Boston. Agency: Joseph H. Weed & Co., N. Y. sa
 WALKER-GORDON LABORATORY Co., Plainsboro N. J. (acidophilus milk). Agency: Young & Rubicam Inc., N. Y. sp sa
 WALKER REMEDY Co., Waterloo, Iowa (Walko poultry remedy) Agency: Weston-Barnett Inc., Waterloo, Ia. sa ta

FIRST

IN TWIN CITY DAYTIME RADIO AUDIENCE

ST PAUL
WDGY

MINNEAPOLIS
WDGY

TWIN CITY SURVEY
 In September 1936, a group of Graduate Students of the University of Minnesota conducted a radio survey of the Twin Cities. WDGY stood first in Daytime Audience. Copies of this survey, certified and sworn to, can be had upon application to the station.

A FEW FACTS OF INTEREST
 WDGY---has more local Commercial Accounts on the Air than any other Twin City Radio Station.
 WDGY---has the best signal in the NW, being heard in all parts of Minnesota, Iowa, N. and S. Dakota, and Wisconsin.
 WDGY---has a larger mail return than any other Twin City radio station.

WRITE FOR RATES AND OTHER DATA
WDGY
 GEO. W. YOUNG GENERAL MANAGER

WDGY

WDGY BUILDING • • • MINNEAPOLIS

NATIONAL REPRESENTATIVES
 WILSON DALTON ROBERTSON CHICAGO NEW YORK KANSAS CITY

W A B Y

NBC BLUE OUTLET COVERS

ALBANY • TROY • SCHENECTADY

•

Latest Census Retail Distribution

	No. Stores	Employees	Salary	Sales
ALBANY	2,256	9,620	\$9,663,000	\$79,742,000
SCHENECTADY	1,385	4,575	4,224,000	37,148,000
TROY	1,293	3,519	3,682,000	29,818,000
	4,934	17,714	\$17,569,000	\$146,708,000

THE
BEST
5-MINUTE
DRAMATIZED
PROGRAMS
YOU
EVER
HEARD
FOR
FURNITURE
JEWELRY
LOANS
OPTICAL
BANK
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BEAUTY SHOP

on R. C. A. discs
with MUSIC,
SOUND EFFECTS
and an ALL ★ CAST

228 Satisfied
Clients Now on the Air

Easy to sell your local
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ROOM 1006
Hotel Sherman
- Chicago -
"OPEN HOUSE"

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H. G. ADVERTISING AGENCY
INC.
420 MADISON AVE. NEW YORK CITY

WANDER Co., Chicago (Ovaltine) Agen-
cy: Blackett-Sample-Hummert Inc. Chi-
cago. n t aa

WARD BAKING Co., New York (Ward
baking products) Agency: Fletcher & El-
lis Inc., N. Y. n sp ta

WM R. WARNER Co., New York (Slonn's
Liniment & Vine) Agency: Cecil, War-
wick & Legler Inc., N. Y. n t

WASEY PRODUCTS Inc., New York (Ze-
mo, Musterole, Barbamol, Kiemi, etc.)
Agency: Erwin Wasey & Co., N. Y. n

G. WASHINGTON COFFEE REFINING
Co., Morris Plains, N. J. (George Wash-
ington coffee) Agency: Cecil, Warwick &
Legler Inc., N. Y. n t sp

WASHINGTON STATE APPLES Inc.,
Seattle Agency: J. Walter Thompson Co.,
Seattle. sa ta sp

WATCHTOWER BIBLE SOCIETY, Brook-
lyn (Judge Rutherford's talks) rn sp t

R. L. WATKINS Co., New York (Dr
Lyons toothpowder etc.). Agency: Black-
ett-Sample Hummert Inc., N. Y. n sp t

WEBSTER-EISENLOHR Inc., New York
(Girard cigars). Agency: N. W. Aver &
Son Inc., Philadelphia sp sa t

WELCH GRAPE JUICE Co., Westfield,
N. Y. (grape juice) Agency: H. W. Kas-
tor & Sons Adv. Co. Inc., Chicago n sa t

WESSON OIL & SNOWDRIFT Co. Inc.,
New Orleans (Wesson salad oil, etc) Agen-
cy: Fitzgerald Adv. Agency, New Orleans
n rn sa

WESTERN BAKERIES, California rn

WESTERN GROCER Co., Marshalltown,
Ia Agency: Coolidge Adv Co., Des Moines
sp

WESTERN GROWERS PROTECTIVE
ASSN., Los Angeles (vegetables). Agency:
J. Walter Thompson Co., Los Angeles

WESTINGHOUSE ELECTRIC & MFG
Co., East Pittsburgh (electrical appli-
ances). Agency: Fuller & Smith & Ross
Inc., Cleveland. t ta

WESTINGHOUSE ELECTRIC & MFG
Co., Mansfield, O (refrigerators). Agency
Fuller & Smith & Ross Inc., Cleveland sa
GEO D. WETHERILL & Co., Philadelphia
(paint). sa

WHEATENA Co., Rahway, N. J. (cereal).
Agency Rohrabugh & Gibson Adv Agen-
cy, Philadelphia. n t

HARVEY WHIPPLE Inc., Springfield, O.
(Mastercraft oil burners). Agency: Wil-
lard G. Myers, N. Y. sp

WHITE KING SOAP Co., Los Angeles.
Agency: Raymond R. Morgan Co., Los
Angeles. sa t rn

WHITTEMORE BROS., Cambridge, Mass.
(shoe polish). Agency: Stoddard-Sampson
Co., Boston. sa

WILLARD STORAGE BATTERY Co.,
Cleveland Agency: Meldrum & Jewsmith
Inc., Cleveland sa

WILLYS-OVERLAND MOTOR Co., To-
ledo (autos) Agency: U. S. Adv Corp.,
Toledo. n rn

WILMINGTON TRANSPORTATION Co.,
Avlon, Santa Catalina Island, Cal Agency:
Neisser-Meyerhoff Inc., Los Angeles sp

WINCHARGER Corp., Sioux City, Ia
(farm generators). Agency: Hays Mac-
Farland & Co., Chicago ta

WINGET KICKERNICK Co Minneapolis
(underwear) Agency: Radpress Adv
Counsellors, Sheboygan, Wis sa

WINKELMAN SHOE Co., New York
(women's shoes) Agency: Jay Lewis Asso-
ciates, N. Y. sp rn

WIPE-ON Corp., Brooklyn (lacquer)
Agency: E. M. Freystadt Associates Inc.,
N. Y. sp

WOMEN'S CHRISTIAN TEMPERANCE
UNION, Evanston, Ill Agency: Critch-
field & Co., Chicago t

JOHN H. WOODBURY Co., Cincinnati
(soap). Agency: Lennen & Mitchell Inc.,
N. Y. n

WOODWARD CANDY Co., Council Bluffs,
Iowa (Candy) Agency: Buchanan, Thomas
Co., Omaha, Nebr. sa

WRIGHT Co., Old Bridge, N. J. (plant
food) Agency: H. B. LeQuatte Inc., N.
Y. sa sp

WM. WRIGLEY Jr Co Chicago (chew-
ing gum) Agencies: Neisser-Meyerhoff
Inc., Chicago; Francis Hooper Adv Agen-
cy, Chicago. n

Z

ZERBST PHARMACAL Co., St. Joseph,
Mo. (proprietary). Agencies: Barrons Adv
Co., Kansas City; Ruthrauff & Ryan Inc.,
N. Y. sa



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KTAT has complete coverage of a vast Texas market
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FORT WORTH, TEXAS

Raymond E. Buck, President
Sam H. Bennett, Gen. Mgr.

National Representatives:
FREE & PETERS, Inc.

1000 Watts—Full Time



New York Detroit Chicago
San Francisco Los Angeles

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TRANSCRIPTIONS
FOR THESE



26, Half-Minute Skits for
Only \$26

Why bother with the usual,
listless straight announcements?
Here are eight series of 1/2
minute action and drama an-
nouncements used successfully
by hundreds in these industries.
Each one requires only one
minute of radio station time.
The first 30 seconds are devoted
to a lively transcribed dramatic
situation. The second half-min-
ute is for your own commercial
made by the station announcer.
These transcriptions have pro-
duced amazing results for hun-
dreds of users. They can do the
same for you.

Radio Programs Division
Walter Biddick Company
568 Chamber of Commerce
Los Angeles, California

SEND FOR SAMPLE RECORD

GENTLEMEN: B

Send me presentation records
of the following for which I
will deposit \$1.50 each:

- ___ BAKERY SKITS
- ___ USED CAR SKITS
- ___ LOAN SKITS
- ___ LAUNDRY SKITS
- ___ OPTOMETRIST SKITS
- ___ CREDIT CLOTHING "
- ___ DRY CLEANERS "
- ___ CREDIT JEWELERS "

It is understood any deposit
paid will be refunded upon re-
turn of records prepaid within
30 days.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Directory of U. S. Broadcasting Stations by Call Letters

* Denotes construction permit as of June 1, 1937
(Data corrected to June 1, 1937)

Call Letters	City	Call Letters	City	Call Letters	City	Call Letters	City	Call Letters	City		
KABC	San Antonio, Tex	KGVU	Honolulu, Hawaii	KTEM	Temple, Tex	WCAU	Philadelphia	WHIO	Dayton, O	WNBF	Binghamton, N. Y.
KABR	Aberdeen, S D	KGVL	Greenville, Tex	KTFPI	Twin Falls, Idaho	WCAZ	Burlington, Vt.	WHIP	Hammond, Ind.	WNBH	New Bedford, Mass.
KADA	Ada, Okla	KGVO	Missoula, Mont	KTHS	Hot Springs, Ark.	WCAR	Carthage, Ill	WHIS	Bluefield, W. Va.	WNBK	Memphis
KALB	Alexandria, La	KGW	Portland, Ore	*KTCK	Visalia, Cal	WCBA	Allentown, Pa.	WHJB	Greensburg, Pa.	WNBX	Springfield, Vt.
KALE	Portland, Ore	KGY	Olympia, Wash	*KTMS	Santa Barbara, Cal	WCBD	Chicago, Ill.	WHK	Cleveland	WNBZ	Saranac Lake, N. Y.
KAND	Corsicana, Tex	KHBC	Hilo, T. H	KTOK	Oklahoma City	WCBE	Baltimore	WHKC	Columbus, O	WNEL	San Juan, P. R.
KANS	Wichita, Kan.	KHJ	Los Angeles	KTRB	Modesto, Calif.	WCBS	Springfield, Ill.	WHLB	Virginia, Minn.	WNLO	New London, Conn.
KARK	Little Rock, Ark.	KHQ	Spokane, Wash	KTRH	Houston, Tex	WCCE	Minneapolis	WHLO	New York	*WNNY	Watertown, N. Y.
KASA	Elk City, Calif.	KHSL	Chico, Calif.	KTSA	San Antonio, Tex.	WCDF	Chicago	WHOM	Jersey City, N. J.	WNOX	Knoxville, Tenn.
KAST	Astoria, Ore	KHUB	Watsonville, Calif.	KTSM	El Paso, Tex.	WCHV	Charlottesville, Va.	WHPP	Harrisburg, Pa.	WNYC	New York
*KATE	Albert Lea, Minn	KID	Idaho Falls, Idaho	KTUL	Seattle, Wash.	WCKY	Cincinnati	WIBA	Madison, Wis.	WOAI	San Antonio, Tex.
KAWM	Gallup, N. M.	KIDO	Boise, Idaho	KUJ	Walla Walla, Wash.	WCLO	Janesville, Wis.	WIBG	Glenside, Pa.	WOC	Davenport, Ia.
KBIX	Muskogee, Okla.	KIDW	Lamar, Colo.	KUMA	Yuma, Ariz.	WCLS	Joliet, Ill.	WIBM	Jackson, Mich.	WOI	Ames, Ia.
KBPS	Portland, Ore	KIEM	Eureka, Calif.	KUOA	Siloam Springs, Ark.	WCMI	Ashland, Ky.	WIBU	Poynette, Wis.	WOKO	Albany, N. Y.
KBST	Big Spring, Tex.	KIEV	Glendale, Calif.	KUSD	Vermillion, S. D.	WCNW	Brooklyn	WIBW	Topeka, Kan.	WOL	Washington, D. C.
KBMT	Jonesboro, Ark.	KINY	Juneau, Alaska	*KUTA	Salt Lake City, Utah	WCOA	Pensacola, Fla.	WIBX	Utica, N. Y.	*WOLS	Florence, S. C.
KCKN	Kansas City, Kan.	KIRO	Seattle, Wash.	KVCV	Redding, Calif.	WCOO	Meridian, Miss.	*WICA	Ashtabula, O.	WOMT	Manitowish, Wis.
KCMC	Texarkana, Tex.	KIT	Yakima, Wash.	KVEC	San Luis Obispo, Cal.	WCOL	Columbus, O.	WICC	Bridgeport, Conn.	WOOD	Grand Rapids, Mich.
KCMO	Kansas City, Mo.	KIUL	Garden City, Kans.	KVGB	Great Bend, Kan.	WCOP	Boston	WILL	St. Louis	WOPI	Bristol, Tenn.
KCRC	Enid, Okla.	KIUN	Pecos, Tex.	KVI	Tacoma, Wash.	WCPO	Cincinnati	WILM	Urbana, Ill.	WORC	Newark, N. J.
KCRJ	Jerome, Ariz.	KIUP	Durango, Colo.	KVOA	Tucson, Ariz.	WCRR	Chicago, Ill.	WILN	Wilmington, Del.	WORL	Worcester, Mass.
KCDL	Duluth, Minn.	KJBS	San Francisco, Calif.	KVOD	Denver, Colo.	WCSC	Charleston, S. C.	WINS	Gary, Ind.	WORL	Boston, Mass.
KDB	Santa Barbara, Calif.	KJR	Seattle, Wash.	KVOE	Santa Ana, Calif.	WCSE	Portland, Ore.	WIOD	New York	WOSU	Columbus, O.
KDFN	Casper, Wyo.	KJLH	Carlsbad, N. M.	KVOL	Lafayette, La.	WDAE	Tampa, Fla.	WIP	Philadelphia	WOV	New York
KDKA	Pittsburgh	KJCN	Blytheville, Ark.	KVOO	Tulsa, Okla.	WDAP	Sanas City	WIRE	Indianapolis	WOW	Omaha, Nebr.
KDLR	Devils Lake, N. D.	KJCO	Ogden, Utah	KVOR	Colorado Springs, Colo.	WDAS	Philadelphia	WIS	Columbia, S. C.	WOWO	Fort Wayne, Ind.
*KDNC	Lewistown, Mont.	KJCP	Minot, N. D.	KVOS	Bellingham, Wash.	WDAY	Fargo, N. D.	WISN	Milwaukee	WPAD	Paducah, Ky.
KDON	Monterey, Calif.	KJLRA	Little Rock, Ark.	*KVXQ	Moorhead, Minn.	WDBJ	Reno, N. V.	WJAC	Johnstown, Pa.	WPARK	Parkersburg, W. Va.
KDYL	Salt Lake City, Utah	KLS	Oakland, Calif.	KVSO	Ardmore, Okla.	WDBO	Orlando, Fla.	WJAG	Norfolk, Nebr.	WPAX	Thomasville, Ga.
KECA	Los Angeles	KLUF	Galveston, Texas	KWBG	Hutchinson, Kan.	WDEL	Wilmington, Del.	WJAR	Providence, R. I.	WPAY	Portsmouth, O.
KEEN	Seattle, Wash.	KLX	Oakland, Calif.	KWG	Stockton, Calif.	WDEV	Waterbury, Vt.	WJAS	Pittsburgh	WPEN	Philadelphia
KEHB	Los Angeles	KLZ	Denver	KWJJ	Portland, Ore.	WDGY	Minneapolis	WJAX	Jacksonville, Fla.	WPG	Atlantic City, N. J.
KELD	El Dorado, Ark.	KMA	Shenandoah, Ia.	KWK	St. Louis	WDNC	Durham, N. C.	WJAY	Cleveland	WPHR	Petersburg, Va.
KELO	Sioux Falls, S. D.	KMAC	San Antonio, Tex.	KWKH	Shreveport, La.	WDOD	Chattanooga, Tenn.	WJBC	Bloomington, Ill.	*WPPA	Mayaguez, P. R.
KERN	Bakersfield, Calif.	KMCB	Kansas City, Mo.	KWLC	Decorah, Ia.	WDRC	Hartford, Conn.	WJKB	Detroit	WPRO	Providence, R. I.
KEUB	Price, Utah	KMED	Medford, Ore.	*KWNO	Winona, Minn.	WDSU	Superior, Wis.	WJBL	Decatur, Ill.	WPRP	Providence, R. I.
KEX	Portland, Ore.	KMJ	Fresno, Calif.	KWOS	Jefferson City, Mo.	WDWS	New Orleans	*WJBR	Baton Rouge, La.	WPTF	Raleigh, N. C.
KFAB	Lincoln, Nebr.	KMMJ	Clay Center, Nebr.	KWSC	Pullman, Wash.	WDZ	Champaign, Ill.	WJBU	New Orleans	WQAM	Miami
KFAC	Los Angeles	KMO	Tacoma, Wash.	KWTC	Waterbury, Conn.	WDFW	Tuscola, Ill.	WJBY	Gadsden, Ala.	WQAN	Scranton, Pa.
KFBB	Great Falls, Mont.	KMOX	St. Louis	KWTO	Springfield, S. D.	WEAF	New York	WJDX	Jackson, Miss.	WQBC	Vicksburg, Miss.
KFB	Aberdeen, Kan.	KMPC	Beverly Hills, Calif.	KWYO	Sheridan, Wyo.	*WEBC	Providence, R. I.	WJEG	Hagerstown, Md.	WQDM	St. Albans, Vt.
KFBK	Sacramento, Calif.	KMTR	Hollywood, Calif.	KXA	Kansas City, Mo.	*WEAU	Eau Claire, Wis.	WJIM	Lansing, Mich.	WQXR	Long Isl. City, N. Y.
KFDM	Beaumont, Tex.	KNEL	Brad, Tex.	KXY	Portland, Ore.	WBEW	Duluth, Minn.	WJMS	Chicago	WRAC	Williamsport, Pa.
KFDY	Brookings, S. D.	KNET	Palestine, Tex.	KXO	El Centro, Calif.	WBEQ	Harrisburg, Ill.	WJMS	Ironwood, Mich.	WRAP	Reading, Pa.
KFEL	Denver	KNOW	Austin, Tex.	*KXRO	St. Louis, Mo.	WBER	Buffalo, N. Y.	WJNO	West Palm Bch, Fla.	WRAX	Philadelphia
KFEQ	St. Joseph, Mo.	KNX	Los Angeles	KXK	Aberdeen, Wash.	WFDC	Chicago	*WJOY	Saginaw, Mich.	WRBL	Columbus, Ga.
KFGQ	Boone, Ia.	KOA	Denver	KXYZ	Houston, Tex.	WEED	Rocky Mount, N. C.	WJR	Detroit	WRC	Washington, D. C.
KFH	Wichita, Kan.	*KOAM	Corvallis, Ore.	KYA	San Francisco	WEEL	Boston	WJR	Tuscaloosa, Ala.	WRDO	Augusta, Me.
KFI	Los Angeles	KOB	Albuquerque, N. M.	*KYCA	Prescott, Ariz.	WEUU	Reading, Pa.	WJVS	Washington, D. C.	WRDW	Augusta, Ga.
KPIO	Spokane, Wash.	KOBH	Rapid City, S. Dak.	KYOS	Merced, Cal.	WELI	New Haven, Conn.	WJTN	Jamestown, N. Y.	WREO	Lawrence, Kan.
KFIZ	Fond du Lac, Wis.	KOCA	Kilgore, Tex.	KYW	Philadelphia	WELL	Battle Creek, Mich.	WJW	Akron, O.	WRGA	Rome, Ga.
KFJB	Marshalltown, Ia.	KOH	Reno, Nev.			WEMP	Milwaukee	WRJN	Racine, Wis.		
KFJI	Klamath Falls, Ore.	KOIL	Omaha, Nebr.			WFNR	Chicago	WRK	Rockford, Ill.		
KFJM	Grand Forks, N. D.	KOIN	Portland, Ore.			WFOA	Evansville, Ind.	WRLO	Knoxville, Tenn.		
KFJZ	Port Worth, Tex.	KOKO	La Junta, Colo.			WFOE	Elmira, N. Y.	WRR	Dallas, Tex.		
KFKU	Greeley, Colo.	KOL	Seattle, Wash.			WFOF	Easton, Pa.	*WRTD	Richmond, Va.		
KFKV	Lawrence, Kan.	KOMA	Oklahoma City			WFOG	New York	WRUF	Gainesville, Fla.		
KFNF	Shenandoah, Ia.	KOMO	Seattle, Wash.			WFOH	St. Louis	WRVA	Richmond, Va.		
KFOR	Lincoln, Nebr.	KONO	San Antonio, Tex.			WFOI	Royal Oak, Mich.	WSAI	Cincinnati		
KFOX	Long Beach, Calif.	KOOS	Marshfield, Ore.			WFOJ	Dallas, Tex.	WSAJ	Grove City, Pa.		
KFPL	Dublin, Tex.	KORE	Eugene, Ore.			WFOK	New York	WSAN	Allentown, Pa.		
KFPW	Fort Smith, Ark.	KOTN	Pine Bluff, Ark.			WFOE	South Bend, Ind.	WSAR	Fall River, Mass.		
KFPY	Spokane, Wash.	KOVC	Valley City, N. Dak.			WFOG	White Plains, N. Y.	WSAU	Wausau, Wis.		
KFQD	Anchorage, Alaska	KOY	Phoenix, Ariz.			WFOH	Greenville, S. C.	WSB	Rochester, N. Y.		
KFR	San Francisco	KPAC	Port Arthur, Tex.			WFOI	Altoona, Pa.	WSAZ	Huntington, W. Va.		
KFRU	Columbia, Mo.	KPDM	Pampa, Tex.			WFOJ	Syracuse, N. Y.	WSB	Atlanta		
KFSD	San Diego, Calif.	*KPPA	Helena, Mont.			WFOK	Indianapolis	WSBC	Chicago		
KFSG	Los Angeles	KPLC	Lake Charles, La.			WFOE	Baltimore	WSBT	South Bend, Ind.		
KFDV	St. Louis	KPLT	Paris, La.			WFOF	Flint, Mich.	WSFA	Montgomery, Ala.		
KFVS	Los Angeles	KPMO	Bakersfield, Calif.			WFOG	Manchester, N. H.	WSGN	Birmingham		
KFWB	Cape Girardeau, Mo.	KPND	San Francisco			WFOH	Philadelphia	WSIX	Nashville, Tenn.		
KFXD	Hollywood, Calif.	KPOT	Denver			WFOI	Clearwater, Fla.	WSJS	Winston-Salem, N. C.		
KFXJ	Nampa, Idaho	KPPC	Pasadena, Calif.			WFOJ	Frederick, Md.	WSM	Nashville, Tenn.		
KFXM	Grand Junction, Colo.	KPQ	Wenatchee, Wash.			WFOK	Hattiesburg, Miss.	WSMB	New Orleans		
KFXR	San Bernardino, Calif.	KPRC	Houston, Tex.			WFOE	St. Augustine, Fla.	WSMK	Dayton, O.		
KFY	Oklahoma City	KQV	Pittsburgh			WFOG	Kingston, N. C.	*WSNJ	Bridgeton, N. J.		
KFYU	Lubbock, Tex.	KQW	San Jose, Calif.			WFOH	Lancaster, Pa.	WSPC	Charlotte, N. C.		
KFRY	Bismarck, N. D.	KRBC	Ablene, Tex.			WFOI	Portland, Me.	WSPA	Spartanburg, S. C.		
KGA	Spokane, Wash.	KRE	Berkeley, Calif.			WFOJ	Cleveland	WSTP	Tellico, O.		
KGAR	Tucson, Ariz.	KRGV	Weslaco, Tex.			WFOK	Freepont, N. Y.	WSPR	Springfield, Mass.		
KGB	San Diego, Calif.	*KRIS	Corpus Christi, Tex.			WFOE	Evansville, Ind.	WSUI	Iowa City, Ia.		
KGBU	Ketchikan, Alaska	KRKD	Los Angeles			WFOG	Scranton, Pa.	WSUN	St. Petersburg, Fla.		
KGBX	Springfield, Mo.	KRKO	Everett, Wash.			WFOH	Mississippi City, Miss.	WSVA	Harrisonburg, Va.		
KGC	Decorah, Ia.	KRLC	Lewiston, Idaho			WFOI	Newport News, Va.	WSVS	Buffalo, N. Y.		
KGCU	Madison, N. D.	KRLD	Idaho Falls, Idaho			WFOJ	Fort Wayne, Ind.	WSYB	Rutland, Vt.		
KGCC	Wolf Point, Mont.	KRLH	Dallas, Tex.			WFOK	Chicago	WSYR	W-SYU Syracuse, N. Y.		
KGDE	Fergus Falls, Minn.	KRLM	Midland, Tex.			WFOE	Newburgh, N. Y.	WTAD	Quincy, Ill.		
KGDM	Stockton, Calif.	KRMC	Jamestown, N. Dak.			WFOG	Albany, N. Y.	WTAG	Worcester, Mass.		
KGDY	Huron, S. D.	KRMD	Shreveport, La.			WFOH	Buffalo, N. Y.	WTAL	Tallahassee, Fla.		
KGEK	Sterling, Colo.	KRNR	Roseburg, Ore.			WFOI	New Albany, Ind.	WTAM	Cleveland		
KGER	Long Beach, Calif.	KROC	Des Moines, Ia.			WFOJ	Atlanta	WTAN	Green Bay, Wis.		
KGEZ	Kalspell, Mont.	*KROD	El Paso, Tex.			WFOK	Wilson, N. C.	WTAR	Norfolk, Va.		
KGFF	Shawnee, Okla.	KROW	Oakland, Calif.			WFOE	Indianapolis	WTAW	College Station, Tex.		
*KGFI	Corpus Christi, Tex.	KROY	Sacramento, Calif.			WFOG	Schenectady, N. Y.	WTAX	Springfield, Ill.		
KGFL	Los Angeles	KRQA	Santa Fe, N. M.			WFOH	Madison, Wis.	WTBO	Cumberland, Md.		
KGFM	Roswell, N. M.	KRRV	Sherman, Tex.			WFOI	Roanoke, Va.	WTBN	Minneapolis		
KGFX	Keene, Nebr.	KRSC	Seattle, Wash.			WFOJ	Louisville, Ky.	WTEL	Philadelphia		
KGGC	San Francisco	KSAC	Manhattan, Kan.			WFOK	Philadelphia	*WTFI	Athens, Ga.		
KGGF	Coffeville, Kan.	*KSAL	Salina, Kan.			WFOE	Tro, N. Y.	WTHH	Hartford, Conn.		
KGGM	Albuquerque, N. M.	KSCJ	Sioux City, Ia.			WFOG	Kansas City, Mo.	WTHS	Hartford, Conn.		
KGHF	Pueblo, Colo.	KSD	St. Louis			WFOH	Selma, Ala.	WTJS	Jackson, Tenn.		
KGHI	Little Rock, Ark.	KSEI	Pocatello, Idaho			WFOI	Canton, O.	WTMJ	Milwaukee		
KGLH	Billings, Mont.	KSFO	San Francisco, Calif.			WFOJ	Rock Island, Ill.	WTMV	East St. Louis, Ill.		
KGIR	Butte, Mont.	KSL	Salt Lake City, Utah			WFOK	Newark, N. J.	WTNJ	Trenton, N. J.		
KGIW	Alamosa, Colo.	KSLM	Salem, Ore.			WFOE	Sheboygan, Wis.	WTOG	Savannah, Ga.		
KGKB	Tyler, Tex.	KSO	Des Moines, Ia.			WFOG	Memphis	WTRC	Elkhart, Ind.		
KGKL	San Angelo, Tex.	KSOO	Sioux Falls, S. D.			WFOH	Anderson, Ind.	WVFW	Brooklyn		
KGKO	Wichita Falls, Tex.	*KSRO	Santa Rosa, Calif.			WFOI	Green Bay, Wis.	WVAE	Hammond, Ind.		
KGKY	Scottsbluff, Nebr.	KSTP	Minneapolis-St. Paul			WFOJ	Calumet, Mich.	WWJ	Detroit		
KGLO	Mason City, Ia.	*KSUB	Cedar City, Utah			WFOK	Boston	WWL	New Orleans		
KGMB	Honolulu, Hawaii	KSUN	Lowell, Ariz.			WFOE	Wilmington, N. C.	WWNC	Asheville, N. C.		
KGNC	Amarillo, Tex.	KTAR	Phoenix, Ariz.			WFOG	Plattsburg, N. Y.	WWSL	Woodside, N. Y.		
KGNE	N. Platte, Nebr.	KTAT	Fort Worth, Tex.			WFOH	Hibbing, Minn.	WWSW	Pittsburgh		
KGNO	Dodge City, Kan.	KTBS	Shreveport, La.			WFOI	Daytona Beach, Fla.	WVVA	Wheeling, W. Va.		
KGO	San Francisco					WFOJ	Grenada, Miss.	WXYZ	Detroit		

* Authorized to move to Brownsville, Tex. † Authorized to move to Ft. Worth.



Leadership

• The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH,
PA.

• If you plan to increase the efficiency of your antennae it will pay to consult Blaw-Knox

BLAW-KNOX VERTICAL RADIATORS

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or authorized by FCC as of June 1, 1937)

*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.
S—Stay of construction permit awaits litigation or further FCC action.

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL				690 KC. CANADIAN EXCLUSIVE				890 KC. REGIONAL—CANADIAN SHARED				1050 KC. CLEAR			
KFUO	St. Louis	1,000	500	700 KC. CLEAR				KARK	Little Rock, Ark.	1,000	500	KFBI	Abilene, Kan.	5,000	5,000
KFYR	Bismarck, N. D.	5,000	1,000	WLW	Cincinnati	\$500,000	\$500,000	KPNF	Shenandoah, Ia.	1,000	500	KNX	Los Angeles	50,000	50,000
KQAC	Corvallis, Ore.	1,000	1,000	710 KC. CLEAR				KFPY	Spokane, Wash.	5,000	1,000	WEAU	Eau Claire, Wis.	*1,000	-----
KSD	St. Louis	5,000	1,000	KIRO	Seattle	11,000	11,000	KUSD	Vermillion, S. D.	500	500	†WGVA	Indianapolis	1,000	-----
KTSA	San Antonio	5,000	1,000	KMPC	Beverly Hills, Calif.	500	500	WBA	West Lafayette, Ind.	1,000	500	1060 KC. CLEAR			
KTSEV	Waterbury, Vt.	500	-----	WOR	Newark, N. J.	50,000	50,000	WGST	Atlanta	5,000	1,000	KTHS	Hot Springs	\$10,000	\$10,000
WGR	Buffalo, N. Y.	*5,000	1,000	720 KC. CLEAR				WJAR	Providence, R. I.	1,000	1,000	WBAL	Balti. (SA-760 kc)	10,000	10,000
WKRC	Cincinnati	5,000	1,000	WGN	Chicago	50,000	50,000	WMMN	Fairmont, W. Va.	1,000	500	WJAG	Norfolk, Nebr.	1,000	1,000
WSVA	Harrisonburg, Va.	500	-----	730 KC. CANADIAN EXCLUSIVE				900 KC. REGIONAL				1070 KC. CLEAR			
560 KC. REGIONAL				740 KC. CLEAR				KGBU	Ketchikan, Alaska	*1,000	*1,000	KJBS	San Francisco	500	500
KFDM	Beaumont, Tex.	1,000	500	KMMJ	Clay Center, Nebr.	1,000	1,000	KHJ	Los Angeles	5,000	1,000	WCAZ	Carthage, Ill.	100	-----
KLZ	Denver	5,000	1,000	KTRB	Modesto, Calif.	250	-----	KSEI	Pocatello, Idaho	1,000	250	WTAM	Cleveland	50,000	50,000
KSFO	San Francisco	*5,000	1,000	WHEB	Portsmouth, N. H.	250	-----	WBEN	Buffalo, N. Y.	5,000	1,000	1080 KC. CLEAR			
KWTO	Springfield, Mo.	5,000	-----	WSB	Atlanta	50,000	50,000	WBLL	New Haven, Conn.	500	-----	WBT	Charlotte, N. C.	50,000	50,000
WFIL	Philadelphia	1,000	\$11,000	750 KC. CLEAR				WPMD	Frederick, Md.	500	-----	WCBD	Chicago Ill.	5,000	5,000
WFND	Gary, Ind.	5,000	1,000	KGU	Honolulu, Hawaii	2,500	2,500	WJAX	Jacksonville, Fla.	5,000	1,000	WMBI	Chicago	5,000	5,000
WIS	Columbia, S. C.	5,000	1,000	WJR	Detroit	50,000	50,000	WKY	Oklahoma City	5,000	1,000	1090 KC. CLEAR			
WQAM	Miami, Fla.	1,000	1,000	760 KC. CLEAR				WLB	Stevens Point, Wis.	*5,000	-----	KMOX	St. Louis	50,000	50,000
570 KC. REGIONAL				770 KC. CLEAR				WTRAD	Quincy, Ill.	1,000	-----	1100 KC. CLEAR			
**KGKO	Wichita Falls, Tex.	1,000	250	KFAB	Lincoln, Nebr.	10,000	10,000	KFEL	Denver	500	500	KGDN	Stockton, Calif.	1,000	-----
KMTR	Los Angeles	1,000	1,000	WBMM	Chicago	50,000	50,000	KOMO	Seattle	5,000	1,000	KDKH	Shreveport, La.	\$10,000	\$10,000
KVI	Tacoma, Wash.	5,000	1,000	780 KC. REGIONAL—CANADIAN SHARED				KPRC	Houston, Tex.	5,000	1,000	WLWL	New York	5,000	5,000
WKBN	Youngstown, O.	500	500	KEHE	Los Angeles	5,000	1,000	KQOD	Denver	500	500	WPG	Atlantic City, N. J.	5,000	5,000
WMCA	New York	1,000	1,000	KFPD	Brookings, S. D.	1,000	-----	WAAAT	Chicago	5,000	1,000	1110 KC. CLEAR			
WNAX	Yankton S. D.	5,000	1,000	KFPD	Brookings, S. D.	1,000	-----	WAVE	Louisville	1,000	1,000	KSOO	Sioux Falls, S. D.	2,500	2,500
WOSU	Columbus O.	1,000	750	KFPD	Brookings, S. D.	1,000	-----	WVOR	Portland, Me.	2,500	1,000	WRVA	Richmond, Va.	5,000	5,000
WSYR	Syracuse, N. Y.	1,000	1,000	KFPD	Brookings, S. D.	1,000	-----	WVON	Portland, Me.	2,500	1,000	1120 KC. REGIONAL—CANADIAN SHARED			
WWNC	Asheville, N. C.	1,000	1,000	KFPD	Brookings, S. D.	1,000	-----	WVON	Portland, Me.	2,500	1,000	KFIO	Spokane Wash	100	-----
580 KC. REGIONAL—CANADIAN SHARED				790 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	KFSG	Los Angeles	2,500	500
KMJ	Fresno, Calif.	1,000	1,000	KGO	San Francisco	7,500	7,500	KRKC	Seattle	250	250	KRKC	Seattle	250	250
KSAC	Manhattan, Kan.	1,000	500	WGY	Schenectady N. Y.	50,000	50,000	WCOP	Boston	500	-----	WDEL	Wilmington, Del.	500	250
WCHS	Charleston, W. Va.	1,000	500	†KOAM	Pittsburg, Kan.	1,000	-----	WJBO	Baton Rouge	500	500	WJIS	Milwaukee	1,000	250
WDBO	Orlando, Fla.	*5,000	1,000	800 KC. CLEAR				WJIS	Milwaukee	1,000	250	WTAW	College Station, Tex.	500	500
WILL	Urbana, Ill.	1,000	-----	WBAP	Fort Worth, Tex.	50,000	50,000	WVON	Portland, Me.	2,500	1,000	1130 KC. CLEAR			
WBW	Topeka, Kan.	5,000	1,000	WFAA	Dallas, Tex.	50,000	50,000	WVON	Portland, Me.	2,500	1,000	KSL	Salt Lake City	50,000	50,000
WTAG	Worcester, Mass.	1,000	1,000	WTBO	Cumberland, Md.	250	-----	WVON	Portland, Me.	2,500	1,000	WJJD	Chicago	20,000	20,000
590 KC. REGIONAL				810 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	WVON	New York	1,000	-----
KHQ	Spokane, Wash.	*5,000	1,000	WCCO	Minneapolis	50,000	50,000	WVON	Portland, Me.	2,500	1,000	1140 KC. CLEAR			
WEEI	Boston	5,000	1,000	WNYC	New York	1,000	-----	WVON	Portland, Me.	2,500	1,000	KVOO	Tulsa, Okla.	25,000	25,000
WKZO	Kalamazoo, Mich.	1,000	*250	820 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	WAPI	Birmingham	5,000	5,000
WOW	Omaha, Nebr.	5,000	\$5,000	WHAS	Louisville	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WSPR	Springfield, Mass.	500	500
600 KC. REGIONAL—CANADIAN SHARED				830 KC. CLEAR				940 KC. REGIONAL				1150 KC. CLEAR			
KFSD	San Diego, Calif.	1,000	1,000	KOA	Denver	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WHAM	Rochester, N. Y.	50,000	50,000
WCAO	Baltimore	1,000	500	WEU	Reading, Pa.	1,000	-----	WVON	Portland, Me.	2,500	1,000	1160 KC. CLEAR			
WICC	Bridgport, Conn.	1,000	500	WHDH	Boston	1,000	-----	WVON	Portland, Me.	2,500	1,000	WOWO	Fort Wayne, Ind.	10,000	10,000
WMT	Cedar Rapids, Ia.	5,000	1,000	WRUF	Gainesville, Fla.	5,000	5,000	WVON	Portland, Me.	2,500	1,000	WWVA	Wheeling, W. Va.	5,000	5,000
WREC	Memphis	5,000	1,000	840 KC. CANADIAN EXCLUSIVE				WVON	Portland, Me.	2,500	1,000	1170 KC. CLEAR			
610 KC. REGIONAL				850 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	WCAU	Philadelphia	50,000	50,000
KFRC	San Francisco	5,000	1,000	KIEV	Glendale, Calif.	250	-----	WVON	Portland, Me.	2,500	1,000	1180 KC. CLEAR			
WDAI	Kansas City	*5,000	1,000	WESG	Elmira, N. Y.	\$1,000	-----	WVON	Portland, Me.	2,500	1,000	KEX	Portland, Ore.	5,000	5,000
WIP	Philadelphia	\$11,000	\$11,000	WWL	New Orleans	10,000	10,000	WVON	Portland, Me.	2,500	1,000	KOB	Albuquerque, N.M.	10,000	10,000
WJAY	Cleveland	500	-----	WKAR	E. Lansing, Mich.	1,000	-----	WVON	Portland, Me.	2,500	1,000	WDGY	Minneapolis	5,000	1,000
620 KC. REGIONAL				860 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	WINS	New York	1,000	1,000
KGW	Portland Ore.	5,000	1,000	WABC	New York	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WMAZ	Macon, Ga.	1,000	1,000
KTR	Phoenix, Ariz.	1,000	1,000	WHB	Kansas City	1,000	-----	WVON	Portland, Me.	2,500	1,000	1190 KC. CLEAR			
WFLA	Clearwater, Fla.	5,000	1,000	870 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	WTAR	Waterbury, Conn.	100	100
WHJB	Greensburg, Pa.	250	-----	WENR	Chicago	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WAOI	San Antonio, Tex.	50,000	50,000
WLBZ	Bangor, Me.	1,000	500	WLS	Chicago	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WSAZ	Huntington, W. Va.	1,000	1,000
WTMJ	Milwaukee	5,000	1,000	880 KC. REGIONAL—CANADIAN SHARED				WVON	Portland, Me.	2,500	1,000	†KTKC	Visalia, Cal.	250	-----
630 KC. REGIONAL—CANADIAN SHARED				890 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	1200 KC. LOCAL			
KFRU	Columbia Mo.	1,000	500	KFKA	Greeley, Colo.	1,000	500	WVON	Portland, Me.	2,500	1,000	KADA	Ada, Okla.	100	-----
KGFX	Pierre S. D.	200	-----	KLX	Oakland, Calif.	1,000	1,000	WVON	Portland, Me.	2,500	1,000	KBTM	Jonesboro, Ark.	100	-----
WGBF	Evansville Ind.	1,000	500	KPOF	Denver	500	500	WVON	Portland, Me.	2,500	1,000	†KDNC	Lewistown, Mont.	250	100
WMAL	Washington D. C.	500	250	WCOC	Meridian, Miss.	1,000	500	WVON	Portland, Me.	2,500	1,000	KELO	Sioux Falls, S. D.	100	100
WPRO	Providence, R. I.	1,000	500	WGBI	Scranton, Pa.	1,000	500	WVON	Portland, Me.	2,500	1,000	KFPJ	Marshalltown, Ia.	250	100
640 KC. CLEAR				900 KC. CLEAR				WVON	Portland, Me.	2,500	1,000	KFXD	Nampa, Idaho	250	100
KFI	Los Angeles	50,000	50,000	WPHR	Petersburg, Va.	500	500	WVON	Portland, Me.	2,500	1,000	KFXJ	Grand Junc., Colo.	250	100
WHKC	Columbus, O.	500	500	WQAN	Scranton, Pa.	500	500	WVON	Portland, Me.	2,500	1,000	KGDE	Fergus Falls, Minn.	250	100
WOI	Ames, Ia.	5,000	-----	WSUI	Iowa City, Ia.	1,000	500	WVON	Portland, Me.	2,500	1,000	KGEK	Sterling, Colo.	100	100
†WGAN	Portland, Me.	*500	*500	910 KC. CANADIAN EXCLUSIVE				WVON	Portland, Me.	2,500	1,000	KGFJ	Los Angeles	100	100
650 KC. CLEAR				920 KC. REGIONAL				WVON	Portland, Me.	2,500	1,000	KGHI	Little Rock, Ark.	250	100
WSM	Nashville, Tenn.	50,000	50,000	KFEL	Denver	500	500	WVON	Portland, Me.	2,500	1,000	KGVL	Greenville, Tex.	100	-----
660 KC. CLEAR				930 KC. REGIONAL—CANADIAN SHARED				WVON	Portland, Me.	2,500	1,000	KMLB	Monroe, La.	250	100
WAAW	Omaha, Nebr.	500	-----	KMA	Shenandoah, Ia.	5,000	1,000	WVON	Portland, Me.	2,500	1,000	KOOS	Marshfield, Ore.	250	-----
WEAF	New York	50,000	50,000	KROW	Omaha, Neb.	1,000	1,000	WVON	Portland, Me.	2,500	1,000	(Continued on page 250)			
670 KC. CLEAR				940 KC. REGIONAL				WVON	Portland, Me.	2,500	1,000				
WMAQ	Chicago	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WVON	Portland, Me.	2,500	1,000				
680 KC. CLEAR				950 KC. REGIONAL				WVON	Portland, Me.	2,500	1,000				
KFEQ	St. Joseph, Mo.	2,500	-----	WVON	Portland, Me.	2,500	1,000	WVON	Portland, Me.	2,500	1,000				
KPO	San Francisco	50,000	50,000	WVON	Portland, Me.	2,500	1,000	WVON	Portland, Me.	2,500	1,000				
WPTF	Raleigh, N. C.	5,000	5,000	WVON	Portland, Me.	2,500	1,000	WVON	Portland, Me.	2,500	1,000				
690 KC. CLEAR				960 KC.											



Frequency Measuring Service



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No modern transmitter, while stable, reliable, and skillfully operated is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

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28 Geary Street
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DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or authorized by FCC as of June 1, 1937)

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S—Stay of construction permit awaits litigation or further FCC action.

(Continued from page 246)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
1200 KC. LOCAL (Cont.)				1230 KC. REGIONAL (Cont.)				1310 KC. LOCAL (Cont.)				1370 KC. LOCAL (Cont.)			
KSUN	Lowell, Ariz.	250	100	KGGM	Albuquerque, N. M.	1,000	1,000	WAML	Laurel, Miss.	100	100	WDAS	Philadelphia	250	100
KVCV	Redding, Cal.	100	100	KYA	San Francisco	5,000	1,000	WBEO	Marquette, Mich.	100	100	WDWS	Champaign, Ill.	100	100
KVEC	San Luis Obispo, Cal.	*250	---	WFBM	Indianapolis	5,000	1,000	WBRB	Terre Haute, Ind.	250	100	WEOA	Evansville, Ind.	250	100
KVOS	Bellingham, Wash.	100	100	WNAC	Boston	5,000	1,000	WCLS	Wilkes-Barre, Pa.	100	100	WFOR	Hattiesburg, Miss.	100	100
KVSC	San Diego, Cal.	100	100	1240 KC. REGIONAL				WGLS	Joliet, Ill.	100	100	WGL	Fort Wayne, Ind.	100	100
KWG	Stockton, Calif.	100	100	KGCU	Mandan, N. D.	250	250	WDAH	Ashland, Ky.	250	100	WGRC	New Albany, Ind.	250	100
†KWNO	Winona, Minn.	100	---	KLPM	Minot, N. D.	250	250	WDRB	El Paso, Tex.	100	100	WHBQ	Memphis	100	100
WABI	Bangor, Me.	250	100	KTAT	Fort Worth, Tex.	1,000	1,000	WEMP	Buffalo, N. Y.	250	100	WHDF	Calumet, Mich.	250	100
WAIM	Anderson, S. C.	100	100	KTFI	Twin Falls, Idaho	1,000	1,000	WEXL	Milwaukee	100	---	WHLB	Virginia, Minn.	250	100
WAYZ	Waycross, Ga.	*250	100	WKAQ	San Juan, P. R.	1,000	1,000	WFDJ	Royal Oak, Mich.	50	50	WIBM	Jackson, Mich.	250	100
WBBZ	Ponca City, Okla.	*250	100	WXYZ	Detroit	1,000	1,000	WGH	Altoona, Pa.	100	100	WLLH	Lowell, Mass.	250	100
WBHP	Huntsville, Ala.	100	100	1250 KC. REGIONAL				WDFD	Flint, Mich.	100	100	WMBR	Jacksonville, Fla.	250	100
WBNO	New Orleans	100	100	†KXOK	St. Louis, Mo. (S)	1,000	1,000	WGH	Newport News, Va.	250	100	WMFD	Wilmington, N. C.	100	---
WCAT	Rapid City, S. D.	100	100	KFOX	Long Beach, Calif.	*5,000	1,000	WHAT	Philadelphia	100	100	WMFO	Decatur, Ala.	100	---
WCAX	Burlington, Vt.	250	100	WAIK	Winston-Salem, N. C.	250	---	WJAC	Johnstown, Pa.	250	100	WMIN	St. Paul, Minn.	250	100
WCLO	Janesville, Wis.	250	100	WCAL	Northfield, Minn.	2,500	1,000	WLAK	Lakeland, Fla.	100	100	WOC	Davenport, Ia.	250	100
WCPO	Cincinnati	250	100	WDSU	New Orleans	1,000	1,000	WLBC	Muncie, Ind.	250	100	WPAY	Portsmouth, O.	100	100
†WDSM	Superior, Wis.	100	100	WHBI	Newark, N. J.	2,500	1,000	WLNH	Laconia, N. H.	100	100	†WPRJ	Mayaguez, P. R.	250	100
†EST	Easton, Pa.	100	100	WLB	Minneapolis	1,000	1,000	WMBO	Auburn, N. Y.	*250	100	WRAC	Williamsport, Pa.	250	100
WFAM	South Bend, Ind.	100	100	WNEW	New York City	2,500	1,000	WMBW	Plattsburg, N. Y.	250	100	WRDO	Augusta, Me.	100	100
WFTC	Kinston, N. C.	250	100	WTCN	Minneapolis	5,000	1,000	WNBH	New Bedford, Mass.	250	100	WRJN	Racine, Wis.	250	100
WHBC	Canton, O.	*250	100	1260 KC. REGIONAL				WOL	Washington, D. C.	100	100	WSAU	Wausau, Wis.	100	100
WHBY	Green Bay, Wis.	250	100	KGVO	Missoula, Mont.	1,000	1,000	WRAW	Reading, Pa.	100	100	WSVS	Buffalo, N. Y.	50	---
WHBX	Utica, N. Y.	*250	100	KOIL	Omaha	*5,000	1,000	WRDL	Knoxville, Tenn.	250	100	1380 KC. REGIONAL			
WIL	St. Louis	250	100	KPAC	Port Arthur, Tex.	500	---	WSAJ	Grove City, Pa.	100	100	KOH	Reno, Nev.	500	500
WJBC	Bloomington, Ill.	250	100	KRCV	Weslaco, Tex.	*1,000	*1,000	WSGN	Birmingham, Ala.	250	100	KQV	Pittsburgh	500	500
WJBL	Decatur, Ill.	100	100	KUOA	Siloam Springs, Ark.	2,500	1,000	WSJS	Winston-Salem, N. C.	100	100	WALA	Mobile, Ala.	1,000	500
WJBW	New Orleans	100	100	KVOA	Tucson, Ariz.	1,000	1,000	WTAL	Tallahassee	100	100	WKBB	LaCrosse, Wis.	1,000	1,000
WJNO	W. Palm Beach, Fla.	*250	100	WHIO	Dayton, O.	5,000	1,000	WTBL	Philadelphia	100	100	WNCB	New Britain, Conn.	250	100
WJRD	Ward	100	100	WNBX	Springfield, Vt.	1,000	1,000	WTJS	Jackson, Tenn.	250	100	WSMK	Dayton, O.	200	200
WJWB	Harrisburg, Pa.	250	100	WTOC	Savannah, Ga.	1,000	1,000	WTRC	Elkhart, Ind.	250	100	1390 KC. REGIONAL			
WLVA	Lynchburg, Va.	250	100	1270 KC. REGIONAL				KGHF	Pueblo, Colo.	500	500	KOY	Phoenix, Ariz.	1,000	1,000
WMFR	High Point, N. C.	100	---	KGCA	Decorah, Ia.	100	---	KGMB	Honolulu, Hawaii	1,000	1,000	KLRA	Little Rock, Ark.	*5,000	1,000
WMPC	Lapeer, Mich.	250	100	KOL	Seattle	5,000	1,000	KID	Idaho Falls	500	500	WKH	Cleveland	2,500	1,000
†WOLS	Florence, S. C. (S)	100	---	KVOR	Colorado Springs	1,000	1,000	KIDT	Des Moines	5,000	1,000	WQDM	St. Albans, Vt.	1,000	---
WRBL	Columbus, Ga.	250	100	KWLC	Decorah, Ia.	100	---	KINT	Akron, O.	5,000	1,000	1400 KC. REGIONAL			
WTHT	Hartford, Conn.	100	100	WASH	Gr'd Rapids, Mich.	*1,000	500	WORK	York Pa.	1,000	1,000	KHBC	Hilo, Hawaii	250	250
WVAE	Hammond, Ind.	100	100	WFBP	Jackson, Miss.	*5,000	1,000	WSMB	New Orleans	1,000	1,000	KL O	KL O	500	500
1210 KC. LOCAL				WOOD	Gr'd Rapids, Mich.	*1,000	500	1330 KC. REGIONAL				KTUL	Tulsa, Okla.	1,000	500
KANS	Wichita, Kan.	100	100	1280 KC. REGIONAL				KG B	San Diego, Calif.	1,000	1,000	WARD	Brooklyn	500	500
KASA	Elk City, Okla.	100	100	KLS	Oakland	250	250	KGB	Tacoma Wash	1,000	1,000	WBBC	Brooklyn	500	500
†WNR	Devils Lake, N. D.	100	100	KFBF	Great Falls, Mont.	2,500	1,000	K O	Sioux City, Ia.	5,000	1,000	WHDL	Olean, N. Y.	250	100
KDON	Monterey, Calif.	100	100	WCAM	Camden, N. J.	500	500	WDR C	Hartford, Conn.	5,000	1,000	WIRE	Indianapolis	5,000	1,000
KFJI	Klamath Falls, Ore.	100	100	WCAP	Asbury Park, N. J.	500	500	WSAI	Cincinnati	2,500	1,000	WLTH	Brooklyn	500	500
KFOR	Lincoln, Neb.	250	100	WDOD	Chattanooga, Tenn.	5,000	1,000	WTAJ	Green Bay, Wis.	1,000	1,000	WVFW	Brooklyn	500	500
KFPW	Fort Smith, Ariz.	250	100	WIBA	Madison, Wis.	5,000	1,000	*KRIS	Corpus Christi	500	500	1410 KC. REGIONAL			
KFPV	Cape Girardeau, Mo.	250	100	WIOC	Worcester, Mass.	500	500	KGDY	Huron, S. D.	250	---	KFJM	Grand Forks, N. D.	1,000	500
KFKX	San Bernardino, Cal.	100	100	WJBC	Duluth, Minn.	5,000	1,000	KGIR	Butte, Mont.	2,500	1,000	KGNC	Amarillo, Tex.	2,500	1,000
†LO	Mason City, Iowa	100	100	WJAS	Plattsburg, N. Y.	250	100	KGNO	Dodge City, Kan.	250	250	WAAB	Boston	1,000	500
KG Y	Olympia, Wash.	100	100	WNL	Dallas, Tex.	500	500	KGRO	Pensacola, Fla.	*1,000	500	WBGM	Bav City, Mich.	500	500
KIUL	Garden City, Kans.	100	100	WNTN	Trenton N. J.	500	500	WFEA	Manchester, N. H.	1,000	500	WHIS	Bluefield, W. Va.	1,000	500
KLAH	Carlsbad, N. M.	100	100	1290 KC. REGIONAL				WFOA	Toledo, O.	5,000	1,000	WROK	Rockford, Ill.	1,000	500
KOCA	Kilgore, Tex.	100	100	KDYL	Salt Lake City	*5,000	1,000	WSPD	Toledo, O.	5,000	1,000	WSPA	Montgomery, Ala.	1,000	500
†KPPA	Helena, Mont.	250	100	KLCN	Elkhartville, Ark.	500	1,000	1340 KC. REGIONAL				KMED	Medford, Ore.	250	250
KPPC	Pasadena, Calif.	100	100	KTRH	Houston, Tex.	1,000	1,000	KG D Y	Huron, S. D.	250	---	1420 KC. LOCAL			
KROY	Sacramento, Cal.	100	100	WJBC	Duluth, Minn.	5,000	1,000	KGIR	Butte, Mont.	2,500	1,000	KABC	San Antonio, Tex.	250	100
KVSO	Ardmore, Okla.	100	100	WJAS	Plattsburg, N. Y.	250	100	KGNO	Dodge City, Kan.	250	250	KABR	Aberdeen, S. D.	100	100
†KWTN	Watertown S. D.	100	100	WNL	Dallas, Tex.	500	500	WCOA	Pensacola, Fla.	*1,000	500	KALB	Alexandria, La.	100	---
WALR	Zanesville, O.	100	100	1300 KC. REGIONAL				WFEA	Manchester, N. H.	1,000	500	†KATE	Albert Lea, Minn.	250	---
WBA X	Wilkes-Barre, Pa.	100	100	KALE	Portland, Ore.	500	500	WFOA	Toledo, O.	5,000	1,000	KBPS	Portland, Ore.	100	100
WBBL	Richmond, Va.	100	100	KFAC	Los Angeles	1,000	1,000	WSPD	Toledo, O.	5,000	1,000	KCMC	Texarkana, Ark.	*250	100
WBLY	Lima, O.	100	100	KFH	Wichita, Kan.	5,000	1,000	WCR C	Charleston, S. C.	1,000	500	KEUB	Price, Utah	100	100
WBRR	Red Bank, N. J.	100	100	WBBR	Brooklyn	1,000	1,000	WFL	Syracuse, N. Y.	5,000	1,000	KFFZ	Fond Du Lac, Wis.	100	100
WCOL	Columbus, O.	100	100	WEVD	New York	1,000	1,000	WFL	Chicago	500	500	KGFF	Shawnee, Okla.	250	100
WCRW	Chicago	100	100	WFBP	Jackson, Miss.	*5,000	1,000	WQB	Vicksburg, Miss.	1,000	500	KGIW	Alamosa, Colo.	100	100
WEBQ	Harrisburg, Ill.	250	100	WJBC	Duluth, Minn.	5,000	1,000	WSB I	South Bend, Ind.	500	500	KIDW	Lamar, Colo.	100	100
WEDC	Chicago	100	100	WJAS	Plattsburg, N. Y.	250	100	1370 KC. LOCAL				KIUN	Pecos, Tex.	100	100
WFAS	White Plains, N. Y.	100	100	WNL	Dallas, Tex.	500	500	KAST	Astoria, Ore.	100	---	KNET	Princeton, Tex.	100	100
WFOY	St. Augustine Fla.	100	100	1310 KC. LOCAL				KEEN	Seattle	100	100	KRBC	Abilene, Tex.	250	100
WGBB	Freeport N. Y.	100	100	KAND	Corsicana, Tex.	100	---	KELD	El Durado, Colo.	100	100	KRLC	Lewiston, Idaho	100	---
WGCM	Mississippi City, Miss.	250	100	KCRJ	Jerome, Ariz.	*250	100	KELN	Bakersfield, Calif.	100	100	(CP-1390 kc.)			
WGNV	Newburgh, N. Y.	100	100	KCKN	Kansas City	100	100	KFGQ	Boone, Ia.	100	---	KRLH	Midland, Tex.	100	---
WHBF	Rock Island, Ill.	250	100	KFPL	Dublin, Tex.	250	100	KFJZ	Fort Worth, Tex.	250	100	KUMA	Yuma, Ariz.	100	100
WHBU	Anderson, Ind.	250	100	KFXX	Oklahoma City	250	100	KFRJ	Longview, Tex.	250	100	KXL	Portland, Ore.	250	100
WBV	Poyntette, Wis.	250	100	KFYO	Lubbock, Tex.	250	100	KGAR	Tucson, Ariz.	250	100	KWBG	Hutchinson, Kans.	100	100
WJBY	Gadsden, Ala.	100	100	KGEZ	Kalspell, Mont.	100	100	KGFL	Roswell, N. M.	250	100	WACO	Waco, Tex.	100	100
WJEL	Hagerstown, Md.	100	50	KGFW	Kearney, Nebr.	100	100	KGKL	San Antonio, Tex.	250	100	WAGM	Presque Isle, Me.	100	100
WJIM	Lansing, Mich.	250	100	KHUB	Watsonville, Cal.	250	100	KGMA	Clarksburg, W. Va.	100	100	WAWO	Chattanooga, Tenn.	100	---
WJTN	Jamestown, N. Y.														

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*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.
S—Stay of construction permit awaits litigation or further FCC action.

(Continued from page 250)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
1430 KC. REGIONAL				1450 KC. REGIONAL (Cont.)				1490 KC. HIGH POWER REGIONAL				1500 KC. LOCAL (Cont.)			
KECA	Los Angeles, Calif.	5,000	1,000	KTBS	Shreveport, La.	1,000	1,000	KFBK	Sacramento, Calif.	5,000	5,000	WHBB	Selma, Ala.	100	---
KGNF	North Platte, Nebr.	1,000	---	WGAR	Cleveland	1,000	500	WCKY	Cincinnati	5,000	5,000	WHEF	Kosciusko, Miss.	250	100
KSO	Des Moines, Ia.	2,500	500	WHOM	Jersey City, N. J.	250	250					WJBK	Detroit	250	100
WBNS	Columbus, O.	1,000	500	WSAR	Fall River, Mass.	1,000	1,000					WKBB	E. Dubuque, Ill.	250	100
WHEC	Rochester, N. Y.	1,000	500	***WTFI	Athens, Ga.	500	500					WKBV	Richmond, Ind.	100	100
WHP	Harrisburg, Pa.	1,000	500									WKBU	Muskegon, Mich.	250	100
WNBR	Memphis	1,000	500									WKUW	Griffin, Ga.	100	---
WOKO	Albany, N. Y.	1,000	500									WMBQ	Brooklyn, N. Y.	100	100
				1460 KC. HIGH POWER REGIONAL								WMEX	Boston	250	100
				KSTP	Mpls-St Paul	25,000	10,000					WMLC	New London, Conn.	100	---
				WJSV	Washington, D. C.	10,000	10,000					WNBF	Binghamton, N. Y.	250	100
												WOPI	Bristol, Tenn.	100	100
												WRGA	Rome, Ga.	250	100
												WRDW	Augusta, Ga.	*250	100
												WRFD	Richmond, Va.	100	100
												*WSYB	Rutland, Vt.	100	100
												WTMV	East St. Louis, Ill.	250	100
												WVRL	Woodside, N. Y.	250	100
												WWSW	Pittsburgh	250	100
												1530 KC. SPECIAL			
												WBRY	Waterbury, Conn.	1,000	1,000
												KXBY	Kansas City	1,000	1,000
												1550 KC. SPECIAL			
												WQXR	L. I. City, N. Y.	1,000	1,000
												KPMC	Bakersfield, Calif.	1,000	1,000

**Authorized to move to Brownsville, Tex.

***Authorized to move to Atlanta; change call to WAGA.

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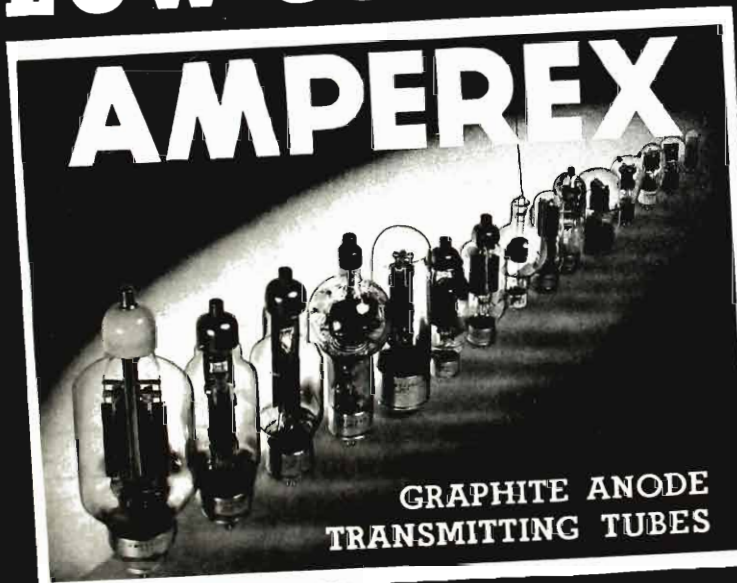
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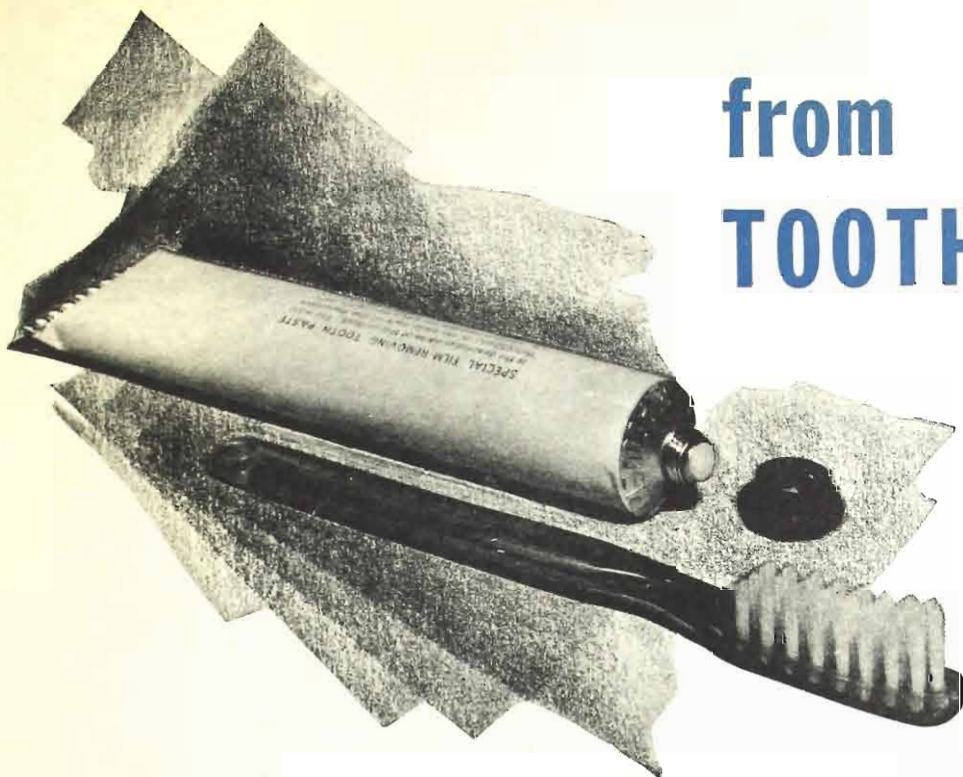
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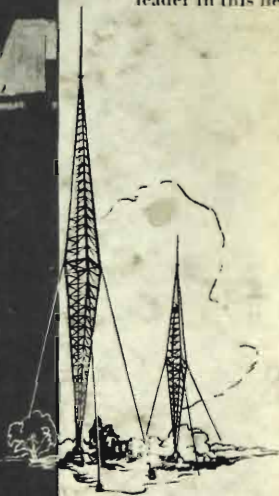
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